

Project title
Look Mum No Hands!

Sub-category
Under £100,000

Design consultancy
OPX

Category
Brand identity

Client company
Look Mum No Hands!
(H2C Enterprises)

Current date
28 June 2013

Look mum no hands!



See the full
story at
opx.co.uk/lmnh

FOR PUBLICATION

2.0 Executive Summary

What measures prove the identity's success?

Profitable

Turnover and profit exceeded expectations within the first three months. Profit has increased by **148%** since launch. Per outlet turnover is ahead of Starbucks, Costa and Caffé Nero.

Memorable

Almost **1:5** people in the local vicinity recognise the identity with no mention of the name.

Appealing

40% of customers we surveyed had visited LMNH! after passing by, and the second most liked aspect was the identity.

Inclusive

20% of customers are not cyclists and the single most cited reason for visiting LMNH! is to meet friends.

Extendable

Merchandise sales account for **13%** of revenue and growing. 9 out of the top 10 best sellers are LMNH! branded products.



The 2012 UK coffee market, in order of average turnover per outlet

	% growth in turnover	Turnover	No. of outlets	Au. turnover per outlet
All coffee shops ³	7.5	£5,800,000,000	15,723	£368,886
Pret ⁴	17.0	£380,000,000	295	£1,288,135
LMNH! ⁵	56.0	£XXX,XXX	1	£XXX,XXX
Starbucks	6.0	£420,000,000	757	£554,822
Costa (UK) ⁶	24.0	£592,000,000	1,342	£441,133
Caffé Nero	8.0	£215,000,000	530	£405,660

¹ H2C Enterprises (trading as LMNH!) P&L Report to year end 31/3/2013

² H2C Enterprises (trading as LMNH!) P&L Report to year end 31/3/2013

³ 2012 coffee market statistics from Allegra Strategies

⁴ www.pret.co.uk

⁵ H2C Enterprises (trading as LMNH!) P&L Report to year end 31/3/2012

⁶ The Guardian 30/4/2013

2.0 Executive Summary

15,000
Twitter followers,
38% of Pret, which is
44 times larger

24
Number of countries
LMNH! goods being
exported to

🚲 Universal

Products have been bought in **24** countries and **34%** of e-commerce sales are outside the UK.

🚲 Viral

15,000 Twitter followers, **38%** as many as Pret and **60 times** more than its closest cycle café competitor.

🚲 Desirable

The brand partner of choice for bluechip brands including **Levi's** and **Microsoft**.

🚲 Influential

LMNH! has helped lift this stretch of Old Street and is **used by local estate agents** to promote the area.

🚲 Repeatable

A second site on the Southbank achieved **75%** of its peak July target in the first week of trading. A third site will open in Hackney on 1 July 2013.

Look Mum No Hands! is unique. The affection it has generated, not just locally but all over the world, is evident. The identity is a prime example of how a universal, emotive and single-minded brand can perfectly reflect the passion of its founders and thus impact a business.



3.0 Project Overview

3.1 Outline of project brief

Look Mum No Hands! remains true to its original concept:

"A bicycle workshop and café-bar centrally located in London, offering quality coffee, food, and alcohol as well as a fully equipped workshop in a cycling themed environment". Additional elements included "a shop selling cycling accessories", screening of "live and recorded cycle sport" with "the opportunity to offer cycle training and mechanics courses."⁸ Broad appeal and a friendly, informal atmosphere was key.

Client objectives⁹:

-  *Become profitable in the first 6 months*
-  *Be recognised as offering excellent quality products and services*
-  *Be recognised as a friendly, relaxed destination, not too 'cool' or exclusive*
-  *Become the 'hub' for London's cycling community by the end of Year 1*
-  *Expand the business to a second premises in Year 2*
-  *Become a known name within the cycling community nationally*

Café Kick was cited by the founders as a benchmark business – a sport themed venue with an eclectic, laid back atmosphere.



Café Kick

3.0 Project Overview

3.2 Description

Look Mum No Hands! is a 1500 sq foot bicycle workshop, café and bar on Old Street, London EC1. Approx 1,000 sq foot is public space, with 60 indoor covers. An outside courtyard space seats another 30.

The café offers hot, cold and alcoholic drinks, snacks, meals and free wifi.

There are plenty of cycling magazines, ample space for bikes and locks on loan. A key element of the offer is a workshop for bike repairs and an abundance of cycling passion and expertise from the staff. There is also a LMNH! race team. Despite its cycling theme, the ability of the identity to draw in a broad customer base of cyclists and non-cyclists alike was always going to be central to its success.

Evening opening and a bar license allow for an on-going events programme, ranging from race screenings, book launches, and art exhibitions to local community-focused events.

The extended hours (7.30 am–10pm weekdays, 9am–10pm Saturdays and 9.30am–10pm Sundays) mean that LMNH! caters for a broad audience – commuters, weekend leisure customers, local workers, families and non-cyclists. Needs are equally broad – caffeine fix, lunch, meeting venue, quiet place to work, bar and somewhere to watch cycle races.

There would be no proactive advertising or PR.

3.3 Overview of market

When LMNH! launched in 2010, cycle cafés were not a new concept. Lock 7 in Hackney had been around for two years, and Mud Dock in Bristol (one of the first) was celebrating its 16th year in business.

Cycling had been growing in popularity, both for leisure and as a means of commuting to work. The Barclays bike scheme had been announced, with 6,000 'loan' bikes shortly to be introduced on to the streets of London in July 2010.

