



B&Q

**A microcosm of
Croydon?**

What colours do you associate with B&Q?

ORANGE **WHITE**
GREY **BLACK**

First thing you think of
when someone says B&Q?

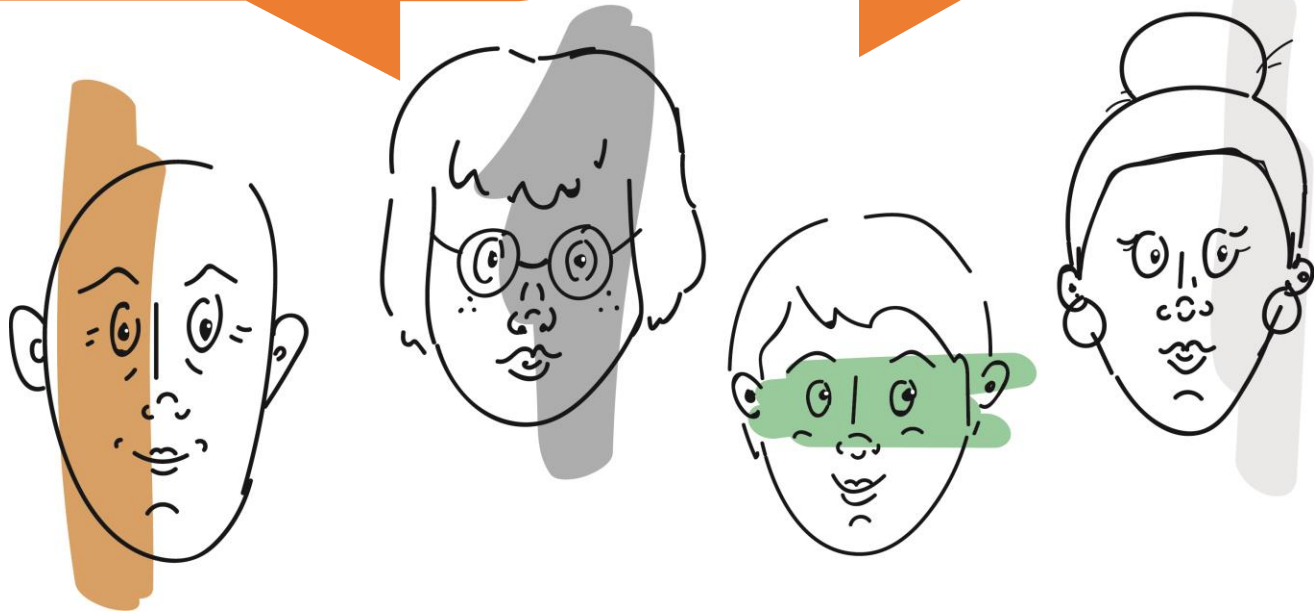
LOGO **PLANTS**
THE BIG TROLLEYS

What materials do you associate with B&Q?

WOOD **PLANTS**
FLOORING **HOME DECO**

Who do you imagine shops at B&Q

GARDENERS **BUILDERS**
30yr+ **VARIETY OF PEOPLE**
MIDDLE AGED MEN



Do you think there is any similarities between B&Q and Croydon?

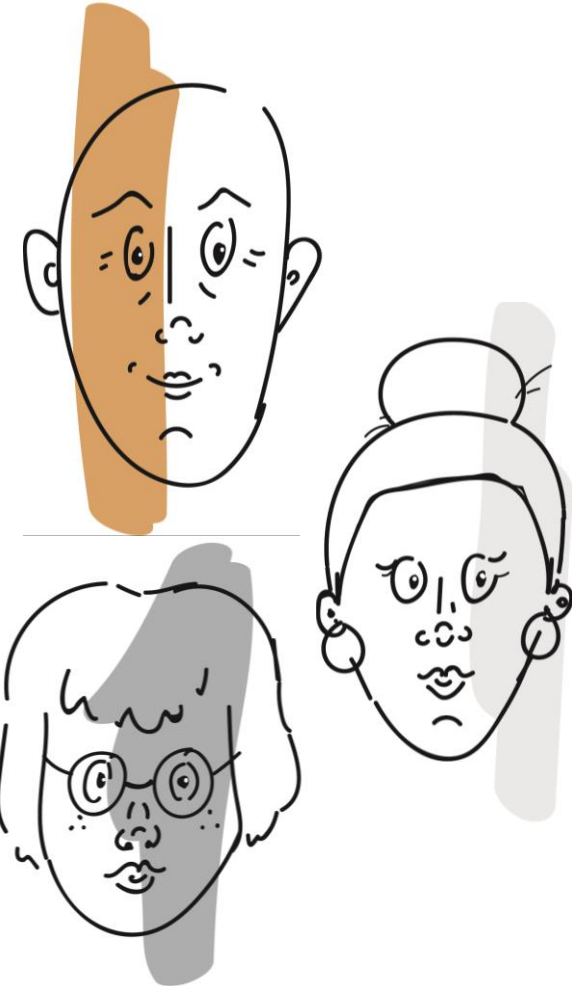


Both have a lot of variation in their demographic
Both have industrial meeting nature

