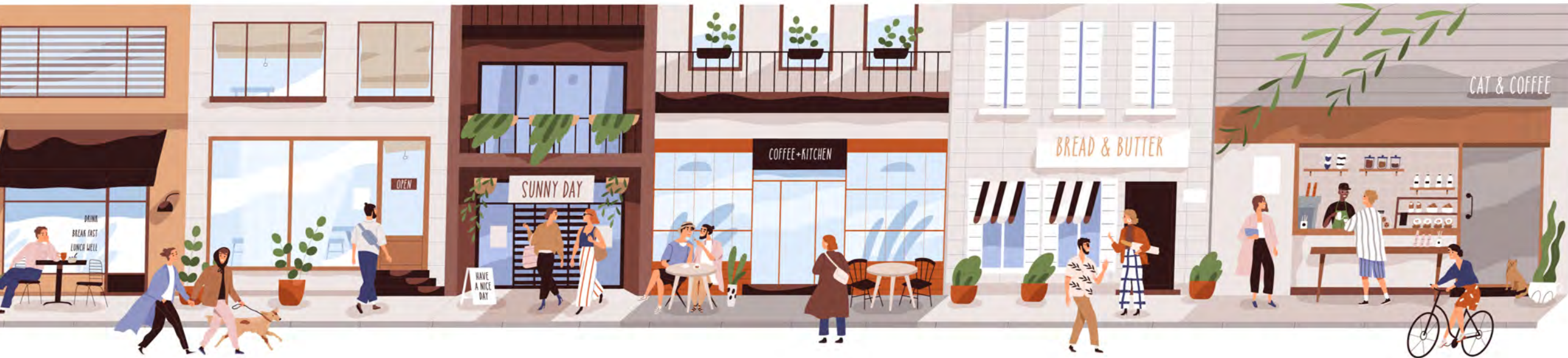

Ellandi's Approach to Repurposing our Places

British BIDs Conference
November 2020



Ellandi Portfolio

Over 40 projects across the UK



33 District, Town & City Centre Assets Under Management



160 million annual visitors



90% Of our projects house crucial amenities



40 Different community groups supported



318 Lettings in last 12 months



12 JVs - from Local Authorities to Global Funds



The Challenge

Accelerated structural change, presenting a vast opportunity



Challenges

- ↳ UK wide, significant oversupply of retail
- ↳ Loss of key town centre 'anchors'
- ↳ Town Centre Uses, Polarisation and change in Purpose
- ↳ Perception and Placemaking
- ↳ Outdated approaches