There was clearly an opportunity, but there were also significant challenges:

- 🚲 No shortage of good quality 'coffee house' chains and independents across London*
- 🚲 A danger that a sports venue like a cycle café could be "intimidatingly in-crowdsh" in the words of Matt Seaton¹⁰, cycling journalist and author, appealing only to a relatively niche market*
- 🚲 Cycle café competition was already hotting up. In the same month that LMNH! launched, a Rapha pop-up cycle club and café opened in nearby Clerkenwell for the summer (May to August 2010). The following month Micycle opened in Islington.*
- 🚲 The site chosen was on a "nondescript stretch of Old Street"¹¹, albeit a busy commuter route. In 2010 there was little else of interest in the immediate vicinity.*



Lock 7 – London



Mud Dock – Bristol

¹⁰ "Why coffee, cake and cycling make natural partners", *The Guardian*, 26 May 2010

¹¹ Mike Higgins, *The Independent*, 27 June 2010

3.0 Project Overview

3.4 Project launch date

10 May 2010

3.5 Size of design budget

£25,000

3.6 Outline of design solution 438 words

The founders – Matt Harper, Lewin Chalkley and Sam Humpheson – are all passionate cyclists who love their coffee and (occasional!) beer. They had a vision to create a friendly and relaxed space that could become a destination for London's growing cycling community but have equal appeal to local workers, residents and passers-by.

When they approached OPX they had already spoken to a few design agencies, none of whom seemed to grasp what they were trying to achieve. In Matt's words, "they didn't quite 'get' it".

Matt, Lewin and Sam had originally not wanted a quirky name, but a client-agency brainstorm eventually led the client to Look Mum No Hands! which perfectly captured the inclusive, nostalgic and informal quality of the business they wanted to create.

To bring the name to life, OPX knew they wanted a look and feel inspired by the memorabilia of the great names of British cycling such as Raleigh and BSA. OPX had already worked with letterpress specialists, Graham Bignall Studio, and knew there could be a solution in his collection of woodblock and metal lettering. They proofed a number of Graham's fonts to find one that had the right feel, and presented some options to the client. Their response was instant and emotive. The chosen font evoked nostalgic childhood memories with no whiff of high-performance elitism, and opened the way for an identity with broad audience appeal. In Matt's words: "It was perfect... immediately we knew it was right".

The logo was hand painted in black and white on the gates of the building, and works brilliantly to attract passing trade. A secondary palette of colours and simple graphic elements provides the flexibility to extend the brand across all LMNH! communications, events, race team and merchandise – an opportunity that the founders hadn't originally considered a key part of their offer.

OPX designed the website with a noticeboard concept to highlight the accessibility of the cafe to all. An event calendar promotes the large scale race screenings that were unique in London at the time, and the gallery gives a feel for culture, people and place. Later on, the online shop was added to sell LMNH! branded goods, which had started to become very popular.

In this way OPX created an identity and kit of parts that encapsulated and enhanced the founder's original vision; and has the strength and flexibility for the client to nurture and develop the brand themselves going forward. Over branding the concept could have killed the magic, making it the opposite of cool. Creating an identity with the room to breathe and evolve organically was therefore an important part of the design strategy.

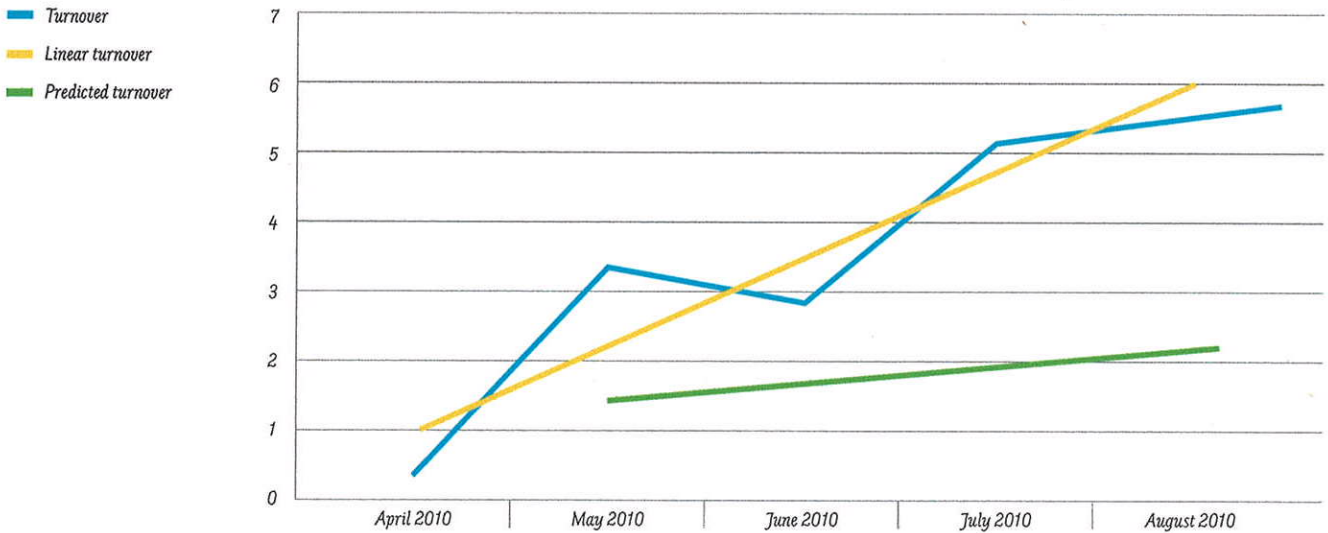


4.0

Summary of results

4.1 Instant and sustained success

The café opened for a soft launch in April 2010 to screen the big one day races that make up the first major events in the cycling year. Doors were open for full-time business by the end of the month. Turnover for the first three months was more than **double** the founders' target.



