

LONDON  
COMMUNICATIONS  
AGENCY

# Design studio

APRIL 2022





# Our team



**A full-service design studio,  
working across print and digital  
to create content and materials,  
build websites and develop  
branding for clients across the  
public and private sectors.**

### **Print material**

We empower businesses to promote their brand, products and services through both printed and digital design.

### **Branding**

We work with your organisation to develop brand identities that quickly generate trust with new customers while extending brand affinity with established stakeholders.

### **Presentation decks**

We design presentation materials which allow brands to communicate their messages more effectively to their audience.

# 360 creative services

### **Web design**

We work with businesses to design and develop websites with strong visual identities and great user experience.

### **Social media**

We plan, develop and create assets to help brands build recognition and create content that resonates with target audiences.

### **Video and animation**

We produce engaging outcomes that resonate with viewers, helping businesses tell their story more comprehensively.



# Our clients



# We are trusted by a long list of major brands, businesses and charities.

Our team are trusted to deliver by developers, occupiers, land owners, house builders, local authorities, registered providers, NHS organisations, transport bodies, education providers, cultural institutions, major businesses, sports clubs and charities.

Some organisations we've recently worked with:



# Our work

A collection of our latest project work...



OUR WORK:

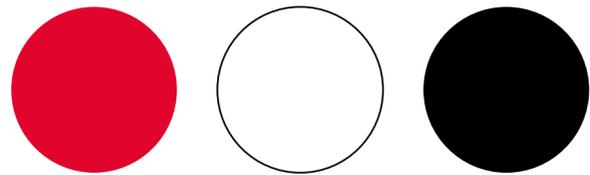
# OPPORTUNITY LONDON



# NEW LONDON ARCHITECTURE OPPORTUNITY LONDON

Brand identity | Digital prospectus

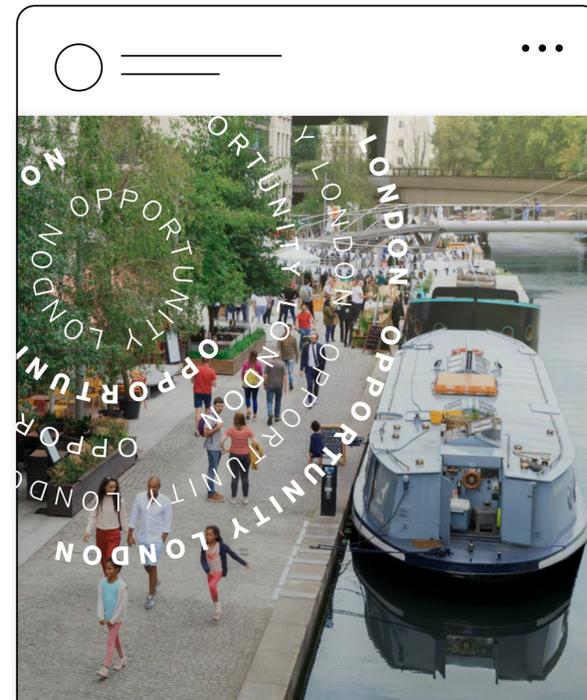
**OPPORTUNITY  
LONDON**



Logo, colour palette, bespoke font and visual language



Social assets



OUR WORK:

**This prospectus invites you to join and sponsor an important new initiative called Opportunity London – a major campaign to promote London to international investors.**

Founded by the NLA, with support from London Communications Agency and backed by key London organisations, this will be a three-year campaign to promote investment opportunities across real estate and infrastructure to the world.

The campaign will deliver a powerful narrative about London's offer to investors – as a diverse and green world city, confident about its future and welcoming to all – supported by a compelling, targeted programme of activity and a team of London Ambassadors.

Trade missions, media coverage and presence at key events will be bolstered by a consistent narrative and brand, tailored to resonate with our target audiences. One of the first steps will be to commission detailed analysis of these prospective investors, the intermediaries and facilitators and the key geographies.

With support from City Hall and key Government departments now secured, along with expertise from Professor Greg Clark and Michael Charlton among others, we are now seeking to secure private-sector partners to provide financial support – both at campaign and project level – and be a voice for the capital.

We cannot afford to be complacent about London's position as a competitive global city and there is serious competition for mobile investment. However, London is fantastically placed to lead the world in creating sustainable and innovative places through responsible investment and this campaign can be the catalyst.

**CONTACT**  
 Nick McKeogh  
 Chief Executive  
 New London Architecture  
 nick.mckeogh@nla.london  
 07712 180 915

04 OPPORTUNITY LONDON SPRING 2022 | CONTEXT | TARGET AUDIENCES | THE CAMPAIGN | SUPPORTERS | BUDGET

05 OPPORTUNITY LONDON SPRING 2022 | CONTEXT | TARGET AUDIENCES | THE CAMPAIGN | SUPPORTERS | BUDGET

**CONTEXT**

London's status as the leading world city for business is always under threat and there is nothing wrong with that. On the contrary, competition breeds continual improvement.

All cities, including London, have been affected by the impacts of the global pandemic, some more than others, and each has sought to respond as well as it can. In London's case the Mayor of London has led from the front with the London Recovery Board<sup>1</sup>, working with London Councils<sup>2</sup>, the boroughs and wherever possible with central government to mitigate the impacts of the virus.

However, London's status has, arguably, also been uniquely affected by Brexit, certainly in retaining its position as Europe's number-one city. The full consequences of Brexit for London have yet to be fully assessed. London is Open<sup>3</sup> was an important post-referendum message honed by City Hall and supported by various initiatives. It still has some traction.

But in addition, London has been and continues to be impacted by the 'levelling up' agenda within the UK. This despite the fact that its unemployment rate remains at 5.4% (as of January 2022), well above the national average of 4.5%<sup>4</sup>, and that eight of the poorest ten boroughs in the UK remain located in the capital. There is a strong perception that London is 'losing out' and that public money is being spent 'anywhere but here'.

Whatever the rights or wrongs of these decisions, and whether these perceptions are true, in many ways London's position is reminiscent of its status in the early 1990s. Back then there was no regional authority for the capital, central government had kicked Crossrail into the long grass (although they did fund the Jubilee Line Extension) and the business community felt that London was being ignored – hence the creation of London First in late 1992.

