

Platform Places

unlocking town centre buildings for amazing ideas



The opportunity

Unlock buildings for amazing ideas that help us live affordably, sustainably & together



Arts & music venues



Reuse & repair hubs



Co-working & incubators

Markets



Makerspaces & ceramics studios



Urban farms & community kitchens



Local radio & media



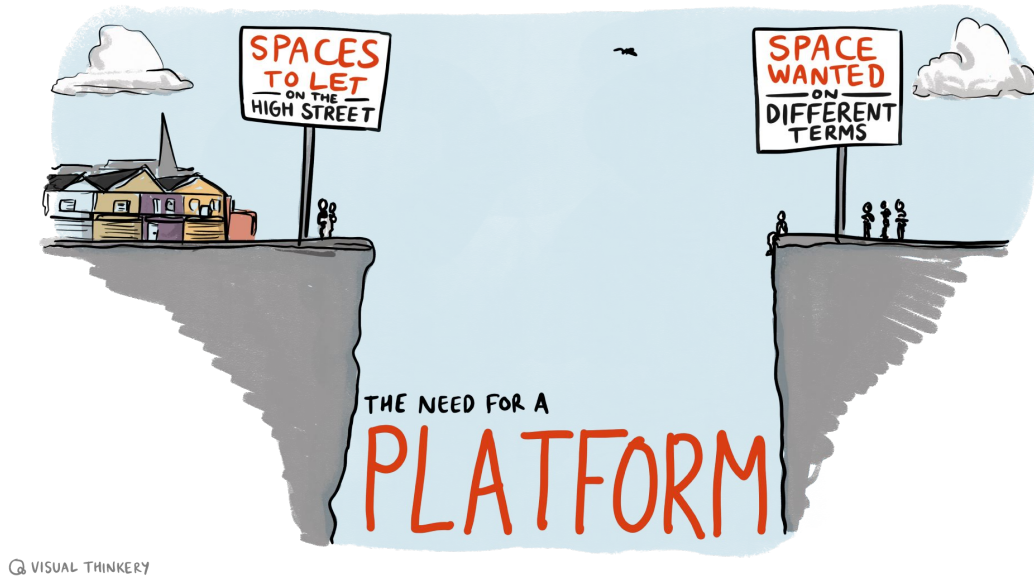
Youth & sports clubs



Genuinely affordable housing & childcare

The barrier

The town centre property system isn't working



For community enterprises

72% say a key barrier is the lack of access to affordable, secure property

For councils

The cost-of-living, social isolation & climate crises mean councils need thriving local businesses that meet multiple local needs

For asset owners

With average vacancy rates set to rise to 20%, owners need solutions to increase vibrancy & viability

The solution

Introducing

Platform Places

Seeding a tried & tested Local Property Partnership in every town centre



- ✓ Unlocking thousands of buildings for long-term local benefit
- ✓ Outcomes eg. affordability, cohesion, climate action
- ✓ Model already working in eg. Plymouth, Oxford & Coventry
- ✓ Bringing community leaders & asset owners to the table
- ✓ Viable model, with profits reinvested locally

How it works

Local Property Partnership: The ingredients

THE LOCAL PROPERTY PARTNERSHIP DINNER TABLE



Platform Places mentor

Peer & facilitator who has successfully done this elsewhere

Funder(s)

Public (eg Combined Authority), private & foundations

Grassroots leader(s)

Often from local networks / arts, they are locally trusted – route to potential future occupiers

Local authority

motivated to make assets work for communities

Local trusts / community operators

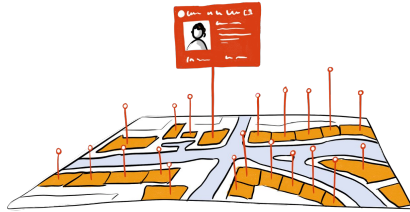
experienced in activating buildings for local benefit

