

**20 September 2024**  
**For immediate release :**

**Place Vision Toolkit: A New Resource for Cultural Placemaking for London Borough Councils**

**FUTURE\CITY**

*Developed in collaboration with:*

**OPPORTUNITY  
LONDON**

**Future of  
London**

Event supported by:

**yoo** CAPITAL



On Wednesday, Futurecity Founder and CEO Mark Davy shared an exclusive preview of the **Place Vision Toolkit**, a new framework to support local authorities in defining their unique 'cultural DNA'. Mark presented the Toolkit to representative from the 32 London boroughs and the GLA's Culture and Creative Industries team at Olympia in Hammersmith & Fulham. The Toolkit was devised as part of a unique partnership between Opportunity London and launched in collaboration with Future of London with support from Yoo Capital.

Building on 17 years' experience devising cultural placemaking strategies across London, the UK and internationally, the **Place Vision Toolkit** aims to help boroughs enhance the placemaking vision and value proposition for brownfield, greenfield or

greyfield sites as part of their profile within Opportunity London's 'The London Investment Prospectus'.

As part of the preview, Futurecity Founder [Mark Davy](#) was joined by [Quintain Limited](#) CEO [James Saunders](#) and the management team from Wembley Park to talk about the process of transforming the former industrial site into one of the most successful new Creative Districts for London.

Guests also heard from Lloyd Lee, Co-founder and Managing Partner at Yoo Capital, about the regeneration of Olympia through a short walking tour.

### **Place Vision Toolkit**

Creating a unique **Place Vision** sets out the 'cultural DNA' of a site, identifying the unique real estate, placemaking and community opportunities that it can unlock. At a time in which each of the London boroughs are busy drawing out their unique identities, the Toolkit will help make investment opportunities more attractive, relevant and more contextual to reflect the unique identities of each borough. It helps position the site's strategic contribution to the local area, the borough and London, connecting investors to the site's specific potential as a unique destination.

The Toolkit is a 5-step process drawing on Futurecity's unique experience delivering cultural placemaking strategies across multiple typologies of developments and with all major developers on sites such as Wembley Park, Battersea Power Station, Greenwich Peninsula, East Village and Barking Riverside.

Much of the content for a Place Vision can be drawn from existing plans, strategies and delivery plans, capturing economic, social, cultural and environmental priorities. In-depth public consultation as part of Local Plans and neighbourhood strategies can also provide key messaging about a site's opportunity.

Together with an understanding of the physical and social assets contained within and around the site, the Place Vision brings this intelligence together as a succinct statement of the site's unique placemaking potential for investors, the Borough and London.

### **Quotes**

*"The Place Vision Toolkit shares our unique approach to place-based research and visioning with our London Borough partners. The aim is to galvanise London's major development opportunities to deliver creative placemaking for London through embedding culture at the heart of a civic, community and commercial priorities. We welcome this partnership through Opportunity London to embed placemaking within this important global investment portfolio."*

- Mark Davy, Founder & CEO, Futurecity

*"Culture and leisure define our great global city. We know investors want to future-proof their investment decisions for this decade and beyond. By partnering with industry experts Futurecity, Yoo Capital, and Future of London alongside London's policy makers and authorities to make our City more investible, we are on the fast track trajectory to unlocking London's next £100bn of capital investment."*

- Jace Tyrrell, CEO, Opportunity London

*"As the capital's independent built environment network, Future of London is delighted to partner with Futurecity and Opportunity London on an exclusive preview*

*of the Place Vision Toolkit for London borough partners. We're committed to finding realistic and practical solutions that support our members – including London boroughs - in their day-to-day work. The new toolkit will help our borough partners with good principles, new tactics and fresh ideas for showcasing the potential of their places to London's communities and global investors."*

- Nicola Mathers, Chief Executive, Future of London

*"With over 40 acres of Central London land under development by our team today and in our development plans for 2025/26, we know first-hand the importance of working closely with Local Councils and the GLA to create a shared vision that delivers for our communities, our small businesses, our families, our students and also for the global businesses that come to do business with London. We welcome the introduction of the Future City Place Vision Toolkit to aid developers and Councils as they strive to create the next generation of future places across London."*

- Lloyd Lee, Managing Partner, Yoo Capital

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#### **Futurecity**

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### **About the Event Partners:**

#### **Futurecity**

Futurecity is a cultural placemaking agency that creates cultural strategies, brokers cultural partnerships and delivers major arts projects for clients across the public and private sectors. Founded by Mark Davy in 2007, Futurecity has produced over 125 cultural strategies, brokered over 20 cultural partnerships, and worked on over 100 artist commissions for clients across four continents.

Futurecity believes culture is key to unlocking the power and potential of city space. We encourage architects, engineers, landscape designers, developers and city planners to integrate art and culture at the beginning of any project by collaborating with artists to provide a contemporary narrative for our towns, cities and urban centres. Futurecity devises innovative strategies, which have been sensitively constructed and developed into unique public art commissions across the UK, mainland Europe, North America, Asia and Australia.

[www.futurecity.co.uk](http://www.futurecity.co.uk)

#### **Opportunity London**

Opportunity London is a unique partnership between the City of London, London Councils, the Mayor of London and a growing consortium of public and private sector industry partners committed to attracting the next £100bn of capital investment into London's low carbon real estate, energy and infrastructure.

[www.opportunity.london](http://www.opportunity.london)

### **Future of London**

Future of London helps to build thriving cities through knowledge, networks and leadership. Future of London is a not-for-profit company with [60 member organisations](#) that shape our work. They include local and regional authorities, housing associations, and SMEs. Our [private sector partners](#) are leaders in the built environment sector. We connect over 5000 urban practitioners so they can tap into practical solutions and new ideas. Our unique network directs their passion for social, environmental and economic sustainability at the major challenges facing cities.

[www.futureoflondon.org.uk](http://www.futureoflondon.org.uk)

### **Yoo Capital**

Yoo Capital is a privately held real estate firm that has invested over £2.5 billion into Central London since its formation in 2010 by partners, John Hitchcox and Lloyd Lee, the international property entrepreneur and private equity veteran duo behind some of London's most iconic transformations. By combining transformational creativity with institutional-quality investment discipline, the firm specialises in transformational investments that deliver both high social value and financial sustainability. In addition to the traditional asset classes of office, residential and retail, the firm has made its name through its significant experience in hospitality/creative industries and is also actively investing into life sciences/healthcare. The firm is composed of extremely senior professionals with a firmwide average 21 years' experience in private equity, complex asset and development management and institutional fund management that comprises in excess of £11bn of transactional experience.

[www.yoocapital.com/](http://www.yoocapital.com/)