Much of the campaigning then, through the latter years of the Conservative government into New Labour, was to re-make the case for the capital and for a new authority for London. But in addition an inward investment agency (London First Centre) was established to provide a one-stop-shop service to businesses considering the capital as a potential location. After the creation of the GLA in 2000, this agency (by now called 'Think London') merged with Visit London in 2011 to form London & Partners (L&P)<sup>5</sup>.

**London's status as the leading world city for business is always under threat and there is nothing wrong with that.**

**Footnotes:**  
 1. london.gov.uk/corporate/press-releases/press-releases/2020/06/2020-06-23-london-recovery-board-announced  
 2. london.gov.uk/corporate/press-releases/press-releases/2020/06/2020-06-23-london-recovery-board-announced  
 3. london.gov.uk/corporate/press-releases/press-releases/2020/06/2020-06-23-london-recovery-board-announced  
 4. london.gov.uk/corporate/press-releases/press-releases/2020/06/2020-06-23-london-recovery-board-announced  
 5. london.gov.uk/corporate/press-releases/press-releases/2020/06/2020-06-23-london-recovery-board-announced

06 OPPORTUNITY LONDON SPRING 2022 | CONTEXT | TARGET AUDIENCES | THE CAMPAIGN | SUPPORTERS | BUDGET

08 OPPORTUNITY LONDON SPRING 2022 | CONTEXT | TARGET AUDIENCES | THE CAMPAIGN | SUPPORTERS | BUDGET

**THE TARGET AUDIENCES**

One of our first actions upon securing sponsorship will be to commission further audience analysis, assessing our key targets and their areas of interest and identifying the key intermediaries. Here in the UK these include the likes of CBSE, Deloitte, EY, JLL, McKinsey, Savills and PwC as well as major legal practices and banks who are often the facilitators to major investment plays.

Geographical analysis is also very important as we understand that currently investment from across global territories is inconsistent. For example, pension funds from the US are rarely reported as investors in London, whilst private investment from India into the capital is more limited. Pension funds from Canada and Australia are also well known investors here, as are SWFs from the Middle East and China (CIC, SAFE). An important part of the first phase of the campaign is to identify and prioritise areas of focus across each sector to target.

11 OPPORTUNITY LONDON SPRING 2022 | CONTEXT | TARGET AUDIENCES | THE CAMPAIGN | SUPPORTERS | BUDGET

**CORE ASPECTS OF THE CAMPAIGN**

**Key messages**

As with all effective umbrella campaigns, the key messages need to be short, clear and few in number. Their primary job is to provide enough information to drive the target audience to the next level of engagement and at the same time to reinforce the positive perceptions and challenge any negative perceptions. They must also be supported by strong proof points – evidence that reinforces the messages.

At this stage this prospectus does not seek to assume what these messages may be, but based on previous materials and a knowledge of the inward investment market, some key themes include:

- A track record of solid return on investment at a level that is attractive but also sustainable (in its broadest sense)
- A location where investment is safe and well managed
- A location that is well connected in all ways
- A location that has stable politics, is open, welcoming and inclusive with good access to talent
- A network of professional service advisers
- And most significantly now, a city that is driving the ESG agenda.

A key first step will be to workshop and refine this narrative and this is being led by Greg Clark in his various roles at HSBC, UK Cities Green Investment Commission and TIL. This is underway and will link closely with L&P's leadership in this area.

**Core materials**

- Website**  
Whilst every stakeholder involved in this campaign has its own website and many reference investment in London, a website for Opportunity London is recommended. A core link will be to London & Partners, but also to the other stakeholders and sponsors of the campaign. The up-front costs of creating this website have been factored into year one budget (see budget section). Some thought leadership articles and case studies will be important here.
- Promotional brochure**  
Along with a strong digital presence, some form of printed material which summarises the case for London will be needed.
- Opportunity London 2022 directory**  
Building on the 2021 launch edition, the NLA intends to update the directory for 2022 and publish this just before MIPIM 2022. This will be online (and would feature on both the NLA website and the OI website when launched). As an online directory it can be updated regularly through the year as projects move forward, contacts change etc.
- Key message 'handbook'**  
Along with a strong digital presence, some form of printed material which summarises the case for London will be needed.
- Social media content and channels**  
Social media messaging and imagery / videos will be coordinated across partner existing social media channels. We will also consider the effectiveness of a dedicated Twitter / Instagram feed for the campaign as part of a wider communications and brand strategy.

14 OPPORTUNITY LONDON SPRING 2022 | CONTEXT | TARGET AUDIENCES | THE CAMPAIGN | SUPPORTERS | BUDGET

**SUPPORTERS**

13 OPPORTUNITY LONDON SPRING 2022 | CONTEXT | TARGET AUDIENCES | THE CAMPAIGN | SUPPORTERS | BUDGET

Context

Target audiences

Opportunity London

Opportunity London

Digital prospectus

TELEPHONE

TELEPHONE

# TONIC

## THIS IS LGBT+ OLDER LIVING

Central London retirement community apartments for sale.  
**We would love to meet you.**

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☎ 0207 971 1091  
✉ [info@tonichousing.org.uk](mailto:info@tonichousing.org.uk)  
➔ [tonichousing.org.uk](http://tonichousing.org.uk)

“With Tonic,  
I feel like I belong”



TELEPHONE



# TONIC HOUSING OUT-OF-HOME CAMPAIGN

Clear Channel advertising across print and digital platforms

**TONIC**  
**THIS IS LGBT+  
OLDER LIVING**

Central London retirement  
community apartments for sale.  
**We would love to meet you.**

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✉ [info@tonichousing.org.uk](mailto:info@tonichousing.org.uk)  
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**"With Tonic,  
I know I am safe"**



Animated 6-sheet screens

**TONIC**  
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**"With Tonic,  
I can be myself"**



**TONIC**  
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OLDER LIVING**

Central London retirement  
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**"With Tonic,  
I feel like I belong"**





Phonebox advert



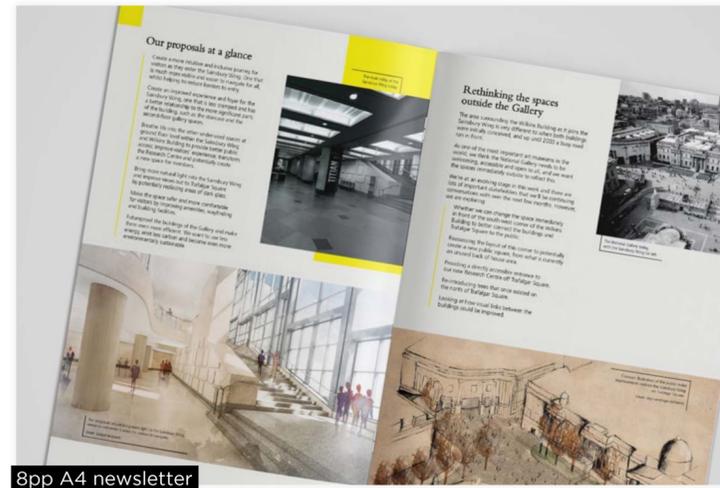
48-sheet billboard

# The National Gallery at 200



# THE NATIONAL GALLERY NG200

Look and feel | Gallery shutter coverings | Website | Print marketing collateral | Social media package



