



SALES & MARKETING PLAN

JULY 2020

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& OBJECTIVES**
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1. INTRODUCTION & OBJECTIVES

This Sales and Marketing Plan has been prepared by London Communications Agency (LCA) on behalf of Tonic.

LCA have experience driving sales and rentals at some of the Capital's largest residential and commercial developments including at King's Cross, for Quintain at Wembley Park and for Argent at Tottenham Hale.

This plan will be included as part of a suite of documents requested by the Greater London Authority (GLA) to support Tonic's London Community Housing Fund loan application.

TONIC'S VISION

Tonic is a community business focused on creating vibrant inclusive urban LGBT+ affirming retirement communities where people can share common experiences, find mutual support and enjoy their later life.

Our opportunity and challenge is to offer something new in the UK, as LGBT+ retirement communities can currently only be found in other countries. We will provide accommodation and safe social spaces where older LGBT+ people are supported, gain life affirming social connections and access culturally appropriate services. This opportunity is both timely and scalable.

We are driven by the demand of older LGBT+ people for better choices in housing, support and care recognising that 'a one size fits all approach' does not meet the needs of diverse communities, we co-produce to create truly community led projects. Rather than just being "LGBT+ friendly" our services will be actively affirming of the lives, histories, needs and desires of the LGBT+ people.

In addition to the issues of aging LGBT+ people in particular:

- have generally worse health outcomes;
- are more likely to live alone be single and less likely to have children and family support;
- a less likely to feel a sense of belonging to the local community;
- feel their specific needs are not considered in their care.

It is estimated that there are:

1M+

LGBT+ people in the UK over 50*

810K

are over 65; of whom at least 145,000 live in London**

40%

The number of people 65 plus in the UK will increase by 40% within 20 years***

* Knocker, S for Joseph Rowntree Foundation 2012 Perspectives on ageing: lesbians, gay men and bisexuals.

** Age UK Facts & Figures London

*** ONS Census, 2011



DELIVERING THE UK'S FIRST **LGBT+** **AFFIRMATIVE** RETIREMENT COMMUNITY IN LONDON

We welcome the support of One Housing Group, the GLA and Lambeth Council to enable us to create the first LGBT+ affirming retirement community in London and in the UK.

Since being established in 2014, we have focused on provision in London as it has the UK's largest LGBT+ population yet has no community spaces or specialist housing for older LGBT+ people. London has specific challenges of a high value land and property market with housing and care commissioning undertaken locally by the 32 boroughs.

We have developed a practical and pragmatic delivery model enhanced by collaborating with others and have established partnerships with social investors, large scale housing providers and LGBT+ service providers as the foundation of our delivery model.

The first of these projects, in partnership with One Housing Group will be delivered on the Albert Embankment in Lambeth - the borough with the largest LGBT+ population in London and the UK, and one in which has a strong draw within the LGBT+ community as an attractive place to live.



OUR COMMUNICATIONS & MARKETING OBJECTIVES

To deliver on these ambitions set out above, we need to ensure our first project, Tonic@Bankhouse, is a huge success.

Clearly a fundamental part of this is to ensure that we are able to drive sales and attract the right people to make this a real community and ensure that this remains a benchmark for future projects to come.

We have therefore set ourselves the following ambitious but deliverable objectives, which aim to build a wider platform for Tonic to expand in the future, but critically, to make sure that our first project is a success.

This sales and marketing plan has been developed by London Communications Agency to ensure we are able to meet these objectives. We set out how we will seek to meet these objectives in our communications approach and campaign plan.



Raise the profile of Tonic as an industry leader for the LGBT+ retirement community concept.



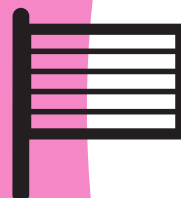
Support the **sale of homes** – generate momentum to help to drive leads to the sales team.



Build awareness in the LGBT+ community of the Tonic brand and the offer at **Bankhouse** (as a viable option for retirement).



Enable **potential renters** to register an interest, should any of the homes be available to rent in the future.



Build and leverage the support of **LGBT+ community**.



In this section we set out why the LGBT+ community desperately needs this type of provision and we reinforce, based on research conducted in March/April 2020, the clear demand which exists within the community for this kind of retirement product.

In 2016 Stonewall Housing reported there is no housing and related care support specifically for older LGBT+ people in the UK and four years later this is still the case.

There is a growing body of research and evidence showing the specific stressors faced by LGBT+ people who are aging in a hetero and cis-normative society. These include feelings of having to hide or deny their sexuality or gender identity, a lot of the time after living most of their lives fully out, in order to have housing and care/support needs safely met.

