Research into the feasibility of a pop-up shop initiative in rural Carmarthenshire

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Astudiaeth dichonolrwydd cynllun 'Siop sionc'

Cwblhawyd y gwaith ymchwil gan Canta, gyda chymorth gan Perspectif. Comisiynwyd yr ymchwil gan Dîm Cyllid Allanol Cyngor Sir Caerfyrddin, ar ran y Grŵp Cefn Gwlad, y bartneriaeth sydd â chyfrifoldeb dros reoli'r rhaglen LEADER yn Sir Gaerfyrddin. Mae'r prosiect ymchwil hwn wedi cael ei ariannu gan Gynllun Datblygu Gwledig Cymru 2014-2020 a ariennir gan Lywodraeth Cymru a Chronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig.

Research into the feasibility of a 'pop up shop' initiative in rural Carmarthenshire

Research carried out by Canta, with support from Perspectif. The research was commissioned by Carmarthenshire County Council's External Funding Team, on behalf of Grwp Cefn Gwlad, the partnership with responsibility for the management of the LEADER programme in Carmarthenshire. This research project has been funded through the Rural Development Plan for Wales 2014-2020 which is funded by the Welsh Government and the European Agricultural Fund for Rural Development.

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Contents

Executive Summary

A pop-up shop is defined as a temporary shop, stall or brand experience used to sell goods and services for a limited period of time. It includes everything from market stalls and street food vendors, to fashion shops, galleries, cafes and bars.

Pop-up shops are seen more regularly as features in high streets in the UK, as pressures such as on-line shopping, out-of-town shopping centres and the closing of bank branches are having an impact on shopper numbers in town centres. Landlords have therefore been searching for alternative ways of filling their vacant premises.

The level of vacant shops in towns has been growing steadily over the past decade, although recent data suggests a drop in the proportion of high street premises that lie empty. The level for Wales in 2015 was15.1%. We estimate that to be similar for Carmarthenshire. The reason for this reduction may in part be due to those spaces being put to alternative uses.

This report draws on secondary (desk) research into the development of pop-up spaces in UK towns and cities and primary research among shoppers and businesses in sic rural towns in Carmarthenshire on attitudes towards pop-up shops as a potential answer to the challenges presented by empty premises in those towns.

Pop-up shops are succeeding on a commercial basis, administered by commercial ventures such as Appear Here, where there is sufficient footfall (shoppers in town and city centres).

Managing pop-up shops in rural towns, where shopper numbers are generally lower, is more challenging, and has often required external funding to succeed.

There is clear enthusiasm among regular shoppers, visitors and businesses in the six towns that were subject of the study, for the pop-up shop concept.

Stakeholders in the six towns identified a number of other issues relating to the town that they felt, if resolved, would attract more people to the town or lead to people visiting more regularly. These include issues to do with variety of shops, promotion, the need for more events and activities and issues around parking.

Whilst there is a clear demand and enthusiasm for the concept of the a pop-up shop initiative in the towns, the challenge of being able to successfully launch an initiative that has the ability to sustain itself in the long term is significant and one that would require external investment.

All the towns that were the subject of this research have an opportunity to develop, grow and thrive. To reach their potential, it will require collaborative working, focus on an agreed direction and a commitment to deliver to the strategy.

A pop-up shop initiative can form part of the solution for the towns looking to focus their offer to their residents and visitors, but to succeed, there will need to be widespread buy-in to the strategy and its delivery.

1. Introduction

This report has been commissioned by Carmarthenshire County Council's External Funding Team, on behalf of Grŵp Cefn Gwlad, the partnership with responsibility for the management of the LEADER programme in Carmarthenshire.

The research project is being funded through the Rural Development Plan for Wales 2014-2020 which is funded by the Welsh Government and the European Agricultural Fund for Rural Development

The research for this report was undertaken by Canta Communication and Marketing and was compiled during May 2016 – October 2016.

The consultation process was designed to support the Partnership in its aim in identify potential 'Pop up Shop' models that could suitably be adapted to rural Carmarthenshire.

The rural market towns to be considered as part of the research include the following:

Carmarthen

Whitland

St Clears

Llandeilo

Newcastle Emlyn

Llandovery

The research was carried out in three sections:

Part 1 - To research and identify potential 'pop up shop' models that could suitably be adapted to rural Carmarthenshire

Part 2 - To investigate the feasibility of developing a pop up shop initiative across the market towns of rural Carmarthenshire

Part 3 - To design and develop a business plan to take the preferred model forward, including an indication of operating costs

2. Background

2.1. Definition of a Pop-Up Shop

A temporary shop, stall or brand experience used to sell goods and services for a limited period of time. It includes everything from market stalls and street food vendors, to fashion shops, galleries, cafes and bars.