Even before it opened, LMNHI had drawn the attention of passers by:

"My friend Wilson and I rather liked this signage so I snatched a photograph. It's on Old Street in London. A new place, apparently channelling the old tradition of cafes for weary, hungry cyclists who need a mid-ride rest in the city."

Jane Faram, artist and journalist living in Sheffield

We believe that the name, identity and prominent signage were all responsible for drawing people in, encouraging journalists to write about LMNHI and capturing (and maintaining) a high percentage of passing trade.

Cycling website Road CC wrote on 1 May 2010: "Look Mum No Hands! has already drawn crowds to screenings of races such as Amstel Gold – with the beer of that name on sale, naturally – during its soft launch phase".



4.0 Summary of results



There was no active PR, yet by the end of July, Look Mum No Hands! had already featured across a range of press and media:

London

- The Evening Standard 5 July
- Londonist July
- Time Out London 13 May

National

- The Guardian 26 May, 24 July
- The Independent 27 June
- The Financial Times 9 July

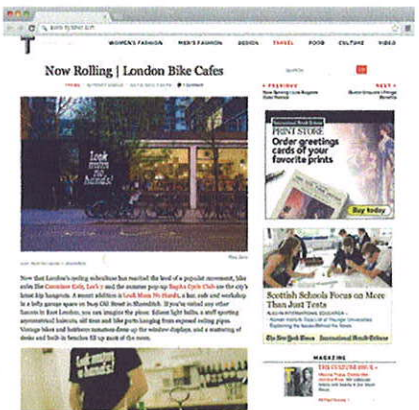
International

- The New York Times 8 July

Specialist cycling sites

- London Cycling Campaign 29 April
- Road CC 1 May, 5 May
- LFSS 2 May
- Cyclodelic 18 May

Richard Lofthouse in the FT wrote that "LMNHI seems to have achieved overnight success – it is busy from breakfast until it closes at 10pm", and the Standard called LMNHI "easily the trendiest new venue on Old Street...growing busier every passing day since its late-April launch". The value of the FT coverage alone, based on equivalent advertising rates, is £11,049¹² with a global readership of 1.56m.¹³



Refused Look Mum No Hands! cycle cafe in London. ©David Jones

9
12 Based on 2012 rate card for FT how to Spend It and FT Weekend Travel section x number of column inches of coverage
13 ADGA November 2011

4.0

Summary of results



Open!
April – 2513

Visits per month to the website

Website visitors grew nearly **fourfold** in the first 3-4 months (from 2,513 pm in April to 9,942 pm by the end of July), with the percentage of overseas visitors reaching 21% by July, driven by foreign tourists, internet blogs and social networks.

Since those first few months, LMNH! has gone from strength to strength:

Turnover for the Year 1 (to March 2011) was **double** expectations, with profit **four times target**¹⁶.

2012 turnover increased by **56%** to **£XXX,XXX**. This is **53%** higher than an average Starbucks, **92%** more than an average Costa and twice that of an average Caffé Nero¹⁷ (see Executive Summary).

Year 3 turnover was up again by **20%**. 2012-2013 profit was up by **150%** on Year 1.

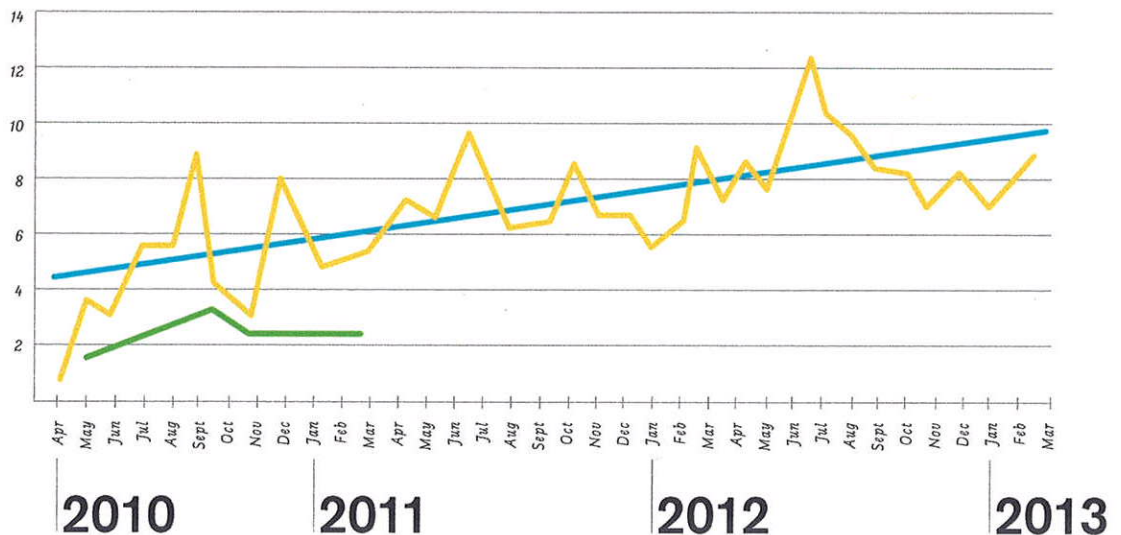
Year on year figures for July, LMNH!'s busiest month, were up **83%** for 2010-2011 and another **35%** for 2011-2012.



