



City of Westminster

Westminster City Council Meanwhile On: Oxford Street Application

Guidance:

1. Please first refer to the downloadable 'Applicants Guide' available at <https://www.westminster.gov.uk/meanwhile-on-oxford-street> for an overview of the programme
2. Please also refer to the downloadable 'Application Form' PDF available at <https://www.westminster.gov.uk/meanwhile-on-oxford-street> prior to completion so that you can familiarise yourself with the requirements of this form and can set aside an appropriate amount of time to complete. Unfortunately, you may not be able to save progress and return to your answers and so we strongly advise trying to complete your application in a single session.
3. Before starting your application, please refer to "Expectations" (section 11 onwards) to ensure that the programme is feasible for you/your brand.
4. Note that completing an application does not guarantee that you will be selected. All applications are subject to review and only shortlisted applications will be progressed.
5. Note this is a medium-to-long term project, spaces may become available at different times and at short notice (although we will endeavour to give as much notice as possible). In some instances it may take up to 18 months for an appropriate space to become available.
6. Although we have outlined space categories and activation concepts in our Applicants Guide, the programme is flexible and we are open to new ideas.
7. The first round of applications close on 30th August 2023

Section 1

Supporting Documentation

Once you have completed the below application form, please submit the following:

1. Portfolio (mandatory for creatives)

Please submit an up-to-date portfolio providing details on education, awards, residencies, exhibitions and previous projects.

2. Brand deck (mandatory for retailers)

Please submit a deck that provides an insight to your brand inclusive of:

- brand story
- brand's concept
- brand's mission and drivers
- brand's current activity
- social media follower count
- images of merchandise to be created/sold



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3. Sketch of proposed installation (mandatory for applicants who aim to create an immersive installation)

please submit a design sketch of your proposed installation.

4. Examples of work (mandatory for creatives)

please submit at least 4 images of your work.

Please email all supporting documentation as attachments to businessunit@westminster.gov.uk with subject title "Meanwhile On: Oxford Street Application - Supporting Documents [Brand Name]".

*Please consider email attachment file size limits and do not send links to WeTransfer/Google Drive/similar as we are unable to access these platforms.

Section 2:

Applicant Contact Details

- Applicant Full Name
- Please confirm applicant is over 18 years of age
- Name of Brand/Organisation
- Phone
- Email
- How did you find out about this programme/opportunity?

Section 3:

Equalities Monitoring Declaration (optional)

To monitor the effectiveness of this programme, we need to record certain personal details about the people who apply for spaces. It is for this reason that you are asked to provide the below information, which will be treated with the strictest confidence. Any equalities information provided will not be shared outside of the confines of programme delivery but may be used to ensure diverse representation of those being supported through positive action.

Questions 7-10 pertain specifically to the business owner(s). In the case that the business is owned by more than one person, please include information for all.

- Are you from a Global Majority background? (Global Majority refers to people who are Black, Asian, indigenous or dual-heritage)

(multiple answers can be selected in the case of multiple owners)

- Yes
 - No
 - Prefer not to say
-
- Gender
 - Sexual Orientation
 - Disability



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- Please let us know if you require any access arrangements which will need to be considered if your application is successful

Section 4:

Link to Westminster

- Please select one of the following options:
 - Applicant lives or has lived in Westminster in the last 10 years
 - Applicant works or has worked in Westminster in the last 10 years
 - Applicant studies or has studied in Westminster in the last 10 years
 - Applicant is a company or organisation based in Westminster
 - Applicant has no connection to Westminster
 - Applicant has other connection to Westminster (please explain below)
- If you selected "applicant has other connection to Westminster" to the previous question, please outline below
- If applicable, please briefly provide details of your affiliation to Westminster

Section 5:

Tell us about your business

- Please describe your business or project (200 words)
- Have you opened a physical space on a high street before?
 - Yes
 - No
- If yes, please briefly outline
- Do you currently have a permanent physical space?
 - Yes
 - No
- If yes, please provide further details
- Please briefly outline your commercial model (200 words)
- How do you see your business progressing in the next 2-3 years? Do you aim to open a permanent store(s)?

