



Regent's Place and New Diorama Theatre

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The Regent's Place Journey: British Land

- Was 'fringe' West End now premier London office location
- 13 acre site
- Adjacent to Euston Road and Regent's Park
- Good transport links
- Owned, managed & developed by British Land for 30 years
- Doubled in size – space & amenities for 16,000 workers & residents, & local community
- Attracts diverse mix of occupiers e.g. Santander, Debenhams, Aegis and Facebook





The Regent's Place Journey: New Diorama Theatre

- Opened in 2010
- Emerging early-career artists from across the UK
- 21,000 audience members a year
- 9,000 people annual in our local community
- Awards and achievements





Impact's - our perspective

- Connects
- Enlivens
- Strengthens





Impact's - our perspective

- A top to bottom investment of time and skills
- A shared vision for Regent's Place benefiting audiences
- Cultural organisations at the heart and centre for communities



30 years impact at Regent's Place – Our contributions



Over **£50m** for
local infrastructure and
community initiatives



6,700 jobs
from our recent
construction activity



£257m GVA
for UK economy from our
recent construction
activity



310 residential units incl.
**50% affordable
homes**



A theatre, employment &
training centre,
and arts studios on site



55% of people benefit from
our new **pedestrian
routes**

30 years impact at Regent's Place – Social and commercial results



Local area **top**
1% of all London for
reductions in
deprivation



100% occupancy,
with Facebook &
Debenhams amongst
those signing up for
space



Property values grown
2X as much as other
West End offices



Lessons Learnt

- Look for where all parties benefit – a common goal is vital
- Alignment always helps
- Take a long term view - it's the process of engagement that brings results
- More work to measure social outcomes – and understand how to achieve them