July – 9942

Visits per month to the website

— Turnover
— Linear turnover
— Predicted turnover



17%

increase in the price of a latté

This success has been achieved despite a **17%** increase in the price of a latté, from £2.40 in 2010 to £2.80 in 2013. The increases were partly due to increased costs (VAT, bean prices and barista salaries), but also because it was felt that the product justified the increase and customers would pay.

53%

higher turnover than an average Starbucks



¹⁴ www.thebikeshow.net 'Giro d'Italia at Look Mum No Hands', 25 May 2010

¹⁵ Official year end figures

¹⁶ Founder's sample cashflow for Year 1

¹⁷ Allegra Strategies coffee report 2012 and The Guardian 30/4/2013

4.0

Summary of results

Publicity for LMNH! continues unabated, **still with no active PR**. Since its launch in May 2010, there have been 12 articles or mentions in *The Evening Standard*, 7 in *The Independent*, and 4 in *The New York Times*, as well as articles in *Japan* and *South Korea*.

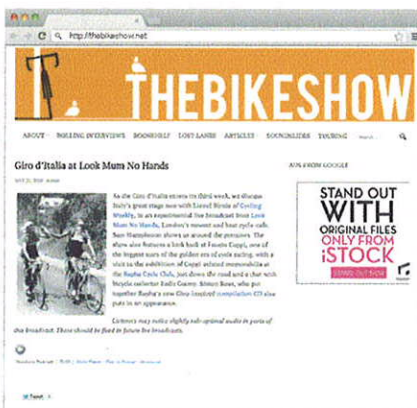
It has been called "the granddaddy of London's bike-themed café scene"¹⁸, and *Time Out* asks "Where's the best place to take your bike for a service and a cup of coffee? Our favourite is *Look Mum No Hands!*"¹⁹. Noticeably, when there is a feature on cycle cafés with only one photo, it tends to be of LMNH! and its review will usually take poll position.

It features as often in general café round-ups as it does in cycle café reviews and is in the 2013 *London Coffee Guide's* top 30 London cafés²⁰: "If you love bikes, coffee or both, *Look Mum No Hands!* is an essential destination."

April, May and July are important months for cyclists, with the one day races in April, the Giro d'Italia in May and the Tour de France in July. **The Bike Show**, hosted by cyclist and journalist Jack Thurston, was broadcast live from "Look Mum No Hands! – London's newest and best cycle café" during the Giro d'Italia.

"If you love bikes, coffee or both, Look Mum No Hands! is an essential destination"

2013 London Coffee Guide



¹⁸ *DesignWeek*, 16 September 2010

¹⁹ <http://now-here-this.timeout.com/2011/07/20/cafes-for-cyclists/>

²⁰ *Allegro 2013 London Coffee Guide*

4.0 Summary of results

4.2 An identity with high recognition

We had a good feeling that people would recognise the Look Mum No Hands! identity so we decided to test our theory.

1,000 cards were given out at Hoxton Square and Barbican, Shoreditch, Liverpool Street and Old Street stations, during the morning commute, at lunch time and late afternoon (but not at evenings or weekends). The cards were given out from 24 May to 5 June and were valid until Friday 7 June. None were given out in sight of the café and no information was forthcoming about which café the cards related to, no matter how persistent the enquiry!

*Many people recognised the LMNH! font instantly. 182 cards were brought into LMNH! for a free coffee during the two week promotion, equating to an **18%** response rate (excellent compared to an average Direct Marketing response rate of 4%). Allowing that some people may have recognised the identity but failed to collect their free coffee before the deadline, we can claim that almost **1 in 5** people within a 2 mile radius recognise the identity unprompted.*

It is also worth noting that the cards were given to people on foot, and not to cyclists, reinforcing the fact that LMNH! appeals to a wide audience.

Daniel Friebe, cyclist and author of books on Eddy Merckx and Bradley Wiggins, says of the identity:

"The LMNH logo is the perfect synthesis of the café's ambiance and its identity. The font is subtly retro, the ideal typographical representation of an unusual, light-hearted name. There are faint echoes - again, subtle is the word - of classic cycling jerseys and cycling iconography, which further reinforce the brand and our mental image of the café, its atmosphere and its clientele."

In addition, internet blog The Social Cyclist compliments LMNH! on "some very clever branding"²¹ and Henry Westcott who reviewed LMNH! for the FT's 'How to Spend it' column, is now a regular "in the morning as a prelude to my cycle-journey to work... and on Saturday afternoons"²².



²¹ www.thesocialcyclist.com, 15 September 2010

²² The FT 4 March 2011

4.0 Summary of results



We also ran a customer survey in LMNH! from 24th May – 25th June. **168** people completed them, in return for a limited edition badge.

We asked how they first heard about LMNH!, why and when they visited, and their thoughts on the identity itself.

40% of respondents said that they had first visited LMNH! having passed by, drawn in by the impact of the large hand painted sign and window graphics, which have become a landmark in their own right.

The identity was the **second most liked feature** of the café, after the quality of the food and drink.

When asked what the identity communicated to them, **24% said "authentic"**, 20% said "current" and 17% said "crafted". This fits with Mike Higgins' comment in *The Independent* (27 June 2010) "It's hard to believe that (LMNH!) hasn't been a London cyclists' fixture for years".

Not only is there high brand recognition, but the affection for LMNH! is evident, in press articles, online and in customer comments given on the back of the survey.



