

# THE COLLABORATORS

Autumn 2015



THE COUNTDOWN OF PROPERTY'S  
MOST POWERFUL PARTNERSHIPS

COLLABORATORS

Mishcon de Reya



SUPPORTERS



AN

**ESTATES  
GAZETTE**

PUBLICATION



## 5 APPEAR HERE

When the godfather of retail, Philip Green, is willing to work in partnership with you, Transport for London provides space for short-term rentals at one of its busy Tube stations and when more than 750 landlords and 10,000 potential tenants sign up to your concept, two years after your launch, you know you've got a business that works well with others.

Step up Appear Here. The pop-up retail venture was founded and is run by 23-year-old entrepreneur Ross Bailey. The concept is simple: an online site that links up landlords sitting on empty units with retailers looking for pop-up space.

But the concept is not just simple, it is effective. The company boasts a growth rate of 500% year-on-year and over the past year has delivered some of its property clients 100% returns and 90% occupancy.

With TfL at Old Street Station, EC1, Appear Here created an ever-evolving Underground station. Throughout the year, seven spaces on the station concourse were given exclusively to Appear Here users for flexible rents. There was a mix of different sizes and price points to allow for big brands and small brands to sit alongside each other.

Since the new Old Street Station launched in May 2014, more than 150 new brands have appeared there, the average occupancy has been 98% and there have been rental increases of more than 100% across the pop-up units for TfL.

Through its collaborative efforts, working hard with landlords and tenants alike, Appear Here has turned pop-up from a dirty word into the next big thing.

**Read an interview with Appear Here founder Ross Bailey at [www.egi.co.uk/news/appear-here-pops-up-for-retailers](http://www.egi.co.uk/news/appear-here-pops-up-for-retailers)**

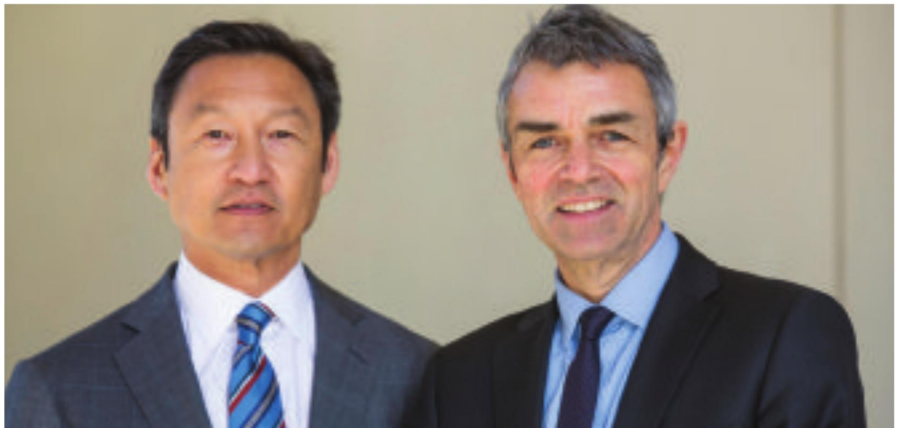


## 4 ARGENT RELATED

Take a developer that has transformed King's Cross from grotty and uninhabitable for many serious businesses to one of the hottest addresses in town and add another that is turning an unloved and potentially undevelopable part of Manhattan into the latest hip district and a powerhouse is born.

Formed in March this year, the joint venture between the UK's Argent and US-based Related Companies has set its sights on big things. The pair will pursue large-scale regeneration projects across the UK. The 7,500-home Brent Cross Cricklewood was the jv's first quick win, followed by the regeneration of Tottenham Hale, and it wouldn't be too great a risk to put a bet on them claiming the prize in the race to redevelop London's Euston station.

Related, which is developing Hudson Yards in New York, provides a strong balance sheet and four decades in the private rented residential sector, while Argent supplies the vision and drive that has created and continues to create "new pieces of city" at King's Cross, Paradise Circus in



Birmingham and at Manchester Airport.

Argent says a tie-up with Related is more than the normal joint venture. It wanted a collaborative partnership that was long-term and would give it access not only to a significant warchest but to complementary sector experience and a supplementary knowledge base, particularly in residential.

The collaboration aims to bring overseas

capital and experience to bear on the UK property market and to be at the forefront of the nascent build-to-rent sector. And with around 10,000 homes and hundreds of acres of development land secured within their first few moments of working together, this team run by Related's Ken Wong and Argent's David Partridge (pictured) is heading to the front of the queue.