2.2. Why pop-up spaces have emerged onto high streets

A number of factors have led to the emergence of pop-up shops as a feature on UK high streets. Growth in online retailing is one factor – in 2007, only 3% of total retail sales were online, whilst in 2016, that had grown to an estimated 12.5%. The impact of out-of-town retail developments has probably been more significant in terms of impact on town centre retailing in the same period. Independent retail shops in particular have been impacted. Many studies have reported on the emergence of the 'clone town' – towns that have the same retail offer, including a growing number of charity shops and those in the 'BGM sector' – Beer, Gambling and Money.

In the Local Data Company report, published in January 2017, Llandeilo is identified as one of the top 10 towns in Wales with the highest proportion of independent retailers, suggesting that it, along with a number of similar towns in Wales are succeeding to attract people on the basis of the variety it offers. This will be explored further in a later section.

2.3. The high street and empty shops

Figures from the Local Data Company in September 2016 show that Wales has the highest number of vacant shops in the UK at 15.1%. Provision figures for 2016 suggest that this figure has reduced to 14.6%. Whilst no specific data is collated for Carmarthenshire, data for Carmarthen town from the Local Data Company, along with local anecdotal evidence from other towns would suggest that the level of empty property in Carmarthenshire is on a par with that of the rest of Wales. There is no evidence to suggest that the situation is significantly better or worse than other parts of Wales.
This historic and constant high level of vacancy rates, combined with changing consumer trends and a growing emphasis on locally sourced products have helped to create the conditions for the development of pop-up shops.

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[1] Britain's Pop-Up Retail Economy 2015 - Blurring the lines between pop-up and traditional retail
A report by the Centre for Economics and Business Research (August 2015)

2.4. Economic contribution of pop-up shops to the economy

Pop up shops are becoming an increasingly common feature of the retail environment in the UK and one that is providing a growing contribution to the retail economy in the UK. According to research published by the Centre for Economics and Business Research in August 2015[1]:

- The pop-up retail sector generated over £2.3 billion in turnover in the year to August 2015 – up from £2.1 billion in the previous year and equivalent to 0.76% of total UK retail turnover.

- Total turnover in the sector grew by 12.3% compared with the previous 12 months – increase supported by a rise in the number of people visiting and an increase of over £8 in visitors average annual spend to around £124.

- There are approximately 10,500 pop-up shops across the UK employing roughly 26,200 people. The growth in popularity of the pop up retail phenomenon has been driven largely by developments in areas of high population and footfall, where pop up shops have been used for a number of reasons:

    - Test a New Revenue Stream
    - Engage Customers Offline
    - Create "Get It While It Lasts" Urgency
    - Market Merchandise Around a Sale, Season, or Holiday
    - Educate New Customers
    - Go to Where Your Customers Are
    - Generate Brand Awareness

This report will seek to provide the information for Grŵp Cefn Gwlad to make an informed decision as to whether a Pop-up shop initiative could form part of the answer - if the right business model could be developed - to make their use beneficial to four parties – the businesses using them, the visitors to the towns, landlords and the town centres.

3. Methodology

3.1. Part 1

To research and identify potential 'pop up shop' models that could suitably be adapted to rural Carmarthenshire.

3.1.1. On-line desk research and visits

- Pop Up Colwyn Bay
- Pop Up Selkirk
- Pop Up Penzance
- Appear Here
- Carmarthen Chamber of Trade
- Llandeilo Chamber of Trade
- Newcastle Emlyn Town Council
- Llandovery Town Council
- Carmarthen Town Council
- St. Clears Town Council
- Whitland Town Council

- Caerphilly Borough Council
- Jamie Reynolds, Business Development Officer CCC
- Angharad Harding, Business Development Officer CCC
- Scottish Borders Council
- Jude Boutle, Llandrindod Town Champion / Youth Market Co-ordinator
- Centre Manager, St. Catherine's Walk
- National Autistic Society
- Fishguard Town Partnership

- Newcastle Emlyn Town Council
- Pembrokeshire County Council, Community, Safety, Poverty and Regeneration Manager
- Carmarthenshire WIRE
- Angharad Williams, Lan Llofft (Lampeter)
- Hang Fire Pump House (Cardiff)
- Button Tree Lane (Fishguard)
- Andrew Thomas, Landlord, Fishguard
- Estate Agents
- Terry Thomas, Carmarthen
- John Francis Commercial Department, Narberth
- Edward H. Perkins, Haverfordwest
- Gerald Vaughan, Carmarthen
- Swift Relocations, Carmarthen
- Cooke and Arkwirght, Cardiff
- BJP, Llandeilo
- Clee Tompkinson and Francis, Llandeilo
- Donna Hathaway, Chess, Llandeilo
- Reports and relevant articles
- On The High Street, Mintel (April 2016)
- Britain's Pop Up Retail Economy 2015. Blurring the lines between pop-up and traditional retail prepared by EE

- EE's How to Launch a Pop-Up Shop
- Pop Up Britain's Kit For Town Teams
- Pop to the Pop Ups - Selkirk Final Report
- Colwyn Bay, Pop Up Pack
- Stakeholder Lists Compiled:
- Carmarthen 380
- Newcastle Emlyn 96
- Llandeilo 170
- St. Clears 142
- Whitland 101
- Llandovery 65

3.2. Part 2 – Consultation with stakeholders

The following is a list of activities carried out as part of a consultation to gather the views of the general public and businesses about the potential for a pop-up shop initiative in Carmarthenshire.

