



Gorillas

**The start up on-demand,
10-minute, grocery delivery
platform.**

Launched in Berlin and now expanding globally, Gorillas provides an on-demand hyperlocal grocery delivery platform which guarantees grocery delivery in under 10 minutes.

With over 2000 listed products from a range of local and national suppliers Gorillas are on a mission to build the fastest last-mile delivery infrastructure of essential needs, introduce customers to new products and spread change within local communities..



Concept

Gorillas collection points helping local brands engage with local communities.

Gorillas are proposing a series of temporary design led collection points in four parks across London in summer 2021.

The public will be able to order food and drink from local brands via the Gorillas app direct to the managed pick up point.

There will be a drive to support the hyperlocal market, Gorillas will utilise local resource for a variety of roles including delivery riders, security, litter pickers, and promotional staff.

Gorillas will adopt a leave no trace approach and make a conscious effort to not only clean up after Gorillas consumers and the surrounding areas.

Size: 10m (d) x 10m (w) x 2.7m (h)

Pitch: 12m (d) x 12m (w)



Project Plan

Locations

An exciting grocery delivery platform coming to four key London parks this summer.

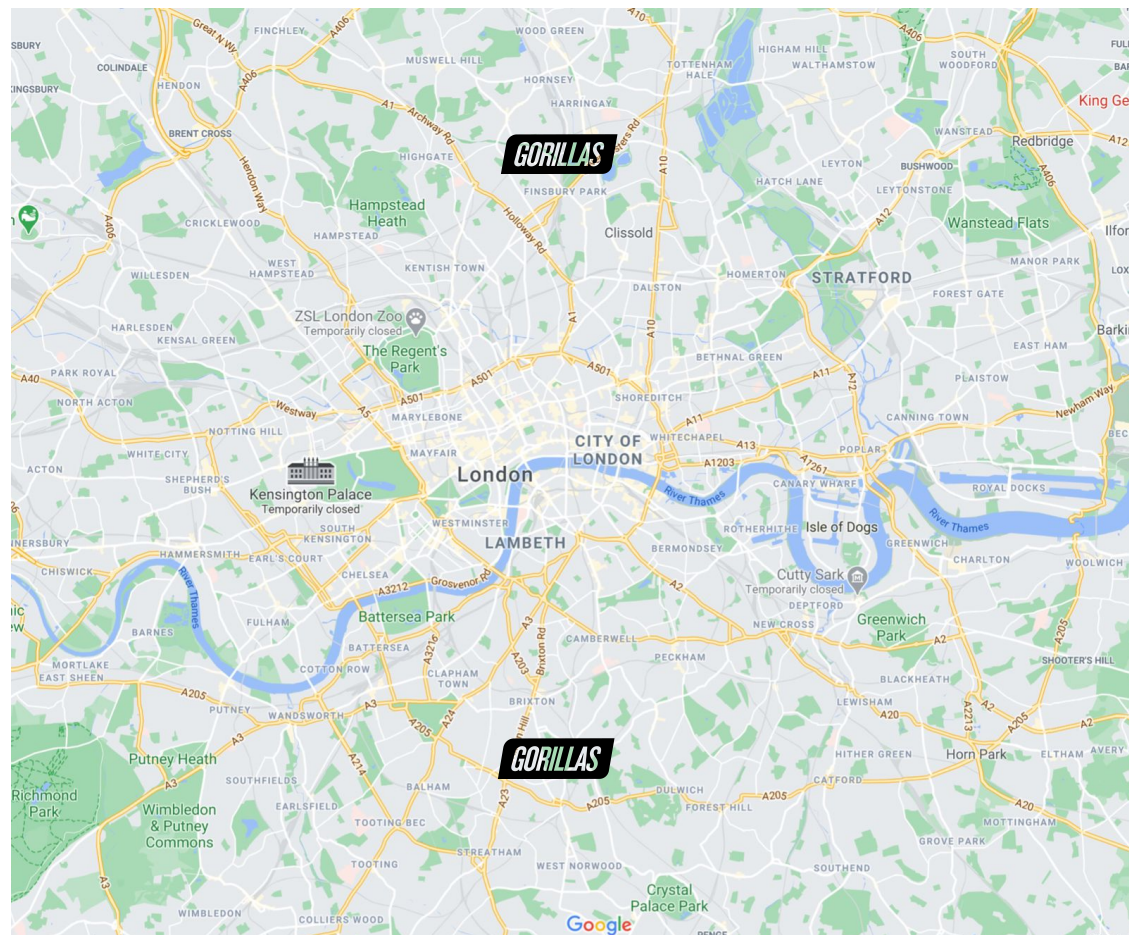
Brockwell Park / Finsbury Park

Each location is surrounded by multiple convenience stores and supermarkets. With at least three retail options less than a ten minute walk from the centre of each park.

Undoubtedly, pedestrians will bring food and drink from these surrounding stores leaving litter behind. Gorillas wants to improve this process by allowing customers to order through their app, and collect produce from the Gorillas collection point.

