

A new way of

Working

&

Living

WeWork – *WeLive* Revolution

- *Create Communities through Membership and a sense of Belonging*
- *Members can any of the locations in UK* - creating a link between the City and Harrow*
- *WeLive concept provides flexible & communal living encouraging bonding – members usually end up settling permanently nearby.*

Mixed Used Buildings

- *Popular in North America – combining Retail, F&B with Hotels, Serviced Apartments & Social Care*
- *Attracting Vibrant **anchor brands** that focus on Living and Entertainment*
 - *Using Harrow's history and transport links to encourage tourism and make it a destination like Shoreditch*
- *Free Connectivity & Wi-Fi across the building – providing a place for people of all ages to:*
 - **Connect**
 - **Relax**
 - **Work**

Mixed Use – **Virgin Hotels & Virgin *Living***

- Concept from Chicago that revitalised the West Loop
- Reduced the area from the highest crime to the lowest crime
 - Located right next to the rail tracks – using the rail as a focal point
- Virgin provide free Wi-Fi connectivity to all – no passwords or personal details required
- Coffee shop and Bar with different music themes – filled with millennials and pensioners alike
- Hotel become a tourist hotspot for its entertainment and ease of transport links
#Marketing

Mixed Use – PopUp + *Living Social*

- **Aurien Model** – The place where the over 65s go to *Live* – most traditional care homes are akin to “deathbeds”.
 - Normal apartments – with special finishing and concierge services to provide the amenities desired and required for old age
 - Most contain specially designed gyms and leisure facilities
- ***PopUps, Open Office Space*** – *To cater for the Older Entrepreneurs*
 - *Over 55s have the most amount of disposal income*
 - *33% of start-ups started by over 55s in 2016 – FT stats*
 - *Job creation*

Some Work Spaces – The Dock (*The Kitchen*)



Some Work Spaces – Boutique (*The Bar*)



Some Work Spaces – Link West *(The Library)*



Some Work Spaces – Network Locum (*Coffee Shop*)