3pp A4 newsletter



# The National Gallery at 200

"The National Gallery was established nearly 200 hundred years ago in 1824 and moved to the heart of Trafalgar Square in 1838. Now, with a world-renowned collection of over 2,500 paintings, we are proud to be the National Gallery. To celebrate our upcoming 200th anniversary in 2024, the Gallery is planning an exciting 12-month programme of activity. As part of this, we are also investing in the Sainsbury Wing and Wilkins Building and exploring how we can improve the experience for all visitors to the Gallery. We want this to remain a world class experience for years to come and we're excited to tell you more about this vision here."

Dr. Gabriele Finaldi  
Director of the National Gallery

### Our vision

The National Gallery at 200 (NG200 project) will be a celebration of the National Gallery and the part it plays in the UK's cultural life.

It will also be an opportunity to invest in our buildings and:

- Provide a better, welcome experience at the ground floor entrance of the Sainsbury Wing.
- Celebrate the Gallery's historic setting on Trafalgar Square.
- Provide a new, truly publicly accessible National Gallery Research Centre which will be housed within the main Wilkins Building.
- Improve our commercial sustainability by considering whether we could change some internal areas within the Wilkins Building to create a wonderful, dedicated space for members.
- Improve the visitor experience and invest in our facilities to make them more comfortable for visitors and more sustainable, energy efficient and fit for the long term.
- Respect and conserve the special architectural and historic character of our buildings.



Illustration of how the outdoor space outside the Sainsbury Wing and on Trafalgar Square could look like on completion.



People queuing to enter the Sainsbury Wing in 2020.

Visit our website to learn more and have your say.

## A welcome experience befitting a world-class institution



"The Sainsbury Wing is a wonderful example of Post-Modernist architecture. We are thrilled to have the opportunity to enhance this important place, bringing light and legibility to the Gallery's visitors for years to come."

Annabelle Sellford  
Lead Architect for NG200 Project

We want to sensitively reconfigure the ground floor entrance to provide a better, more accessible welcome experience for our visitors.

### Our proposals at a glance:

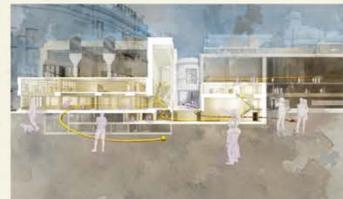
- Create a more intuitive and inclusive journey for visitors as they enter the Sainsbury Wing.
- Create an improved experience and foyer for the Sainsbury Wing, one that is less cramped and has a better relationship to the more significant parts of the building, such as the stair and the second-floor gallery spaces.
- Transform and breathe-life into the other under-used spaces to provide better public access, improve visitors' experience, facilitate the new Research Centre and potentially create a new space for members.
- Bring more natural light into the Sainsbury Wing and improve views out to Trafalgar Square.
- Make the space safer and more comfortable for visitors by improving amenities, wayfinding and building facilities.
- Futureproof the buildings of the Gallery and make them even more efficient.



Sketch showing how the Sainsbury Wing could look in the future.



The Sainsbury Wing staircase in 2020.



Proposed 'loop' connection for the Sainsbury Wing to provide a better journey for visitors.

## Celebrating our historic setting



A really important part of our early design work is considering how we can create a better relationship with the Gallery and Trafalgar Square.

We are still at an early stage and will be talking to lots of important stakeholders about this over the coming months, however at the moment we're thinking about:

- Whether we can change the space immediately in front of the south-west corner of the Wilkins Building to better connect the buildings and Trafalgar Square to the public.
- Reassessing the layout of this corner to potentially create a new public square, from what is currently an unused back of house area.
- Providing a directly accessible entrance to our new Research Centre of Trafalgar Square.
- Re-introducing trees that once existed on the North of Trafalgar Square.
- Looking at how visual links between the buildings could be improved.

Sketch images of how the outdoor space outside the Sainsbury Wing and Trafalgar Square could look in the future.



We also want to reimagine the public space by improving pedestrian access along Jubilee Walk, which will really help to create a more direct and visible pedestrian route from Trafalgar Square to Leicester Square. Have ideas about how the public space could work better? Visit our website to let us know.