Gorillas will source a local team to raise awareness of both the brand activation as well as highlighting the negative impact of littering. The team will fulfill clean up and recycling services.

The proposed dates for the locations are as follows: Friday 30th, April, Saturday 1st of May, Sunday 2nd of May as well as Friday the 28th of May, Saturday the 29th of May and Sunday the 30th of May. 2-7pm



Brockwell Park

0.6m, 12min walk from the middle of the park to Sainsburys Local, Herne Hill

0.6m, 12min walk from the middle of the park to Tesco Express, Herne Hill

0.3m, 6min walk from the middle of the park to Maxy Supermarket, Norwood Rd

London Borough of Lambeth

Closest Transport Links - Herne Hill Train station, Brixton Tube

Available in August, Dates TBC - Requires a minimum of 3 months notice



Finsbury Park

0.5m, 11min walk from the middle of the park to
Tesco Metro, Stroud Green Rd

0.5m, 11min walk from the middle of the park to
Tesco Metro, Seven Sisters Rd

0.6m 14min walk from the middle of the park to
Sainsburys, Williamson Rd

London Borough of Haringey

Closest Transport Links - Manor House Tube
Station - Haringey Green Lanes Tube Station -
Haringey Railway Station



Collection Point

Designated area in each park for the public to queue for and to collect deliveries

Gorillas will clearly define a collection point (c10m x 10m) in the park with an iconic design led temporary structure.

For each activation, Gorillas will provide:

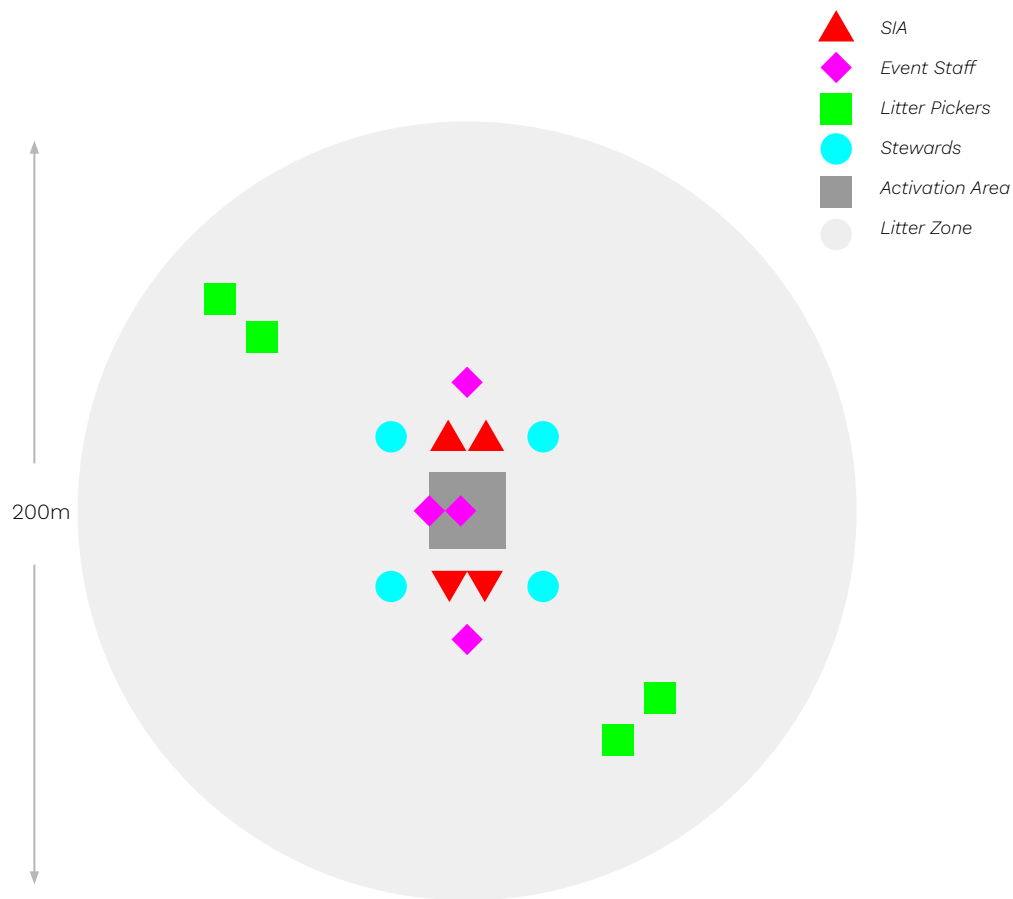
- 4 x SIA security (live)
- 2 x SIA security (overnight)
- 4 x Stewards
- 4 x Event staff (of which one is a PLH)
- 4 x Litter pickers