Commercial agent

locally networked & trusted by asset owners

How it works

Local Property Partnership: The process



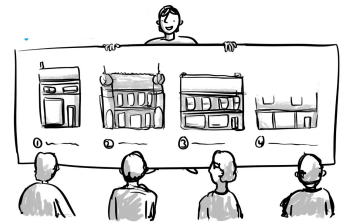
1. Mapping underused assets

Platform Places (PP) supports with access to ownership databases & mapping tools



2. Securing core funds

PP helps the Partnership 'Lead' to access ~£1m revenue funds for a local team & technical support, gradually unlocked over ~4 years

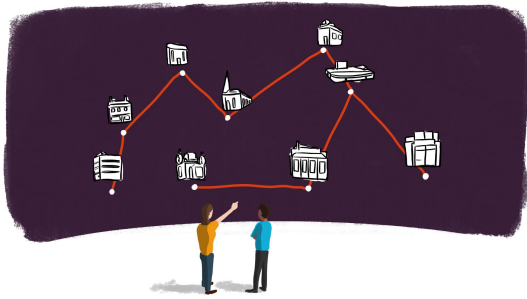


3. Developing a 'catalyst' building

PP helps the Partnership lease or purchase, then activate, a strategically-placed 'proof-of-concept' building. This acts as a hub to spark local imagination & ideas

How it works

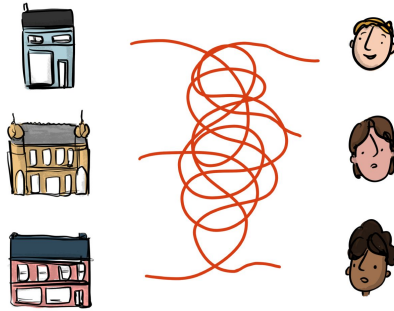
Local Property Partnership: The process



4. The next 3-5 assets

The Partnership leases or purchases, then activates, another 3-5 assets.

Alongside existing public and community-managed buildings, this creates footfall and a 'constellation' of spaces for local benefit



5. The next 25+ assets

With help from PP's networks & tools, the Partnership matches more asset owners with brilliant local entrepreneurs

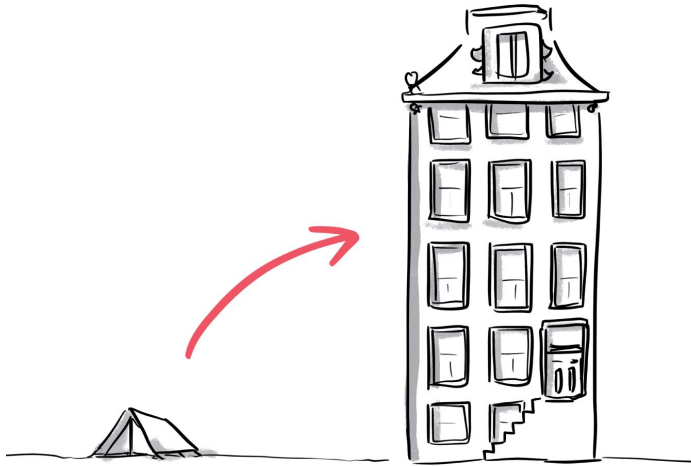


6. Long-term culture change

The Partnership has 'set the tone' for how local assets are used. The town centre is a thriving social hub for everyone.

Long-term vacant & overpriced property is no longer culturally acceptable.

Our offer
How Platform Places supports



We help start and grow Local Property Partnerships by:

- **Recruiting** key partners like councils, community leaders and asset owners
- **Building relationships with asset owners**, offering incentives like capital funds to make buildings fit-for-use
- **Securing core funds** for a local team & technical support
- **Providing networks of technical expertise** (from negotiators & surveyors to financial modellers & lawyers)
- **Supporting resilience** by mapping ownership, local trends, and the impact of developments like energy price rises and climate change

A case study Meanwhile in Oxfordshire

25

Buildings secured & refurbished

30+

Community enterprises supported with affordable workspace

£1.69m

Capital funding secured from LEP

82

Jobs supported or created

"Capital grant has made it possible to quickly bring many empty spaces back into use at affordable rates on a meanwhile basis. This is already diversifying the high street. The next step is to adopt alternative ownership & stewardship models that can lock in long-term affordability and social impact"