1 How did you first hear about LMNH?	4 Do you wear any other merchandise?
Word of mouth	Yes, see Q10
Signage	No, never
Other (please specify)	
2 Are you a LMNH regular?	5 What else do LMNH always say to you? (Please note: you don't need to fill this in every time you visit and you don't need to say the same thing every time)
Yes, weekly	Often
Yes, monthly	Sometimes
Yes, occasionally	Never
No, I've only been once	6 How long have you been a member?
3 What do you like best about the LMNH? (Please note: there is a limit of 3 items. Please do not overuse words and phrases from the list)	1-2 years
Quality of food	3-5 years
Quality of service	6-10 years
Staff	11-15 years
Location	16-20 years
Other (please specify)	21+ years
7 What do you like most about the LMNH? (Please note: there is a limit of 3 items. Please do not overuse words and phrases from the list)	8 How comfortable do you find the staff when you are a customer?
Quality of food	Very comfortable
Quality of service	Comfortable
Staff	Not comfortable
Location	Very uncomfortable
Other (please specify)	9. Is there anything else you'd like to tell us about your experiences at LMNH?

9. Is there anything else you'd like to tell us about your experiences at LMNH?

THIS IS ALWAYS THE FIRST PLACE WE COME ON VISITS TO LONDON. WE EVEN GET AN EARLIER TRAIN FROM PLYMOUTH TO GET HERE FOR A LATE BREAKFAST

Jack
Sam
Emma



LMNH! even appears regularly as a question in the **black cab Knowledge**: "Look Mum No Hands! has been asked on Knowledge examinations...and is held in our Database for enquiries and for future potential publications."²³

9. Is there anything else you'd like to tell us about your experiences at LMNH?

Been a big fan since launch. Enjoy the atmosphere, with a coffee. Wish you continued success.

1. Location - locally (please delete as appropriate)

9. Is there anything else you'd like to tell us about your experiences at LMNH?

I have had many a happy time at LMNH. The staff are all great, it's a great place to meet friends etc. My birthday was bigger than I thought it would be because I was a little worse for wear... fun times.

4.0

Summary of results

4.3 Inclusive appeal

From the moment LMNH! opened in April 2010, all types of people were attracted:

"Matt, Lewin and Sam wanted the atmosphere to be as inclusive as possible. They've succeeded."²⁴

"The atmosphere is welcoming rather than exclusive, and LMNH! manages to be both credible and cool without intimidating those who never learned to ride without stabilisers."²⁵

"Such is the appeal of the café that everything from smoothie-wielding urbanites to lycra-clad racing types congregate and linger in the leafy and surprisingly relaxed courtyard."²⁶

Time Out says: "On a grisly Saturday lunchtime, it wasn't just cyclists here; half of the residents of EC1 had turned up. Singles, couples, families with young children. It's easy to see why they all love the place, even with so much competition in the area."²⁷

In our customer survey, **20%** of those who responded were not cyclists. Meeting friends was the key reason for visiting (**24%**) and only 10% came to evening events and 6% used the bike repair workshop. A significant proportion came in for **work meetings** or as a **quiet workspace (22%)** and **18% for lunch**. **Age and occupation were evenly spread**, from 20-something students to 50-something managers; from cabin crew to lawyers; from daily regulars to visiting tourists.



Many customers are artists, for whom LMNH! is a constant source of inspiration.



²⁴ Mike Higgins, The FT 27 June 2010

²⁵ www.londonist.com July 2010

²⁶ www.thesocialcyclist.com 15 September 2010

²⁷ <http://www.timeout.com/london/food-drink/londons-best-cafes-and-coffee-shops>

4.0

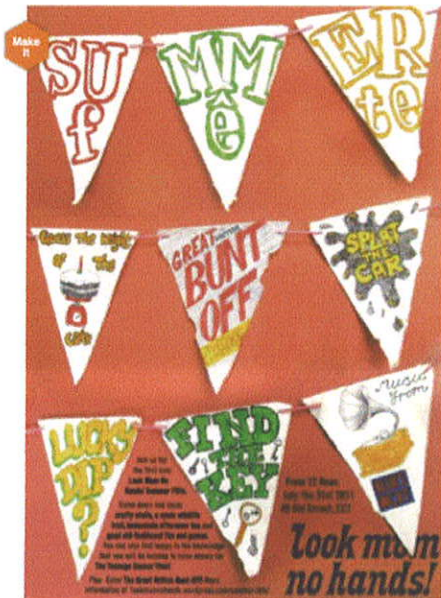
Summary of results

“Look Mum No Hands reminds us of all the things we felt about cycling when we were kids. It’s a name most of us can relate to.”

Nick Couch, Figtree Prophet

*Figtree Prophet, design and brand strategy consultants, have an office near LMNH! Nick Couch talked to Lewin Chalkey of LMNH! for their Opinions column. “It’s not the sort of place that caters to the niche crowd. It’s not aimed at the Rapha road racers, the courier ‘fixie’ riders or the Bobbin Bike ‘Make do and Mend’ nostalgists. It’s much more open than that. It manages to appeal to everyone, from the non-cyclist to the Giro d’Italia, never-miss-a-stage enthusiast. **That’s why the name works so well.**”*

“Testament to that is the mix of people. “In the evening you can see some people on their laptops, some reading books and others having a beer watching the cycling on the screen. There aren’t many places like that around here”, Lewin says. The mix also extends to the non-cyclists with a once a week knitting group and a ‘make your own bunting’ class happening soon.”



Equally important to LMNH! is to be “a voice for the community”²⁸ whether hosting a local Knitting Group, exhibiting Boneshaker magazine spreads or running ‘The Great British Bunt Off’ competition. Local people are encouraged to put up notices and treat LMNH! as a part of the local community.