2.

A CLEARLY DEFINED NEED AND DEMAND WITHIN THE LGBT+ COMMUNITY



THE EVIDENCE

Evidence over the last decade highlights the urgent need for LGBT+ affirmative retirement provision in London, which despite being home to more than 66,000 LGBT+ people over the age of 65, currently has made no specialist provision for LGBT+ retirement.

In a 2016 technical report produced by Trust for London entitled “Still out there: an exploration of LGBT Londoners unmet needs” it stated:

“

LGBT service provision is largely underfunded or unavailable within many London boroughs or regions, despite demand. There is a continued need for development of specific service provision which acknowledges the diverse and complex requirements of LGBT communities.

”

As a result of this lack of provision, the research highlights a starkly unequal experience of retirement between heteronormative / straight and LGBT+ older people.

- In its 2011 study, “Lesbian, gay and Bisexual People in later life”, Stonewall found that 45% of older LGBT people experience discrimination while using social care services and that 73% older LGBT people expressed discomfort in disclosing their sexuality to care home staff.
- The 2017 ‘No Place Like Home’ report from University of Surrey, revealed that only 43% of LGBT*Q social housing residents felt a sense of belonging to the local area compared to 82% of all social housing residents. Moreover, 26% of LGBT*Q housing residents said they were always or mostly lonely where they live. Six out of ten trans residents say their neighbourhood isn’t a safe place for them to live.
- The 2018 national LGBT survey evidenced peoples’ concerns that elderly care such as in-home carers, supported and sheltered housing and care homes were heteronormative spaces where LGBT people were left “invisible”. Each of these were considered by some as unsafe for people, unable to be open about being LGBT.
- In 2019 research by the University of Edinburgh found that LGBT people are, in some cases, so afraid of going into care homes where they may face homophobic discrimination that some are considering assisted suicide. Two in five older gay bisexual and trans people expect to face discrimination in residential care.

Understanding the specific issues and needs of older LGBT+ people is critical to developing effective and appropriate person-centered services and facilities as required by the Care Act 2014. Local authorities rarely record information about the gender and sexual identity of a resident and therefore this does not feature in strategic planning or understanding of housing, care and support needs, experiences and outcomes for different people.

Housing quality and suitability is a major determinant of health and wellbeing and this is particularly true in relation to the suitability of housing as people get older. Well designed homes for aging can extend independence and reduce health inequalities. In England 93% of our current homes fail Accessibility standards. The University of Surrey’s SAFE study however highlights that it is the social connection of housing in later life that is the most important issue for older LGBT+ people which has been reinforced as the main message from Tonic’s own community panel.

HOW DO WE KNOW THERE'S **DEMAND** AMONGST LONDON'S OLDER LGBT+ POPULATION?

EVIDENCE OF CLEAR DEMAND AMONGST LONDON'S OVER 50 LGBT+ POPULATION

Working with Opening Doors London and Stonewall Housing with funding from the GLA, the Tudor Trust and Commonweal Housing in March/April 2020, we conducted the largest survey of LGBT+ people over the age of 50 in London. In total 624 responded to the survey.

If this data is representative across the older LGBT+ community in London we would expect around 245 people to express an interest in the Tonic shared ownership provision and as part of this initial offering at Tonic@Bankhouse, we only have 19 homes available.

79%

stated a preference for an LGBT+ specific or accredited retirement community

75%

wanted to stay in London for retirement

53%+

Would have the financial means & resources to become a shared-ownership Tonic resident



A significant number have disability needs or health issues and yet do not currently receive any care or support.

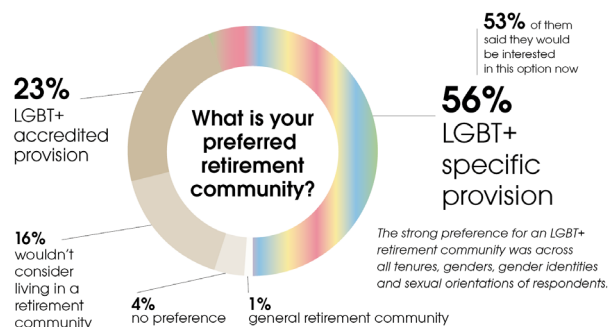
89%

Express a preference for an LGBT+ specific or accredited care provider. Only 2% have a preference for general provision.

