



STREET LIFE *A vibrant & active frontage*

GSK

PENSON

VISION

GSK is a global biopharma company with a purpose to unite science, technology and talent to get ahead of disease together.

In 2024, GSK will move its global headquarters to New Oxford Street – marking the company's return to central London, from where its origins can be traced to the Plough Court Pharmacy, which was established in the City of London in 1715.

Its new HQ will provide a fantastic focal point for around 3,000 GSK people to meet, collaborate and ultimately deliver solutions for the urgent healthcare challenges facing the world.

PENSON are working with GSK to design accessible and inclusive workspaces, centred around collaboration and wellness, with the highest standards of sustainability.

And these exciting plans include the creation of a vertical farm and the West End's first grow-on-site restaurant, which would be open to the public from 9am on weekdays and during the weekend.

We want to create a vibrant and flexible space, with community access and engagement at the heart of its operation.



COMMUNITY
WORKSHOPS
EVENTS



EDUCATIONAL
ACCESSIBLE
INTERACTIVE



HEALTH & WELLBEING
INCLUSION
SUSTAINABILITY



INNER-CITY FARM AT DESTINATION PHARM



A Community Farm in Central London

A vertical farm in the basement would produce a range of superfoods – around 30,000 - 40,000 plants in total – forming many of the plant-based dishes on the restaurant menu.

Just like a greenhouse, vertical farming grows produce in stacks all year round. And with no need for any additional chemicals or pesticides and reduced 'food miles', vertical farming has the lowest possible 'growth to mouth' carbon footprint. The only waste product would be compact compost, which would be freely available to local residents for their own plants and gardens.

Alongside the healthy dining experience and additional flexible event space on the ground floor, the farm would be opened up to school and community group visits to help educate people about healthy eating and sustainable food production.



LOWEST POSSIBLE CARBON FOOTPRINT



Growth-To-Mouth

What Pharm would grow



Chard Verde a Costa Bianca (Green)



Chard Rhubarb



Chard Red



Red Komatsuna



Green Komatsuna



Lettuce - Cos, Green Oak Leaf, Little Gem



Lollo Rosso/Bionda, Batavia



Bok Choy Green



Bok Choy Dwarf White



Bok Choy Large White



Kale Cavolo Nero (Lacinato)



