

MARKETING SERVICES.

savills
Place.

INTRODUCTION.

Place-shaping is a holistic and collaborative process which involves shaping the physical, social and environmental characteristics of a place or community.

We strive to deliver the best possible experience for our customers across a landscape of retail, leisure, residential and business destinations.

At Savills Place, we look to the value we can add at every stage of our client's journey, discovering more about who their customer is and how we can drive meaningful connections with the spaces they use. Marketing, communications, commercialisation and operational management play a crucial part in helping us to foster strong community relations in vibrant locations.



FIONA WRIGHT
DIRECTOR

ABOUT US.

Savills Place sits within the Property Management division of Savills and has over a decade of experience in Place-Shaping and Marketing.

The core team work across three offices based in **Ipswich, Manchester and London.**

Savills Place specialise in Retail & Leisure assets, Commercial and Mixed-Use Estates, Business Improvement Districts (BIDs). Services include Property and Asset Management, Marketing and Communications, Creative Design, Brand, HR, Finance, Commercialisation, Stakeholder Engagement, and Town and City Centre Management.

Our focus is to help create places that people want to be in is more important than ever before. Our habits have been forced to change, but we have also had time to reevaluate our work-life balances, the things we want in our lives and what matters to us. We have also craved social interaction and community – be it that of our workplace or a restaurant or a shopping trip to name but a few.



**PROPERTY & ASSET
MANAGEMENT**



**BUSINESS IMPROVEMENT
DISTRICTS (BIDs)**



**CREATIVE
DESIGN**



**CENTRE
OPERATIONS**



**HUMAN
RESOURCES**



COMMERCIALISATION



**MARKETING &
COMMUNICATIONS**



PLACE-SHAPING



PR



FINANCE



OPERATIONS



**CUSTOMER
ENGAGEMENT**



ENLIVENMENT

MEET THE TEAM.

Savills Place is made up of 30+ core place-shaping and marketing specialists.

Across our UK-wide managed portfolios, we also employ a number of town and city centre management experts, forming a 60+ team.

Get in touch with us today to discuss how we may be able to help.



FIONA WRIGHT
DIRECTOR - SAVILLS PLACE



ADAM BRAY
DIRECTOR - LONDON



OUR SERVICES.



PLACE & MARKETING STRATEGY

Whether it's the full ownership of the strategy from inception to implementation, or providing our expertise and experience to collaborate with client and site teams, we create exciting, engaging and dynamic strategies to connect people with the spaces they use.



COMMUNITY ENGAGEMENT

We develop and deliver community engagement programmes for the people who use the places we manage, be they occupiers, councils and local authorities, residents or visitors. We harness technology and insight to engage and consult with audiences and key stakeholders.



EVENTS & EXPERIENTIAL

Bringing brilliant places to life, we put people at the heart of the experience through lively events, creative enlightenment programmes and imaginative place activations. We employ a network of select agencies to deliver events and experiential activity for all budgets. This includes seasonal activations, family activity, sustainability-themed events, and community activations, working closely with occupiers and brands to scale up opportunities.



COMMERCIALISATION

Managing some of London's premier commercial destinations including London Bridge City, White City Place and The Leadenhall Building, we have experience of maximising the reach and impact of the places we manage for commercial opportunities, from brand partnerships to charity tie-ins and on-location filming opportunities. We can help put your location on the map for commercial location scouts.



COMMUNICATION

Sometimes it's all about joining the dots. We can help you create a communications strategy to enable more efficient results consistency and end-to-end customer journey.



CAMPAIGN CREATION & DELIVERY

We devise and execute highly targeted and measurable campaigns for clients, working closely with site teams to deliver against their core objectives, including major seasonal campaigns, local community initiatives and ad-hoc opportunities.



DIGITAL STRATEGY

We actively embrace digital platforms as a means through which to engage with physical spaces, with expertise delivering tech-enabled place experiences, brand engagement opportunities and creative content that engages audiences. Our talented social media experts can deliver a digital first approach to marketing, with data-led insights, real-time analytics and reporting. We also provide a customer service response for clients, management social media platforms 365 days a year.



WEBSITE DESIGN & DESIGN BUILD

Our experienced team has delivered countless website builds, delivering an online destination that is fit for purpose across mobile and web, and is plugged into our marketing analytics and metrics. The website remains an integral owned channel for all sites to communicate with their customers.



CREATIVE

As well as our own in-house design team, we work with a number of highly creative and talented preferred agencies who provide bold and engaging artwork, advertising and imagery for destinations. We can also advise on best approach to meet artworking requirements across all sites.



BRAND DEVELOPMENT

Our team has overseen the full creative process for execution of countless new brands, and actively manages dozens of brands as part of our day-to-day remit. We can manage all aspects of a brand, from development of creative concepts through to implementing and upholding guidelines for brand use and tone of voice.



CONTENT CREATION

From creative, website and social media content through to newsworthy PR hooks, we can help your team generate a channel strategy and calendar of content to ensure the commercial destinations we manage are fun, vibrant and relevant to audiences year round.



