



savills
Place.

place.savills.co.uk

Who we are



Savills Place-Shaping & Marketing has a team of over 60 place-shaping specialists based in London, Manchester and East Anglia. Our combined skill offers support to the development and management of town and city centres, retail and leisure complexes, commercial areas, and Business Improvement Districts (BIDs). Our range of services help to develop a place people feel connected to.

“There is no logic that can be superimposed on the city; people make it, and it is to them, not buildings, that we must fit our plans.”

JANE JACOBS
AMERICAN-CANADIAN JOURNALIST,
AUTHOR, AND ACTIVIST

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The importance of Place

Great ‘places’ - as distinct from ‘spaces’ or ‘buildings’ - are activated and differentiated by bringing together their physical attributes with the social experiences that they can offer. Places are not defined by their built form, but rather through the way in which people use, interpret, think, feel and talk about them.

The unique characteristic, or DNA - of a place is produced from an overlaying of its physical and social fabrics. The shaping of that place is the on-going process of modelling and remodelling to enhance both its physical and social aspects. As the emotional connections of existing and potential investors, occupiers and visitors are strengthened there is a resultant upturn in the appeal and value of the place. At Savills, our place-shaping experts start from the basic principle that no two places are the same; each has its own history, purpose, and sense of community. Our purpose is to identify and bring to the fore those unique characteristics and build upon them to create distinctive, engaging and enduring places; each capable of extraordinary experiences.

No two places are the same; each has its own history, purpose and sense of community



THE LEADENHALL
BUILDING, LONDON
ONE OF SAVILLS
LANDMARK
BUILDINGS



To develop a place that people feel connected with, it is vital to understand the modern consumer. They can be identified as time-poor, experiential, individualistic, creative, brand savvy, a traveller, confident, technical and socially conscious.

There has been a shift in the way consumers seek gratification and demand information, particularly the younger generation.

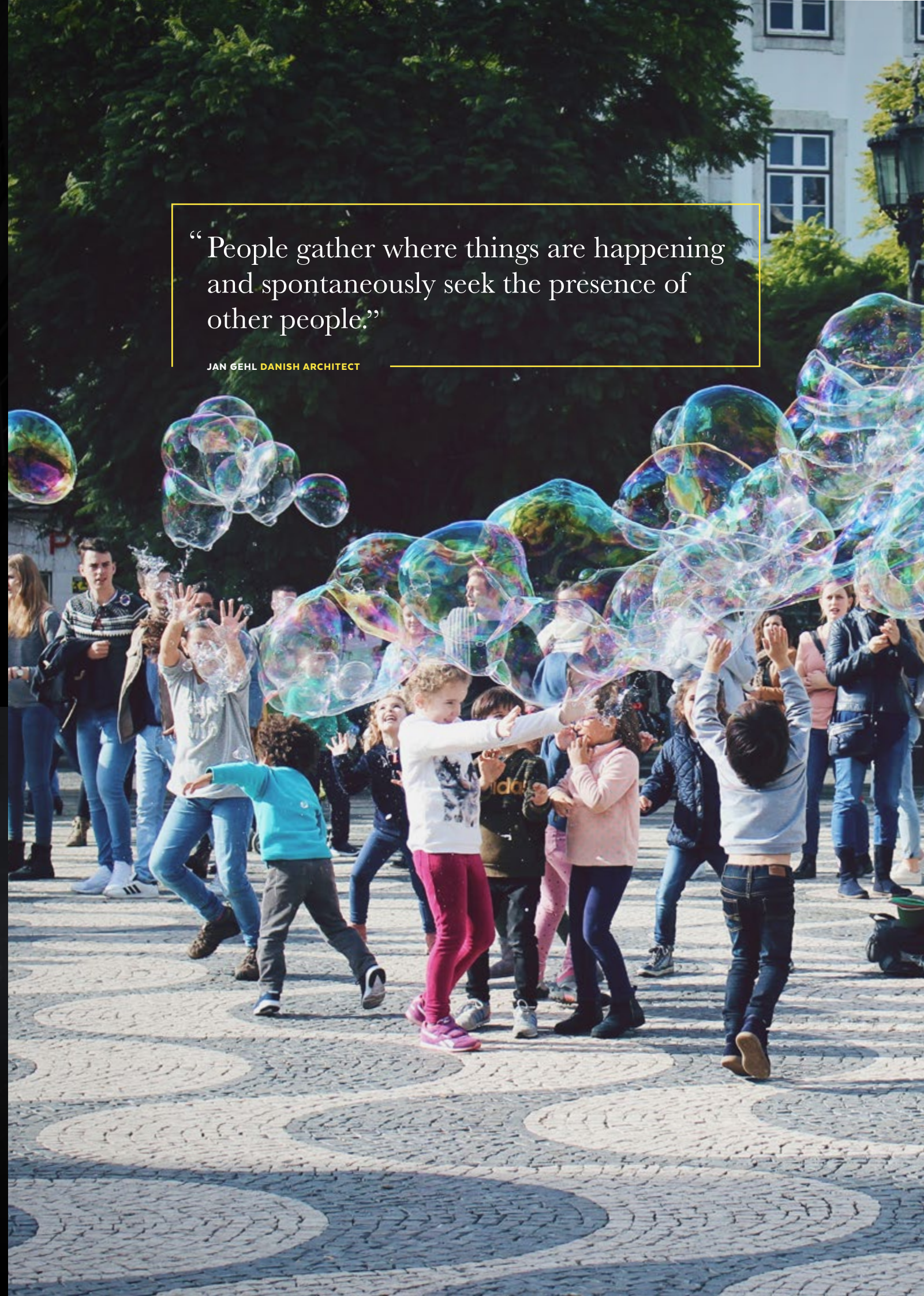
With the modern consumer in mind, there is a shift to what people 'want', rather than 'need'. Therefore place-shaping is about creating places 'want' to be in, rather than just 'need' as today's consumer has access to what they want more easily than ever before, making the value of experiential key to success.