The activation will run as follows:

- Build - morning
- Open - noon
- Close - 8pm (+1hr of litter picking)

Gorillas team will ensure the site is compliant with current government CV19 guidance including sanitation points. Consumers will be asked for proof of age by SIA staff for any products which require proof of age.

Gorillas will make it a priority objective to ensure there is accessibility for all.



* Diagram not to scale purely for illustration.

Community

Partnering with local food and drink businesses to promote their products.

Gorillas stock a variety of products from local brands, in order to provide freshness and a community based service to customers. Local brands Gorillas work with include:



chestnut

EAT 17
RESTAURANT & BAR



SMALL BEER

* Plus many, many more.

Gorillas want to support local communities and engage with brands from surrounding areas that have been particularly affected throughout the Covid period. Helping businesses within the hospitality industry get back on their feet, as well as introducing consumers to fresh, locally sourced brands.

Gorillas local product range is extensive and includes: *bakeries, butchers goods, ice creams, coffee and much more.*



Community

List and location of current Gorillas Partners

Angel, Shoreditch: Ottolengi.

Angel, Shoreditch, Holloway: 58 Gin, By Ruby, Cool Chile Company, East London Tea Company, Eaten Alive, Hackney Coffee Company, Hammerton Brewery, Rinkoff, Small Beer, Spice Box, Square Root, The Five Points Brewing Company, Two Tribes, Urban Cordial.

London: Chestnut Bakery, East London Liquor Company, Eat 17, H. G. Walter, Hackney Gelato, I AM NUT OK, London Fields, Minor Figures.

South London: Brixton Brewery, Canopy, Gipsy Hill Brewing Co, Orbit Beers, Punchy Drinks, Raja Bonnet Sauce, Shuro Shirin, Single Variety Co. Toast Ale, Uncle John's, Volcano Coffee Works.



Littering

A local waste collection initiative raising awareness around the impacts of littering.

Gorillas will hire local staff from nearby communities to pick litter. Recyclable waste will be sorted and cleared into the relevant on-site recycling bins.

A minimum of four local litter pickers will be hired per park to work during the activation and for an hour after the activation has closed.

Gorillas will not only clear litter caused by consumers, but will make a conscious effort to pick up litter left by others in the parks within the designated 200m zone. Alternatively, Gorillas could pay the clean up cost of the area around the activation during the live dates.

Gorillas already have several schemes in place to make sure the business is as sustainable as possible. A partnership with Too Good To Go To & Waste Warriors of London ensures to help fight both climate change as well as food waste.



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