TOMORROW'S WEST END: SEIZE THE MOMENT #WEINVEST
The West End International Centre is undergoing monumental transformation. With the diversification and repurposing of the high street, the West End’s future looks bright.

We have seen continued confidence in the district, with over £5 billion of private investment and development underway, whether through planning or breaking ground in the district.

£10BN ANNUAL TURNOVER - £22.5BN GVA – 200M VISITS PER YEAR – 216,000 EMPLOYEES
London's West End Is About to Be Transformed

The demise of retail giants such as Topshop and Debenhams is painful, but it creates the opportunity for others to take their high street place.

Oxford Street's green renaissance as radical new plans revealed

Visitors migrate back to London's West End as venues throw open their doors

HMV eyes return to Oxford Street as it celebrates 100th birthday

Owner Doug Putman says he's still keen on a big West End store, as the music chain plans up to 10 new outlets across the UK

A Not-So-Chilling Vision of the Future for London Luxury Retail

Mayfair commercial property owner Tropheeum believes that luxury will spring quickly after quarantine lifts, thanks to wealthy locals.

Canall Moves to High-profile Location on London's New Bond Street

Night Tales are opening a rooftop bar on Oxford Street

Uniqlö owner Fast Retailing snaps up Superdry Regent Street store

Oxford Circus to be turned into pedestrian piazzas this year

Hamleys opens new state of the art gaming department

Staycations will boost the West End

#WEINVEST
Whether it is new buildings, redevelopment or repurposing older buildings, the unprecedented level of investment shows the confidence of both current and future occupiers and landowners in the West End.
Planning policies are in place and the newly introduced flexible use classes ensure that, whatever your investment, brand or offering, the West End has a place for you – ready and waiting.

That is why an influx of businesses and brands are investing in the district at this moment.
“Opening in the West End will stimulate huge cultural as well as commercial growth and we always wanted the Outernet district to be here given the incredible musical heritage this area has. The increased footfall once we are open will benefit everyone in the area as we truly believe Outernet will become a new London landmark. We are immensely proud to call the West End and Soho our home.”

- Richard Metcalfe, Group COO, Outernet Global
“It's very important that city centres are able to reinvent themselves and the West End now has the opportunity and resilience to make the most extraordinary shift to cement its position as a global centre and look towards the future. As lifestyles evolve, so must our buildings so quality and flexibility will become the benchmark - buildings with serious consideration for how people will use and interact with them, as well as the ability to adapt, will always be occupied.”

- Harry Chichester, Executive Director at Almacantar

This figure highlights not only the continued evolution and agility of the high street, but showcases the West End as moving beyond its traditional “retail only” perception. Mixed use schemes allow heritage buildings to be adapted for contemporary uses, allowing for the diversification of the high street.

76% OF DEVELOPMENTS ARE MIXED USE
Westminster City Council has committed £150 million to transform the Oxford Street District.

Great Portland Estates & private sector partners have revitalised Hanover Square introducing new public space, offices, retail units and restaurants.

Grosvenor GBI are transforming Grosvenor Square into an extraordinary urban garden.

These ambitious projects will strengthen the area’s world-renowned status for future occupiers and those who live, work and visit the West End.
The long anticipated wait is almost over. With Crossrail opening in 2022, London’s West End will be more accessible than ever. With new and improved routes, our businesses are one stop closer to reaching key customers.
Once fully operational, Europe’s largest high-speed rail project will provide:

- Tens of million additional visits into the West End annually once fully operational
- Heathrow to Bond Street station in under 30 minutes putting Paris, Amsterdam, Milan and Munich within 2 hours of the West End
- New station entrances & enhanced public realm

£18 BILLION INFRASTRUCTURE INVESTMENT
Not only will the Elizabeth Line offer better travel times and experience for visitors, alleviating the pressure off other underground lines, it also provides enhanced public realm, creating two new gateways to the district at Bond Street and Tottenham Court Road. Hanover Square is being revived to offer 220,000 sq ft of prime office, retail & residential units, while at Tottenham Court Road, St Giles Square and Outernet London offer unrivalled public realm and experience as soon as you exit the station.
The West End's mix of retail, leisure, culture and hospitality make it one of the most diverse consumer districts in the world. Our streets are constantly evolving, offering fresh new products and experiences to those who live, visit and work in the district.

New Brands & Customer Spend
The UK Treasury recently reported that UK households had amassed a total of £180 billion in unplanned savings during the pandemic. As restrictions have lifted, pent up demand has caused consumers to spend more on products and experiences that they have missed out on over the past year and a half. As the West End recovers, we are seeing the benefits. Whether it's retail, restaurants, hotels, theatres or bars, we have seen a rise in average transaction value since pre-pandemic levels.

Spend is gradually recovering, now at 60% of pre-pandemic levels and growing. Now is the time for businesses to take advantage of this pent up demand and invest in retail, leisure and culture as the UK looks to make up for lost time in their spending habits.
Whether old and new, brands are continuing to invest in the West End. Whether it be signing new leases for flagships, opening new restaurants or bringing their brands to the UK for the first time, 2021 continues to see a flurry of activity in London’s West End.

HOME TO WORLD-FAMOUS CHRISTMAS LIGHTS, ART SCULPTURE TRAILS, WORLD-
RENOWNED GALLERIES, FASHION HOUSES AND MICHELIN STAR RESTAURANTS, THE
WEST END INTERNATIONAL CENTRE’S CUSTOMER EXPERIENCE IS STEEPED IN
HISTORY & HERITAGE, AND IS UNIQUE AND IRREPLACABLE.

THE UNIQUE OFFERING NOT ONLY ATTRACTS TOURISM FROM AROUND THE WORLD,
BUT ALSO BUSINESSES LOOKING TO OPEN OFFICES IN THE WEST END, GIVING
EMPLOYEES DIRECT ACCESS TO GLBOALLY RENOWNED RETAIL & LEISURE. THIS
FURTHER DRIVES FOOTFALL, GIVING OCCUPIERS ONE OF THE LARGEST & MOST
DIVERSE CUSTOMER BASE ANYWHERE IN THE UK.
Build back stronger, build back greener. London’s West End is working toward being a more sustainable district; socially and environmentally. From public realm and the built environment to product offerings and emissions targets, this holistic approach will ensure we play an active role in addressing the climate emergency.
Together with our brands and partners, we are working towards a re-imagined and more sustainable way of shopping. Our brands are currently trialling new business models, like offering repair services and rental, and this will pave the way for the future of fashion. There is no denying that collectively we have a way to go, and this is only year one of creating a better future together, we are on the journey and we will keep going until we get it right.

51% OF CONSUMERS BASE THEIR SHOPPING HABITS ON SUSTAINABLE PRACTISES
In response to the climate emergency, we are taking action and accountability for our district's progress:

- 19% of applicable buildings are BREEAM rated; half of these are rated BREEAM Excellent or BREEAM Outstanding
- Working with partners toward a Zero Emissions Transport Zone by 2025
- Freight and Waste Consolidation pilots underway
- Working to reduce carbon emissions through 50% bus reduction, with a planned 25% further reduction still to come

“In Mayfair, our development pipeline alone represents circa £1 billion of future investment in the destination’s recovery and resilience to climate change. Our commitment to net zero and schemes like the redesign of Grosvenor Square and South Molton Triangle will play a major part in re-establishing the area’s draw to climate conscious and experience-driven consumers.”

James Raynor, CEO, Grosvenor Britain & Ireland
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