



b&p

WESTFIELD STRATFORD, UK

Project New Fresh Food Precinct Strategy

Task

- Identify how to activate less traveled section of the redevelopment.
- Plan a new fresh food precinct.

Outcome Brain & Poulter identified several new to market fresh food concepts specific to the Stratford demographic.

We achieved this through careful dissection of the demographics to build the 'core', 'secondary' and 'tertiary' tenancy tier mix.

Up until that point, Westfield had not considered fresh food as appropriate in the centre mix.

However, our slant on the demographics, life stages and circulation assessment justified this new precinct.

The fresh food precinct has been a major success.

"Your asset's worth more when you partner with Brain & Poulter"