PUBLIC RELATIONS

Our team has experience both in-house and working alongside PR agencies and understands the importance of finding the most compatible/suitable local team. We ensure that marketing and PR communications are aligned, whilst also ensuring we maximise reach and impact when opportunities arise.



PLACE CONSULTANCY

We help numerous councils, local authorities and private organisations develop and management their day-to-day business operations. This includes BID development and renewal, shopping centre strategic support, research reports, and place audits.

OUR CLIENTS.

We work with a range of major landlords, developers, BIDs, councils, investors, and asset managers across retail, leisure, commercial, mixed-use, business and BID destinations.



RETAIL & LEISURE SCHEMES

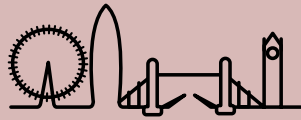
BH2

Star City

Buchanan Galleries

Rushden Lakes

Monks Cross



KEY LONDON DEVELOPMENTS

King's Cross

London Bridge City

The Leadenhall Building

White City Place

Angel Court



BUSINESS DESTINATIONS

8 Bishopsgate

CAMPUS, Reading

Plymouth City Council

Buckinghamshire Council

Colchester BID



MIXED USE

Battersea Power Station

Television Centre

Here East

The Whiteley

STANHOPE

STANHOPE

Portfolio highlights:

White City Place
Television Centre
8 Bishopsgate
Warwick Court

ARA *Dunedin*

ARA DUNEDIN

Portfolio highlights, including out of town business parks:

The Minster Building
Bourne Business Park

PONTEGADEA

PONTAGADEA

Portfolio highlights:

Adelphi
Devonshire House
The Post Building



Portfolio highlights:
Buchanan Galleries
West India Quay
Xscape



Portfolio highlights:
Fosse Park
Crowngate
Rushden Lakes
Princesshay



Portfolio highlights:
Meridian Leisure
BH2
Colliseum Leisure
Chester Leisure Exchange
Valley Centertainment

CAMPUS, READING



THE LEADENHALL BUILDING



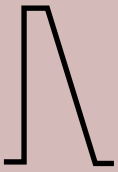
CASE STUDIES.



KINGS CROSS

KING'S CROSS

Ongoing brand activations and an integrated communications strategy delivering estatewide communications during the initial phases of the COVID pandemic.



THE LEADENHALL BUILDING

We develop a strategy for - and implement - a year-round programme of place activations for 5k+ daily users of The Leadenhall Building.



THE CROWN ESTATE

THE CROWN ESTATE

Savills Place provides strategic support to five shopping/leisure centres under the ownership of The Crown Estate. Each site has a dedicated Account Manager who is responsible for ensuring the annual marketing plan is delivered in line with agreed budgets and expectations, to ensure positive ROI.



OUR COLCHESTER

THE COLCHESTER BID

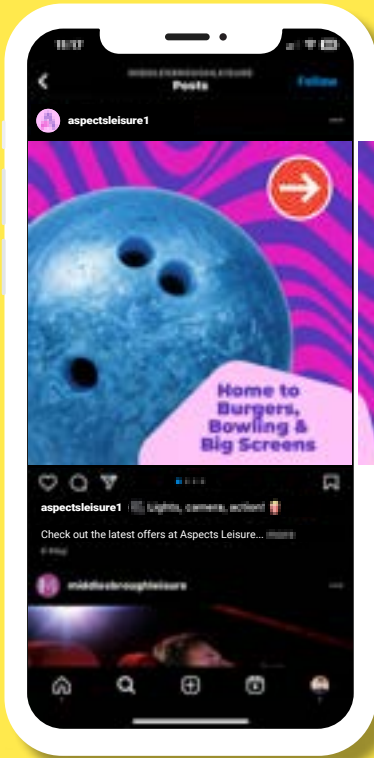
Savills Place were commissioned to provide a retail strategy for Colchester City centre. The outputs were to include the creation of the strategy itself, three fully designed and branded documents with design, creative, photography, copy and content all written and provided by our team.



Legal & General

LEGAL AND GENERAL

Savills Place provides strategic support and day-to-day tactical marketing activity for 12 L&G leisure destinations, including Bh2. Our account manager and marketing executive team deliver the annual marketing strategy, monthly social media content plans, website updates and liaise with tenants on offers and promotions.



“ Our experience is best represented in a number of high profile case studies. Please ask the team for more details on any of our case studies when reaching out to us. ”

GET IN TOUCH.

Place-Shaping is an integral part of the management of a site, and we are available at all times to offer support and advice at any stage of the process, from planning and development, through to site mobilisation and activation, we can help in the delivery of Place services.

As an in-house team we work in a collaborative and efficient manner, with the ability to scale across multiple sites.

We welcome the request to review existing strategies, team resource or current plans, and/or to feed into any future proposals to see how we can help you and your clients turn a challenging few years into an opportunity for future success.

IPSWICH

LONDON

MANCHESTER

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