

RETAIL STRATEGY

Delivering “Quality, Heritage, Style and Success”:

To confirm The Crown Estate’s Regent Street Portfolio as a significant and distinct quality international retail destination comprising approximately 2 million sq. ft. of the West End by way of innovative marketing, strong branding and quality control.

THE VISION

- To establish and maintain customer focused management and letting/asset management policies.
- To provide appropriate accommodation and occupier/consumer services identified through market research.
- To establish a proactive and co-ordinated marketing programme across the Portfolio.

THE STRATEGY

Consolidate and enhance the image of Regent Street as a world class, quality retail destination by:

- Focusing the retail mix around the existing and new quality British and international flagship stores which are distinctive within the West End retail market.
- Developing an anchor-centric merchandising strategy of strong quality retailers which complement the anchor stores and are distinctive within the West End.
- All retailers will be expected to exhibit appropriate merchandising characteristics that complement the Regent Street brand of “Quality, Heritage, Style and Success” and to provide their UK flagship store within Regent Street and will only trade one store on the street.
- Providing a supportive environment for the flagship anchor stores through asset management and development to further the retail strategy.
- Evolving appropriate merchandising characteristics to Regent Street’s junctions with Oxford Circus, Piccadilly Circus, to the side streets and for Quadrant Arcade and Regent Street north of Oxford Circus.

MARKETING – Maintain and evolve Regent Street’s distinctive identity through:

- Continuing to build a strong research based Regent Street marketing platform.
- Building and sustaining a targeted marketing campaign to secure appropriate quality national and international retailers.
- Focusing the consumer marketing strategy to optimise the widest spectrum of appeal from local shoppers to national/international visitors.
- The continuing development and promotion of a strong Regent Street brand.
- Building effective working relationships with intermediate landlords.
Maintaining a comprehensive programme of communication and co-operation with all key stakeholders in the West End retail market.

MANAGEMENT - Deliver through its management and letting agent:

- A quality, research led, customer focused service to support retailers and consumers and which delivers the brand vision.
- The development of challenging, quality benchmarks for the delivery of key services which contribute Regent Street's points of difference as a retail location.
- The maintenance of practical guidelines for design, works, shop-front protocols, balancing sustainability, stewardship and heritage with modern trading requirements.
- Developing partnerships with other key stakeholders to support The Crown Estate's strategic objectives to enhance the shopping experience in the West End.

PROHIBITED USES:

The following uses will be specifically prohibited on Regent Street (between Oxford and Piccadilly Circus):

A betting shop or office, casino or for any other form of gambling, amusement arcade, night club, sex shop, shop selling or hiring videos or DVDs, mobile phone shop, electrical goods shop, car showroom, discount store, charity shop, store where goods are sold predominantly by catalogue or internet order with collection in- store, post office, estate agency, airline shop, ticket agency, travel agency, bureau de change, shop selling made-to-measure suits (unless ancillary to another use) or carrying out repairs or alterations to clothes, dry cleaners, shop carrying out repairs to footwear or key cutting or similar services, shop providing photographic or digital or printing or copying services, internet cafés, shop selling unfinished cloth, hairdressing salon or barber shop, tattoo parlour, shop or salon selling or providing beauty, spa, cosmetic or health treatments, shop selling tourist and/or novelty goods, newsagent, convenience store, supermarket or other grocery store, a shop selling wines, beers or spirits, coffee or tea shop (unless ancillary to the main use), sandwich bar or any other outlet selling food or drink for consumption on or off the Property.

The following uses will be specifically prohibited elsewhere within the Regent Street Portfolio

A betting shop or office, casino or for any other form of gambling, amusement arcade, night club, sex shop, shop selling or hiring videos or DVDs, mobile phone shop, electrical goods shop, car showroom, discount store, charity shop, store where goods are sold predominantly by catalogue or internet order with collection in- store, post office, estate agency, airline shop, ticket agency, travel agency, bureau de change, shop selling made-to-measure suits (unless ancillary to another use) or carrying out repairs or alterations to clothes, dry cleaners, shop carrying out repairs to footwear or key cutting or similar services, shop providing photographic or digital or printing or copying services, internet cafés, shop selling unfinished cloth, tattoo parlour, shop selling tourist and/or novelty goods, newsagent, convenience store, supermarket or other grocery store, a shop selling wines, beers or spirits.