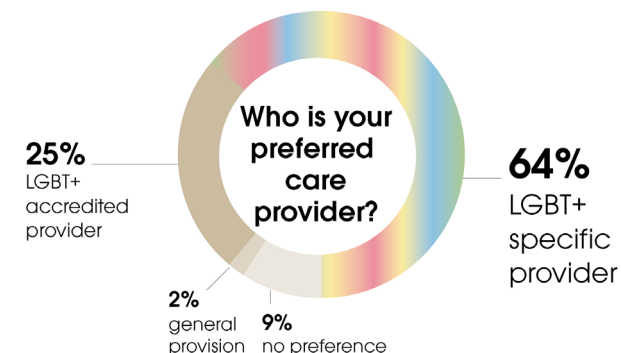
Building safe choices 2020



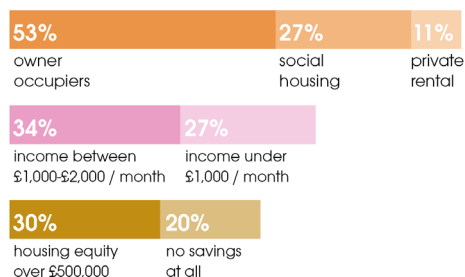
Our voices: LGBT+ later life housing demand in London



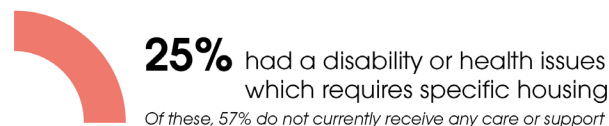
Where do you want to live?



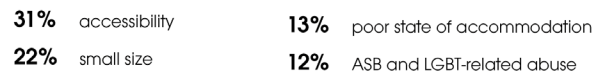
Who responded to the survey?



What needs do you have?



Of those who said their current housing does not meet their needs, the key issues were:



In Section 3 we set out the Tonic target audience which will enable us to more effectively a target potential buyers through our communications and marketing activity, which is reflected in the plan set out in Section 7.

All figures are from a survey co-produced with our community that included 624 responses - the largest survey of LGBT+ people over the age of 50 in London

3. **UNDERSTANDING** **TONIC'S TARGET** **AUDIENCE**

Tonic is uniquely set up to offer retirement housing for LGBT+ people aged 55 or over.



TARGET AUDIENCE

Tonic will create retirement communities that are genuinely affirming of the lives, histories, needs and desires of LGBT+ people. The term does not imply exclusion of those who do not identify as LGBT+ but actively values those who respect and celebrate LGBT+ people.

We are driven by the demand for LGBT+ specific provision from our community who seek a safe space for their later years; a place to be themselves, share their common stories and find mutual support and friendship. Tonic may not be what every older LGBT+ person over 55 wants, but it is what many people seek to find - security and safety within their community.

In addition to Tonic's own register of interest - which has already received 171 responses without any marketing whatsoever - we will have referrals from LGBT+ organisations.

REFERRALS FROM LGBT+ ORGANISATIONS



**OPENING DOORS
LONDON**

Opening Doors London (ODL) has over 2,000 members who are LGBT+ over 50. We have a strong relationship with ODL and can use their regular mail outs (some members only receive information by post).



**stonewall
housing**

Stonewall Housing provides a housing advice service to LGBT+ people.



CONSORTIUM
for stronger lgbt+ communities

Consortium comprises membership of many LGBT+ organisations and diverse local forums across London and posts member updates and information on their monthly bulletins.

THE MARKET FOR RETIREMENT COMMUNITIES

Currently about 75,000 people live in retirement communities in the UK and this is expected to double over the next 30 years.

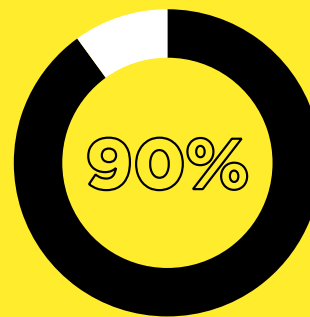
The largest and most in-depth survey ever conducted of UK retirement community residents and prospective residents (Arco Pro-Matura Report 2019) has found that people that live in Retirement Communities are more likely to:

- Stay healthier for longer
- Enjoy life more
- Be less lonely
- Be more active
- Enjoy more privacy
- Have a greater sense of a safety net
- Feel more secure

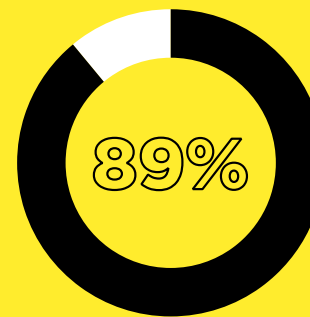
Compared to people who have not yet moved into Retirement Communities, the report also found that:

- 90% of residents thought they had moved into a Retirement Community at just the right time in their lives. 6% would rather they'd moved in sooner.
- 71% of residents saw moving into a Retirement Community as a chance to make new friends.
- Retirement Community residents feel more in control of their lives.
- By a wide margin, residents of retirement communities believe that their lives are better now than they were a year ago.