There are 8 core themes, split between the physical and social constructs. Savills has expertise in all these areas.

The Savills Place-Shaping & Marketing team applies a unique approach starting with a place audit testing against all elements of the physical and social constructs. When brought together, these identify a unique sense of each place (referred to as its DNA) and combine to highlight its true potential. Not only will we make recommendations; our team then helps to implement the agreed place-shaping strategy.

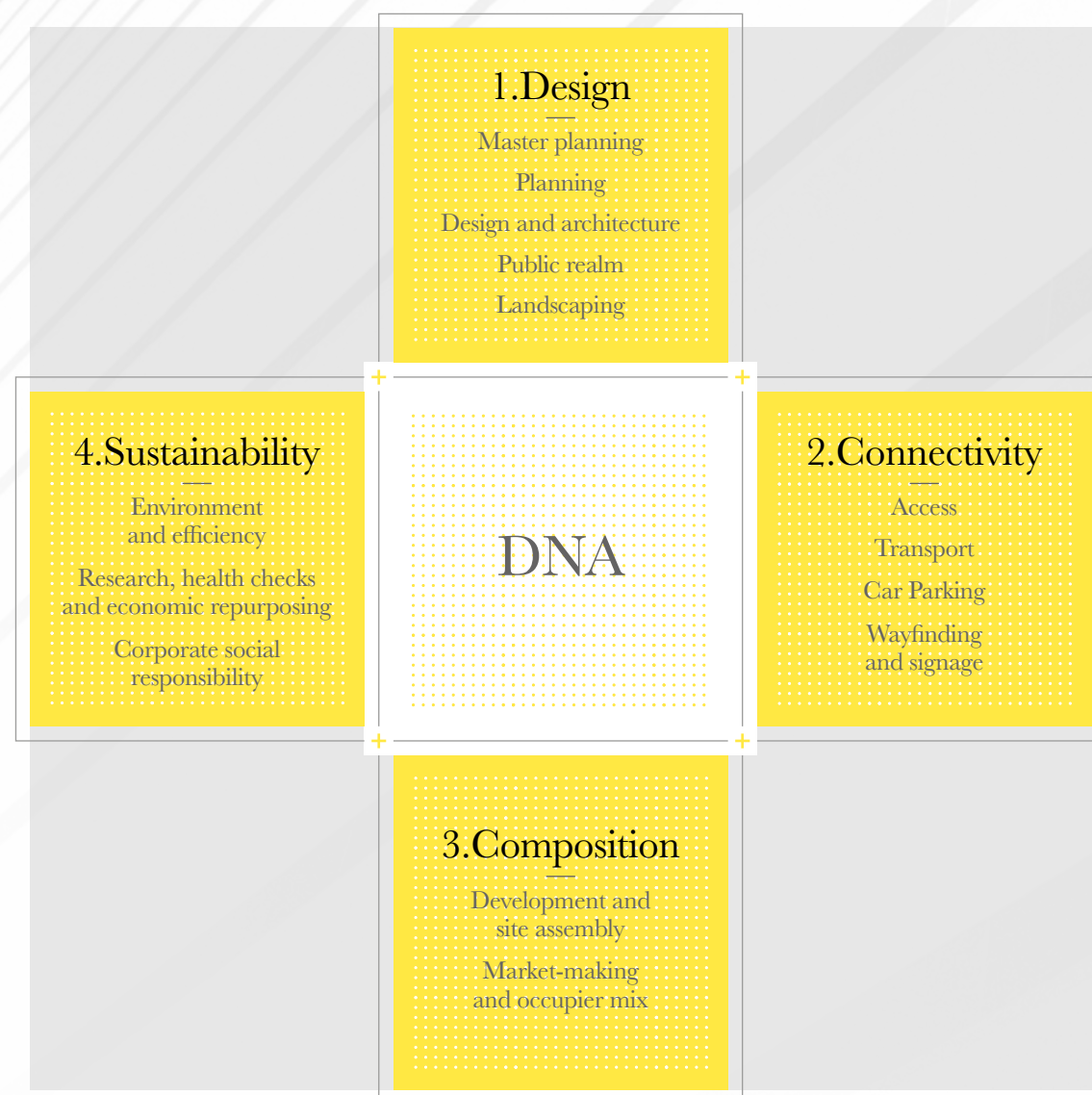
“People gather where things are happening and spontaneously seek the presence of other people.”