Section 6:

Your brand (optional)

- Company Registration Number
- Add a link to your website
- Add a link to your brand's Instagram page
- Add a link to any key press or references you have received



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Section 7:

Activation Concept

Please refer to the accompanying "Meanwhile On: Oxford Street" Applicants Guide

- Although not essential, does your brand/activation proposal align with any of the listed concepts:
 - Invention & Production Spaces
 - Intersectional Spaces
 - Hyperphysical Experiences
 - Practiced Places
 - Other

Section 8:

Tell us about your proposal

- Please describe your activation proposal and how you intend to use the space (400 words)
- Please outline any consumer demand for your proposal or outline how your proposal could address a consumer, social and/or community need? (100 words)
- What makes the proposal relevant for Oxford Street (or the wider West End?) (100 words)
- Please outline how you will engage with your existing audience, local audiences in and around Oxford Street, and the wider audience that you would look to attract. Please include any marketing strategies and/or activities to help you achieve this. We're keen to see proposals that consider all stages of any potential activation (before, during and after) (300 words)
- We are looking for proposals that are able to run at least two engaging events during the activation period. Please briefly outline any proposed events plan. (150 words)
- Detail your brand's approach toward sustainability and specifically how you would implement this as part of any potential activation (100 words)

Section 9:

Planning and Delivery

- What are your reasons for applying? Please describe what benefits the programme bring to your business. (150 words)
- If applicable, what type of products do you plan to sell? Please feel free to add a link to a product page on your website
- How will you ensure you have sufficient stock throughout any potential tenancy? Do you currently have high levels of stock or are you able to re-stock quickly?
- If applicable, please outline any showpiece elements to your activation or items you intend to create on-site, outlining your production process (200 words)
- If you require any specialist equipment as part of your proposal, please outline this below. Please also list any special spatial/connectivity/decorative elements which will need to be taken into account.



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Section 10:

Activation Dates

We're looking for brands who can commit to a six-month tenancy initially, though this may change or be reconsidered in individual cases.

- What would be your ideal activation start date? (can be an estimate)
- What would be your ideal activation end date? (can be an estimate)
- What is your envisioned time-frame for delivery of your entire activation inclusive of setup and de-rig?
- Please outline or list any activities or specific events you would like to incorporate as part of your activation e.g. Fashion week, Earth day, talks, a key brand milestone event (200 words)

Section 11:

Expectations

The next sections will outline expectations from you/your brand to ensure the programme is feasible

Section 12:

Feasibility

Please note the figures outlined are indicative and are subject to unit size and number of brands occupying the unit

There will be no rent associated with any store, however, the following costs will still be applicable:

1. Business rates contribution: ranging from £500 up to £2,800 +VAT per month with the first three months payable up-front
2. Damage deposit: £1,000 to £2,500 per store (paid up-front and fully refunded at end of tenancy provided there are no issues)
3. Service charges (including utilities): may vary per premises - amounts will be shared prior to any contract signing
4. Business Improvement District (BID) levy: discounted by 70% and to be shared among occupiers.

Other costs to be considered include stock, staffing, security, Wi-Fi, and cleaning.

Westminster City Council have a limited budget to bring each space to a white-boxed condition and in some cases will contribute towards fixtures and fittings, however, brands will assume responsibility for installing and funding anything beyond this contribution.

Does your business have or will you be able to raise the necessary capital to be able to cover these costs?

- Yes
- No
- If necessary, please provide any comments you may have regarding the previous question



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- Is the applicant/brand facing bankruptcy or been declared insolvent?
 - Yes
 - No
- Please confirm you are happy to share sales data from any potential tenancy so that the delivery team are able to monitor programme progress and continued programme viability
 - Yes
 - No

Section 13:

Staffing

- Spaces will need to be staffed constantly seven days a week, usually from 10am to 7pm (minimum) regardless of public holidays. Please outline how you plan to staff the space throughout any potential tenancy
- Will you be hiring any additional staff during any potential tenancy, and if so, would you consider recruiting from within Westminster?
 - Yes
 - No
 - Unsure

Section 14:

Budget

Westminster City Council will attribute budget toward bringing each space to a white-boxed condition

- What resources will your proposal need and what is your total budget? Please provide a realistic and comprehensive budget considering; methods of fabrication, fitout and design, staffing, stock levels, cashflow, decoration, branding, marketing and any events and activities that are essential to deliver the concept at a high standard
- How will you or your company fund your proposal? How will you acquire the required resources and funds? (100 words)

Section 15:

Insurances and Liability

- Please note that if selected, you will be required to complete a risk assessment to ensure compliance. Are you aware of or have you considered any relevant protocols, permissions, regulations, and insurances which may be applicable for your business if your submission is selected for participation?
 - Yes
 - No
- If yes, please list them below



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- All brands will require a minimum of £5million Public Liability insurance and £2million Employers Liability insurance. We would also recommend contents and stock insurance as you will not be covered in the event of theft or damage to goods or furnishings. Please confirm you are happy to provide a copy of this
 - Yes
 - No