

Reducing the visual impact
of empty properties on the
high street.

POP-UP



SHOPS

ARE YOU POP UP READY?

Pop-Up Shops are a way of reducing the visual impact of empty properties on the high street while giving start-up businesses an opportunity to test the water. The pop up nature builds a sense of excitement and gives marketing opportunities to the pop up business and the town hosting it.

Businesses/Artists/Groups using Pop-Up shops benefit from minimal commitment to 'test' their product, using the limited time to boost sales. Pop-Ups are also a good way for e-commerce businesses to engage with their customers in a new way.

Landlords benefit by having their premises showcased to potential commercial tenants. There is also the potential that a Pop-Up business decides to make their business permanent.

Main Pop-Up Goals

- Revenue Generation
- Brand Awareness
- Customer Engagement

Budgeting for Your Pop-Up Shop

Having a clear and articulate budget for your Pop-Up store is a critical and vital step which will help you determine some of the most important components when it comes to doing a Pop-Up. For example, you'll know how much you can afford for rent which will determine which locations and properties are worth your while to scout and inquire about, or how much you can spend on designing the interior of your store, or marketing your Pop-Up for that matter.

Here's a few items that you'll definitely want to factor in when creating your budget:

- Rent
- Utilities
- Insurance
- Internet
- POS
- Credit Card Fees
- Merchandising
- Fixtures
- Furniture
- Checkout Counter
- Lighting
- Paint

How to Close the Deal on Your Pop-Up Location

It's important to demonstrate to property managers and real estate agents that you've done your homework and that you have your bases covered. Once you get them on the phone or drop in to see them in person, you should have the following list of questions ready to ask upfront in order to get a complete understanding of what you're getting into:

- What is the rental cost?
- Can the lease be changed to short term?
- What is included in the rental cost?
- Are there any additional utility costs?
- What is the layout of the space?
- What are the specific dimensions of the ceiling, windows, doors, counters, pillars...etc?
- Can the space be modified?
- Who is liable for what?
- Is there internet or WiFi?
- Will you need insurance?
- What is the deposit required to secure the venue?
- What is the average foot traffic you can expect?



How East Lindsey District Council can help

Access to Pop Up artwork

Free downloads are available from:

www.e-lindsey.gov.uk/popup

Access to like minded start-up businesses

The Council hosts a list of start-up businesses that have registered an interest to become a Pop-Up shop and may be able to introduce you to businesses which are keen to share a Pop-Up space.

To register your interest and to be included on this list please email:

pop-up@e-lindsey.gov.uk.

Access to training sessions

Periodically the Council will run training and networking events for like minded businesses. Please sign up to their monthly electronic newsletter to be kept up to date with all relevant news and event information:

www.e-lindsey.gov.uk/ebb

Apply for our Micro Business Grant

(Available district-wide and open to all businesses with nine or fewer employees.)

Applicants can apply for up to £3k / up to 50% of the project costs. Terms and Conditions, along with the application form are available here:

www.e-lindsey.gov.uk/mbg

