



# PLACE

CREATING THRIVING DESTINATIONS  
AND COMMUNITIES

# Experts in creating places with purpose

We are a team of experts who work with our clients and their customers to develop and implement bespoke placemaking strategies to create thriving destinations and business communities.

Placemaking requires long term thinking, collaborative working and commitment, but the payback in terms of reputation, performance and functionality make it well worth the effort.



## Shaping spaces that matter

We work to create, shape and nurture vibrant, lasting spaces that adapt to community needs and foster connections with those who live, work, shop and play there.



# Providing you strategic support across the placemaking lifecycle



## Place Vision

*Laying the foundation for the future*

We provide you with strategic direction that defines your place's long-term evolution, embedding identity and purpose from the start.



## Place Management

*Ensuring everyday excellence*

Providing you with practical solutions for maintaining safe, functional, and high-performing places that stand the test of time.



## Functionality and Design

*Designing for real life*

We work with you to provide user-first planning that supports comfort, accessibility, and ease of movement.



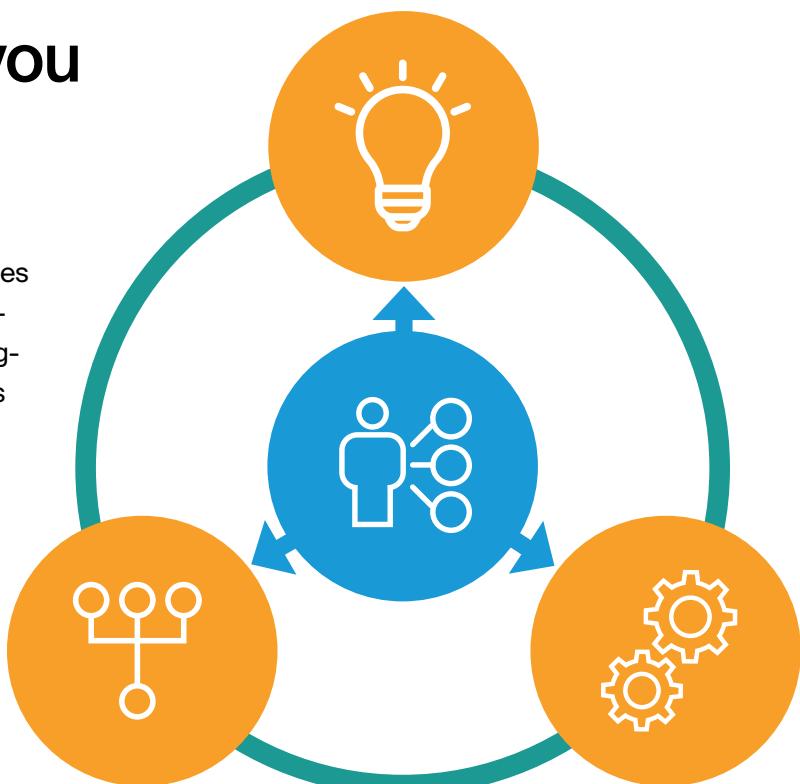
## Enlivenment:

*Bringing places to life*

We work with you to curate events, experiences, and initiatives that drive engagement and build a sense of community within your space.

## We offer a holistic approach to give you maximum impact

While each of the elements above can be addressed individually, the greatest value comes through considering placemaking as a whole – from the initial vision and management, to long-term stewardship. Integrating all four elements leads to a greater and more lasting impact.



# Our philosophy

## People first, purpose-led

Placemaking is a collaborative and evolving process that focuses on improving quality of life. We put people at the centre of everything we do, and as a result, the solutions we provide you with are flexible and responsive.

We aim to enhance every aspect of your place to ensure a positive impact on all who engage with it.

By integrating architecture, design, DE&I, ESG, and community engagement, we transform your spaces into dynamic, lasting places. These spaces foster community belonging while driving economic growth, attracting visitors, supporting businesses, and increasing your property value.

## Tailored services to elevate your spaces

### Regeneration & development



Revitalising and developing areas to meet modern needs

### Occupier engagement



Building communications with your occupiers, understanding their priorities and delivering tailored and targeted content

### Vision creation



Develop a compelling vision to guide transformation

### Stakeholder engagement



Collaborating with your stakeholders to create a shared vision and achieve collective success

### Commercialisation & tenant mix advice



Providing guidance on effective commercial strategies and optimal tenant combinations

### Destination marketing



Promoting places to attract visitors, encourage repeat visits and retain businesses, including management of PR, social media and digital platforms

### Consultancy & strategy review



Providing expert guidance and developing tailored strategies to enhance the space or place you manage

### Events & enlivenment



Organising events and activities to build community connections and create vibrant, thriving places

### Public realm strategy



Crafting strategies for effective use and management of public spaces; creating or bringing your vision to life

### Partnerships



Strategic partnerships with business, brands and institutions that align with the location

# Our work in action



## The Mercers' Estate, London

June 2019 – ongoing

The estate consists of a series of four blocks, over five acres across the City and Covent Garden. The Estate comprises a retail, restaurant, office, and residential portfolio and is known as The Yards.