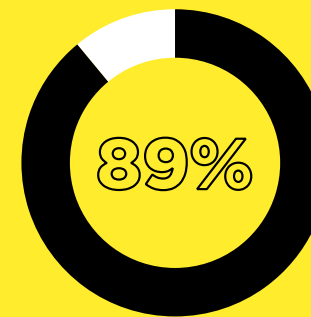
This report identified the main drivers for general retirement community purchases as:



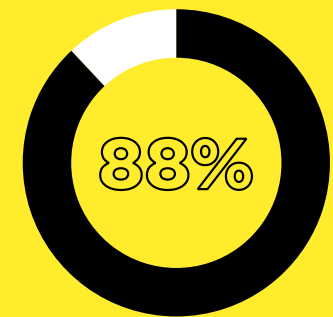
24-hour support availability



Access to communal facilities



Less need for property maintenance



On-site domiciliary care available

Figures from Arco Pro-Matura Report 2019



ELIGIBILITY TO BECOME A **TONIC** RESIDENT

Homes in Tonic@Bankhouse will be allocated reflecting the principles set out in the GLA Capital Funding Guide for Older Persons Shared Ownership (OPSO).

- It is only available for people **aged 55 or over**;
- The maximum level of **equity** that can be purchased is **75%**; and
- At **75% ownership** the leaseholder does not have to pay rent on the remaining 25% share of the property.

Tonic applicants must meet the GLA's standard eligibility criteria

- Tonic is only available for people aged 55 or over;
- Tonic applicants who are currently homeowners will need to sell their existing property before buying using OPSO, though they will not require a local authority nomination in order to be approved as eligible;
- Tonic will not carry out the usual affordability assessment, but in determining eligibility will take into account the level of equity available from the sale of any existing property along with any additional savings. Applicants with sufficient equity to be able to purchase a suitable property on the open market would not be assessed as eligible;
- Tonic applicants may need to retain a higher level of savings or investments than other applicants to provide ongoing income to cover ongoing living and care costs. We will make a judgement on this on a case-by-case basis, according to the individual circumstances of the applicant, but the overall expectation remains that OPSO applicants will use the majority of their capital to fund the purchase of the property; and
- For extra care schemes we may use an additional degree of flexibility when making this assessment, to take into account the higher ongoing costs of the care being provided

TONIC'S SPECIFIC BUYER PROFILE

AGE

55+

SEXUALITY/GENDER

LGBT+ people and allies

LGBT+ means anyone who identifies as lesbian, gay, bisexual or transgender and includes other relevant gender and sexual identities. Tonic does not set out to be exclusively LGBT+ and welcomes people who support and celebrate our community.

HEALTH

Likely to have some health issues, which is a driver for seeking future support

SOCIAL

Likely to live alone, or maybe a couple where one partner has health issues. Maybe they are feeling isolated where they currently live.

TENURE/AFFORDABILITY

The vast majority of older people in the UK are homeowners. 71% of householders aged 65 or over own their house outright without a mortgage.

In our Building Safer Choices survey 53% of respondents were homeowners, with 40% owning their home outright and 49% having housing equity of more than £200,000. 26% had housing equity of more than £500,000.

REAL LIFE EXAMPLES

Here are some illustrative examples based on real people on Tonic's register of interest of people who already fit the buyer profile established above. The names and some identifying details have been changed to preserve their anonymity.



DOROTHY

- LGBT+ activist. Age 66, retired, separated, no children. No current health problems.
- Keen to return to London where she originates from following moving away to care for a relative. Feels isolated and not able to be 'out' where she currently lives.
- Owns her own home outright, plus has inheritance money sufficient for 25% share.
- Would like the full information pack as soon as possible and to arrange a visit.



JOHN

- Age 62, retired, single, no children. Lambeth resident.
- Several health problems including Chronic pain and HIV, but currently has no care or support. Has followed Tonic since it started in 2014.
- Owns own home outright, but wants to move, downsize and release some equity to help pay for living and care costs as soon as possible.



JENNY

- Age 75, retired, single, no children. Has health problems, but no care and support currently. Owns home outright. Heard about Tonic through LGBT+ coffee mornings.
- Is looking for somewhere that is a balance between organised and self-organised in a community.
- Would like a guest room to be available.



MATTHEW

- Active volunteer. Age 75, his partner died and is now single without children.
- Has many health problems but does not worry about them.
- Owns his house outright and would like to leave his money to his late partner's family.
- Would like to live in central London as he loves art galleries and the cinema. Would like to live in a mixed community.



