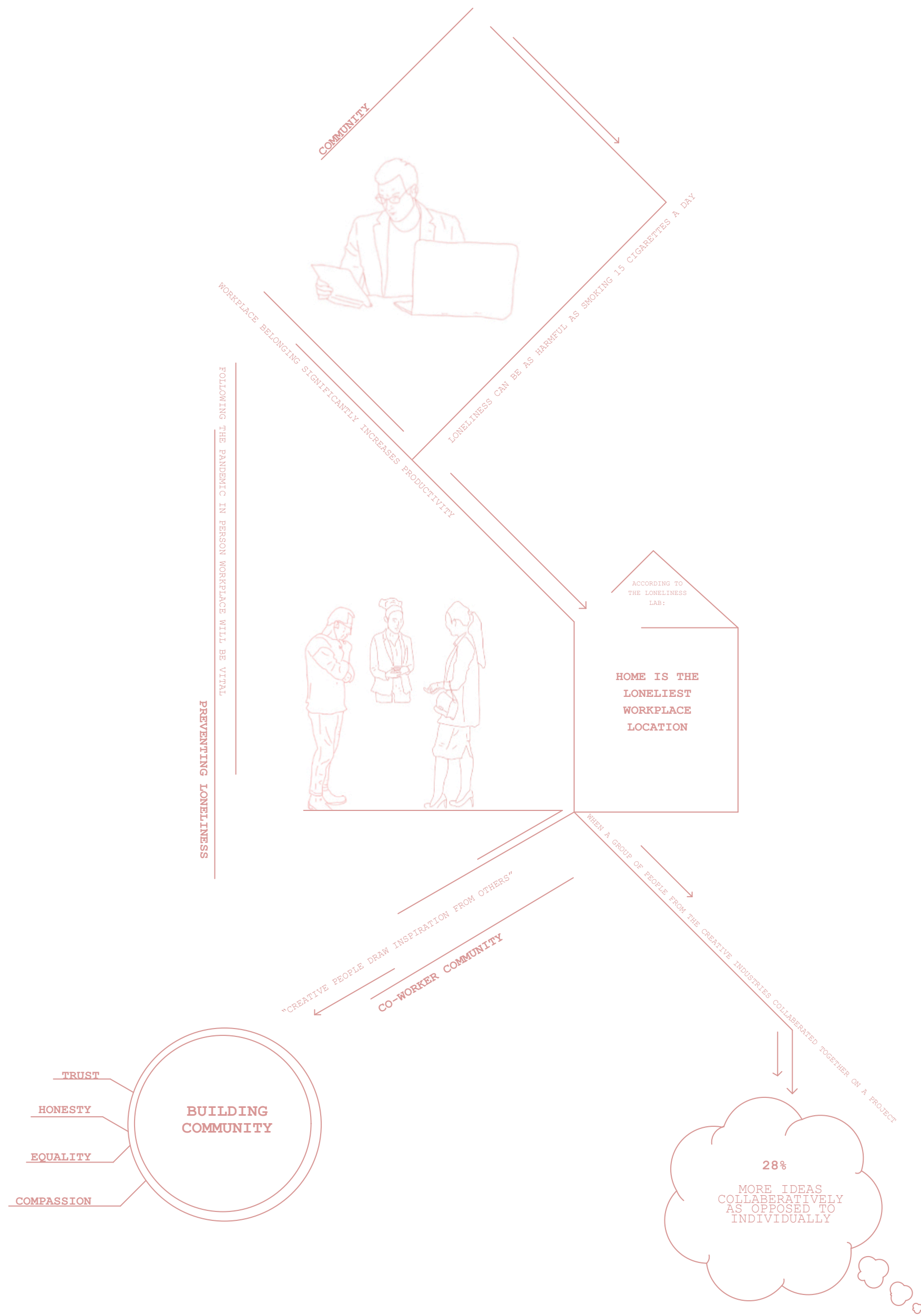


THE LINK @ 11-13 HILLGATE



THE LINK

THE LINK HELPS HOME BASED INDIVIDUAL SELLERS WHO WANT TO BUILD CONNECTIONS WITH BOTH CO WORKERS AND CLIENTS BY PROVIDING A SPACE TO RE-ESTABLISH THEIR SHOP FRONT BUSINESSES WITH IN THEIR LOCAL AREA MEANWHILST PRESERVING THE UNIQUE STREETS OF UNDERBANKS AND HILLGATE.