**Objective:** deliver a holistic placemaking strategy across the portfolio which aims to create a dynamic, inclusive, and sustainable environment that enhances the quality of life for all stakeholders.

### Key Outcomes:

- Public art installations.
- Landscaping green spaces.
- Creating interactive spaces.
- Wellness and cultural events / sponsorship of Donmar Discover / traffic consultations / occupier satisfaction surveys / economic impact and usage patterns analysis.



## Greenwich Hospital, London

September 2017 – ongoing

Greenwich Market is one of London's iconic markets dedicated to British arts and crafts. With a thriving community and over a century's worth of community spirit, talent, and craftsmanship, it stands as a cornerstone of London's market scene.

**Objective:** advising on marketing and events strategy, commercialisation and market engagement.

### Key Outcomes:

- Local schools parade.
- Christmas lights switch-on event.

# Our work in action



## Thames Valley Park, Reading

January 2025 – ongoing

80 acres of tranquil beauty, wetland habitat and energising activities along the bank of the River Thames, with Reading's business innovation district at the heart of it.

**Objective:** advance the placemaking strategy by conducting comprehensive stakeholder mapping and engagement – identifying key needs, and delivering customised onsite events, that foster community spirit and meaningful connections.

### Key Outcomes:

- Weekly events programming: including a tailored wellness programme, Dragon Boat Race, Sports Day and Summer BBQ.
- Revised public realm.
- Refreshed brand, occupier and stakeholder engagement.



## Contemporary City Office, London

June 2021 – ongoing

An exceptional commercial office that redefines the standards of contemporary workspace, in the heart of the City of London.

**Objective:** design and implement a calendar of enlivenment that enhances occupier engagement, promotes wellbeing, fosters DE&I, connects with the local community, and reinforces our role as a responsible landlord.

### Key Outcomes:

- Art exhibition in collaboration with artist Crispin Sturrock and Oasis Community Housing, exhibiting the collection #ProjectArt to raise awareness of the homelessness crisis and enhance the office environment.
- Exclusive talk with founder of women's fashion brand The Fold, and Financial Times columnist Anna Berkeley – on International Women's Day – celebrating identity and supporting professional women in the workplace.

# Our work in action

03 MARCH - 14 MARCH

## INTERNATIONAL WOMEN'S DAY



**I AM WOMAN** and the art therapy programme seek to empower the women of The Marylebone Project to express emotions, build confidence, and improve mental wellbeing through art.

Many participants were new to painting and have found a fresh way to communicate and share their experiences.

The exhibition's title, **I AM WOMAN**, is taken from a poem written by one of the artists, RB, evoking the sense of empowerment felt by the participants of these sessions.



Marylebone Project

### FLOWERS FOR YOU

Sarah D.

"I found it helpful to have done something creative during my time. To produce something colourful and meaningful."



### J.J.

Sarah D.

"It was good to have the opportunity to paint. I looked forward to it every week."



## Modern Office, West London

June 2024 - ongoing

**Objective:** design and implement a calendar of enlivenment that enhances occupier engagement, promotes wellbeing, fosters DE&I, connects with the local community, and reinforces our role as a responsible landlord.

### Key outcomes:

**International Women's Day – I AM WOMAN Exhibition:**  
To mark IWD, we partnered with The Marylebone Project – the UK's largest women's homelessness charity.

**I AM WOMAN**, an onsite exhibition showcased work from an 18-week art therapy programme. The initiative empowered vulnerable women to express themselves, build confidence, and improve mental wellbeing through art. A powerful accompanying talk from The Project, shed light on women's homelessness, challenged common misconceptions, and shared the stories behind the artwork.

The event supported key DE&I goals for occupiers – celebrating women, promoting inclusion, and investing in the local community. It has led to ongoing tenant engagement, with occupiers now supporting the charity through donations and by using its services to meet their own social impact and DE&I objectives.

# Why Knight Frank?

## We turn properties into places people love

We understand that placemaking is about more than property – it's about creating places people genuinely want to be. Whether it's a residential, commercial, or mixed-use development, we help transform spaces into vibrant destinations that build connection, community, and long-term value.

What sets us apart is our personal approach. We take the time to understand your asset's unique character

and engage with stakeholders to ensure their needs shape the vision.

With broad expertise and a people-first mindset, we're committed to helping you develop thriving, community-focused places that leave a lasting impact.



## Let's talk

Get in touch now to find out more:



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