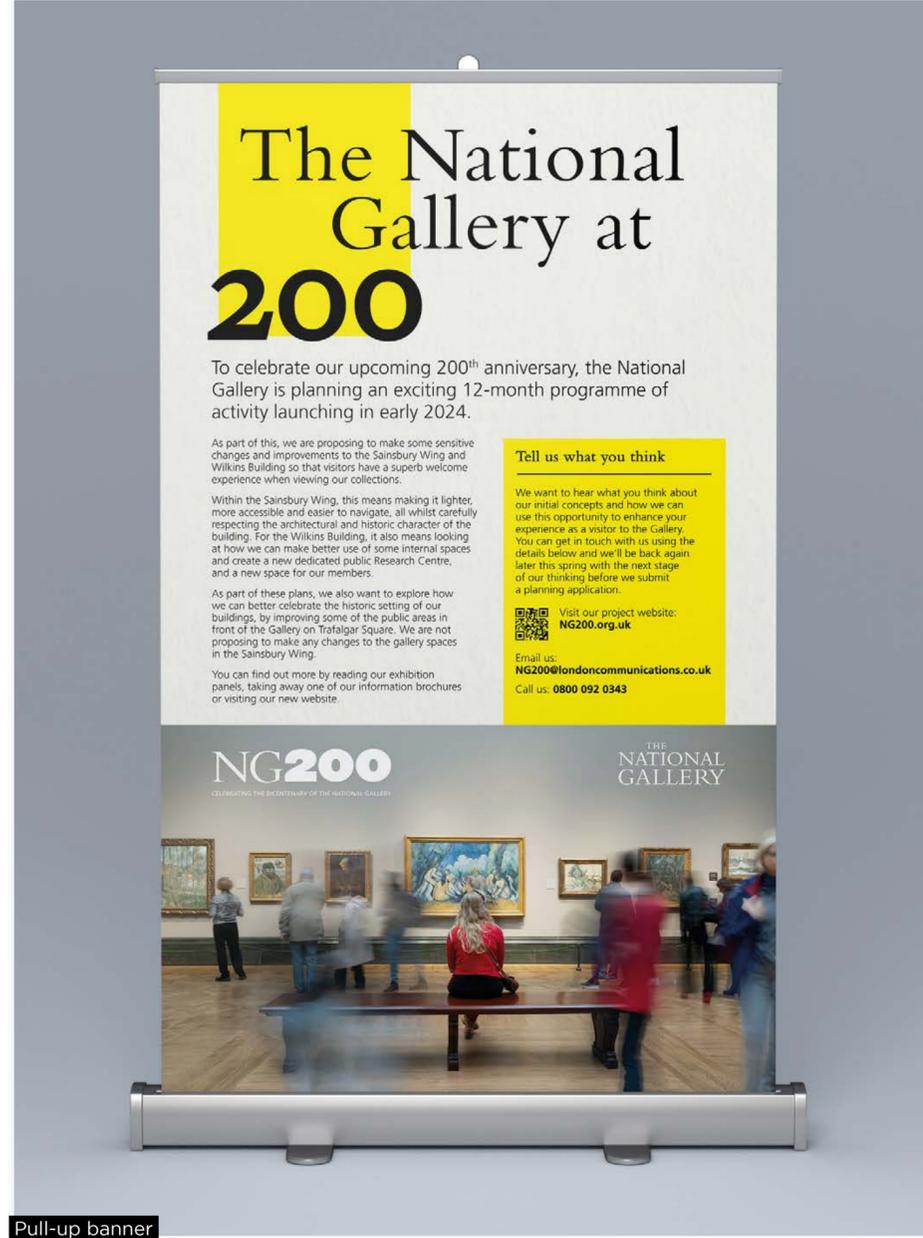
View of the National Gallery from Trafalgar Square.

# NG200

CELEBRATING THE BICENTENARY OF THE NATIONAL GALLERY

Large format gallery shutter coverings

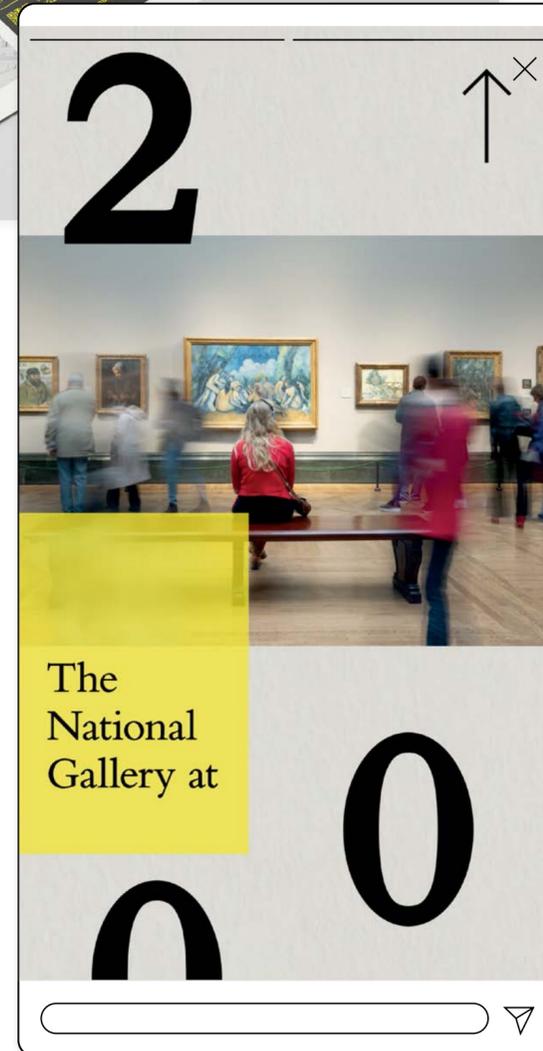
OUR WORK:



Pull-up banner

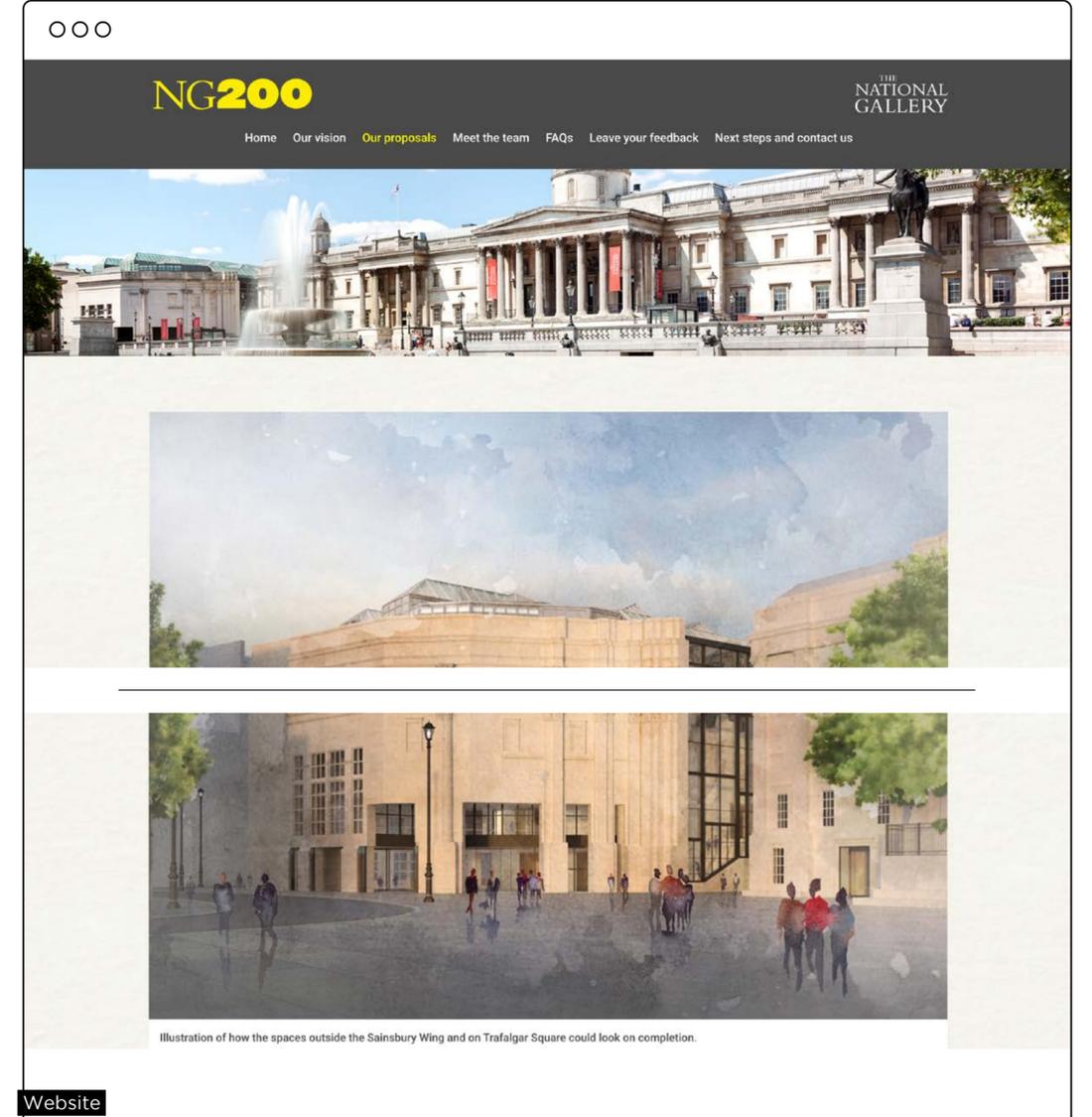


A5 flyer



Social animation

Watch here



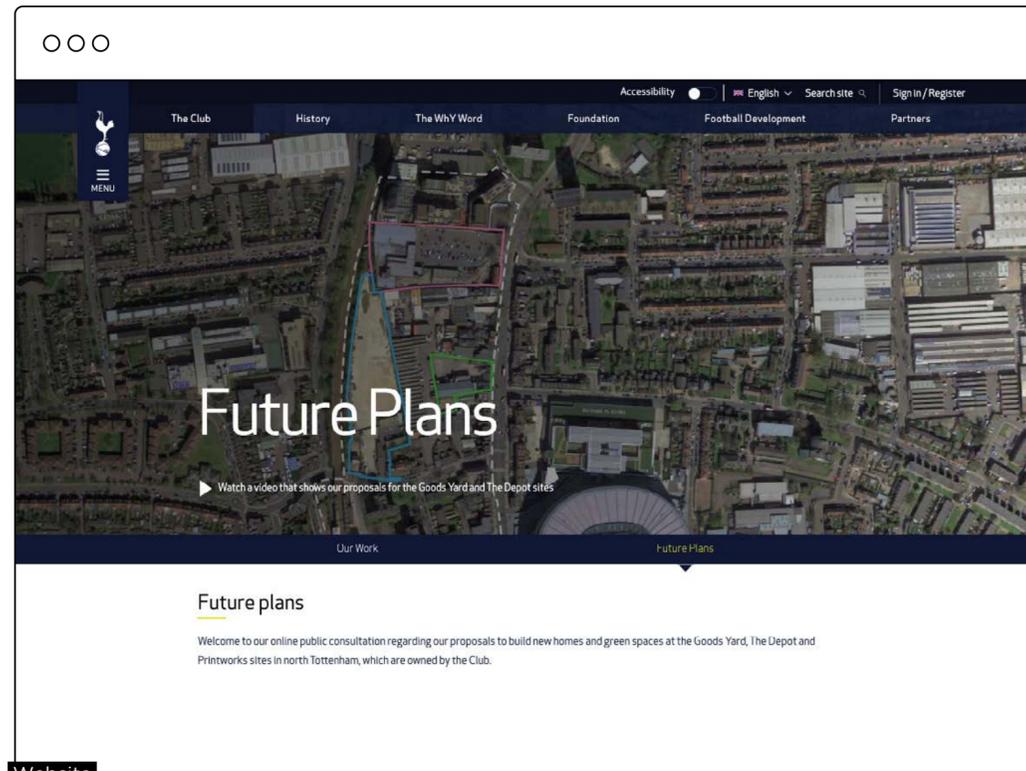
Website



# TOTTENHAM HOTSPUR STADIUM

# TOTTENHAM HOTSPUR FC - NEW STADIUM PROPOSALS

Website | Print marketing collateral



Website



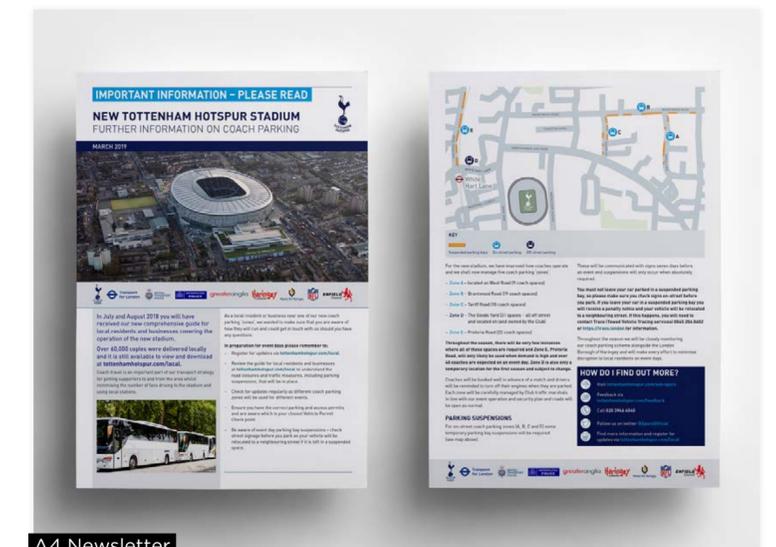
28pp brochure



A4 Newsletter



Pull-up banners



OUR WORK:



OUR WORK:

# LANDSEC O2 CENTRE MASTERPLAN

Website | Consultation boards | Print marketing collateral | Social animations

Landsec has been working with the local community and the London Borough of Camden to develop an exciting new comprehensive masterplan for the O2 Centre and the surrounding land.

We've been consulting since Summer 2019 and have had over 2,600 responses from local people on the emerging masterplan.

