



activate

WORKMAN PLACEMAKING

Regenerate. Repurpose. Enliven
activateplaces.co.uk



Placemaking and Destination Marketing services to bring your assets alive

5 million sq.ft
of commercial, retail
and leisure space



Managing over
£1.5 million
marketing spend



40+ destinations
nationwide



24,000
social media posts
in 2024



4.5m
website views
in 2024



150+
events delivered
in 2024





Regenerate

Using local research and insights to advise developers, investors and local authorities on master planning and repositioning.

a



Repurpose

We provide commercially viable solutions for vacant or under-used assets, underpinned by feasibility studies and detailed business plans.



Enliven

We bring placemaking to life with a range of events and activations, all promoted with the latest digital marketing techniques and delivered by our Destination Marketing team.

Bringing **assets** alive

Retail & Leisure

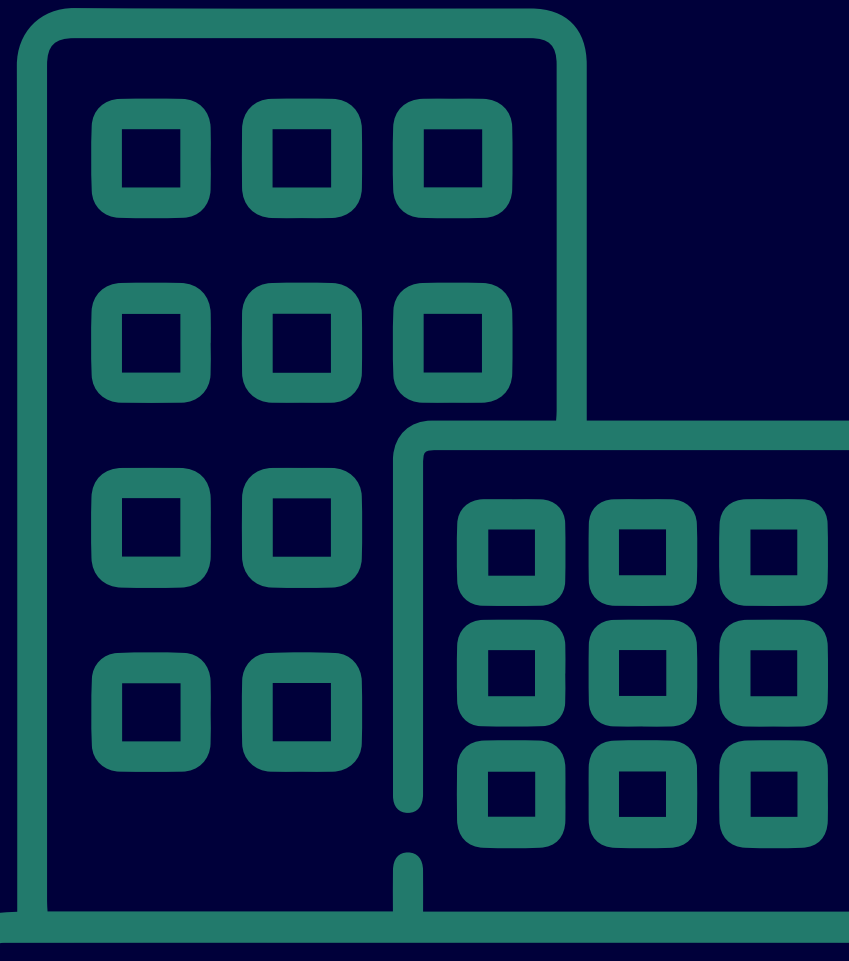
- **Destination Marketing** to drive **footfall, dwell time** and spend through delivery of events, PR and digital marketing activity
- Meanwhile use **strategies** to enliven town centre, development and mixed use schemes
- Strategic and operational consultancy for **regeneration** and master-planning projects
- **Repurposing** void space through concept development and delivery
- **Repositioning** of new retail assets including: branding, leasing advice, stakeholder engagement and marketing.



Bringing **assets** alive

Offices & Business Parks

- Community management programmes that bring occupiers together and deliver **social value initiatives**
- Management of **events programmes**, onsite enlivenment, marketing and health & wellbeing activities
- **Occupier engagement** to define customer experience and amenity provision
- Development of site teams to ensure the quality of **customer experience** delivery.