- Business Questionnaire created
- Consumer Questionnaire created
- Visit to Carmarthenshire WIRE meeting 20/6/2016
- Consultation days organised July and September 2016:
  - Llandeilo 21/7/2016, 5 Carmarthen Street, 10am-7pm
  - Newcastle Emlyn 22/7/2016, Cawdor Hall, 10am-7pm
  - Carmarthen 25/7/2016, 7a King's Street, 10am-7pm
  - St. Clears 26/9/2016, The Gate, 10am – 6pm
  - Whitland 28/9/2016, M.L. Davies, 10am – 6pm
  - Llandovery 30/9/2016, 3 King's Road, 10am – 6pm
  - Youth Market (in partnership with Big Ideas Wales Entrepreneurship Project Llandrindod Wells (September)

For each event, we hired an empty shop in each of the six towns to act as a drop-in location for people to share their views. We invited businesses and other stakeholders for each town to visit the drop-in exhibition. The respective events were promoted via flyers and posters, social media and press relations activities.

3.3. Part 3 – The preferred model

Following the consultation period, four options were developed for further consideration in determining the next steps for the project. A scoring matrix was developed in order to apply an objective measure to choosing the next steps.

In order to score the options, they were scores against a series of objectives, weighted for their importance relative to the purpose of the pop-up initiative, including potential to attract new visitors and likelihood to lead to positive business opportunities.

3.4. Appropriateness, scope and effectiveness of the consultation

Whilst designing the consultation exercise, we considered the key principles of good practice in consultation, including: the appropriateness and relevance of the consultation to the stakeholders invited; completeness of the list of stakeholders whose views were sought; scope for the consultation - i.e. ability to influence the outcome; accessibility of the consultation and transparency of the process and the outcome.

We used a range of methods to reach the stakeholders who would be affected by / interested in the proposed initiative, including running events at times and locations when people visiting the towns would be able to participate, promoting the opportunities through press releases, social media promotion and through the use of posters and flyers, and through personal invites to key stakeholder organisations in each of the six towns.

We believe that through the activities carried out, that we have been able to fairly reflect the views of the interested parties and provided opportunities for them to shape the outcome. The publication of this report and its appendices will enable stakeholders to scrutinise the outcome with transparency, and see how their opinion(s) were reflected in the conclusions.

4. Findings – Desk Research

This section sets out examples where pop-up shops have been used in the UK, focusing on the common issues / lessons learnt from those examples.

4.1. Location

Pop ups operators have found locations from willing landlords as a way to fill empty shops, at least for part of the year. Town and city-centre locations have also found them to be beneficial in attracting new visitors to centres by offering something different. They are not only used as retail only operations, but have also been used as nightclubs, cinemas or art galleries, adding to the variety on offer to visitors to town centres.

The Pop-Up Shop Start Up Guide produced by EE notes that half the battle of setting up a pop-up shop is choosing the right spot for it. Finding a location with high footfall is important; both in terms of getting publicity for the brand and generating business, but eager entrepreneurs must consider their target demographic. Having an enormous audience is no good if they are not interested in what the pop-up is selling. It is crucial for aspiring pop-up retailers do their research in advance, selecting a location that is best suited to their target audience.

There is less evidence of their successful use in rural areas or areas where footfall is generally lower. But there are some examples of rural towns – and individual businesses- that have trialled their use. Evidence from our own previous research demonstrates that towns need to develop a wide range of reasons for people to visit in order to benefit the whole town.

4.2. Landlords

The growth of pop-up retailing can be partly attributed to landlords needing to fill vacant shops. Appear Here is a London based business which aims to give high streets across the country a new lease of life and facilitates short-term lets from its portfolio of properties in prime locations across the UK.

By working closely and listening to landlords Appear Here found that landlords wanted a better understanding of pop-up shops as well as having a way of trusting their credibility. By creating what they describe as the Landlord Dashboard App. they now have in place a one-stop-shop for landlords to make the way they rent their space easier and simpler, cutting the time it takes to agree a lease from months to just days as well as being able to monitor the performance of each space within their portfolio.

This research showed that absentee landlords were a fundamental barrier to the high street. Having identified King Street as the desired location for the consultation day to be held in Carmarthen two potential empty premises were identified as suitable for the activity. 7a King Street was secured through collaboration with the Commercial Department of John Francis working on behalf of their England-based client. The experience in Llandovery mirrored the Carmarthen situation with Clee Tomkinson securing 8, King's Road with their client also based in London. Working directly with local based landlords in Whitland and Llandeilo proved a much easier process. Council owned premises were used in St. Clears and Newcastle Emlyn due to the lack of availability of suitable empty premises.