Not really

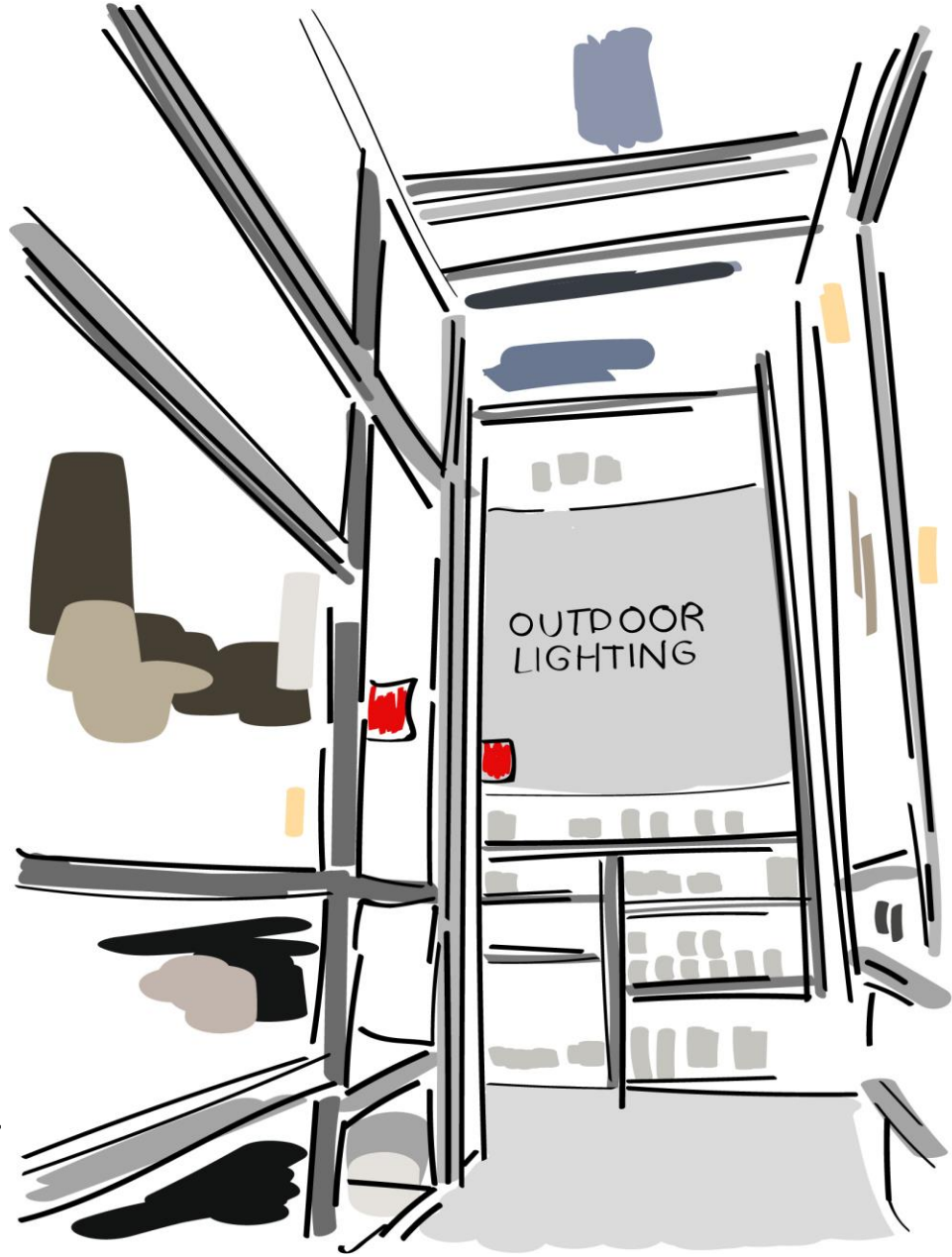
No.