We've now submitted a planning application for the O2 Masterplan Site to the London Borough of Camden which will be available to view on the planning portal shortly. You can find more information about this on our news page [here](#).

### Scheme Vision

**An inclusive place that works for all**

"A place that integrates and connects the communities of Finchley Road and West Hampstead. A new neighbourhood that reflects Camden's unique culture and provides something for everyone – a mix of

Website

Consultation boards

Factsheet infographics

A5 flyers

# LABTECH



# LABTECH CAMDEN LOCK

Website | Consultation boards |  
Print marketing collateral



Consultation boards on display

000

LABTECH

HOME OUR PROPOSALS WE WANT TO HEAR FROM YOU



## WELCOME TO THE CONSULTATION WEBSITE FOR CAMDEN LOCK MARKET

LabTech is currently working towards re-establishing Camden Lock Market, and by proxy Camden Town, as a leading destination for culture and leisure in London.

This proposal includes exciting plans to open up a part of the market known as Dead Dog Basin – a unique covered water space – to the public for the first time, alongside the creation of cultural exhibition and gallery space within the East Vaults. In addition, we have exciting plans for a new temporary Observation Wheel that will capture the imagination of a wider London audience, attracting people of all ages and diversifying the markets' audience.

We are keen to hear from the local community regarding our plans, and you can submit your feedback via our [We want to hear from you page](#).

### THE PROPOSALS WILL:



Re-engage with and capture the imagination of a wider London audience, attracting people of all ages and diversifying visitors to the market.



Develop a greater connection to the local community through an all year events and cultural programme, including social and community initiatives.



Re-establish Camden Lock Market as a destination for locals and families – providing a much needed boost to footfall.



Help to support and retain Camden Lock Market's independent traders and create new prospects for start-up business.



### THE CAMDEN LOCK MARKET SITE

The site that Camden Lock Market now sits on was originally associated with the transport infrastructure of the late Industrial Revolution and the era when transport by canal reigned. Long before it was a market, it was once storage yards and Dingwalls Timber Yard, which is the inspiration for the name of Dingwalls bar and music venue.

Website

## WELCOME

LABTECH



LABTECH IS CURRENTLY WORKING TOWARDS RE-ESTABLISHING CAMDEN LOCK MARKET, AND BY PROXY CAMDEN TOWN, AS A LEADING DESTINATION FOR CULTURE AND LEISURE IN LONDON.

This proposal includes exciting plans to open up a part of the Market known as Dead Dog Basin – a unique covered water space – to the public for the first time, alongside the creation of cultural exhibition and gallery space within the East Vaults. In addition, we have exciting plans for a new temporary Observation Wheel that will capture the imagination of a wider London audience, attracting people of all ages and diversifying the Market's audience. These boards contain more information on our proposals.

### HAVE YOUR SAY

We are keen to hear from the local community regarding our plans, and you can submit your feedback via our website below, or fill out a feedback form.



Website: [clmconsultation.co.uk](http://clmconsultation.co.uk)  
Call us on: 0800 092 0422  
Email us on: [CLM@londoncommunications.co.uk](mailto:CLM@londoncommunications.co.uk)

## OUR VISION

LABTECH



Re-engage with and capture the imagination of a wider London audience, attracting people of all ages and diversifying visitors to the Market.



Develop a greater connection to the local community through an all year events and cultural programme, including social and community initiatives.



Re-establish Camden Lock Market as a destination for locals and families, providing a much needed boost to footfall.



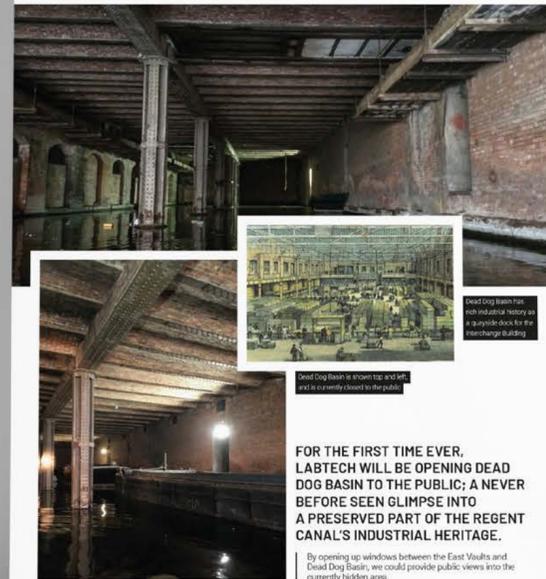
Help to support and retain Camden Lock Market's independent traders and create new prospects for start-up business.



A phased redevelopment that will be completed in stages, in order to keep parts of the Market open throughout.

## PROPOSALS FOR DEAD DOG BASIN

LABTECH



Dead Dog Basin is a small but special and is currently closed to the public.

FOR THE FIRST TIME EVER, LABTECH WILL BE OPENING DEAD DOG BASIN TO THE PUBLIC; A NEVER BEFORE SEEN GLIMPSE INTO A PRESERVED PART OF THE REGENT CANAL'S INDUSTRIAL HERITAGE.

By opening up windows between the East Vaults and Dead Dog Basin, we could provide public views into the currently hidden area.