Anecdotal evidence from each of the six towns showed that absentee landlords are disinterested in their properties, in the way they look and the effect that has on the high street. The experiences of the potential models identified as part of this project corroborates the findings of our research.

Sinead Henehan, Community Safety, Poverty and Regeneration Manager at Pembrokeshire County Council a major driver of the pop-up shop initiative in Pembrokeshire noted that many absentee landlords – owners of what she described as "pension buildings" – have no interest in generating possible income from them. She is also is of the opinion that local Chamber of Trades / Town Partnerships have had more success in engaging with landlords than the County Council partly due to the fact that the County Council had no dedicated member of staff to engage with landlords.

Jeremy Martineau, Honorary Secretary of the Fishguard and Goodwick Chamber of Trade and Tourism also noted that on reflection involving the landlords from the outset would have been more beneficial.

Working with a local landlord in Fishguard however has proved fruitful. Andrew Thomas landlord of the successful pop-up shop premises is totally supportive of the initiative noting that not only does the scheme offset his running costs but that "it's better to have something in there than nothing."

This appears to also have been the case for the Pop-Up Shop initiative in Selkirk in Scotland. Will Haagelnad notes that the Chamber of Trade –the key driver in their project - did involve the property owners right from the start. He noted that "it is key to promote the positives to the landlords; e.g. that the properties can be showed off when in use to potential buyers is better than to show off an empty property and an empty high street. Increasing foot-fall will have an impact on the value of the property long-term, whilst leaving it empty will have the opposite effect."

4.3. Partnership Working

Fishguard and Selkirk are examples where Town Partnerships/Chamber of Trade has been instrumental in creating and driving pop-up shop initiatives.

Penzance and Colwyn Bay on the other hand are good examples of multiple agencies coming together in an effort to regenerate their high streets.

Pop Up Penzance began in 2013 by Rachel Martin and Maria McEwen because "we thought someone should do something about the dismal empty shops in Penzance." Realising that the high street could provide opportunities for bringing new and fun activities to the high street as well as offering retail they created partnerships with a wide variety of local individuals and groups – 49 in total. The initiative has subsequently supported start-up businesses, enabled local people to engage with and enjoy theatre, film, and all sorts of arts and music events, and enabled the community to develop services for the benefit of local people.

Pop Up Colwyn Bay is collaboration between CAIS Self Employment Services, Conwy's Communities First and Colwyn Bay Town Heritage Initiative. Liz Wilson, Project and Estate Manager with CAIS noted that for them partnership working is essential in fulfilling the aims of the venture which included not only Increasing footfall but also a wider remit of encouraging new businesses, regeneration and instilling a sense of pride in the town and offering premises with short-term leases.

4.4. Rates

National Non Domestic Rates (NNDR or Commercial Rates) is a charge levied on commercial properties and collected by the Local Authority since 1990. An "enhanced" SBR scheme came into force 1st October 2010….. It provides rate relief to businesses occupying small premises as outlined below:

- Premises with Rateable Value not exceeding £6,000 will be entitled to 100% relief.

- Above £6,000 Rateable Value, and up to the upper RV limit of £12,000 relief will reduce on a tapered basis, gradually reducing at a rate of approximately 1% for every £60 RV e.g.:- - a property with RV £6,120 will attract 98% relief. - a property with RV £6,600 will attract 90% relief.

- There are also some variations for specific types of business including Post Offices, Registered Child Care premises and Credit Unions, and protection for businesses that would have received greater level of relief under the original scheme.

The relief outlined above will apply to all types of business, not only retail. [2]

Pop Up Penzance as a community interest company found that it was liable for full business rates, but could apply for discretionary rate relief, but must do so each and every time it rents a property. To illustrate the financial challenges that businesses faced in some prime areas face, the business rates alone, for the first premises taken on cost £278 per week. Pop Up Penzance will usually meet the liability costs of business rates and utilities, on a rent-free basis so the asset value is protected, and the landlord can re-claim the property at any time.

In Scotland, the rules are slightly different. The Selkirk Pop-Up shops were part of a Scottish Borders Council small business discount scheme. None therefore paid any non-domestic rates. As their project is run in a small rural town, the rateable values were not at the level it would be if in an area defined as "prime retail". Initial talks with Scottish Borders Council re rateable value were very positive and council officials were very helpful in looking in to how to deal with rates of shops that had been empty for lengthy periods of time and were unlikely to be let without the pop-up-scheme taking them on. If shops are empty, they can apply for "empty property relief". As pop-up use is not necessarily an everyday activity, the council may use their discretion, so a good working relationship with economic development and the assessors part of the council is key in this respect.

In Colwyn Bay Cais (who were part of the joint initiative) used their charitable status to get rate relief in the shop.