The value of placemaking



Maximise
Net Operating Income
(NOI)



Support
retention levels



Drive
property footfall



Increase
customer satisfaction



Mitigate
rates liabilities



Research
opportunities for
alternative uses



Decrease
number of void units



Strengthen
connection between
owners, occupiers and
the local community



Reduce
costs through
procurement
efficiencies



Achieve
GRESB benchmarking -
'Community Actions' now
a key scoring criteria

An integrated service throughout the development lifecycle



Regenerate

Recent projects



Business Planning for a new build food hall and public events programme



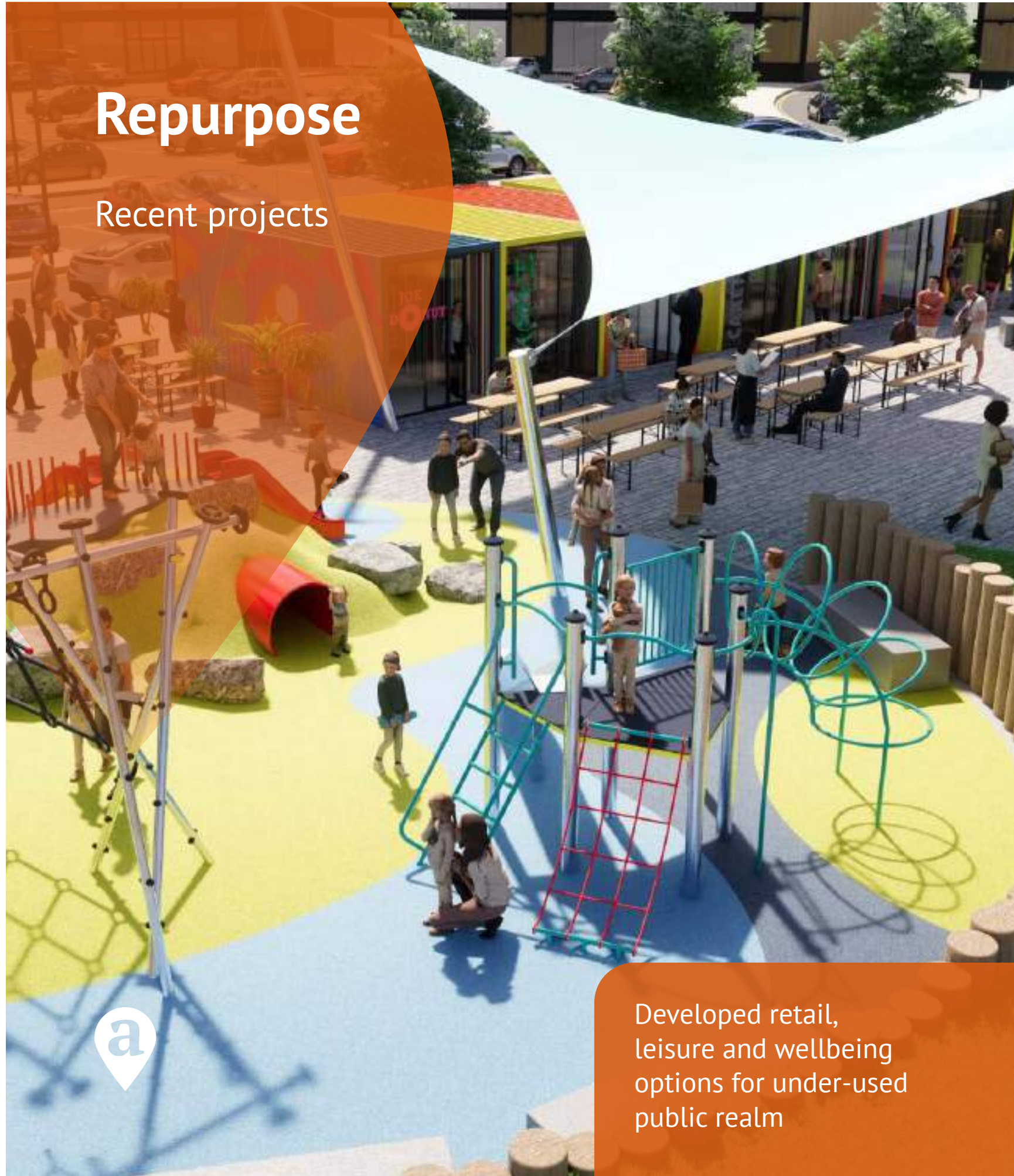
Supported the creation of a retail strategy for a new city centre mixed use development



Feasibility and concept development for a new independent retail and leisure scheme