PAUL

- Age 75, retired, single, no children.
- Recently diagnosed with Parkinson's Disease and wants to move to a safe place where care is available for when he needs it.
- Owns home outright.

RENTAL OPTION

There are also others for whom a rental option might be a preference, should this become available in the future at Tonic@Bankhouse or on an alternative site.



EDWARD

- Aged 83, retired, single, no children.
- Several Health problems, but currently has no care or support. Active supporter of Tonic.
- Privately rents paid for by own resources. Has a good pension but no housing equity, so could not buy unless a mortgage or rental option was available.
- Would love to live at Bankhouse, for the facilities and location 'I can see myself living there'.



SALLY

- Aged 54, working, single no children. Has been following Tonic since the beginning. Now rents privately having previously been a homeowner.
- For her future she very much wants to be part of an LGBT+ retirement community as she does not know what her future would look like without this.



BILLY

- Age 60, lives with his partner, no children.
- Has health problems, but no care and support currently.
- Privately renting and looking for more secure housing options, but not keen on the 'mainstream' choices.

**FOR
RENT**

In this section we set out the initial consumer sales and marketing messages that will be further developed and focus group tested with Tonic's Community Panel in advance of implementation.

4. KEY MESSAGES - THE TONIC OFFER



THE TONIC OFFER

Based on our research and buyer profiling, these messages reflect the following core principles that will resonate with our target audiences:

1. First and foremost, this is a safe and inclusive space that will sensitively look after your needs as you get older. This includes a focus on the social spaces that was our Community Panel's top priority.
2. This is not an "old people's home" – it's a place where you can have fun and remain an individual in whatever way you choose.
3. This is a unique and amazing opportunity in a brilliant location that will enable you to remain active and part of the wider LGBT+ community for as long as you're able.

With this in mind, we have developed the following strapline that captures the spirit of the community we are seeking to build and grow.

“*This is LGBT
older living*”

To expand this further we have developed four key messages that we would seek to land through the communications and marketing campaign with supporting proof points underneath that would be reflected in the longer-form marketing materials.



“

*Welcome to Tonic@Bankhouse,
the UK's first LGBT+ affirmative
retirement community.*

”

KEY MESSAGE 1
**A TOTALLY UNIQUE
RETIREMENT
LIFESTYLE**

-
- Share common experiences, find mutual support and enjoy your later life with others in the LGBT+ community.
 - If you are over 50 years old and would like to be part of an LGBT+ affirming retirement community, we would love you to register your interest!
-



“

*A community that celebrates
your LGBT+ identity and
individualism.*

”

KEY MESSAGE 2
**THE LGBT+
COMMUNITY AT
THE HEART**

-
- Growing older doesn't mean you need to compromise and hide your identity, or stop doing the fun things you've always enjoyed.
 - That is why Tonic's events and activities are 'co-produced' by residents with Tonic across a number of communal spaces including a river front lounge with a bar and a rooftop terrace with stunning views across the Capital.
 - So, if you're interested in hosting an LGBT+ book club or want to end your week with a drag bingo night, we will help you deliver it.
-

“

*Think of us as old friends,
offering flexible care and
support depending on
your needs.*



KEY MESSAGE 3

A FLEXIBLE & SUPPORTING ENVIRONMENT

-
- Tonic is here for the community, there for people's journey into their new home and will offer support way beyond that.
 - That means whether you need help moving home, finding a new GP, familiarising yourself with the local area or just fancy a chat over a cup of tea, we are here for you.
 - Optional and flexible extra care facilities are also available 24 hours on-site, ranging from cleaning services and the provision of meals, to healthcare and in-home support.
-

“


*One and two bedroom
shared-ownership homes
available, offering flexible
care and support
depending on your
needs.*

”

KEY MESSAGE 4
**HIGH QUALITY
SHARED OWNERSHIP
HOMES**

- High quality one and two bedroom shared-ownership homes available, designed by world renowned architect Norman Foster, with prices starting at £138,750 for a 25% share of a one-bedroom apartment and £178,125 for 25% of a two bedroom. Access to private on-site restaurant and bar, roof terrace, spa and floating garden.
- There may be future opportunities to rent homes within Tonic@ Bankhouse, so any prospective renters would be very welcome to register an interest.





*“A zone 1 riverside location,
a short walk to Vauxhall’s
LGBT scene with links to
central London and the
West End.”*

KEY MESSAGE 5
**A PRIME CENTRAL
LONDON RIVERSIDE
LOCATION**

- Prime riverside location in zone 1 on Albert Embankment, near Damien Hirst’s Newport Street Gallery and across the river from Tate Britain.
- Well connected, only a five-minute (level) walk to Vauxhall with tube and bus links to central London. A bus stop outside the building and a short walk to a black cab rank.
- A short walk from Vauxhall’s LGBT+ venues including the legendary Royal Vauxhall Tavern.