4.5. Core Funding

4.5.1. Fishguard

Fishguard and Goodwick Town Centre partnership was awarded £50,000 in 2014 to drive forward its action plan to rejuvenate the town centre. The funding was part of a £845,000 package of support to help 20 town centres across Wales increase footfall, attract greater investment, reduce the impact of empty properties and support local businesses. The funding was secured from the Welsh Government's vibrant and viable places programme.

4.5.2. Penzance

The aim of Pop Up Penzance was to enable a wide variety of activities in empty shops which they have achieved by successful partnership working with stakeholders. Examples include funding from Comic Relief for a Pop-Up Ping Pong space; in 2014 they received an Arts Council grant for £10,000 to fund their photographic event "A Passion for Penzance", funding from the Community Economic Development programme – a programme delivered by Co-Operatives UK in partnership with the Community Development Foundation, the New Economics Foundation, Community Development Finance Association and Locality – for a project led by Pop-Up Penzance, which is piloting a number of youth markets to engage young entrepreneurs give them practical experience, develop their skills and ultimately grow new businesses; joining forces with two other community groups to crowd-fund a Christmas event.

4.5.3. Colwyn Bay

The Pop Up Shop is a Colwyn Bay Township Heritage Project run in partnership with Conwy Communities First's "Just the Business". With funding from Heritage Lottery in order to deliver physical projects and to support community regeneration. the project was initiated in order to help local people who are just starting out in business as retail traders. From a joint bid of £17,000 allocated, £5,000 was used for the lease of the shop and the rest was used for set up costs. Cais used their charitable status to get rate relief in the shop. £6,700 from the Council match funded by Communities First and £3,600 HLF)

4.5.4. Selkirk

Selkirk Pop-Up Shops is an initiative of Selkirk Chamber of Trade and Commerce. The project was initially funded by Scottish Borders Council through £15,000 LEADER funding and £3,000 from Lottery Awards For All.

4.6. Management and Running Costs

4.6.1. Fishguard

1 unit – Button Tree Lane

The shop is currently rented by a co-operative of art and craft traders. As a pop-up shop crafters use the space to test the market. The space is funded by contributions based on the following rates:

– 35% commission + 2 days a month manning the shop

– 25% commission + 2 days a month manning the shop

– £40 a month + 10% commission

– £20 a month + 20% commission

Although trading for over 12 months the agreement is based on one month's lease at a time reflecting the temporary nature of the shop. Overall management is undertaken by one of the original founders of the pop-up shop and the success of the enterprise is very much reliant on her energy and vision.

4.6.2. Penzance

3 units (different sizes)

1 unit now rented on a long term basis.

Managed by the two founders. The cost of renting a pop-up space depends on the individual property. The cost is calculated on the basis of the business rates, utilities, any rental cost and a small contribution to Pop Up Penzance's operating costs.

Spaces in the heart of the town might cost anything from £100 – 400 per week Pop Up Penzance will usually take on the liability of business rates, and utilities, on a rent-free basis so the asset value is protected, and to ensure that landlords can have the property back when needed.

4.6.3. Colwyn Bay

2 units, 22 Station Road:

Communities First premises, offering phase 1 of the test trading project:-

– new trader must be registered with the Start-Up Service (CAIS above)

– have to provide a proposal (no longer that 2 pages)

– linked with Job Centre. Job Centre applied for non-sanctioning of clients for the 13 week test period provided that all monies made be put into a separate account for investment into starting a business.

Inside the shop are "trading pods" which new businesses can access rent free giving them the opportunity to test trade projects and develop a high street presence. There's also the chance to link into basic business support provided by "Just the Business" and to benefit from network links to Affinity business services and Conwy Business Centre.

24 Station Road:

Welsh Government funded via Colwyn Bay Town Heritage Initiative Project, phase 2 shop offering test trading for up to 6 months. When funding ceases, the project will not be self-sustainable.

A fee of £50 per month for 1st three months is levied increasing to £100 per month for the last 3 months.

Communities First handled all enquiries and administration requirements for both shops.

4.6.4. Selkirk

2 units (initially 5 but 3 taken as long lets)

The project was initially funded by Scottish Borders Council through £15,000 LEADER funding and £3,000 from Lottery Awards For All

Initially there were 4-5 empty properties. There are only two empty properties in the scheme at the moment as the others have been let long term, all of which started testing the market as pop-up-shops.

1 Tower Street
(owned by Selkirk Regeneration Committee)

1TS is a former empty shop now owned and renovated by Selkirk Regeneration Company for use as by the community. It is mainly used as a pop-up shop or exhibition space, and can be booked by any organisation (commercial or charity).

Hire rates (for all new bookings from 1st June, 2016)

– £20 per day (or part day) for non-profit / community organisations (weekdays)

– £30 per day (or part day) for non-profit / community organisations (Saturdays)

– £30 per day (or part day) for commercial organisations (weekdays)

– £40 per day (or part day) for commercial organisations (Saturdays)

71 High Street

Slightly larger than 1 Tower Street, 71 High Street, is a flexible space with an excellent large window onto the High Street. It is costed at £25 per day. A reduction may be available for longer bookings.

