

PRETTY VACANT

A LANDLORD'S GUIDE



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WHAT?

Pretty Vacant offers a solution to a problem that is becoming ubiquitous for many high streets; empty units on our high streets. Enter: **Pretty Vacant**; the BID's 'cultural property guardian' arm. We will liaise with landlords within the neighbourhood who have vacant units and **enliven** their shop fronts and **activate** the space for as long as it takes them to find a leaseholder (given the the current economic landscape, we predict this could be upwards of 2 years). In the first instance, we have platformed local artists of Make Space Studios by giving them a space to make and exhibit their art, while providing VAULT Festival with room to prepare for future performances.

WHY?

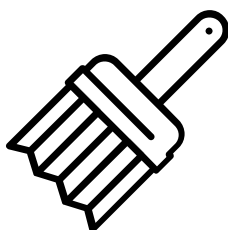
Our members tell us that empty units in the BID area lead to an increase in anti-social behaviour and do little to encourage visitors to return.

Pretty Vacant will:

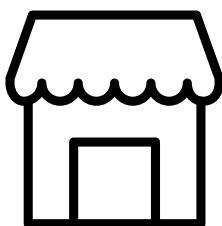
- Create an effective solution to concerns of our members
- Increase footfall
- Provide landlords with stewardship of their vacant units
- Allow us to achieve our strategic aims (making Waterloo a safe and desirable destination)
- Provide our local community with access to local assets that would otherwise be sitting empty

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VISUAL IDENTITY



We commissioned our contracted branding and design agency, Hudson Fuggle, to create a dynamic visual identity for **Pretty Vacant** that could be flexed and used across a wide range of promotional opportunities including (but not limited to):



- Fixed shopfront signage (and install)
- Window vinyls
- Branded social posts (static and MP4)
- Newsletter headers



The **Pretty Vacant** identity should:

- **Sit within the brand family** (colour palette), and be slightly anarchic and rebellious (in keeping with the BID's overarching identity)
- **Not be limiting.** This is a temporary fix to an unsettling trend, it's community in action coming together for the greater good. It has the potential to grow, and house many ideas; the brand should allow for a level of flexibility
- **Feature WeAreWaterloo** whether that is in the form of our logo or referencing 'Supported by WeAreWaterloo' where possible



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Shop front signage

DO YOU HAVE A VACANT UNIT?

WHY NOT MAKE IT PRETTY?



BROUGHT TO YOU BY WEAREWATERLOO BID, PRETTY VACANT ACTIVATES UNITS IN WATERLOO WHILE THEY SIT EMPTY.

THIS PROVIDES LOCAL ARTISTS, COMMUNITY GROUPS AND CULTURAL ORGANISATIONS WITH PLATFORMS TO MAKE AND CREATE WHILE ENLIVENING OUR HIGH STREETS.

FIND OUT MORE:



WEAREWATERLOO.CO.UK
#PRETTYVACANT

Infoboard



Window vinyl



Shop front signage

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THE PILOT: MAKESPACE X VAULT

Following a short period of discussions with 134 Lower Marsh (formerly a medical centre) landlord, Richard Vickery, WeAreWaterloo was given the keys to its first 'Pretty Vacant' unit in September 2020. Instead of sitting vacant, Richard's unit has been transformed into an exhibition space platforming local artists, with the basement providing VAULT Festival with space to curate upcoming festivals.

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TIMELINE

The following dates provide a basis for future 'Pretty Vacant' activations:

- **SEP 2020:** Received keys
- **SEP/OCT 2020:** Engaged artists
- **NOV 2020:** Fit out
- **DEC 2020:** Launch
- **DEC 2020-ONWARDS:** Activations ongoing

WHY PRETTY VACANT?

We believe that Pretty Vacant:

- Creates more of a buzz around an otherwise vacant unit
- Provides landlords with a blank canvas (we will make your unit fit-for-purpose)
- Is an ASB deterrent
- Enlivens the high street
- Encourages footfall



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SUCCESS

Pretty Vacant ran as the above for six months, and we are delighted to report that a leaseholder took over the unit 'The Green Greengrocers' in August 2021.

The transformation of what was formerly an unsightly vacant unit on Lower Marsh to a mixed meanwhile art gallery/skateboard shop attracted a full-time tenant and as such, the street is bustling again.



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LANDLORD FAQ

The following points should provide local landlords with a sense of security when passing over the keys to WeAreWaterloo's Pretty Vacant scheme:

- **RUNNING COSTS**

WeAreWaterloo will cover running costs including electricity, gas, water, telecoms, waste and recycling removal

- **PLANNING PERMISSION**

WaW are responsible for ensuring the relevant planning permissions are in place prior to activity commencement. Any changes of use class will be agreed in writing with the landlord prior to application. These circumstances are rare.

- **INSURANCE**

All activities within the meanwhile space will be covered by public liability, contents and employer's liability insurance prior to activity commencing within the unit.

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- **TENANCY VIEWINGS**

The landlord holds the right to hold viewings for any mid-to-long term occupancy of the space, and the meanwhile usage will not obstruct, prevent or encroach on this.

- **VACANT UNIT SIGNAGE**

Any signage advertising the vacancy of the unit will not be altered in any way by the artist or WaW.

- **RENT**

A peppercorn rent will be payable for the space.

- **DAMAGE DEPOSIT**

WaW will pay a reasonable damage deposit of £1,000 to the landlord and agree in writing any defects with the unit after a joint inspection. On vacating the unit the landlord will return the deposit less the cost of any repairs after an inspection by both WaW and the landlord.

TESTIMONIALS

RICHARD VICKERY -
134 LOWER MARSH LANDLORD

Working with WeAreWaterloo has been a seamless process. Having the BID decorate and activate the unit while it's on the market makes it a more attractive proposition for prospective tenants, and gives me confidence that the space is being cared for while its empty.

We LOVE Pretty Vacant! We create safe spaces where artists and audiences are surrounded by culture created by, and for, them. Pretty Vacant enables us to support the 3000+ artists we platform every year, whilst inspiring our local community to fill their everyday lives with creativity.

ANDY GEORGE -
VAULT FESTIVAL

GET IN TOUCH

Have you got a vacant unit you'd like us to make pretty? Get in touch with the team below:



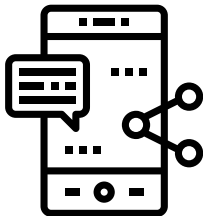
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