4.0 Summary of results

4.4 A strong and flexible identity

The LMNH! identity was designed to be strong and flexible enough for the founders to grow and manage on their own.

From the outset, the LMNH branding on the shop window was used to promote events, so it has featured in pink for the Giro and yellow for the Tour, as well as in its 'corporate' blue.

The LMNH! race team was also a crucial part of the brand from the beginning, adding to its credibility as a destination for the serious cycling crowd.

OPX considered the potential for LMNH! branded merchandise from the beginning, showing how the logo could work on caps, t-shirts, cups, stickers and water bottles. A limited selection of merchandise was sold in the shop from day one, but it really started to make a significant contribution to the business – not just in terms of revenue but taking the LMNH! brand around the world – when a separate e-commerce site was launched in March 2011.

The shop and e-commerce site sells LMNH! branded and other branded products. Matt says "We've been amazed at how many people just want to buy stuff with our logo on...it's really helping us." It has certainly been responsible for taking the brand around the world to customers who may never set foot inside the café.

Branded merchandise helped to spread the word, with LMNH!'s first wholesale order from children's magazine Anorak who sold LMNH! caps in a cycling-themed issue to tie in with the Tour de France.

Just a few of the 8,380
LMNH! photographs
found on Flickr



4.0

Summary of results

87%
increase in average purchases by the third year

50%
of e-commerce sales made up by LMNH! products

Year on year e-commerce sales increased by **4.5 times** in Year 2 (May 2011-2012) and then **doubled again** in Year 3 (May 2012-2013)²⁹ and by May 2013 merchandise sales was accounting for **13%** of total revenue.

Transactions were up by **2.5 times** in Year 2, and **doubled again** Year 3.

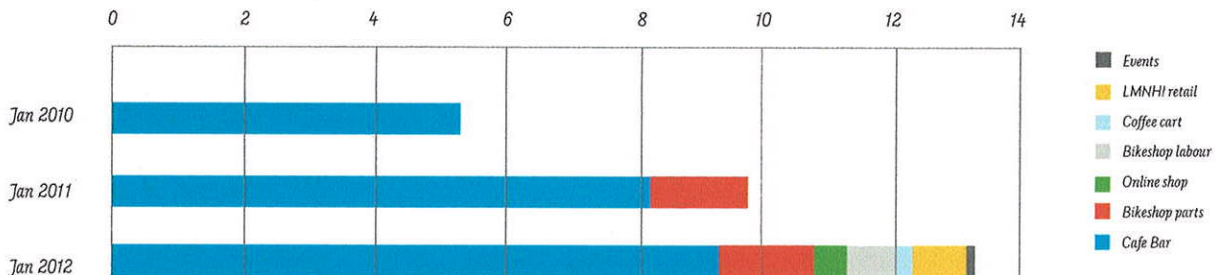
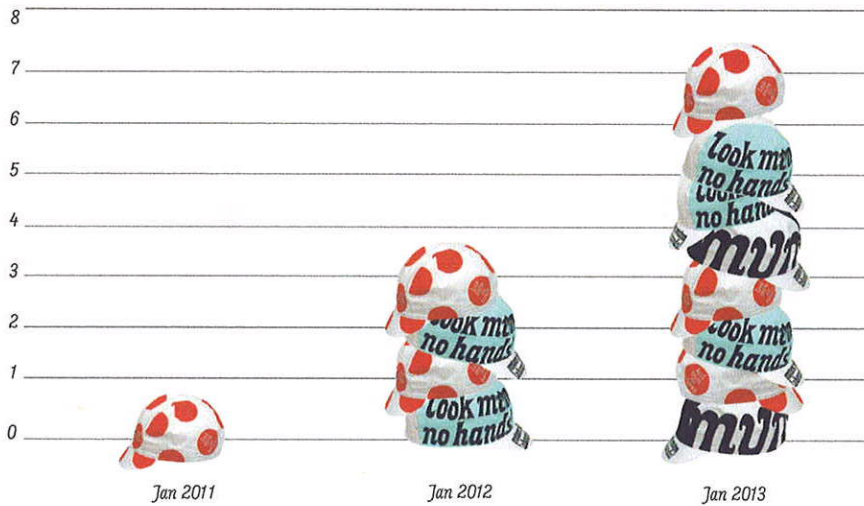
By Year 3 average purchases were **up 87%** and the conversion rate had **more than doubled**.

Last month (May 2013), **9/10** of the top selling products were LMNH! branded.

LMNH! products account for nearly **50% of e-commerce sales**, with LMNH bike workshop courses making up a large part of the remaining 50%.

As well as widening LMNH!'s customer base beyond the locality, the increase in branded merchandise revenue has reduced LMNH!'s reliance on café sales and created a more robust business model.

E-commerce revenue



4.0 Summary of results

4.5 Known around the world

LMNH! merchandise has now been bought in 24 countries around the world³⁰, including Canada, Brazil, Japan, Australia, Latvia and Poland.

In May 2013, **34%** of all LMNH's e-commerce visitors were from outside the UK³¹. That effectively means that a third of the people buying LMNH! products don't live in the UK³¹, and are buying into an identity of a café they may never even visit.



Glocal
LMNH! is a local brand that has successfully gone global, achieving iconic status as a destination logo that people are proud to wear.

24
countries



4.0

Summary of results

Responses to our two-week customer survey show that LMNH! is clearly a 'must visit' destination for some tourists.