As the project was a European LEADER funded project initially it was supported by the Council's Community Grant scheme (£10,000) to help the project establish itself. The funding was not used to subsidise rent.

At the beginning an administrator was employed on a part-time basis. Duties included maintaining the website and social media platforms as well as dealing with bookings, payment of rent, preparation of and cleaning of shops. The administrator was funded through the grants, but is now fully funded by the property owners. The management of the scheme has now been handed back to the property owners as the Chamber of Trade feels that the initiative has developed into the main-stream retail offer on the high street and that property owners can achieve rent from pop-ups at equal levels to leasing their properties out long term. According to Will Haageland "it would never have worked without a designated administrator."

4.7. Examples of Activities

4.7.1. Fishguard

An emporium of delights which offers locally hand-made crafts from an initial group of 35 people (now grown to 72). Crafters can ask to include their quality craft products to test the market and an indicator of the potential for a business.

4.7.2. Penzance

Book shop; Mini-Festival of Cornish Film. The Golowan Diaspora Exhibition celebrated Cornish culture overseas. A Passion for Penzance showing the beauty of the town. Pop Up Ping Pong saw people aged 8 – 80 step off the street for a lively diversion from their usual shopping trip. Cancer Research UK took the space for a short spell-over Christmas. Humphry Davy Experiment – a public consultation about ways of celebrating the great man of their town and developing visitor attractions. A theatrical production of Grandfather Frost's Christmas Depot, Christmas Craft Workshops.

4.7.3. Colwyn Bay

Mainly lifestyle and creative activities. Photography services, rare wool spinners, unique hand crafted gifts and local food and drink producers throughout the county of Conwy coming together and opening twice a week on Fridays and Saturdays (short-term project). Crime Prevention Hub during Christmas period.

Most successful project – a rare breed wool shop – trading and holding workshops. Supported by Town Heritage Funding.

4.7.4. Selkirk

Commercial businesses, community groups, social enterprises, arts organisations or individuals can benefit from the pop-up shop initiative. From bread to bikes, from handbags to glad rags, and from cakes to crafts, small businesses, larger businesses, start-ups, craftspeople, artists and charities have all benefited from a low risk, low cost temporary presence on Selkirk High Street.

4.8. Pop Up Campaigns & Charities

4.8.1. North Wales Police – Colwyn Bay

The Pop Up shop was set up in the town's Victoria's Centre and opened for three days a week throughout December and January. It was run as a crime prevention hub and to help raise awareness about staying safe over the festive period and beyond.

Officers from various departments were also involved in the initiative including Cyber Crime Team and individuals from other agencies such as Neighbourhood Watch.

4.8.2. National Autism Society

Information received from Kayleigh Baldwin, Project Team Leader NAS Cymru

In terms of securing a venue, the main issue was finding a space which was within budget. Whilst many companies offer discounts to charities, they aren't large discounts. Securing the spaces was not difficult once this had been resolved. There are companies set up who will help find spaces in shopping centres/ empty shop spaces, and all are available through internet searches. The best approach was to contact the shopping centres directly via email/ phone, and speak to their centre management teams.

In terms of raising awareness, the project was a great success, but it drew upon existing networks at the NAS to put information out to the public, such as social media sites, and the website and mailing lists. Many of the people/ families who attended to had come because they were already supporters of the NAS, or were related to someone who was on the spectrum.

4.8.3. Dementia Week

Leicester City Council worked with the Alzheimer's Society to provide a series of events and activities at a pop-up throughout Dementia Awareness Week including GP's providing advice on dementia, and "memory boxes" organised by the city's museums filled with object designed to trigger memories of people with dementia. Some collaboration with other stores took place e.g. the Apple store gave a demonstration on how technology can help people with dementia. This is an example of how other retailers on the high street could get involved by supporting awareness activities on the high street.

4.9. Other examples of retail pop-up shops

4.9.1. Lan Llofft Lampeter

Lan Lloft in Lampeter is a fashion boutique owned by local entrepreneur Angharad Williams. Passionate about the way of life in her hometown, Angharad gave up a career as a fashion buyer with River Island to start her own fashion venture on the high street in Lampeter. Finding that the lack of footfall in the towns between mon-Friday 9/5pm was an issue Angharad incorporated the concept of pop-up shops into her strategy. Working with her pool of customers in areas across Wales Angharad rents a location such as a rugby club or cafe after hours or on a Sunday. Friends and family are invited to the events. This not only increases short term sales but also increases the brand recognition in the long term. Angharad's latest project includes a 9 month pop-up lease in the Old Library in Cardiff.

