

LOCALE^o

The occupier experience platform creating connected communities

Operational real estate | Creating communities | Bespoke content streaming



We create connected communities

We make every experience in a building or any community count – keeping it simple and seamless from start to finish, enabling you to focus on your business and stakeholder priorities.

We create connected and vibrant communities by empowering our clients, our partners and our people, delivering long-lasting value with cutting-edge technology and human ingenuity.

We are committed to creating equity in real estate tech – no building should be left behind – our consultative and partnership-driven model ensures the cost of meaningful tech is within reach of every asset regardless of size or service charge.



Our story so far

Founded in 2005 by Chief Executive Guy Windsor-Lewis, we are an award-winning, independent business deploying our solutions to 80+ million sq ft of residential, commercial and mixed-use UK property – unlike any player in this space.

We are a trusted strategic partner of established owners, landlords, agents and property managers across the UK. We are certified by WiredScore Accredited Solution and approved by Trustek's Verified scheme.

Having consulted on high-profile real estate technology projects, including The Shard, East Village, King's Cross, and portfolio-wide digitisation projects for MAPP, Savills, BNP Paribas, The Crown Estate, Berkeley Homes, and FirstPort, we have been retained by an enviable list of clients for over a decade – crucial to their occupier strategies for all occupier-facing communications and services.

In 2023, we expanded our experiential offering by acquiring marketing and events agency, Evergreen Reputation, taking a digital-first approach to curating destination marketing, placemaking and social impact programmes. Partnering with St Pancras International, Lendlease, Urban Partners in King's Cross and Leake Street in Waterloo, we are proud to be creating lasting legacies by nurturing places and the people connected to it.



We are obsessed with the occupier

**Future-proof your assets and your business to
maintain your competitive advantage.**

Operational real estate			Creating communities	Bespoke content streaming
Parcels and deliveries	Announcements	Helpdesk: defects and maintenance	Destination marketing	Content streaming
Community groups	Instant messaging	Digital forms, permits, licences	Placemaking	Content creation
Data and analytics	Amenity bookings	Customer insight polls	Social impact programmes	Tailored design
Key management	Visitor management	Duty comms and notes	Occupier insights and engagement	Relevant content creation
Building and events calendar	Two-factor authentication	Document and building info		Curated content management
Access control	White-label branding	Integrations		Seasonal content

It's not about predicting the future. It's about inventing it.

Our consultative approach to solving complex problems across any real estate asset class means we are recognised as experts in our field.

From understanding your vision for success, culture, pain points, internal processes through to tailoring, launching and nurturing the right solution, we're with you every step of the way.

1

Consultation

We gain insights, understand your vision for success, culture, pain points, stakeholders and internal processes

2

Solution

We tailor the solution to give you maximum long-term value

3

Execution

According to the strategy, we work with you and the relevant stakeholders to launch Locale

4

Onboarding

We work with you to set success goals, and ensure all your stakeholders understand how to maximise Locale

5

Nurturing

We collaborate with you and your key stakeholders ensuring the deployment of Locale is an ongoing partnership with continuing success



We earn and keep your trust

We become your strategic partners.

We impact each other's actions.

We listen.

We communicate and collaborate ensuring Locale is a success for you long term.

We have proven experience.

For almost two decades, we've been creating vibrant, connected communities.

We are agile.

Shape Locale around your building and community. Taking an insight-driven approach, we continuously evolve to remain cutting edge and intuitive. Have your say by joining Locale Labs – our early adopter programme.

Your vision for success becomes ours.

We align with you.

Making enviable success the norm

1

Future proof your assets and your business

Sustain your competitive advantage.

2

Optimise Locale across your portfolio

Maintain agility, scalability, stability and security.

3

Better understand the way your building operates and how your occupiers behave

Make insight-driven decisions right for the building, the occupiers and the business.

4

Achieve high occupier satisfaction and retention

Streamline your building operations and focus on best-in-class occupier experience.

5

Create a long-lasting legacy

Bridge the gap between real estate and the wider community it operates in, throughout the entire lifecycle of a development.

6

Create a more vibrant community

Emotionally connect occupiers within a building, with each other and the community they are a part of.

7

Cultivate a community on demand

Give greater access to amenities and services, increasing desirability of your building and community.

8

Ensure every touchpoint is covered

Keep your occupiers constantly engaged through our selection of tools and bespoke content streaming service.

9

Ensure greater operational efficiency

Spend less time on admin and more time on helping your occupiers.

10

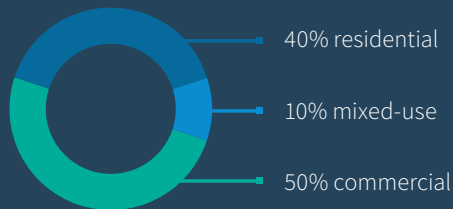
Attract more people

We create long-lasting legacies by nurturing places and the people connect to them.

