

POP UP SHOP INITIATIVE



The contribution small businesses make to the local economy and employment in the district is invaluable. Key to the council's economic development activities are re-imagining the city centre and developing key economic activities. The Pop Up Shop initiative aims to encourage creativity and innovation and will support start-ups, entrepreneurs and small businesses. It will support and provide an opportunity to trial business concepts in a low risk environment.

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www.chichester.gov.uk/popupshop



We are seeking applications from start-ups and small businesses to set up a temporary retail offer. The successful applicants will have the opportunity to test their business concepts for between 4 to 8 weeks, allowing them the chance to launch products and services to their target markets.

It is intended that the Pop Ups will provide visitors with a memorable retail experience both in terms of the unique products/services on offer and how customers are engaged. Businesses should aim to create a compelling retail offer that resonates with people. It's not just about products or services, but also creating a retail environment designed to give an excellent customer experience.

OUR OBJECTIVES

- To provide a low cost platform for start-up and small businesses wishing to trial a retail premises
- Facilitate the opportunities of success for a range of small and micro businesses
- To visually improve the impact of vacant units
- Encourage creativity and new business ideas to promote a long term future for our high streets
- To put vacant units to good use



WHY USE A POP UP SHOP FOR YOUR EMERGING BUSINESS?

A Pop Up Shop by its nature has a tendency to arrive unannounced, quickly draw in crowds and then disappear or morph into something else, creating a fresh and exclusive feel, along with the element of surprise. Pop Ups provide the experience and delight for your customers. It is about engaging with your target market with temporary showcasing of your products or services; creating a buzz because of the limited time span. It's about trying out new concepts, techniques or methods. It can provide visibility to e-tailers and allows emerging businesses to enter uncharted markets on a cost effective basis.

KEY THEMES INCLUDE:

Diversification: Small shops are getting creative with how to foster engagement with their customers. What these places lack in square footage, they make up in good design, with a combination of locally inspired products, services, excellent customer service and more.

Convenience: With ever-expanding ways for people to receive goods and services, retailers have to evolve the store experience. They also need to address convenience and product accessibility to engage digital consumers.

Experience: Places that get the experience right are places that emotionally connect to consumers and community. They promote a sense of discovery and exploration, and encourage visitors to stay longer and return often to uncover what comes next.



ELIGIBILITY

The initiative is intended to encourage and nurture new and small businesses not currently occupying retail premises. We will give preference to the following:

- Start-ups and new businesses.
- Independent businesses – for this purpose an independent business is defined as having one premises.
- Businesses and sole traders from within the Chichester District area or immediate peripheral areas.
- Uses that are in line with the council's Pop Up Shop objectives.
- Uses that fall within both E(a) Use Class according to Town and Country Planning (Use Classes) Order 1987 and licencing guidelines.
- Uses that will contribute to drawing footfall to the premises.
- Further/higher education establishments within The Chichester District may apply.

Please note:

- The space can be shared with other users or groups and collaboration between different individuals and/or groups is possible so long as there is a lead applicant who will be responsible as the licensee.
- Certain uses will not be considered appropriate, including those of a political or religious nature. Please visit www.chichester.gov.uk/popupshop for a full list, or contact us for more details.

WHAT'S THE DETAIL?

- Successful applicants will enter into a licence agreement with Chichester District Council.
- Licences will run for a minimum period of four weeks at a cost of £75 + VAT per week; payable in advance. The maximum period which can be considered is 8 weeks.
- All applications must be led by someone over the age of 18.
- The licence fee will be set as an 'all inclusive' figure, including utilities, business rates and buildings insurance.
- If actual utility consumption is higher than average, the council reserves the right to levy an additional charge for this.
- Users will be required to hold appropriate insurances covering their proposed use, plus public liability insurance and plate glass insurance
- Complete an application form if you are eligible to apply (see eligibility criteria below). If you are selected, dates are agreed with the Council according to availability and you will be asked to sign a licence agreement. The Council will seek to maximise use of the space and will programme it in a way that achieves the objectives best; decisions as to occupiers of the space will be entirely at the Council's discretion.
- You will be responsible for completing relevant risk assessments specific to your use of the space which should be made available to the Council if requested.
- All participants will be responsible for the space during their use of it and will be expected to leave it clean and secure for the next user.
- You may be permitted to make temporary decorative changes to the walls, subject to prior approval, but must agree to return the premises at the end of the agreed period in the same condition as at the start of the Licence, making good, as required
- The Pop Up sites are currently approved for A1 retail uses.
- Furniture/fixtures and fittings are to be provided by the occupier.
- No structural changes or alterations to the premises are permitted.
- The successful applicant must vacate at the end of their agreed licence period in line with the terms and conditions of the licence. The council will request the occupant to vacate early should any breaches of terms and conditions occur. The Council's decision will be final in this regard.
- The space can be open for trading between 7am to 9pm, Mon – Sat. Trading must take place between core hours of 10am to 4pm. Normal Sunday trading laws will apply.
- The council's support should be acknowledged in any major marketing material/output relating to your Pop Up.

SELECTION PROCESS

Applications will be invited. Council officers will review and evaluate all applications to establish their suitability for the programme.

Suitable applicants may be asked to meet with council officers as part of the selection process. The council will inform the applicants if they have been successful or not.

Selection criteria:

Submissions must answer all the questions in the application form and include the attachments requested.

Applications will be evaluated according to, but not limited to, the following criteria:

- Contents of Business Plan
- Business concept details
- Stated motivation for participating in the initiative

KEY DATES

- Current application dates and availability can be found at www.chichester.gov.uk
- Viewings available on request