4.9.2. John Lewis

John Lewis opened its first Pop-Up Shop on Exeter High Street. It included fashion, beauty, consumer electronics and home products in a contemporary industrial design environment with approximately 1200 square feet of selling space. The shop was open for six weeks.

The shop was designed in line with John Lewis's omni-channel strategy and was also used as a Click and Collect hub. The free service enabled shoppers to choose from more than 200,000 products on the department store group's website collected from the John Lewis pop-up shop after 2pm the following day.

Peter Ruis, brand and buying director at John Lewis said: "This way of launching a new shop really engages with the local community, whilst at the same time goes back to the basics of retailing - finding a site, choosing an edited assortment and presenting it to customers in a creative and unique way."

4.9.3. Temple Cycles

Temple Cycles based in Bristol opened pop-up shop in a former art gallery on the city's Christmas Steps. Besides the company's own hand-built bikes, the shop sold cycling-themed accessories and gifts. According to its founder Matt Mears the Pop-up model has always been a part of the Temple business strategy for sales purposes as well as creating brand awareness. As well as his home town of Bristol Matt Mears has recently opened pop-up shops in Cheltenham and London as well as taking part in local events e.g. Froome market and a couple of events in Somerset. The pop-up shops open for one week at a time.

'They give us the opportunity to meet new customers, customer who might not be able to travel to see our bikes. It gives people a chance to try the bikes out and we can take orders too."

4.9.4. Hangfire Smokehouse

Samantha Evans and Shauna Guinn are credited with giving momentum to the pop-up restaurant and street food movement in Cardiff, recreating authentic southern style barbecues using British produce,

Visit Wales has highlighted the success of pop-up restaurants on its website: In the last few years the food scene in Cardiff has exploded. Following the global street food trend, Cardiff's pop food events have taken the hungry to new and creative places. The pop-up eateries are made up of an eclectic mix of small passionate food pioneers and have people queuing around the block". Here are just a few: Got Beef, Ffwrnes Pizza, Jol's Food, Meat and Greek, Macho Nacho, Lilo's Pasta, Rollin' Hot Dog Co., Drunken Sailor, Street Food Cardiff, Riverside Market. Twitter is the main forum for advertising where and when they will be popping up.

4.9.5. 'Airbnb for Pop-ups'

One international example - In France JeLoueUneBoutique is like Airbnb but for pop-up retail space. According to an article published by Influencia, JeLoueUneBoutique is an online platform that can advertise, and supply, retail space for brands and entrepreneurs looking for temporary retail space. The platform claims to be France's first online portal completely dedicated to renting out retail space on a temporary, pop-up basis.

Mintel's report Online Retailing – France, July 2016 shows that 89% of French consumers have shopped via online channels in the last 12 months. With so many people using the convenience of shopping online, bricks-and-mortar stores are having to work harder than ever to convince people to get up and out of the house and onto the high street; temporary and exclusive pop-up shops could be one answer for brands. According to Mintel, some might think that the pop-up revolution has been and gone, but they are seeing a good number of brands creating more exclusive and increasingly time-limited pop-ups and products. For example in France Dove opened an experiential temporary pop-up in Paris that offered everything from workshops on self-esteem to customisable products, while in Spain IKEA opened two pop-ups in Madrid and Barcelona to celebrate its 20th birthday that offered a set of exclusive products that were not available in any normal IKEA outlets. Brands that are looking to open more than just a conventional pop-up shop should be offering limited access, exclusive products and ramping up the temporary angle. It is those pop-up shops that create a sense of exclusivity and opportunity that will cut through the noise.

4.10. Common Experiences

4.10.1. Objectives

Drawing people in.

Each model explored put forward "increasing footfall" as one of the main objectives. However no hard and fast figures available to prove that this has happened. Selkirk's footfall increased by some 12% following several years

of footfall decline. However Selkirk is in the early stages of its Conservation Area Regeneration Scheme (CARS) which may be a contributing factor to this increase in visitors to the town.

4.10.2. Success Factors

- Partnership Working : Small and supportive Steering Group or committee that you can use as a sounding board and source of additional knowledge, expertise, contacts.
- Designated Administrators.
- Involve landlords from the outset.
- Community initiatives and fund-raising activity – not only commercial.
- Securing core funding.
- Adding value to the High Street (and not just junk).
- Investing in making the properties look appealing.

4.10.3. Risk Factors

- Alienating existing businesses wary of competition.
- Perceptions of existing businesses to pop-up shop retailers renting spaces for free.
- Relationship between Town Councils and County Council.
- Ensuring clearly defined agreements. Llandudno example, - a lady took a 3 week lease to showcase her business restoring furniture and when the time was up, left and set up at home. Had used the time to build up a small client base and to get her name out there. In the context of the aims of the CB partnership, this was not the intention.
- Insurance : Tends to be easier for longer lets. Insurance for pop up properties is a big issue. Selkirk found that the insurance industry is not very supportive of the notion. Uptake from pop up tenants in the Borders has been for very short bookings of 1-3 days on average, so the throughput of people and businesses has been high, in contrast to how things seem to work in other parts of the UK (i.e. urban areas with lots of footfall), where bookings tend to be for longer e.g. 6 weeks-3 months.
- Effort required to get people involved and engaged.