The marketing and communication plan will follow the three-pronged strategy, maximise Owned, Earned & Paid channels to maximise reach.

5.

A MODEL FOR SUCCESS – MARKETING AND COMMUNICATIONS

THE OWNED, EARNED & PAID MARKETING MODEL

OWNED

+

EARNED

+

PAID

**Sales and
Marketing
Suite**

Digital

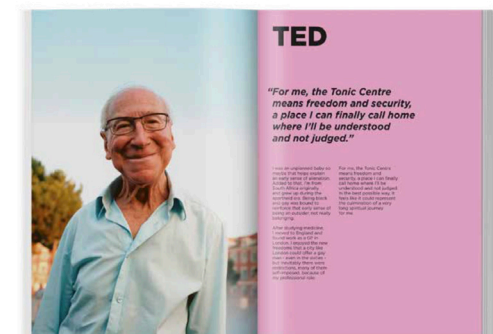
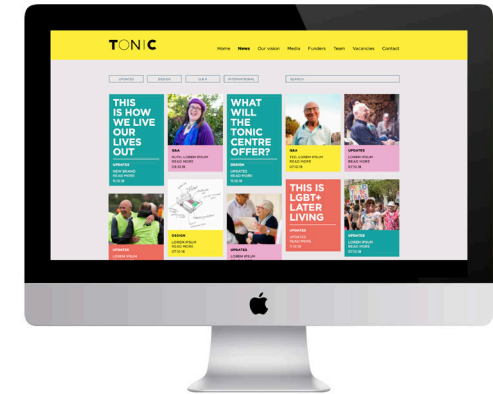
**CGIs/
Photography**

Brochures

Advertising

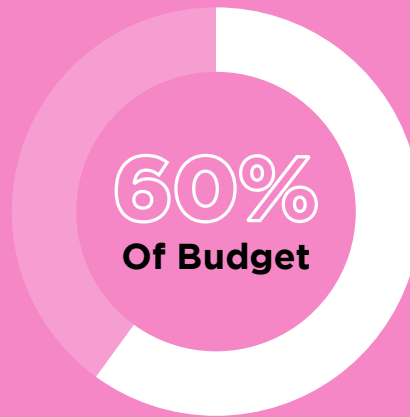
Social

= SALES



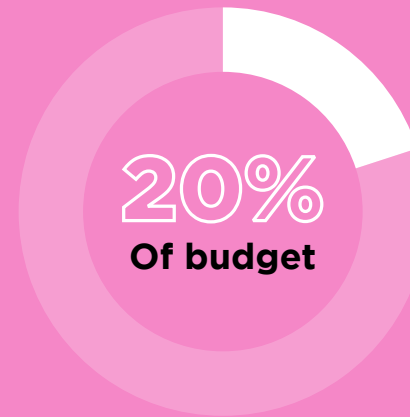
OWNED, EARNED & PAID

This will offer a simple but effective framework for organising and executing Tonic's marketing and communications objectives, delivered through a significant marketing budget of £180,000 (incl. VAT) over the next two years. We anticipate that this would be spent broadly as follows:



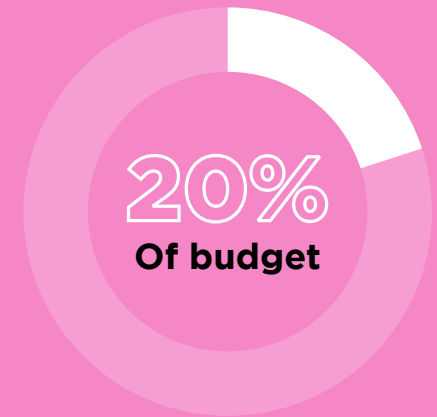
OWNED

- Sales and Marketing Suite
- Sales and Marketing staffing costs
- Website/blogs
- Email subscribers
- Social media accounts
- Partners and collaborators: working closely with other LGBT+ organisations to raise Tonic's profile in the sector, utilising networks already in place to reach our audience in more ways for example Opening Doors London 2000+ LGBT+ members over 50 in London.
- Sherpa CRM system – specialised for senior living sales
- Brochures



EARNED MEDIA

- Review/testimonial/ratings
- Social media buzz / sharing
- PR/media coverage
- Word of mouth



PAID MEDIA

- Advertising (offline & online)
- Advertising (out of home)
- Sponsorships
- Promotions
- Affiliates
- Social (Facebook)

A COMMUNITY-LED APPROACH

We've appointed a Community Outreach Coordinator to be person 'on-the-ground', engaging directly with the community and prospective residents.