9. Is there anything else you'd like to tell us about your experiences at LMNH?

I follow you to Toulon (France) and I'm happy to meet LMNH! Very good place, good vibes...

9. Is there anything else you'd like to tell us about your experiences at LMNH?

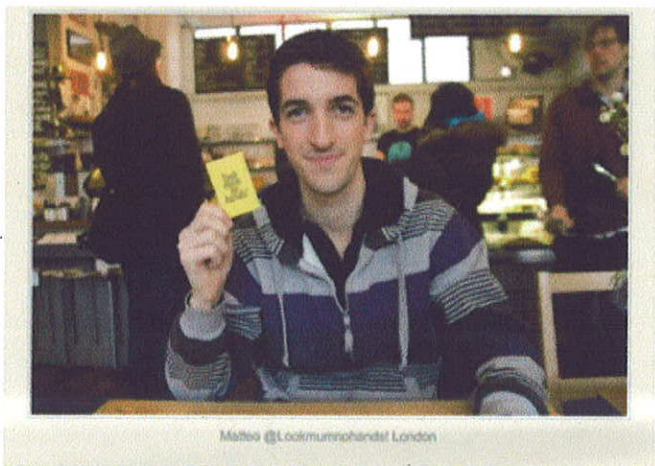
I always come here with my friend from Berlin whenever he comes to visit - it's our ritual!

Press articles on LMNH! have appeared in South Korea, Japan and America, and quite possibly elsewhere, promoting the international reputation of Britain as a creative driver for 'street fashion', coupled with the success of British cycling at the 2012 Olympics, and the rise of cyclists like Bradley Wiggins and Mark Cavendish.

But there is also something about the love affair with LMNH! which transcends nationality just as it transcends cycling to appeal on a far wider scale to people in all walks of life.

So a little back story here - Tom "The Hairless Wonder" Price sent the link for this place to me about a month ago. Bottom line - it's a "bicycle themed cafe, bar, and WORKSHOP." That's right - you can wheel up for a bite, relax in their beer garden, and watch the telly whilst they repair your shimano gears or whatever you fix on a bike. Tom told me I simply must visit this place, and with the weather being perfect, Puffin and I thought that was a great idea.

True to form, the place was GREAT, Tom - it's something out of Watauga or Avery Country, dude. Bikes hanging up everywhere, everybody in there (except JT and I) is covered in jailhouse tats, wearing lycra, and ENGROSSED in the Tour de France (Stage 7 in case anyone's curious). The food was great (all veggie), and we took down a Spinach and Feta pie with (A REAL) salad. Seriously - the salad there was GREAT, especially when you wash it down with Belgian, French, or Swiss beer in

One of the first place we visited during our four days in London has been "Look Mum No Hands!"

Inspired by the great reviews on the Internet and by the perfect mix of bicycle passion and good food discernible already from the website (<http://www.lookmumnohands.com/>) we took the

Personal travel blogs are a factor in LMNH!'s international success. This is typical of the sort of post blogged or tweeted by overseas visitors, some of whom come across LMNH! by accident and others who make sure it's on their London 'landmarks' itinerary.

4.0

Summary of results



Costa 44,818



Pret 40,687



LMNH 14,979



Rapha Cycle Club 10,777



Caffé Nero 3288



Mud Dock 1,118



Lock 7 282



Cyclelab 202

4.6 A brand gone viral

Look Mum No Hands! has achieved what other more established brands strive for – viral status.

In just three years, it now has nearly **15,000** Twitter followers, **38%** as many as Pret and **35%** as many as Costa.

Compared with other established cycle cafés, that's **14** times as many as Mud Dock, and nearly **60** times as many as neighbouring Lock 7.

On Facebook LMNH! has **7,001** likes and counting, **6** times as many as Mud Dock and **10** times as many as Lock 7.

On Flickr search LMNH! and you will find **8,380** photos posted by customers (and growing!).

4.0

Summary of results

4.7 The brand partner of choice

Since its launch LMNH! has been in demand as a venue for product and book launches, TV shows and art exhibitions. Blue chip consumer brands wanting an association with LMNH! include Levis, Oakley, Fiat and Microsoft.

Why choose LMNH!? Jean Pierre van Tiel, UK Director of Windows at Microsoft explains: "In our constant search for partnerships to add and reinforce values attributed to our brand, LMNH! offered us a venue that is genuine and authentic to present our latest devices and products amongst the right target audience in the same un-imposing and convivial way as LMNH! runs their business."

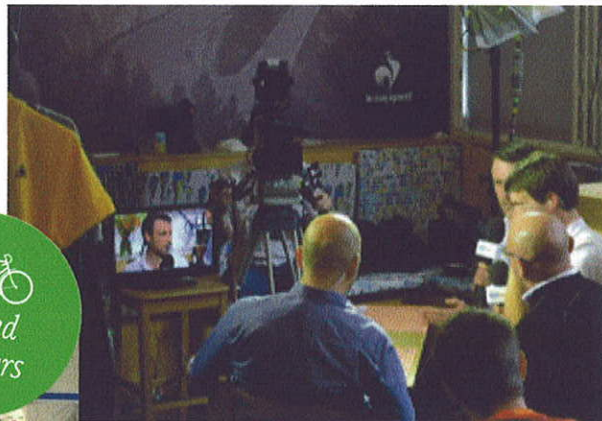
Creative businesses and artists have also made LMNH! their brand partner, from bike poster company Artcrank to paper company GF Smith, illustrator Jim Field and florist McQueen's.



Levis chose LMNH! as the London launch venue for their Commuter jeans.