Consultation boards

# Social and animation

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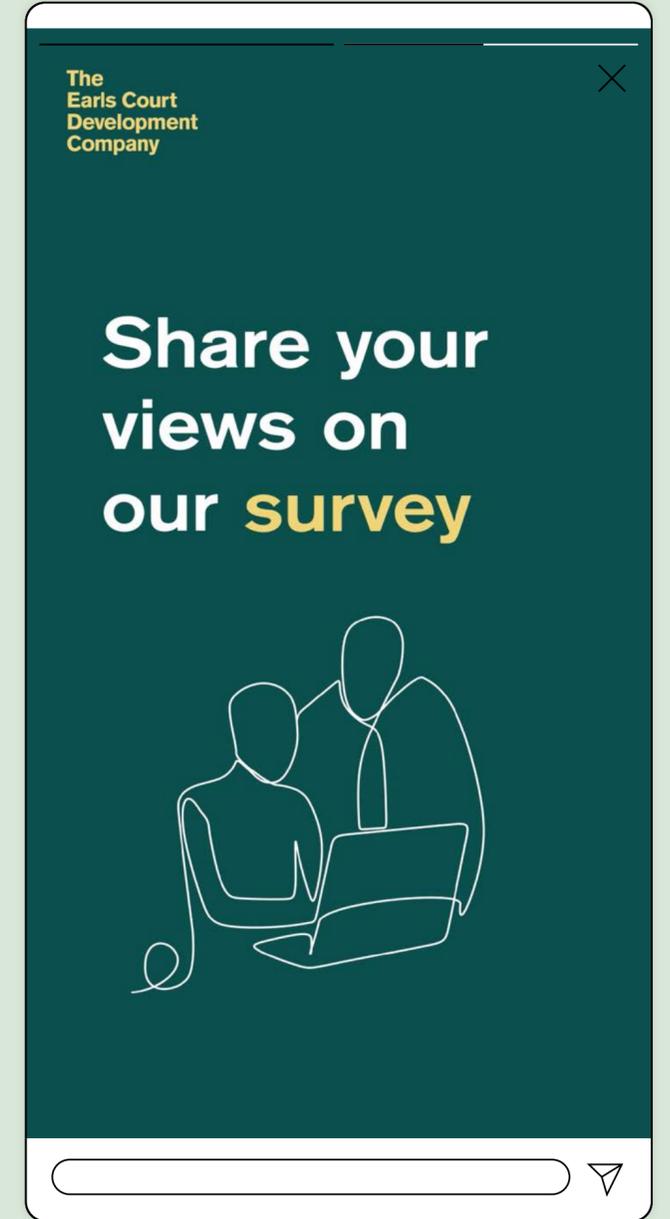
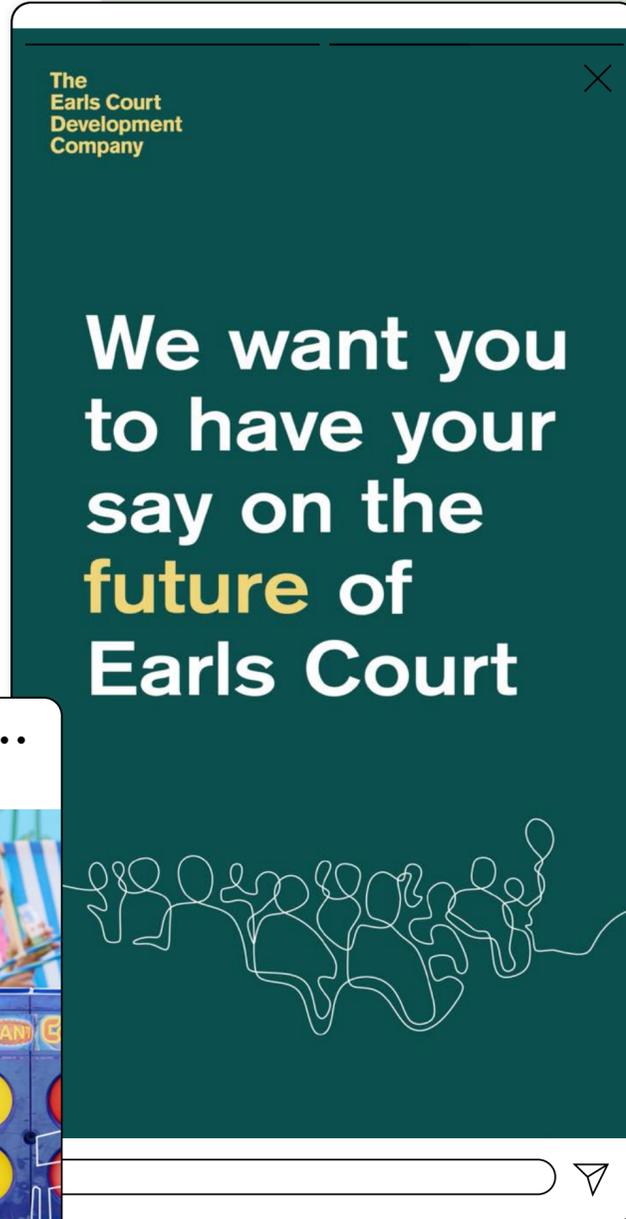
Working with our in-house social team, we produce digital content for all channels, developing simple static graphics right through to animated gifs and videos.

**Here's a few highlights from our latest work...**

# THE EARLS COURT DEVELOPMENT COMPANY

Instagram animations for in feed and stories

Watch here



# KINGS CROSS

Instagram animations for in feed and stories

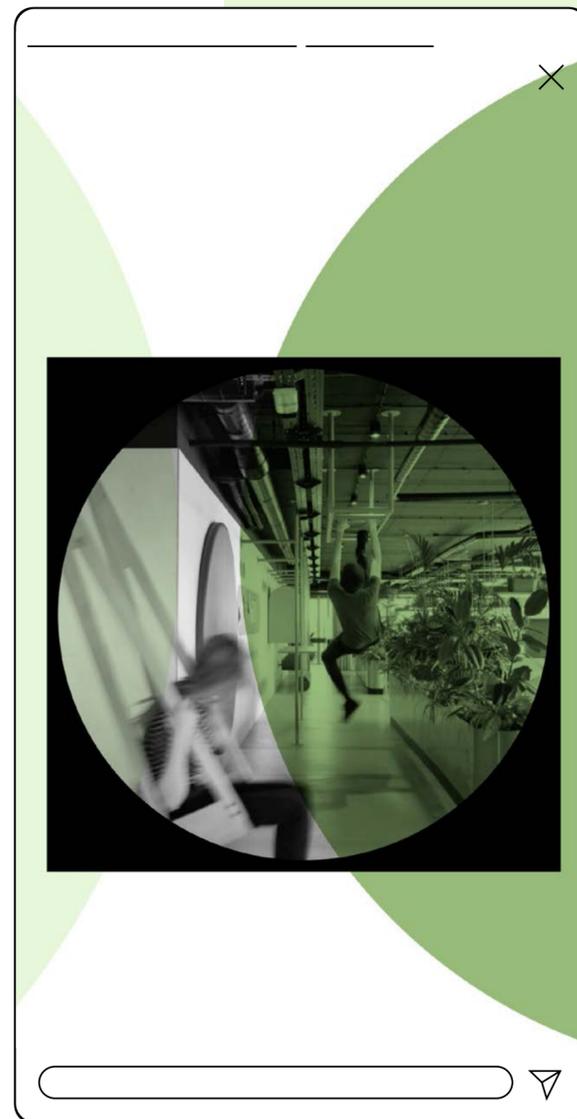
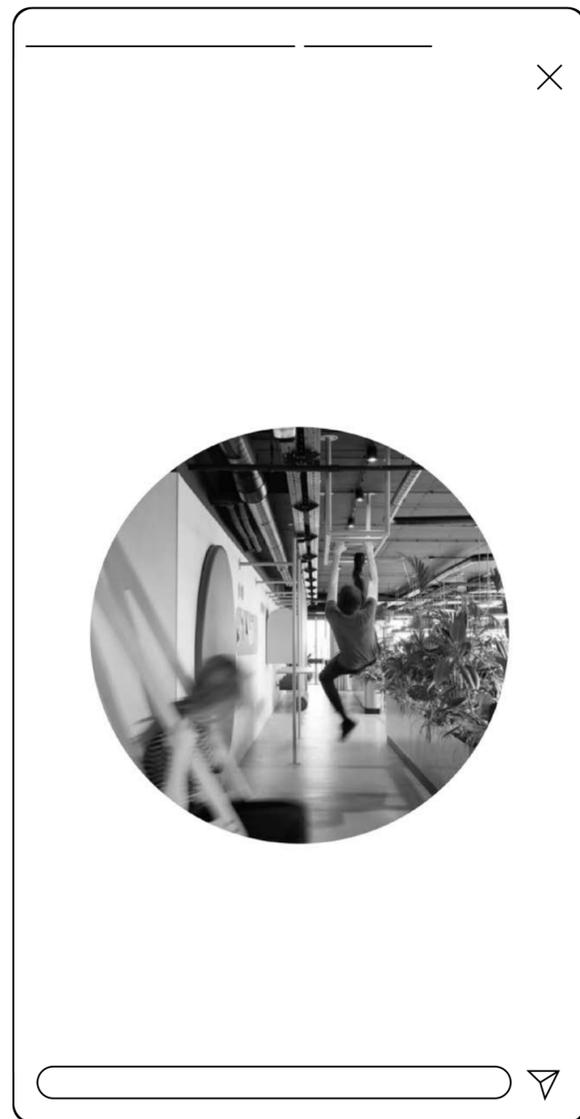
Watch here