There's literally no similarities





B&Q

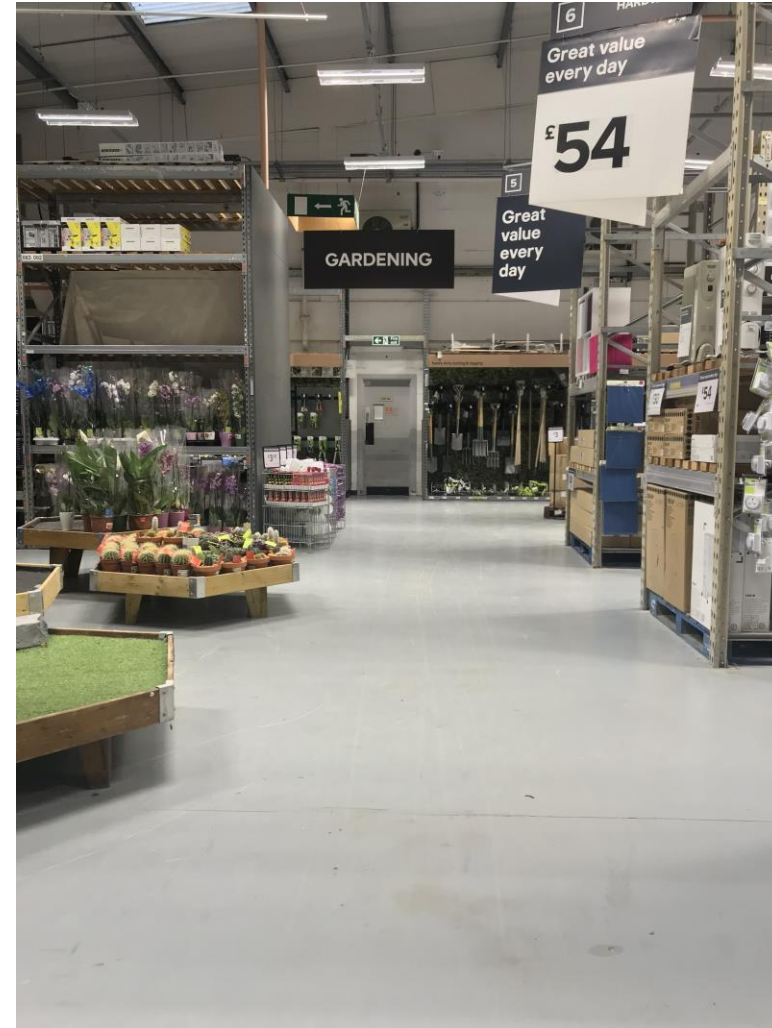


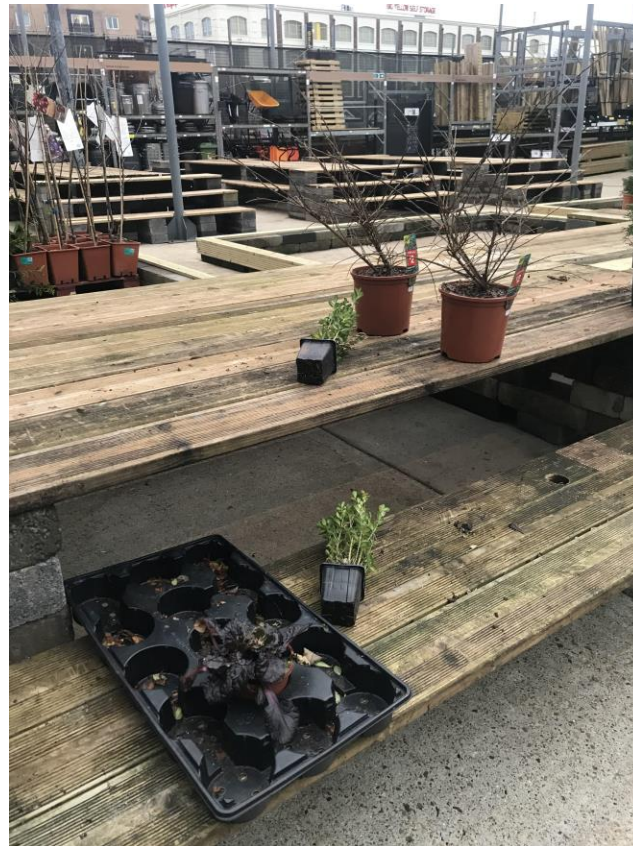
Croydon



empty green space

tucked away, unseen, unloved

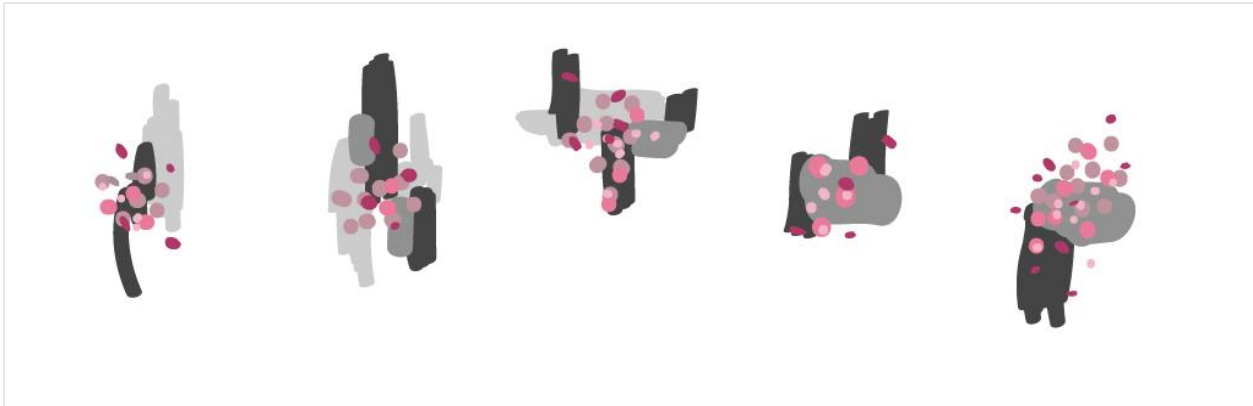




empty again!







The end