

# The Role of The LCC Hub:

Business Development, Arts Interventions, Public Perception

## 1. Practical & Permanent

The teaching of old-fashioned, solid business skills for operating and retailing, tailored to the needs of creatives. Ensuring best practice across trading artisans and efficiently delivering to the retail offering of Maidenhead High Street.

## 2. Enriching & Temporary

Engaging local creatives, Town Management, existing businesses, agents & landlords to bring visual stimulus to the High Street. Economical, temporary arts interventions delivered in identified areas that will enrich the visual landscape and engage the wider community.

## 3. Virtual & Promotional

Creating an energetic on-line and off-line presence for Maidenhead High Street using a combination of the retail & creative offering. Working with media partners and through intelligent use of social media, on-line shopping and channelling viral/word of mouth experiences to local and national audiences.