PROBLEM

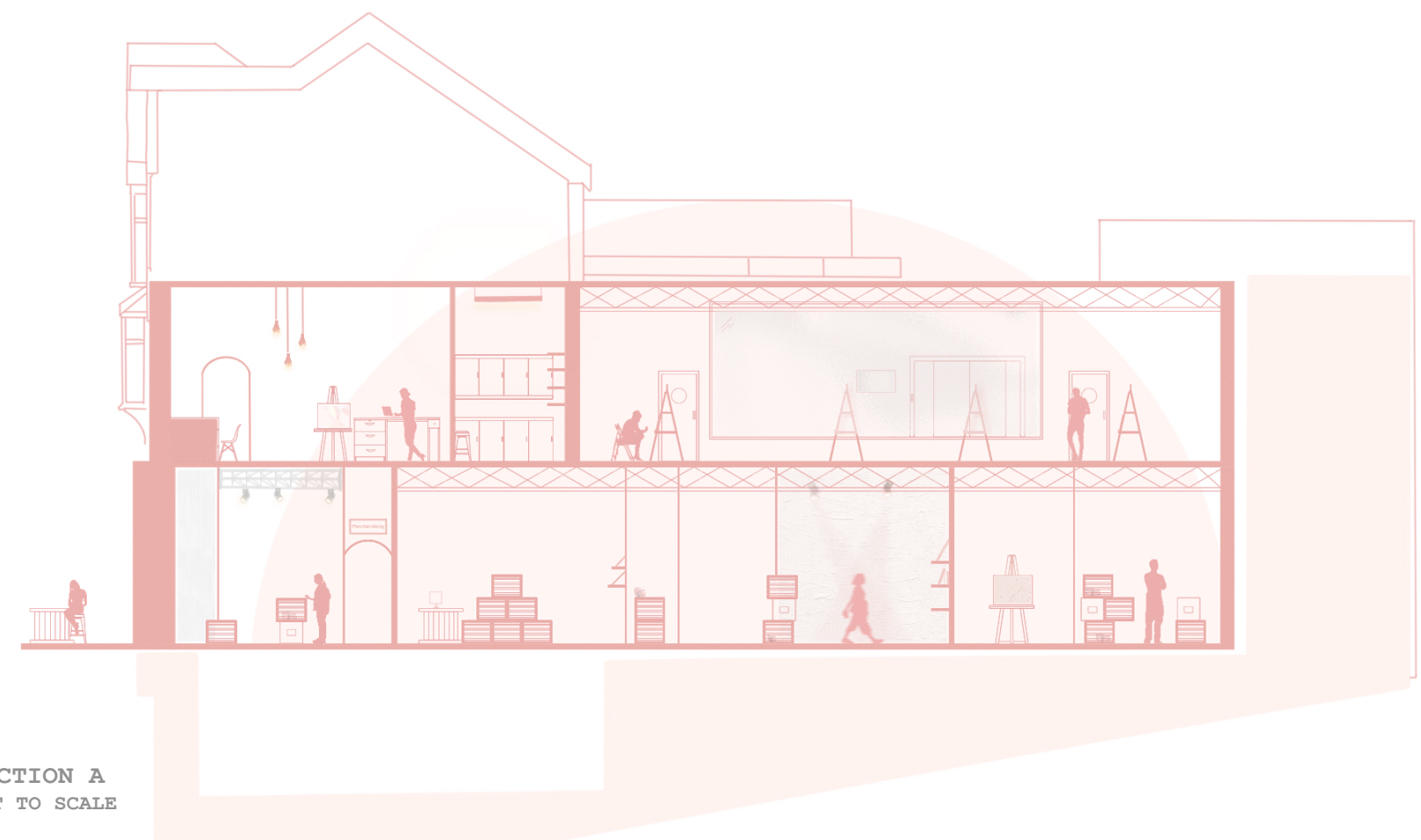
COVID 19 PRODUCED SOME OF THE *LONELIEST MEMORIES* FOR MANY INDIVIDUALS TO DATE, AS WELL AS *HARDSHIPS* IN THE *WORKPLACE* FOR THOSE WHO OWNED THEIR OWN BUSINESS. FOLLOWING SUCH ECONOMIC DECLINE MANY HAD TO RESORT TO 'TAKING THEIR BUSINESS' HOME AND LEAVING THEIR SHOPFRONTS BEHIND. THESE ENTREPRENEURS ARE LEFT ALONE WITH NO WORKPLACE COMMUNITY AND ARE COMPELLED TO INTERACT WITH CLIENTS THROUGH SCREENS. PEOPLE ARE *CONSEQUENTLY DISCONNECTED* FROM SOCIETY AND THE STREETS THAT ONCE HELD SUCH UNIQUE BUSINESS ARE *DESOLATE*.

PROCESS

RESEARCH INTO HYBRID WORKING FOUND THAT "HOME IS THE LONELIEST WORKPLACE LOCATION" WHICH PRESENTED THE BASE CONCEPT FOR SELLERS WITHOUT SHOP FRONTS. THIS LED TO CONTACTING HOME BASED INDEPENDENT SELLERS WITH IN THE STOCKPORT AREA WHICH RESULTED IN DISCOVERING MULTIPLE INDIVIDUALS WHO ONCE OWNED OR HAD ASPIRATIONS OF OWNING SHOP FRONTS BUT ARE NOW UNABLE DUE TO MULTIPLE REASONS, THE MOST FREQUENT BEING FINANCIAL. THE CONCEPT OF A SPACE DESIGNED TO HOUSE HOME BASED SELLERS PRESENTED AS A RESULT OF MY INVESTIGATIONS.