Tonic sees the value in not only creating a medium-term communication and marketing plan for Tonic@Bankhouse, but in also setting a long term plan for the Tonic brand, to strengthen their position and market awareness.

As part of the wider communications plan, Tonic will embark on a three workstream approach to communications and marketing, in the lead up to, during and post the launch Tonic@Bankhouse.

These three distinct workstreams will cover corporate profile raising for Tonic, B2B communication surrounding Bankhouse and B2C communications.

6. COMMUNICATION APPROACH

WORKSTREAMS

1. CORPORATE

High-level profile building for Tonic

Focus

- Position Tonic as leaders in this field – a developer you should know.
- Build awareness of the brand and delivery team.
- Communicate Tonic's long-term vision and values.

Activity

- Refine corporate key messaging and create briefing template.
- Identify target journalists and publications for formal and informal catch ups with key media for Tonic team, building strong relationships across the media landscape.
- Well-informed trade and business coverage, allowing message dissemination across other titles.
- Pitch op-eds around wider LGBT+ living, and support leverage aligning LGBT communities and partnerships.

2. B2B

Launch Bankhouse to the industry, showcasing the development and attracting future investors

Focus

- Increase market awareness of the development and support leasing and investment.
- Showcase the milestones of the Bankhouse development, to demonstrate Tonic's ability to deliver (now and in the future).

Activity

- Regular engagement with property and business press - agree who we want to be key contacts and garner those relationships.
- Create programme of owned news/announcements which showcase the progress of the development.
- Using editorial calendars and forward features to amplify visibility in media, where we don't have hooks.
- Industry news hijacking and sending relevant quotes to journalists to stay on top of trends.

3. B2COMMUNITY

Initiate sales drive at Tonic@Bankhouse and leverage support from LGBT+ community

Focus

- Support the sales launches through direct media engagement. Positioning Bankhouse as the best option for LGBT+ retirement.
- Promoting the quality of the Bankhouse offer - quality of product, place and community offer.
- Generate pride in the area and an 'in the know' buzz of early adopters.
- Maximise the LGBT+ community to build long term support of this scheme and future developments.

Activity

- Community Outreach Coordinator to work closely with diverse community groups and stakeholders to showcase the Tonic brand and Tonic@Bankhouse, building long term support and relationships.
- Use our CRM, Sherpa, to help create a tailored creative marketing and communication strategy to contact potential residents directly, through online, or more personalised offline means.
- Unveil the place and product @ Bankhouse to a consumer / community audience.
- Maximise sales launch for identified audiences – focusing on a UK audience, but building international awareness.
- Coordinate press, VIP and influencer features and engagement tactics – using the launch and the opening on site as major engaging moments.
- Activate social media and digital channels and roll out regular content calendar.
- Find key “Tonic Heroes” - residents who are willing to be the voice of Tonic, and share their experiences for press/social/case studies.
- Secure key LGBT+ partnerships – media, local business, community and influencers.

This plan sets out how Tonic will support the leasing of properties in Bankhouse to a diverse LGBT+ community, using existing and engaged audiences, as well as building up wider awareness and database for current and future properties through marketing and communications activity.

7. OUTLINE PR AND MARKETING PLAN FOR BANKHOUSE



FOUR PHASE PLAN

This four phase plan is proposed to maximise the sales leads for Bankhouse, but also build up Tonic's corporate profile and create strong partnerships and relationships with the LGBT+ community.



PHASE 1

Soft launch, announcement of GLA loan and reveal details of Tonic@Bankhouse (September 2020)

Objective

To announce the formal confirmation of GLA loan with a press announcement, working closely with One Housing Group, Tom Copley or Sadiq Khan.

Tactics

- Launch funding announcement and reveal Tonic@Bankhouse, led by London Communications Agency and Tonic - quote from GLA, Lambeth Council and OHG. Targeting trade and business press.
- Launch with exclusive with key business titles (e.g. Guardian, The Times or Telegraph)
- Follow up with wider LGBT+ press to build awareness of brand and tee up long leads for B2B launch
- Capitalise and 'piggyback' off relevant opportunities on wider LGBT+ issues across the media landscape (e.g. opinion pieces, comments).
- Tonic to contact Stakeholders and Community Outreach Coordinator to work with community groups and leaders to raise profile in the community and with target audience.
- Website to be updated with initial details about Tonic@Bankhouse. Tonic to contact directly people on its Register of Interest and Mailing list.