Eurosport chose LMNH! as the venue for its coverage of the Tour de France in July 2012.



4.0

Summary of results



4.8 A positive influence on Old Street

LMNH!'s presence on Old Street has unquestionably had a positive effect on the local area.

Winkworth Estate Agents has partnered with LMNH! to encourage potential buyers to explore the stretch of Old Street between Clerkenwell and Hoxton. Laura Edlington, Senior Sales Consultant says "the name isn't what drew us in as a coffee partner. However, the identity and the concept of it, as somewhere that appeals to everyone, from many different careers and lifestyles, represents Clerkenwell's general atmosphere very well. We thought this was something that we would like to be associated with as an office".

Base Property Specialists even mention LMNH! in local property details. Have property prices increased as a result? It's hard to tell. However, a new development of four luxury 2 bed flats at 54-56 Old Street, almost opposite LMNH!, have all been sold prior to completion. The office rental space below these flats is charged out at £37 per sq ft, £4 per sq ft higher than the average rentals for Old Street's 'Silicon Roundabout' and only £1 per sq ft below upmarket Clerkenwell³². Zoopla shows the beginnings of a 'hot area' at this new development³³, with the average property price rise since 2010 on this stretch of Old Street **7.3%** higher than elsewhere in EC1.

Several fashionable and creative businesses have since moved to this stretch of Old Street, including Timberyard and The Bicycle Man, a cycle retailer who clearly saw an opportunity to be located near LMNH!.



Property Location

If you are looking for property to rent in Old Street, the King Square Estate is perfectly situated near Angel and Old Street stations, with Barbican and Farringdon stations also being only a short walk away, making the City and West End very easily accessible. It is very convenient for the nearby City University. Located between City Road, Upper Street and Old Street, King Square is about 15mins walk away from the local restaurants and bars. The Barbican Theatre Hotel is just around the corner with gym membership open to the public, the renowned Sadler's Wells Theatre is also nearby and for those that like bicycles, coffee and something a little different there is 'look mum no hands' nearby. The nearest supermarket is the Waitrose on St John Street.

4.0

Summary of results

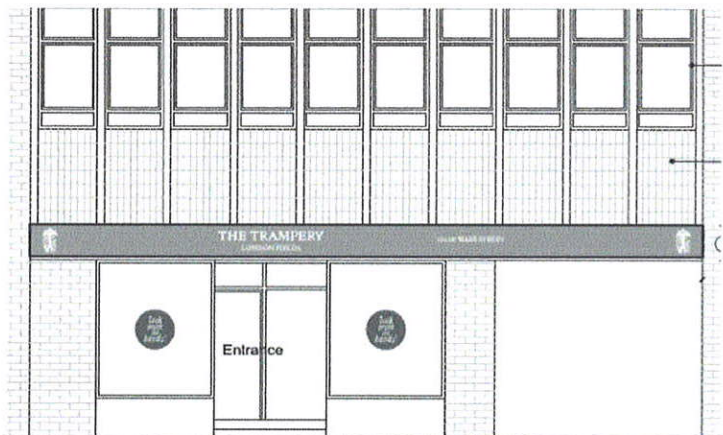
4.9 An expanding portfolio

LMNH! recently opened a 'pop-up' café as part of Southbank's Festival of Neighbourhood. Although only trading for three weeks, Southbank LMNH! has once again exceeded expectations, achieving **£XX,XXX** in its first week, **75%** of the weekly target for the busiest weeks in July. This figure has been achieved pre-school holidays, Tour de France and the peak tourist period.

LMNH! is also working with Hackney Council to provide a street-level café within the new Trampery development at Morley Hall.

"(The team at Look Mum No Hands!) understand how a cafe can become the focal point for a community and link people from different worlds. The fit out they've created at London Fields is beautifully detailed and sits perfectly with The Trampery's vision for the building. We're looking forward to working together over the coming years and making all kinds of magic happen."

Charles Armstrong, Director, The Trampery Ltd



LMNH! Pop up
at Southbank will
remain open until
September



5

Other influencing factors

What has made LMNH successful?

Location?

Nothing there beforehand, a "nondescript stretch of Old Street"

Founders?

Dedicated and passionate, but so are the founders of other cycle cafés. Making this passion scaleable requires a great identity. The ability to open new premises and extend into merchandising and yet still keep the same ethos is what the brand has allowed them to achieve.

Extended opening hours?

The ability to host evening events and race screenings certainly a help, but this is not a major residential area. LMNH! draws the crowds because it's a destination and well-known.

Quality of food and drink?

This is a key consideration in how well the whole experience lives up to the brand promise and has certainly helped attract the non-cycling crowd, but it is more likely to affect whether people return.

Bike workshop?

Bikeshop labour and parts still only account for 15% of revenue.

Rise in the popularity of cycling?

Whilst this is undoubtedly a factor other cycling cafes have not enjoyed the same level of success as LMNH!

Word of mouth?

This would have eventually translated into financial success but it cannot account for the instant success that LMNH! achieved. The identity's appeal encouraged people to go in and to write about the cafe from the very beginning.

The only credible explanation for its instant success, financially and in terms of press coverage (with no PR) is the name and identity. This claim is supported by the results of the 'free coffee' cards and LMNH! customer survey.

6. Research resources

Google Analytics for LMNH!
main website and shopify
e-commerce microsite

Twitter, Facebook, Flickr

LMNH! in-café survey

'Find my home for a free
coffee' cards

LMNH! monthly P&L reports

LMNH! annual turnover and
profit (month) 2010-2011,
2011-2012, 2012-2103