PROPOSAL

THE PROPOSAL IS TO *PRESERVE* THE UNIQUE HILLGATE AND UNDERBANKS OFFERING HOME BASED SELLERS STUDIOS TO RENT FOR LIMITED TIME TO CREATE THEIR OWN POP UP STORE FRONT WITH CONSTANT TURN OVER OF MULTIPLE SHOP OWNERS. THESE SELLERS WILL HAVE THE OPPORTUNITY TO HOLD WORKSHOPS TO ENGAGE AND RECONNECT WITH THE COMMUNITY. THE SPACE WILL PROVIDE SOMEWHERE TO *BUILD CONNECTIONS*, BRING IN TOURISM TO AID THOSE SHOPFRONT THAT STAND AND OBIVATE LONELINESS.



SECTION A
NOT TO SCALE

THE LINK @ 11-13 HILLGATE

SITE



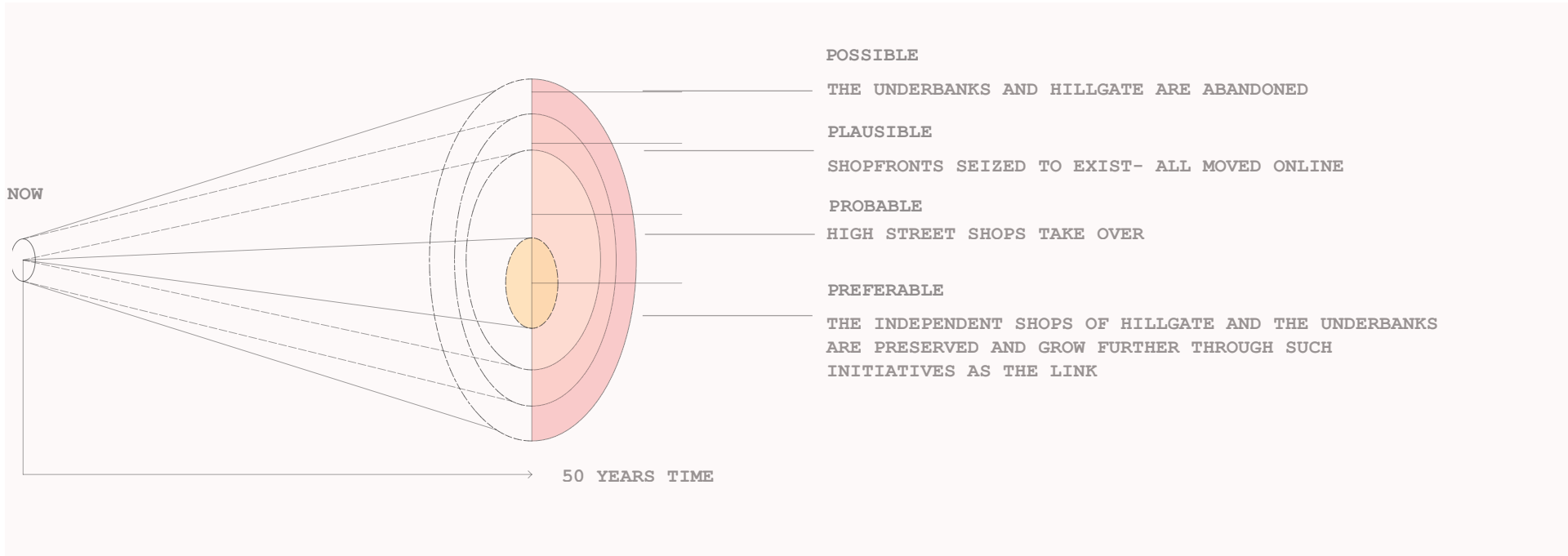
