

INNOVATIVE PARTNERSHIPS: Securing the Future of our High Streets



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The Independent High Street

- Why do independent brands matter?
- Building small businesses is hard
- Delivering a trade vs. building a business
- [SaveTheHighStreet.org](https://www.savethehighstreet.org) - #EndVacancy
- [HelloThriver.com](https://www.hellothriver.com) - AI for high street brands
- Supporting startups to scale up together



Independents & Landlords

- Developing a win-win relationship
- There's more to it than a covenant
- Strategic placement of businesses
- Turnover rents, incubators, and more





Vfour & The Accelerator Partnership

- **SaveTheHighStreet.org, Flourish, and Toolbox Marketing**
- **Expert guidance for Vfour every step of the way**
- **Implementation Support across each department**
- **Strategy, Offering, Merchandising, Ecommerce, Marketing, Partnerships, HR, Financials, and more**
- **Transforming Vfour into the leading platform for attracting and engaging urban youth audiences**





Vfour & Venue Partners

- More than a pop-up ~ bringing activation and enlivenment
- A celebration of Community, Artistry, Inclusion, and Authenticity
 - Success leave clues
Hoodrich & Cortiez
- Partner destinations network



Innovative Partnerships

Our 4 Step Guide

- 1** Stay familiar with the high street landscape and **identify opportunities.**
- 2** **Celebrate the prospect start-up businesses bring** and support them to flourish.
- 3** Build a strategy to support every empty unit activation and **empower them to shine!**
- 4** **Be open-minded and prepared to make your offering more accessible to start-ups** - their unique offering can bring a point of difference or attract a new audience.

Thank You!

Questions?
Chat with us at
the Toolbox stand
or ask us via this
QR code!



www.savethehighstreet.org



www.thisisflourish.co.uk



www.toolbox-marketing.com



www.vfourldn.com

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