

THE POLLEN ESTATE

EAST MAYFAIR

The Pollen Estate Strategies

Savile Row

- a) Support the appropriate evolution of the Savile Row tailoring businesses by, for example, working to encourage a wider offer in order to attract new customers to the street and online
- b) Work to ensure that the non tailoring retail uses in Savile Row are supportive of tailoring and the success of the street including attracting more synergistic one of a kind occupiers
- c) Develop the Savile Row brand (the name and the street) such that it becomes synonymous with “contemporary luxury tailoring”.

Cork Street

- a) Over the medium term, working with the art community, to ensure that Cork Street is one of the premier destination locations in the world for successful modern and contemporary art gallery businesses
- b) To ensure that, where other uses are permitted and introduced they are supportive of the principal purpose of the street and their presence will attract customers to the galleries.

Old Burlington/ Clifford Street

Use

- a) Provide retail and related ground floor uses that support the strategic approach being taken on Cork Street and Savile Row.
- b) Provide alternative locations for luxury tailoring and other appropriate luxury retail uses where this can be achieved without constraining future uses for modern and contemporary art galleries
- c) Drive footfall and encourage dwell time to the Estate through the addition of cafés, wine bars and restaurants which complement the area
- d) Seek to encourage uses (offices, restaurants, cafes) that support or complement the luxury retail/ gallery objectives
- e) Include pre-emption rights in leases in order to retain the opportunity to prevent uses incompatible with the agreed strategy.

Building Scale/ Built Environment

- f) As regards that part of Old Burlington Street north of Clifford Street to retain/ reinstate and seek to promote where feasible the scale and footprint of heritage buildings (eg Georgian townhouses) to complement similar buildings on the street such as the numerous retail maisons/ townhouses on Clifford Street and the northern end (West side) of Old Burlington Street
- g) To encourage the vitality of the streets as a retail destination via a curated mix of high quality/ luxury independent or smaller scale retailers/galleries.

Sustainability strategy

Governance:

- a) Deliver a long term successful and sustainable Estate by maintaining a well-functioning board that adheres to all relevant legislation and best practices of good corporate governance, transparency, and reporting. The board should make decisions independently of the advisors and have sufficient expertise and time to guide company strategy, monitor management performance and provide accountability to beneficiaries.

Environmental:

- b) Design new buildings to the highest standard of sustainability that is economically viable. As a general rule, the design of new and significantly refurbished buildings should be to BREEAM 'Excellent' standard. Establish an audit trail of decision making where meeting such standards is not possible. Operational science based targets and credentials will also be investigated if appropriate.
- c) Use sustainable materials and supplies to the extent possible, where the Estate has responsibility for the management and maintenance of individual buildings. Engage proactively with the supply chain through the adoption of a sustainable procurement policy.
- d) Encourage occupiers to use, wherever possible, sustainable materials and suppliers.
- e) Target becoming a net zero carbon business, in-line with the UK government's current legal obligations by 2050 or earlier if achievable.

Social:

- f) Promote a healthy, prosperous, innovative, inclusive and efficient area in which people can live, work, and visit harmoniously. Aim to support and enhance, social and cultural amenities.
- g) Encourage economic practices that support long-term economic growth without negatively impacting environmental, social and cultural aspects of the community.