We are proven



80m+ sq ft
of UK real estate



Our portfolio

40,000+
UK properties

+18%
company ARR
since H1 2023

1.1m
parcel deliveries in
2023
+6% YoY

174,000+
page views
+13% YoY

151,000+
key management
+28% YoY

68,253
forms
+33% YoY

17,000+
views on Offers &
Promotions
+10% in H2 2023 v
H1 2023

30,450
helpdesk tickets
+25% YoY

8,550
document downloads
+25% YoY

+14%
YoY portfolio growth in
buildings

+30%
from H1 2023 -
platform engagement
and usage up

+30%
in content streaming



98.7%
customer satisfaction rating
since 2018



92%
average customer retention
rate since 2020



75%+
of clients feel our solutions deliver
highly on their needs



70%
of clients have been with us up to
11 years



75%
of clients use Locale daily

Locale works

Save your team over **100 hours** per week
managing your building smarter with Locale*



Save your team

3

hours per day with key
management automation

–Royal Exchange



Halve your team's
workload with Locale's
delivery solution, saving

5

hours per day

–Silk District



Optimise your visitor
experience and save

5

hours per day

–Holland Park Villas



Save your team

3

hours per day with
Locale's Helpdesk
solutions

–South Quay Building

**based on illustrative model with evidenced case study sources*

Our experience

Locale revolutionises any occupier experience - streamlining building operations, enhancing occupier engagement and strengthening direct occupier communications.

Taking in a digital-first approach, we unlock the true potential of a space or community through destination marketing, placemaking and meaningful social impact programmes. We work hard to emphasise the human-centric approach by prioritising personal communication in our bespoke content streaming. For value-driven businesses, we blend human connections and advanced technology together.

Locale's unrivalled offering is used by UK's most prestigious property owners, developers, agents and operators across commercial, residential and mixed-use real estate.



Urban Partners

Challenge

The emerging business community at King's Cross needed to bridge the gap with the contrasting local community.

Solution

Working with Urban Partners, the team worked on bringing employees together, engaging the next generation and creating social impact projects.

Success

Entering the eighth year of the partnership, Urban Partners was steered through the pandemic, retaining 95% of its voluntary membership, established a Homework Club for young people with Eurostar, delivered three annual UP Career Expos and more.

Creating communities

The Shard

Challenge

Communication between the Shard Quarter team and all building occupiers including the Shard Quarter Estate.

Solution

My Vertical City - a tailored platform.

Success

A decade on, Locale supports The Shard through the whole journey and lifecycle of the building from building inductions, events management, to building announcements and more. We streamlined what could have been several different operating systems onto one platform to create an efficient system process for the Shard Quarter community.

Operational efficiencies

110 Bishopsgate

Challenge

110 Bishopsgate, comprising 440,869 sq ft of Grade A office space over 36 floors and a 70,000 litre aquarium, has taken a three-pronged approach - create operational efficiencies, enhance direct occupier communication and cultivate a closer-knit community.

Solution

The Locale platform was implemented to centralise and streamline building operations; bespoke content streaming was introduced to enhance direct occupier communication and a programme of tailored occupier-focused events have been planned.

Success

Using Locale's platform and app, the building team centralised crucial real estate management functions, such as announcements, parcel management, key management, amenity bookings and more.

Creating communities

Content streaming

Operational efficiencies

Millbrook Park Plaza

Challenge

A platform to promote residential units and on-site amenities to maximise the space for residents.

Solution

We implemented a range of solutions, including helpdesk management, visitor management, offers & promotions, announcements and more to streamline everyday operations.

Success

Residents at Millbrook Park Plaza are now more community-focused and building teams can more easily promote local initiatives on site and in the surrounding area.

Operational efficiencies

Digbeth

Challenge

Enhancing the occupier experience at a mixed-use regeneration site in the heart of Birmingham.

Solution

With an established group of creatives in the area, we created a blended offering which ensured building operations were seamless via desktop and app as well as lifestyle-led curated occupier experiences through the offers & promotions services which also benefitted local businesses in the area.

Success

A connected and thriving community in a flourishing part of Birmingham.

Creating communities

Operational efficiencies

3 Piccadilly Place, Manchester

Challenge

Improving direct occupier communication and better customer engagement.

Solution

Locale streamlined building operations and implemented a targeted communication strategy that combined front-of-house services with our bespoke content streaming service.

Success

Our solution provided 3 Piccadilly Place with one centralised platform to access all information and send important information to its occupiers. Our bespoke content streaming service allowed the team to increase its engagement levels with everyone who came through its large space.

Operational efficiencies

Content streaming

The Locale family: a team of innovators

Since 2005, Locale has been obsessed with occupier experience and this has been underpinned by our values:

1

We care

We build valuable and authentic relationships, so everyone can be at their best and do their best work.

We listen, we are supportive, and we are respectful. We act with intent, we are inclusive, and we collaborate.

2

We behave with integrity

We build trust and strong relationships so that we can become long-term partners.

We are truthful, we are transparent, we are consistent, we are stable, we are dependable.

3

We evolve

Our values allow us to work at our best for our products, our services, our teams and our partners.

We combine experience with learning, we foster innovation, we put people before process, we build to grow

4

We deliver

It is imperative that we provide our partners with what they need, not what they only want.

We are solution-oriented, we are purpose-driven, we are outcome-focussed.

LOCALE^o



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