PHASE 2

Launch of consumer campaign and drive sales and engagement (October / November 2020)

Objective

Reveal Tonic and Tonic@BankHouse to a consumer audience, launching sales campaign and building database of interests and engaged customers (Subject to agreement with One Housing Group and once all parties have instructed lawyers).

Tactics

- Launch consumer outreach, set sales website and e-marketing (to current database) live, launch advertising and opening marketing suite.
- Launch supporting B2C residential sales PR campaign focused on B2C audiences - targeting traditional property and consumer titles - launching with exclusive with The Guardian, and target features with FT and The Telegraph
- Place supplementary features in titles including Forbes, Gay Times and Economist to build up awareness beyond traditional titles.
- Community Outreach Coordinator to continue engagement with diverse community groups across London to drive sales opportunities - understanding the history of our future residents further helps to shape Tonic.

FOUR PHASE PLAN

PHASE 3

Official Tonic opening after reservations / exchanges / completions (January 2021)

Objectives

Maintain momentum of consumer launch with constructed PR hook and use an opportunity to engagement with GLA further and LGBT communities more directly.

Subject to Covid-19 restrictions, a launch event ideally including a ribbon cutting with Sadiq Khan and Tom Copley with all future and prospective tenants invited.

Tactics

- Mark opening of site in with an official 'red ribbon' event in collaboration with the GLA – and target key London press, (E.g. BBC London (TV)).
- Issue press release more widely to target any titles, not secured following initial launch/ media outreach.

PHASE 4

Continuing momentum and keeping Tonic front of mind (February 2021 onwards)

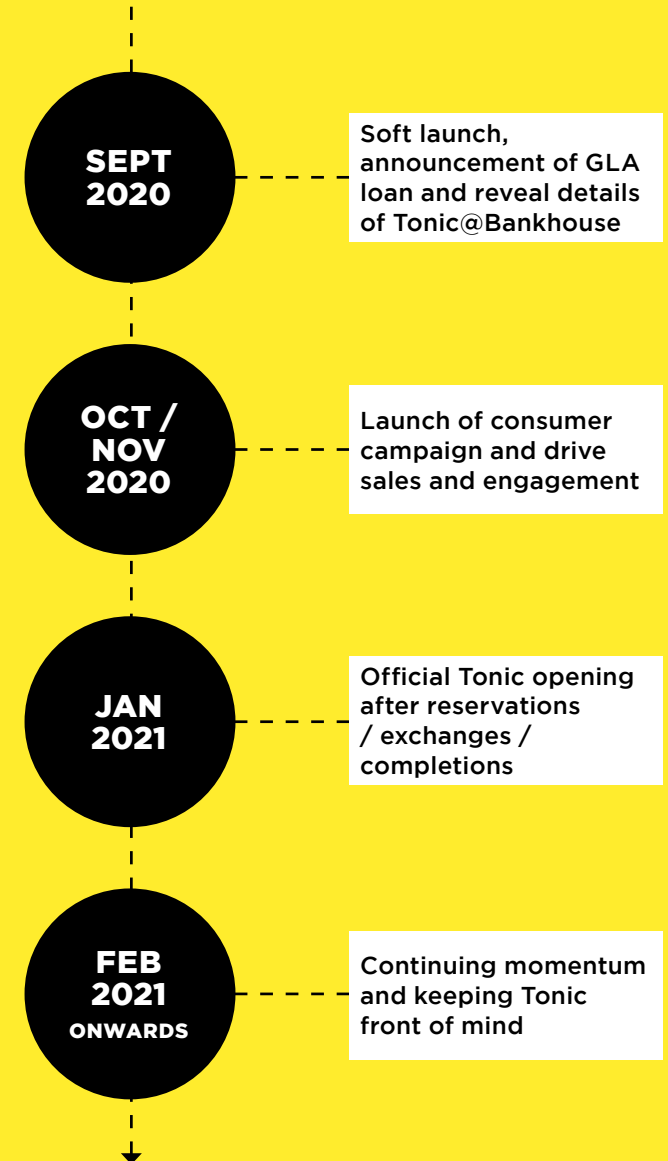
Objectives

Ensure the momentum of the three workstreams (Corp/B2B/B2C) and maximise any news hooks or opportunities to engage with LGBT groups, this could include:

Tactics

- This phase would include a review of the plan going forward depending on the number of sales to date to refocus the campaign to focus on selling the remaining units.
- Inviting influencers from the LGBT community to attend a resident's event – building awareness, support and partnerships. Community Outreach Coordinator working closely with residents and community groups to showcase their history and their 'now', building an even bigger picture of Tonic and it's residents.
- Building buyer case studies to use across press and marketing – highlighting the diversity of the community.

TIMELINE





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