# GET LIVING

Instagram animations for in feed and stories

Watch here



# HEART OF LONDON BUSINESS ALLIANCE

Instagram animations for in feed and stories

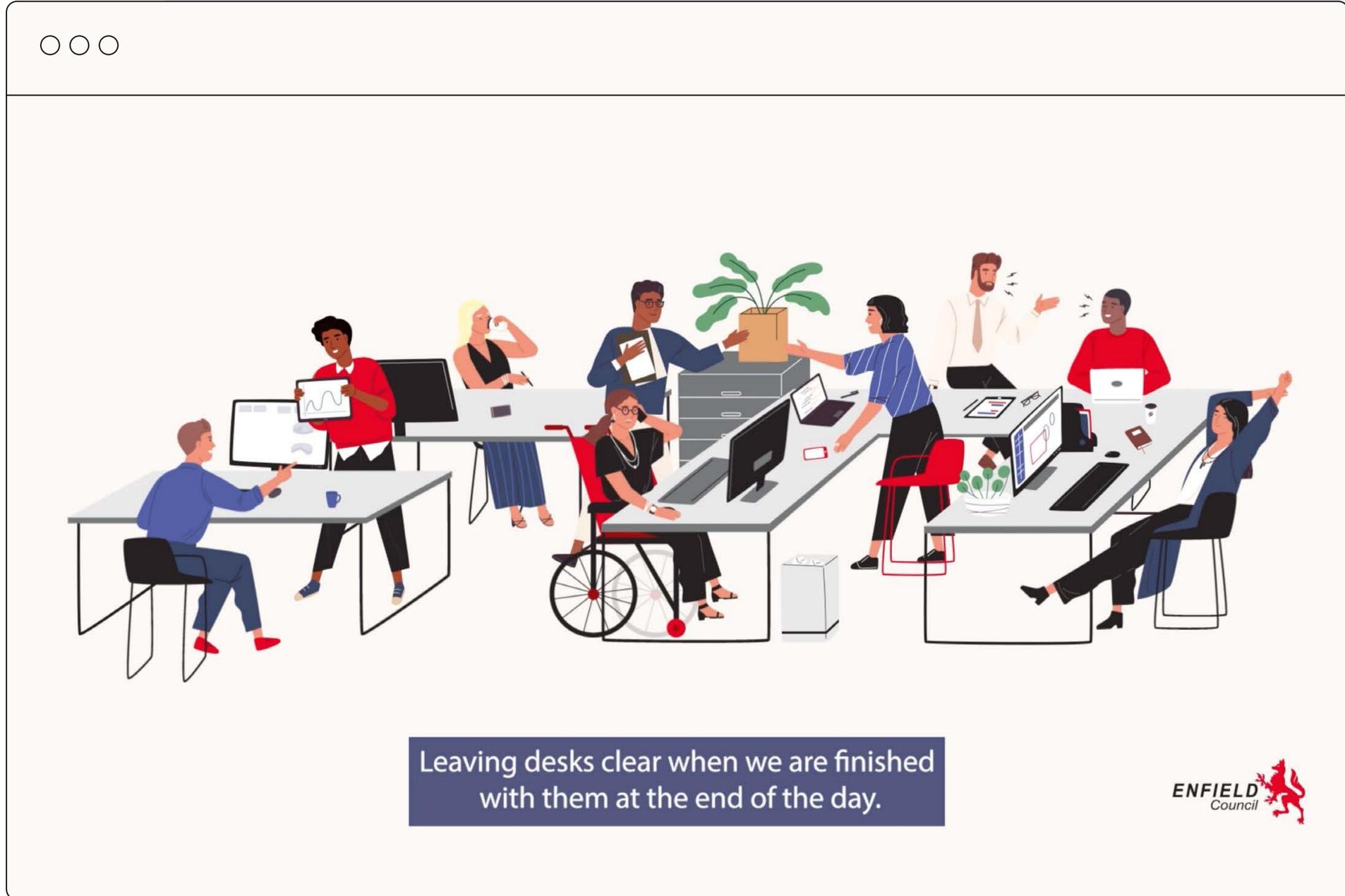
Watch here



# ENFIELD COUNCIL

Animation

Watch here



LONDON  
COMMUNICATIONS  
AGENCY

# Thank you

For more information get in touch  
with Grant Gillard, Design Services Director  
**[gg@londoncommunications.co.uk](mailto:gg@londoncommunications.co.uk)**  
**020 3925 7531**