Repurpose

Recent projects



Developed retail, leisure and wellbeing options for under-used public realm



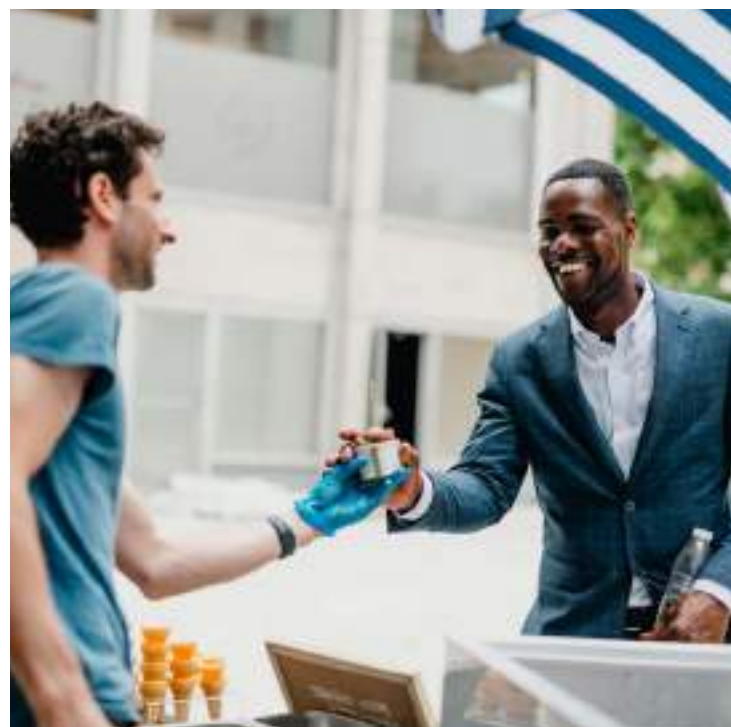
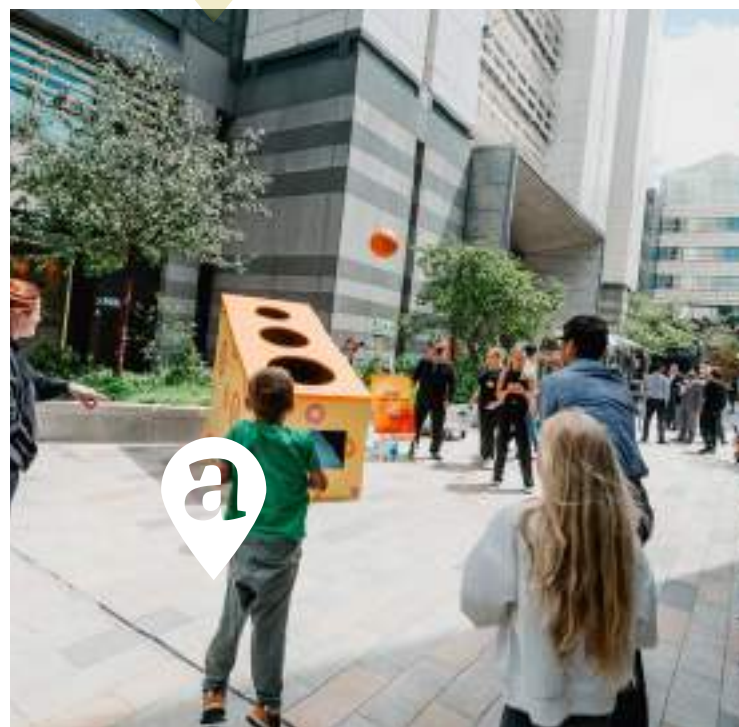
Prepared occupier engagement programme and amenity proposals for void space at a Business Park



Ideation and design for a new meanwhile use retail & leisure scheme

Enliven

Recent events



Multi-channel Destination Marketing to build community

Creative Design



Events



Photography & Videography



PR



Social



Web Development & Content Management



The Activate Team



Andrew Sparrow

Placemaking Director

Responsible for the overall delivery of the Activate team's service. Develops Place strategies for clients' properties based around stakeholder engagement, social value and customer experience. Oversight of strategy delivery through placemaking consultancy and destination marketing services.



Emma Henson

Place Marketing Manager

Leads Activate's Destination Marketing team, overseeing service delivery to support our clients' destination marketing objectives, across offices and business parks, as well as retail and leisure spaces.



Amy Young

Senior Account Manager

Amy creates partnerships with on-site teams that enhance the offering and showcase the multi-channel Activate approach.



Leonie Kirkham

Account Manager

Delivers digital content across a range of retail and commercial schemes, as well as liaising with centre management teams on the implementation of on-site enlivenment activity and events.



Hannah Baldwin-Quirk

Marketing Assistant

Responsible for social media content, websites, email marketing and events within destination marketing service.



Sophie Macleod

Marketing Assistant

Specialises in content creation, social media strategy and data-driven marketing solutions, having previously graduated in Digital Marketing from Sheffield Hallam University.



Nick Hilton

**Partner - Workman
Retail & Leisure**

Responsible for integrating Activate's service delivery with other disciplines including project management, design and property management to ensure a consistent quality of service.





Part of the UK's largest specialist independent property management and building consultancy



Property Management Expertise
 4000+ properties inc.
 90+ shopping centres
 150 retail parks

Some of the investors and destinations we are proud to work with



Nationwide Reach
 800+ staff
 11 UK offices



Technical Feasibility Team
 40 project management experts and in-house technical drawing team



Let's talk...

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 Emma Henson

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 Activate - Workman Placemaking

“A specialist team of placemaking experts that **regenerate, repurpose and enliven** retail, leisure and commercial locations.”

 **activate**
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