Client:	London and Associated Properties PLC
Project:	Antiquarius

The brief:	PPS recruited to undertake local communications related to the longstanding Chelsea antiques market site called Antiquarius. Under its new owner this building was to be fully renovated and transformed into a modern retail unit.
Our approach:	We restarted engagement on a fresh footing drawing on PPS's reputation withother nearby sites on the King's Road.
Strategy:	We engaged successfully with the local business community, the local school and the local people from the surrounding residential streets. We held a series of focused presentations and question sessions in the upstairs function room of the local pub.
Delivery:	We took on board the need to smarten up the half derelict site, invited the successful local school to place an art display in the empty shop windows, attended to broken storage bins and showed local people just how much restoration work would be carried out for a valuable local building.
What was the decider?	We countered the fears about another high street chain store by describing the arrival of a major international retailer with their first European store coming to the King's Road. This changed the debate and at the third meeting we were being asked "so how quickly can you get on with this project? Will it be complete by Christmas?" This was a total U-Turn from just six months prior.
Outcome:	Application passed unanimously at the planning committee with no objections from any of the local residents associations.
Conclusion:	"We are delighted with the work undertaken by PPS which was a total success and resulted in a planning consent delivered in the timescale required for the project." John Heller, Chief Executive, London & Associated Properties PLC