ACCESSIBILITY FOR BOTH PEDESTRIANS AND VEHICLES

THE UNIQUE SHOPS OF UNDERBANKS AND HILLGATE

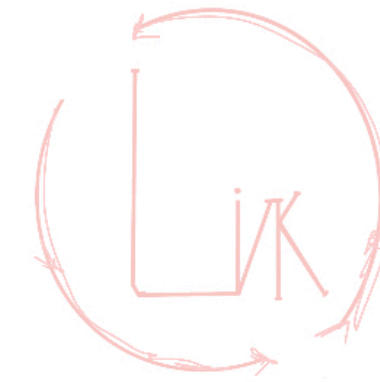
11-13 HILLGATE



FUTURE CONE



VIABILITY TIMELINE



LOOKING TO THE FUTURE AND DURABILITY OF THE LINK WHILST UPHOLDING BRAND ETHOS AND AIM

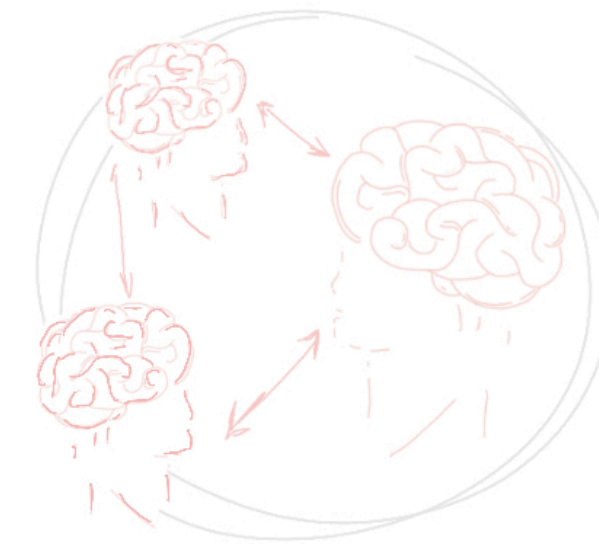
100% OF PROFITS FROM PRODUCT SALES GOES TO KNOWLEDGE WORKER AND FROM THAT KNOWLEDGE WORKER PAYS RENT TO LINK



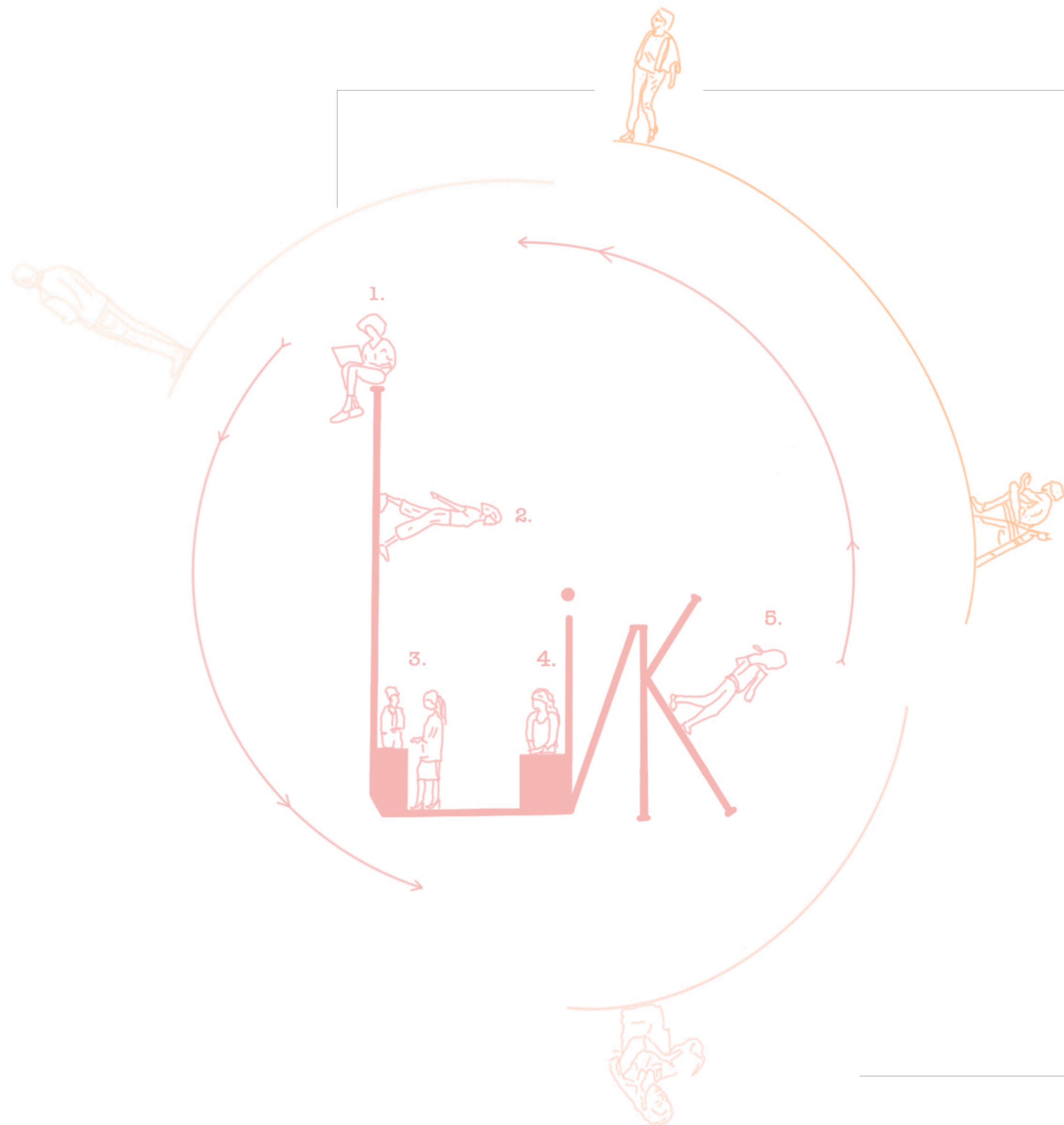
30% PROFITS FROM WORKSHOPS GO TO THE LINK
70% PROFIT FROM WORKSHOP GOES TO KNOWLEDGE WORKER