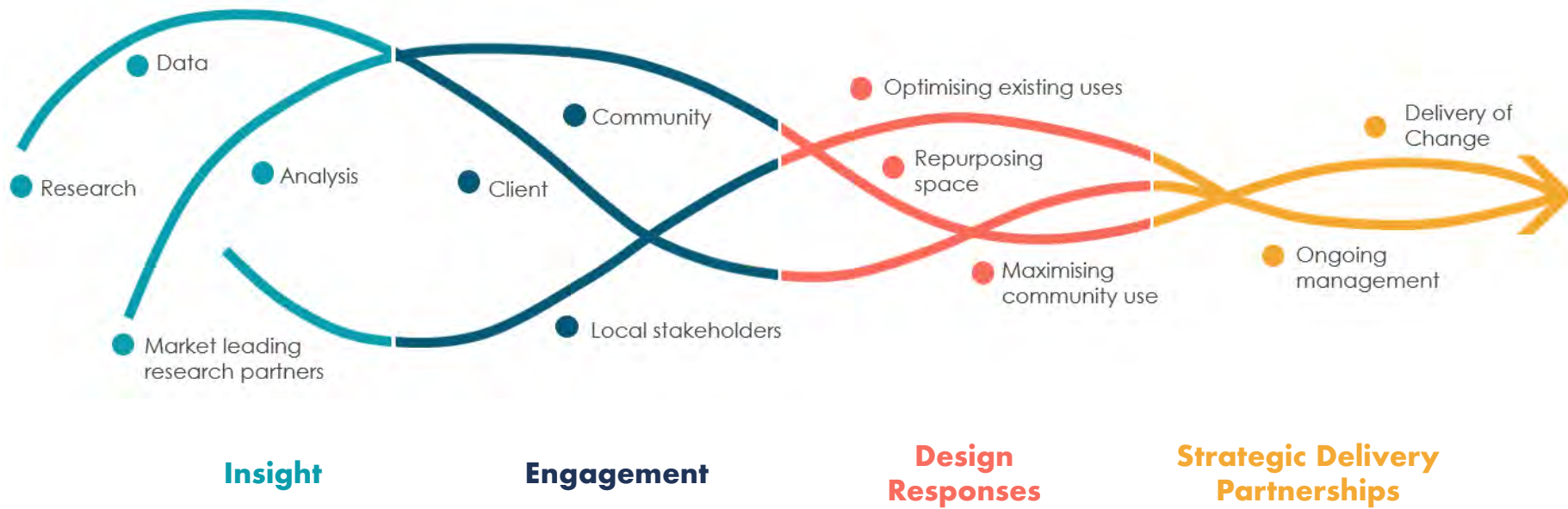


Opportunities

- ⊕ Purpose driven decision making to repurpose, reposition and repopulate
- ⊕ Data and technology
- ⊕ Designing in flexibility
- ⊕ Catalyst schemes
- ⊕ Change in mindset and approach