– Andy Edwards, Director of Makespace Oxford



Supported by the Getting Building Fund

A case study

Great Yarmouth Preservation Trust

17

Buildings secured & refurbished

25

new residential units as well as affordable workspaces

£8.4m

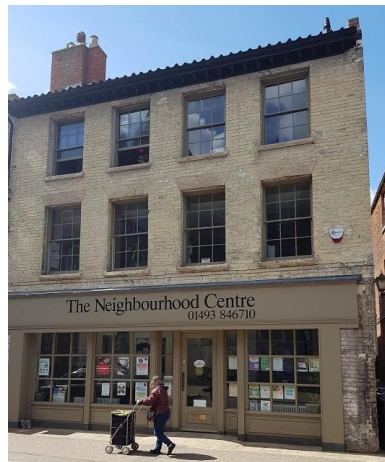
Of work generated for the local economy

70%

building occupancy on King Street, up from 70% vacancy

“Great Yarmouth Preservation Trust began actively acquiring & repairing historic buildings on the deprived, boarded up King Street, creating viable new uses that transformed the area. The local authority’s support was critical – providing loans, using compulsory purchase powers & working in partnership”

– Architectural Heritage Fund





Who's behind this? Core team & steering group members



Bex Trevalyan

Co-founder, Platform
Places & Library of
Things



Frances Northrop

Co-founder, Platform
Places & Associate
Fellow NEF



Helena Cicmil

Communications Lead,
Platform Places



Recruiting
2023

Funder Lead

To attract/broker
suitable funds &
develop funder network



Recruiting
2023

Host & Network Lead

To build rels between &
value for asset owners,
councils & local biz



Recruiting
2023

Programme Manager

To organise & facilitate
Property Partnership
cohorts incl. tours/visits



Matt Soffair

Real Estate,
Legal & General



Mark Robinson

Chair, High Streets
Task Force



Cllr Kemi Akinola

Deputy Leader
Wandsworth Council



Andy Edwards

Co-founder,
Makespace Oxford



Nalin Seneviratne

Ex Director City
Centre Development,
Sheffield City Council



Candice Lemaitre

TFL Commercial
Property



Who's behind this? Core team & steering group members



Nick Plumb
Policy Lead,
Power to Change



Karen Houghton
Regen, Eden Council



Theo Michell
Principal, Bywater
Properties



Kirsty Black
Partner, Shoosmiths



Gavin Richards
Architectural Heritage Fund



Ion Fletcher
Policy Lead,
British Property
Federation



Gareth I Jones
Co-founder, Town
Square Ltd



Ben Rich
CEO,
Radix Big Tent



Philip Brimley
Commercial Property,
Gasgoyne Estates



Emily Vermont
Cofounder,
Indirock



Dan Thompson
Co-founder, Empty
Shops Network



Nathan Rees
Partner, Shoosmiths



Alice Fung
Architecture 00, GLA
Workspace Advisory



Liam Kelly
CEO, Make CIC

Next steps

What's needed to start Platform Places in your town centre

A supportive council

Buy-in from councillors & CEO
to put the council's own
assets & economic
regeneration team time to
work for local benefit

*Platform Places can help to
identify & bring to the table*

Community leaders

Ideally with some
experience of managing or
activating buildings for local
benefit

*Platform Places can help to
identify & bring to the table*

Willingness to invest

Motivation to invest time and
raise money to make this
model work long-term

*Platform Places can support Local
Property Partnerships with access
to a mix of finance*

The time is now
What others are saying

“One of the main blockers to transformational change, identified by the High Street Task Force experts, is the lack of meaningful cross-sector partnerships.

Platform Places brings vision, convening power, national influence and tried and tested practical solutions. The time for empowering our community leaders is now”

– Mark Robinson

Chair of High Streets Task Force, Co-founder of Ellandi

Platform Places

unlocking town centre buildings for amazing ideas

Want to know more? Contact:

Bex@platformplaces.com

Frances@platformplaces.com



SHOOSMITHS