Kale Scarlet



Kale Curly



Coriander Santo



Coriander Cruiser



Basil Genovese



Basil Thai



Basil Red



Holy Basil



Basil Cinnamon



Lemon Basil



Flat Parsley Italian Giant



Curly Parsley Darki



Chives Thick Leaf



Chives Garlic



Sorrel De Belleville



Sorrel Red Veined



Dill Dukat



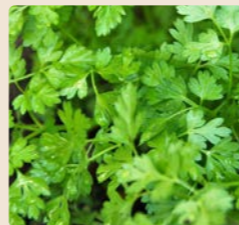
Oregano Zaatar



Rosemary Rosita



Curly Parsley



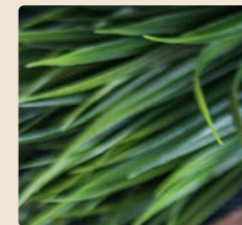
Curly Chervil



English Sage



Winter Thyme



Thick Leaf Chives



Garlic Chives



Lemon Balm

WELCOME to

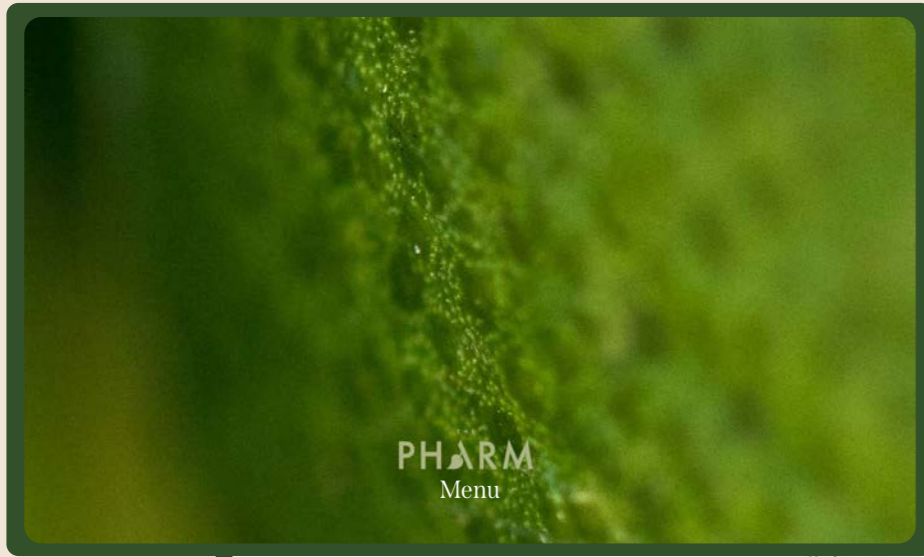




INSIDE PHARM

Unique branding and identity
Vibrant restaurant
Versatile event space
Accessible to everyone
Cutting-edge design and comfort
Healthy, plant-based menu
Health sommelier

Restaurant MENU & BRANDING



Vitaliser Juice (vg)
carrot, celery, ginger & orange

B-Energise Juice (vg)
PHARM kale, spinach & apple

HOT BREAKFAST

Scrambled Tofu & Blistered Tomatoes & **PHARM** Herb Relish on Sourdough (vg)

Buckwheat Waffle, Cherry Compote & Organic Crème Fraîche (v)

Organic Eggs, Sourdough Muffin, **PHARM** Greens & Brown Butter Hollandaise (v)

Jumbo Oat Porridge & Your Choice of Topping (vg)

Mumbai Chilli Cheese Toasted Naan, **PHARM** Chilli Chutney (v)
add free range crispy bacon

Mocha
Selection of Tea & Tisanes

BREAKFAST POTS

Berry Bircher Pot, Essex Quinoa (vg)
Greek Yoghurt, Jumbo Oat Granola (v)
Kentish Strawberry & Walnut Butter (vg)
Roasted Peaches, Soy Yoghurt & Quinoa (vg)

MORNING BAKERY

Rhubarb & Pistachio Breakfast Bun
Butter Croissant
Pain Suisse
Peach Danish
Sourdough Bagels / add schmear (vg/v)

BAR

Capers & Rock Salt (vg)
PHARM Kale & Walnut Pesto (v)
& Shaved Spenwood (v)
Milk, Aioli (v)

Daily Mains
Crisp Polenta, Chargrilled Vegetable Antipasti, **PHARM** Basil (v)
Celeriac Pitta Pocket, Pickled Cabbage & Urfa Chilli (vg)
Free Range Chicken Laab Rolls, **PHARM** Thai Herbs
Seared Beef, **PHARM** Herb Salsa & Straw Potatoes

Base Salads
Kachumbar (vg)
Crisp **PHARM** Greens (vg)

Weekly Salad Special
Wholegrain Tabbouleh, **PHARM** Herbs (vg)

Daily Salads
Runner Beans, Little Gem, Radishes & Mustard (vg)
Essex Cannelini Beans, **PHARM** Chard, Red Onion & Sherry Vinegar (vg)
Sprouting Broccoli, Walnut Butter & Pickled Shallots (vg)

Sweet Snacks
Organic Chocolate Brownie (vg)
Raspberry & White Chocolate Muffin (v)
PHARM Lemon Balm & Poppy Seed Cookie (v)

Focaccia Paninis
Beef Tomato, **PHARM** Basil & Parmesan (vg)
Field Mushroom & Truffle Melt (vg)
Smoked Ham & Cheddar

Tried & Tasted Wraps
Falafel, Pickled Cabbage & Hummus (vg)
Seared Halloumi, Avocado & Red Pepper (v)
Chicken Shawarma, **PHARM** Herbs



Community EVENTS

A dedicated community events coordinator at GSK will actively promote and organise the use of the space by schools and the local community



COMMUNITY



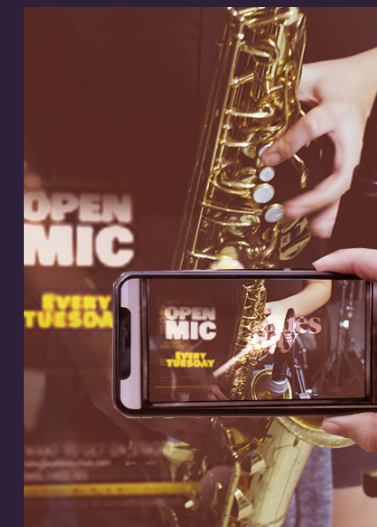
WORKSHOPS &
EDUCATION



COMMUNITY
COOKING



FARM



SOCIAL EVENTS