THE LINK PRODUCES PROFIT FROM RENT PAYMENTS AND WORKSHOP PROFITS TO PAY LIMITED STAFF
EXTRA PROFIT IS RE-INVESTED IN TO THE LINK MAINTENANCE AND ART INITIATIVES FOR LOCALS



THERE WILL ALWAYS BE ENTREPRENEURS LOOKING FOR SPACES TO RENT
THERE WILL ALWAYS BE CONSUMERS LOOKING TO PURCHASE PRODUCTS
ALWAYS PEOPLE LOOKING TO LEARN NEW SKILLS TO TAKE PART IN WORKSHOPS



STAKEHOLDERS

SIGHTSEER

-THE LINK WILL BRING IN A WIDER DEMOGRAPHIC TO STOCKPORT HELPING ALREADY ESTABLISHED LOCAL BUSINESS

-VISITED DUE TO THE SOCIAL MEDIA ACCOUNTS OF OUR HOME BASED ENTREPRENEURS TO SEE PRODUCTS IN PERSON

LOCAL RETIREES

-THOSE LOOKING TO FILL THEIR FREE TIME AND BE CREATIVE, LEARN NEW SKILLS AND CONNECT WITH OTHERS IN THE AREA

-SOMETHING DIFFERENT EVERY WEEK TO KEEP INTEREST

LOCAL YOUTH

-FOR THE LOCAL ASPIRING ENTREPRENEURS OR ARTISTS TO LEARN THE WAYS OF THE BUSINESS WORLD

SHOP FRONT OWNERS

-THE LINK PRESERVES AND STRENGTHENS THE COMMUNITY OF INDEPENDENT SELLERS AND WIDENS OPPORTUNITIES FOR ALL

PROTAGONIST

KIM&CO CERAMICS

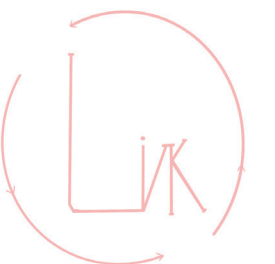
KIMBERLY ADAMS
HOME BASED CERAMICS AND POTTERY

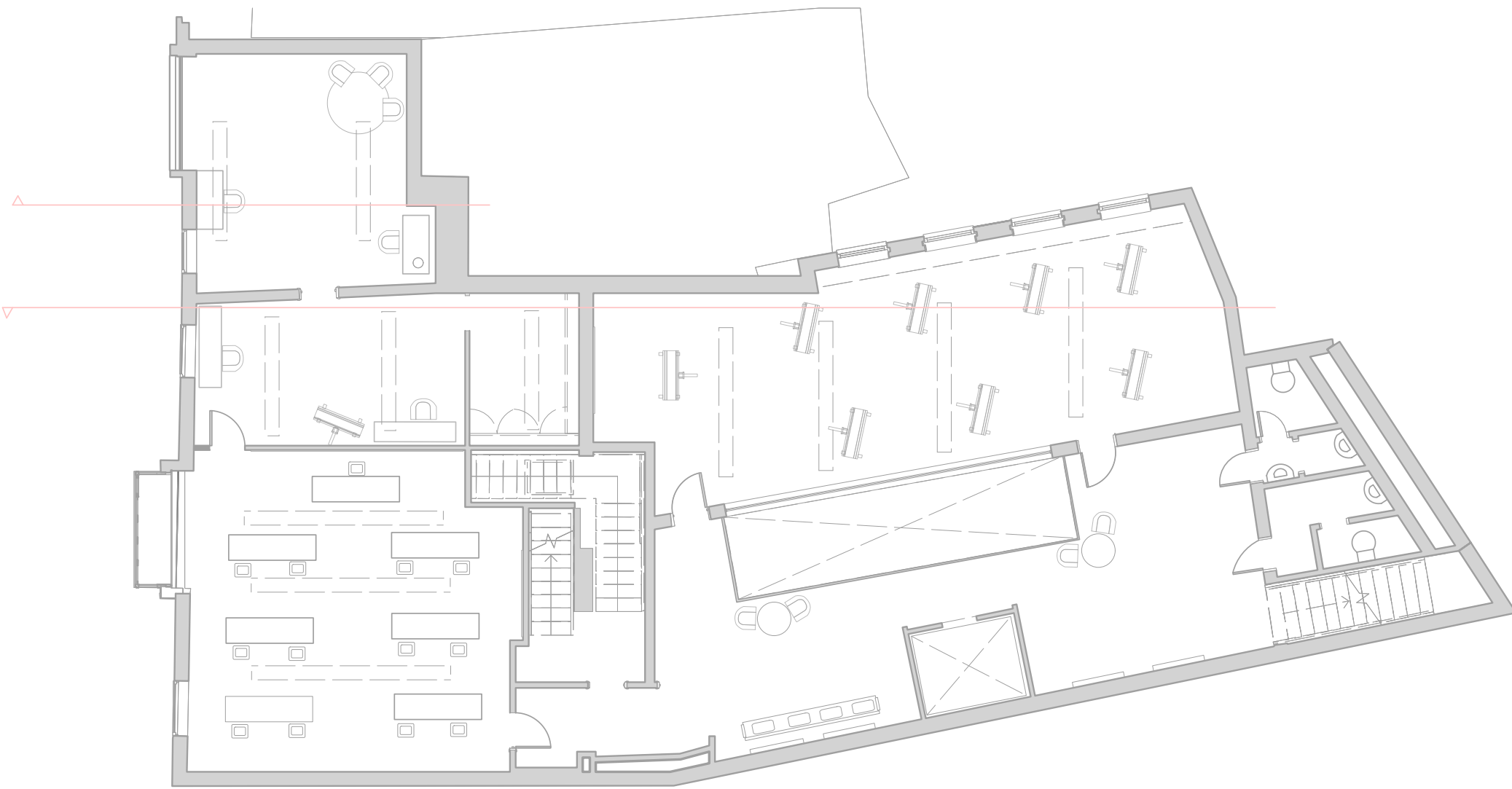
KIM LOST HER SHOPFRONT DUE TO COVID AND IS FEELING ISOLATED AND OVERWHELMED WORKING FROM HOME MISSING THE CONNECTION WITH CLIENTS.