Our approach

Delivering unique places through insight



The post-Covid retail landscape

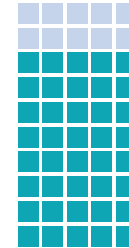
Continued decline and changes



49%
Over-supply
of retail



41.6%
decline in
footfall



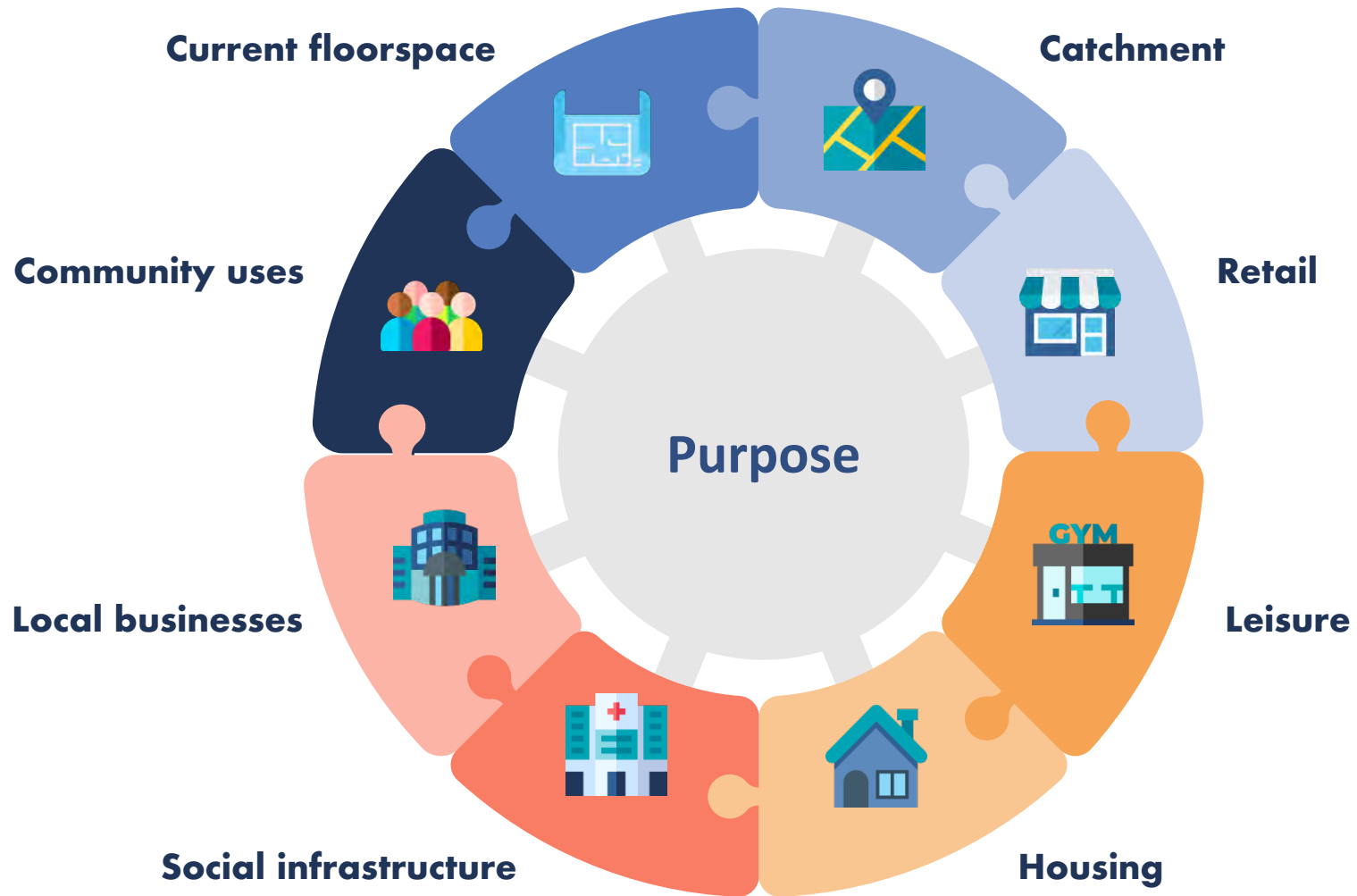
8/10
Shops
re-opened



47%
of retailers at
significant
risk of failure

Creating a framework of current uses

To build & align future purpose



Each place is unique

And so is its repurposing strategy



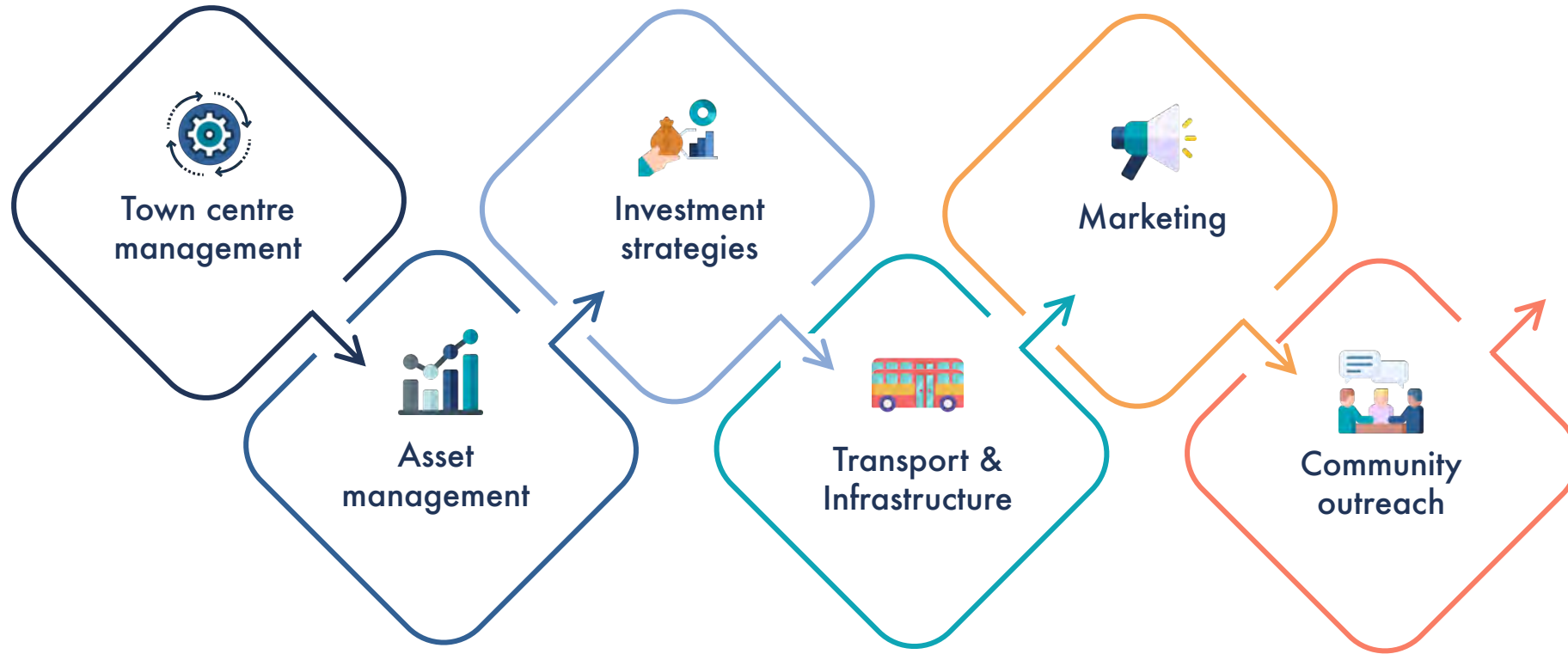
Understanding your visitors

To sustainably shape place



- Who are your visitors?
- Where people are going to work, play, shop?
- What is the local and regional competition?
- How are visitors using the town?
- Why are visitors using the town?
- Is there disparity between areas of the town centre?
- What are the motivations of different visitor types?
- What demographics or groups not engaging?