JAN GEHL DANISH ARCHITECT



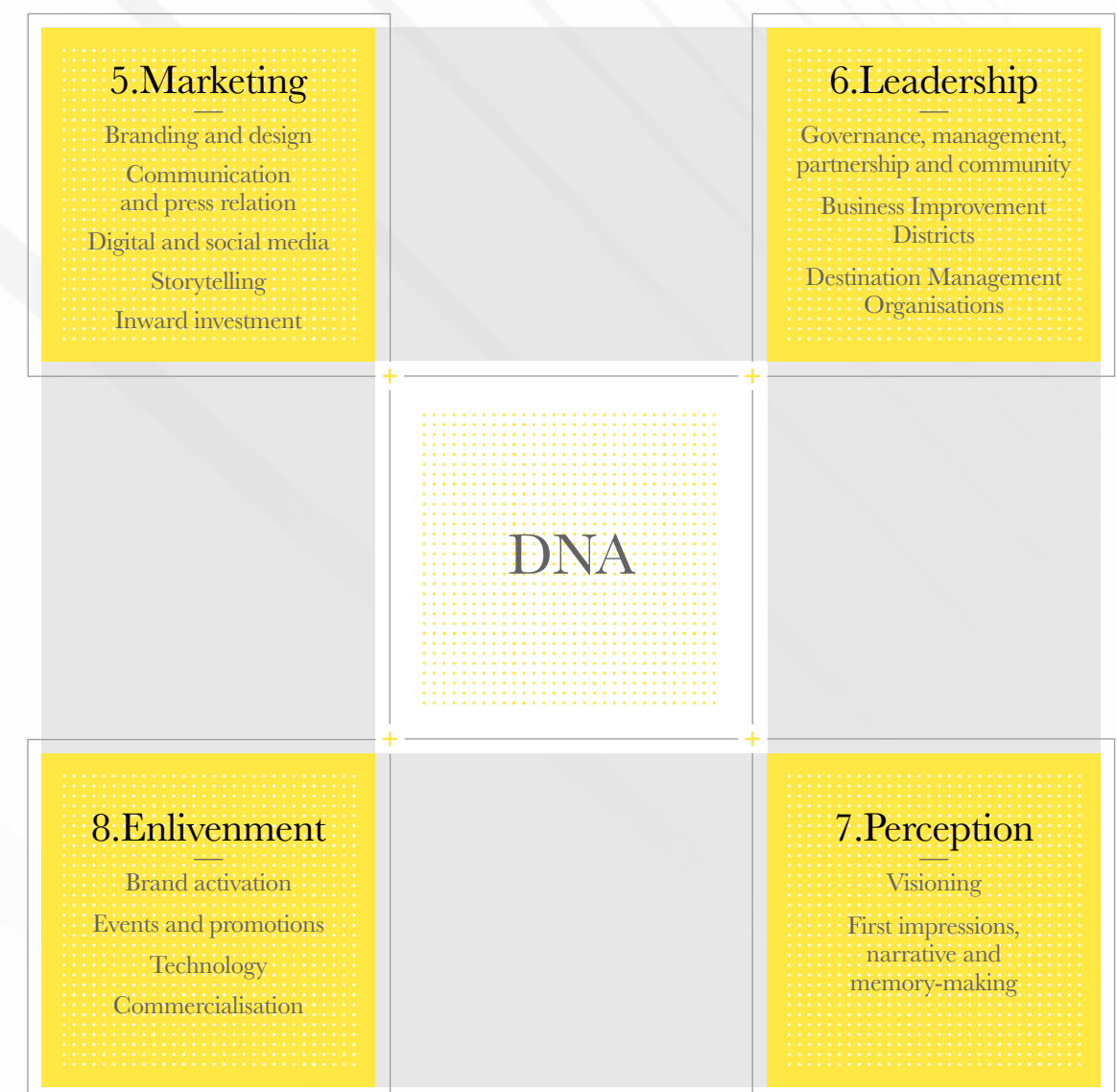
The Physical Construct

HIGHLIGHTING THE NATURE OF A PLACE



The Social Construct

HIGHLIGHTING THE EXPERIENCE OF A PLACE



Our Vision

Creating distinctive, engaging and enduring places;
each capable of extraordinary experiences

Our Values

We take pride in everything we do

•
We always act with integrity

•
We take an entrepreneurial approach to business

•
We help our people fulfil their true potential

“Place’ exists of ‘space’ that is
filled with meanings and objectives
by human experiences.”

YI-FU TUAN AMERICAN-CHINESE GEOGRAPHER •

If you would like to find out more or
explore working with us, please contact one
of our team via our website.



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