KIM WANTS TO RECONNECT WITH HER COMMUNITY AND HAVE HER OWN SPACE TO DISPLAY HER WORK.

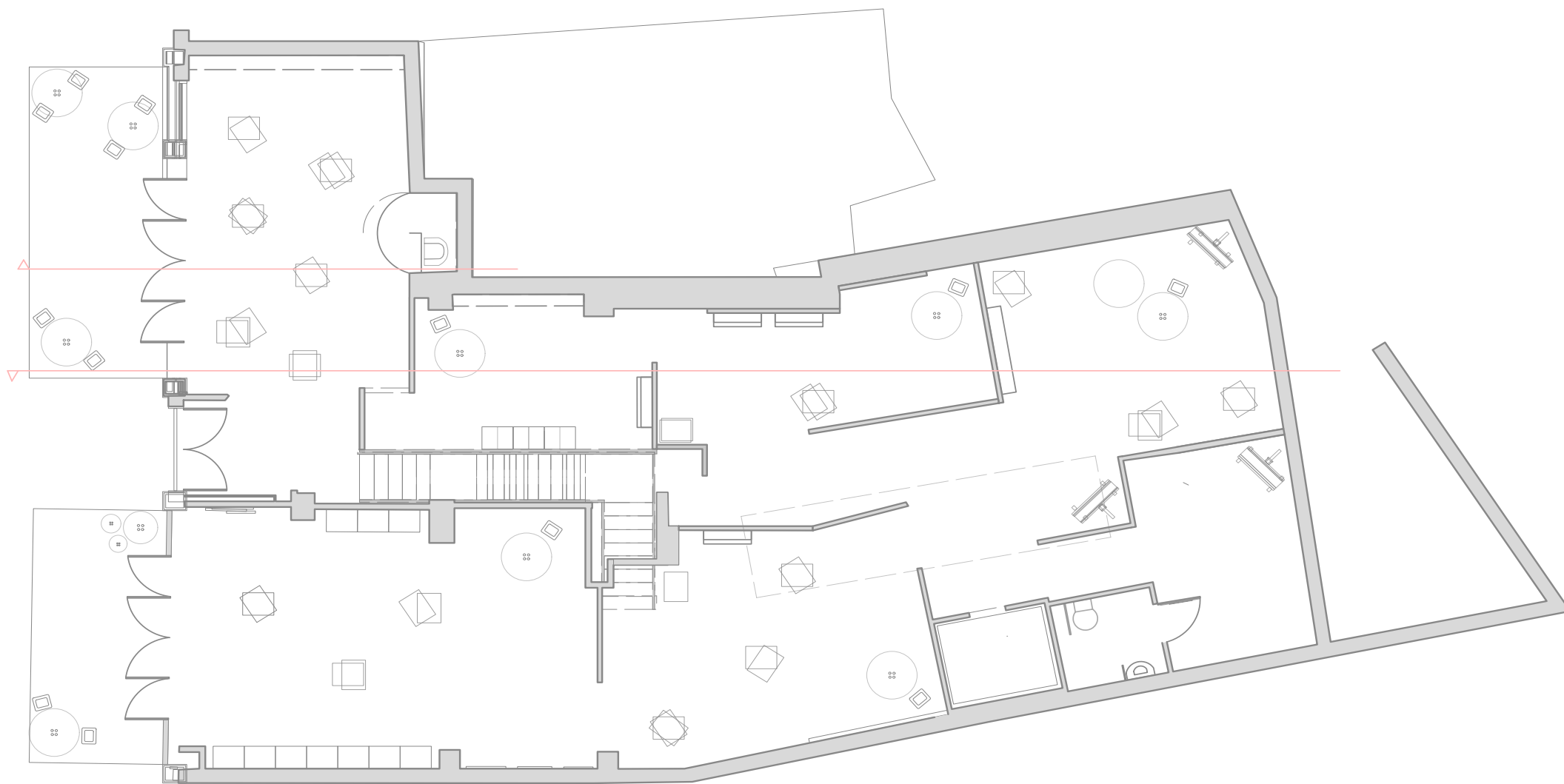
PROTAGONIST TIMELINE

1. BOOK TIME SLOT
2. TRAVEL TO THE LINK
3. SET UP AND SELL
4. HEAD UP A WORKSHOP
5. SEE YOU AGAIN SOON





FIRST FLOOR
NOT TO SCALE



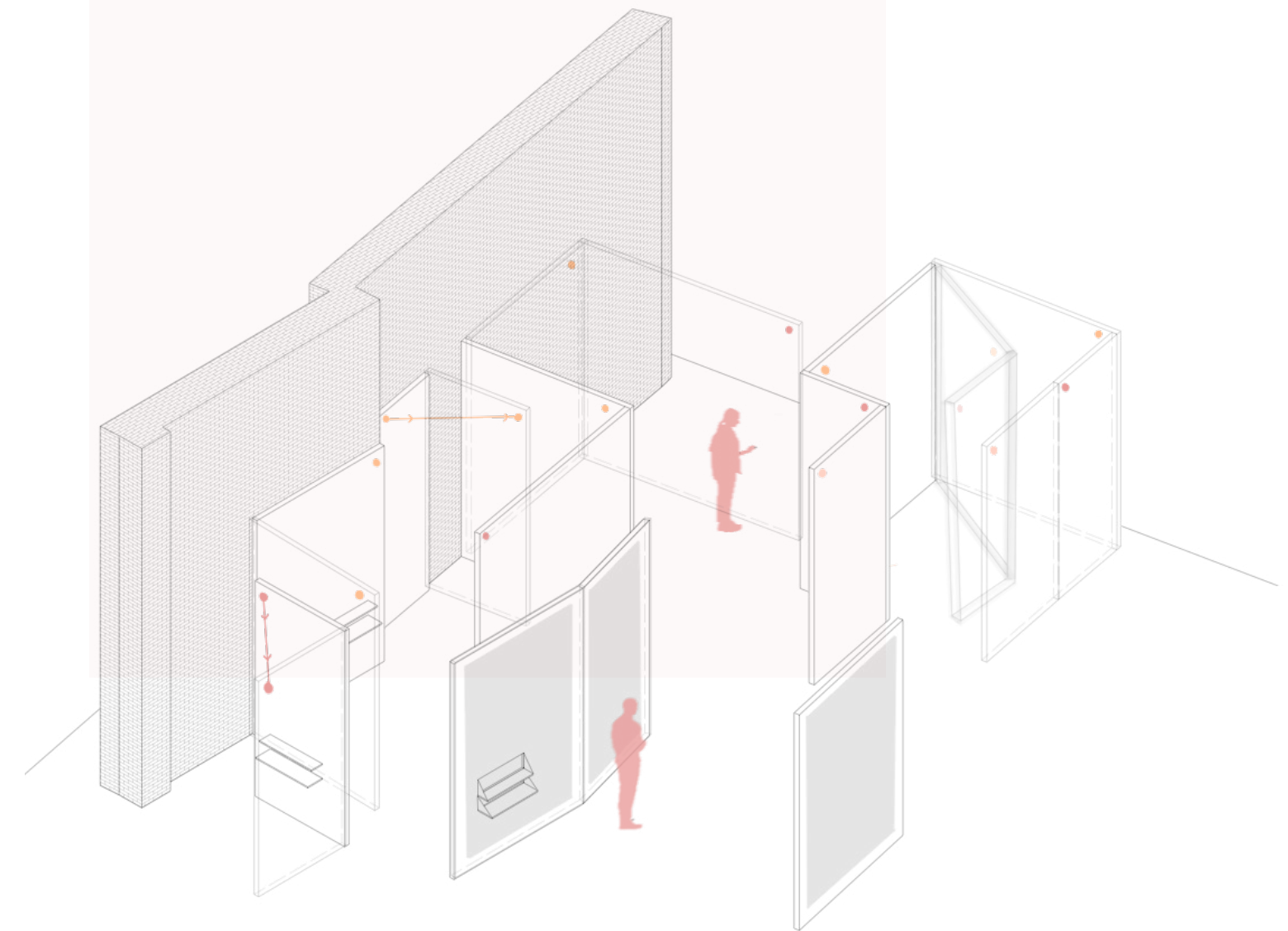
GROUND FLOOR