Full management strategy



Repurposing & Regeneration

The Opportunity

- Response to the huge over supply of retail
- Town centres; fragmented ownership and diverse stakeholders
- Long term investment required
- Viability gap and impact on funding
- Built environment alone cannot solve

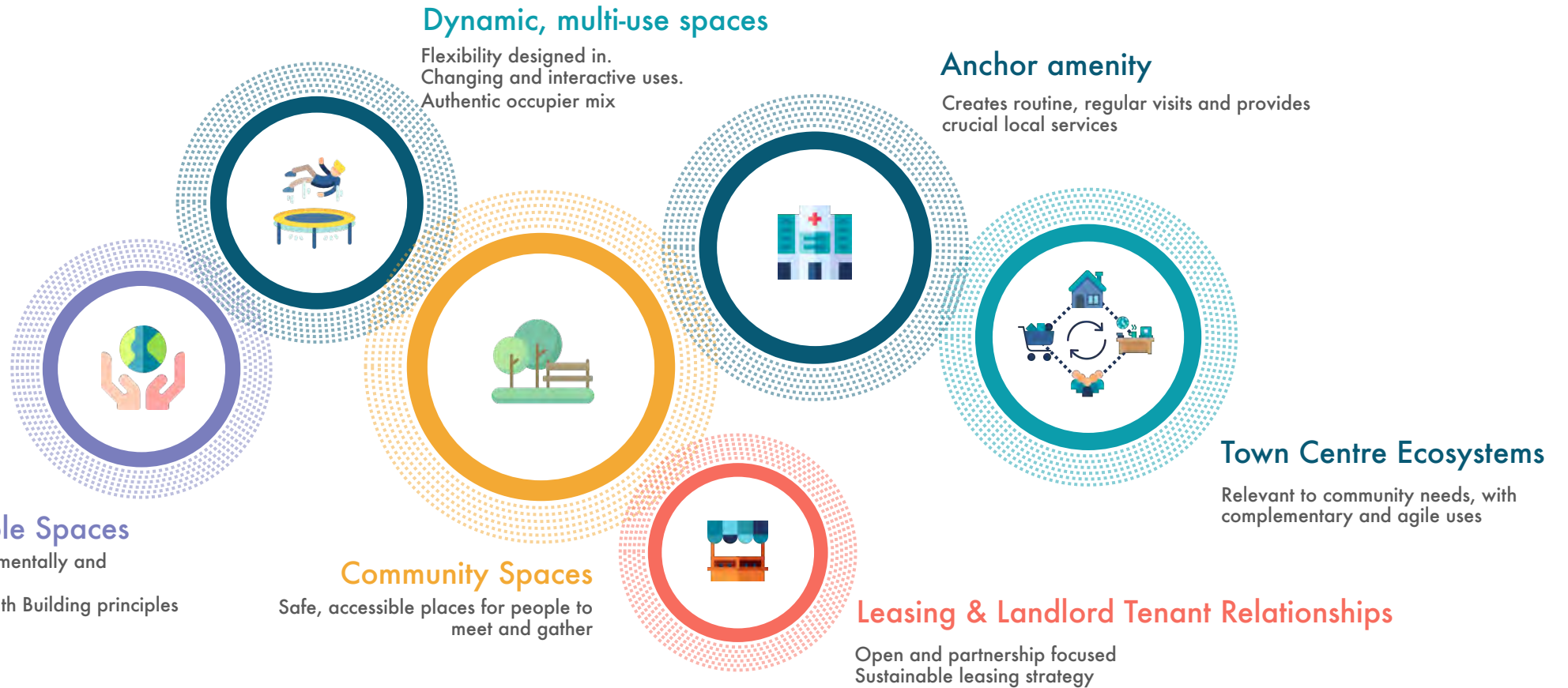
Opportunity:

- Public private partnerships
- Government and local authority funding
- Insight-led approach - evidence based decision making
- Creating resilient, sustainable and flexible places
- Repurposing and repositioning vs comprehensive redevelopment and masterplanning



Ingredients for successful Town Centre Repurposing

Design, Uses and End Operation for a Relevant User Experience



Repurposing Retail

Ellandi Portfolio

Across our portfolio, we have repurposed retail space with the following alternative uses:

- Health - NHS / CCG
- Co-working
- Hotels
- Civic Space
- Gyms, Fitness & Wellness
- Community / events
- Residential



The Pentagon, Chatham - Healthy Living Centre



The Marlands, Southampton - Network Eagle Labs co-working



Case Studies

Southampton

- Medium term development proposition for the centre
- Full demolition and re-build
- Residential-led mixed use scheme
- Initial objective is for the principle of development to be enshrined in planning policy



Case Studies

Greater Manchester

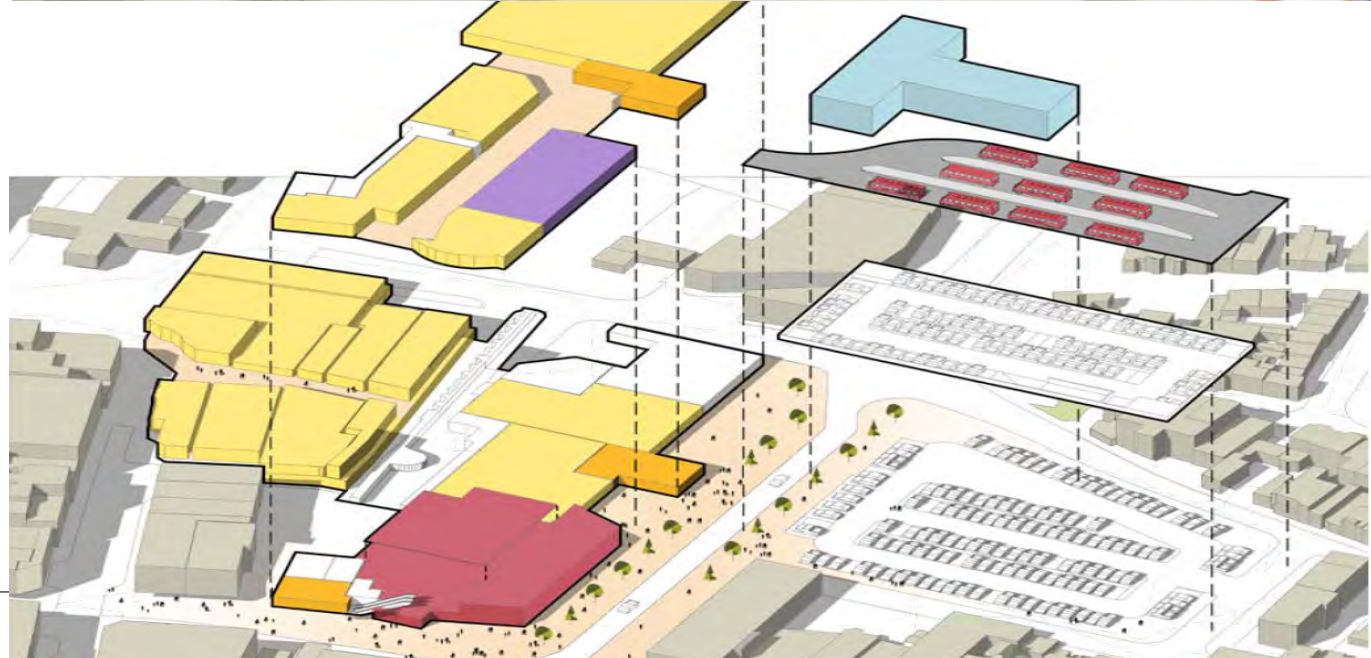
- Holistic masterplan that completely repurposes two adjacent shopping centres
- Change the perception of the town as a place to live
- Sustainability as a key feature of proposals
- Right size the quantum of retail
- Deliver relevant and needed uses



Case Studies

Great Yarmouth

- Civic-anchored redevelopment of retail space
- 60% reduction of retail space; demolition and repurposing
- Collaboration with the local authority
- Explored central government funding (FHSF and Towns Fund)



Thank you for joining us

We look forward to answering your questions in the Q&A session!