NOT TO SCALE

SCHEDULE OF ACCOMMODATION

- 1 THE FACADE
 - 1.1 THE OUTDOOR GALLERY
 - 1.2 GREETING GALLERY
- 2 THE NITTY GRITTY
 - 2.1 MERCHANDISING
- 3 THE ESSENTIALS
 - 3.1 ACCESSIBLE TOILETS
 - 3.2 DISPLAY STORAGE
- 4 THE GENERATOR
 - 4.1 BUSINESS HUB
 - 4.2 PROTAGONIST WORKSHOP
 - 4.3 STORAGE
- 5 THE WORKS
 - 5.1 BENCH WORKSHOP
 - 5.2 PAINTERS LAB
 - 5.3 VIEWPORT+SEATING
- 6 THE ESSENTIALS
 - 6.1 TOILETS
 - 6.2 DISPLAY HALL+LIFT

TRANSITIONAL WALLS AXO

MOBILE WALLS TO MODIFY THE SPACE TO BE ABLE TO HAVE A CUSTOMISABLE STUDIO TO ACCOMMODATE EACH SELLERS NEED OR SET UP

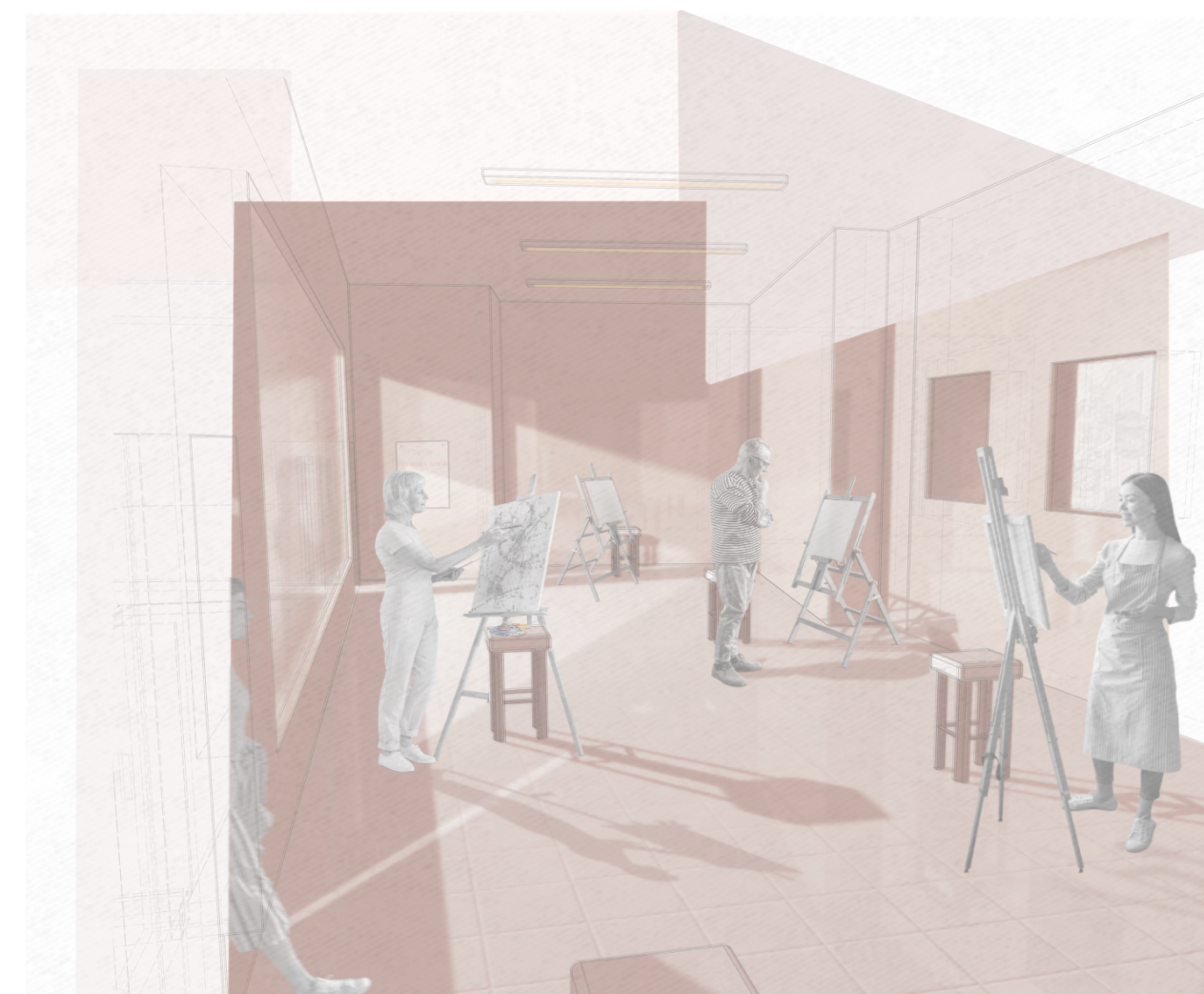




VIEWING GALLERY



WELCOME GALLERY



PAINTERS