4.10.4. Sustainability and ownership.

- Each model has evolved as part of working in partnership with other interested stakeholders. The most successful (Selkirk and Penzance) have been mindful of including landlords from the outset which has increased direct participation from landlords so much so that Selkirk have now handed the management of the pop-up shops back to the property owners, as they feel that the initiative is proven and is now part of main-steam retail and that property owners can achieve rent from pop-ups at equal levels to leasing their properties out long term.
- Each model has criteria set out for each of its properties which range from retail to community and arts activities and start-up businesses. Each has a sliding scale of costs for each property.

4.10.5. Long term impact

A common observation by each of the initiatives is that pop-ups are not the long-term answer to the dilemma facing the high street as highlighted by this quote from the organisers of Pop-up Penzance :

"Although the pop up scheme is proving successful, it is not the long term solution for the high street. For now, pop ups can bring a huge amount of new activity and footfall to the high street, as well as optimism and inspiration about the town centre We are providing people with the opportunity to consider what the future could look like."

5. Findings – Attitudes towards a potential pop-up shop initiative in rural Carmarthenshire

Through a series of consultation events, discussions with stakeholders, and the use of an on-line survey, we asked the views of people and businesses associated with the six rural towns, about their attitudes towards their town and whether they believe a pop-up space initiative would be beneficial to the towns.

We report the key findings here in two groups – 'Consumers' – those visiting the towns and Businesses – those with a business interest in the towns that were the subject of this consultation.

Section 3 covers the methodology for this part of the activity. We wanted to reflect the views of people who typically visit the towns on a daily basis, so we hired an empty shop in each of the six towns to act as a drop-in location for people to share their views. We invited businesses and other stakeholders for each town to visit the drop-in exhibition.

As part of the exhibition, information was provided to enable people to understand what pop up spaces are and how they can be used. Also within the exhibition, Carmarthenshire County Council's Rural Development team to showcase the support available to businesses and communities.

The respective events were promoted via flyers and posters, social media and press relations activities.

Figure 1 - Capturing views and ideas

Figure 2 - Gathering opinions in Llandeilo

Figure 3 Gathering views in Newcastle Emlyn

Figure 4 - One of the information panels

5.1. The views of town visitors

We have compiled a comprehensive report setting out the views of shoppers and visitors[3] to the six towns. The main report on these findings can be found in Appendix A.

Some of the key findings include:

- Overall, consumers were supportive of the idea for a pop-shop initiative with 85% agreeing (63%) or strongly agreeing (22%) with the statement:
  "I think a pop-up shop initiative would benefit the rural towns of Carmarthenshire in the long term"

- More than 8 in 10 of the respondents also agreed or strongly agree with the following statements:
  - 90% agree or strongly agree that *"Pop-up shops offer opportunities to a wide range of organisations and businesses not just retail outlets, e.g. for art exhibitions, financial or health services and public information"*
  - 89% agree or strongly agree that *"Pop-up spaces provide all sorts of businesses and organisations with an opportunity to trial new products, services and markets with lower risk"*
  - 83% agree or strongly agree - *"Pop-up shops would help to draw more people to the Town"*

- We profiled the people we surveyed, and among those findings, we saw that most (66%) visited the town at least twice a week.

- 62% of people spend less than 2 hours on a typical visit.

- The majority (57%) tend to do the same things when they visit the town.

- More activities, a greater variety of shops and better parking facilities were deemed the top three factors that would attract them to visit more often.

- People would generally like to see a greater variety of clothes shops and delis offering local food provision, although people are also aware of the challenges of providing a variety that would appeal to a wide range of shoppers.

- Visitors feel that there is a lack of leisure provision generally, meaning that people are more likely to visit larger centres.

- The continued trend of bank closures is a cause for concern for visitors, meaning that people who would normally have visited one of the centres previously in order to carry out their financial business are now having to visit larger towns unless they use on-line facilities.

- Whilst there was a high level of support for a pop-up shop initiative, the view was often expressed to support the notion that something has to be done to try to slow down the perceived slowdown in activity in the town. Respondents also pointed to a number of issues that they felt needed to be addressed at the same time, or with higher priority, to attract people back to use their local towns.

These and the other findings from the Consumer consultation are set out more fully in Appendix A.

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[3] We have used the term consumers for the purpose of this report.

5.2. The views of businesses

Overall, businesses are generally positive towards the concept of pop-up shops, but slightly less so than the consumers:

- 88% agree or strongly agree that *"Pop-up shops offer opportunities to a wide range of organisations and businesses not just retail outlets, e.g. for art exhibitions and public information"*

This highlights the opportunity for pop-up spaces to be accepted by existing retailers and businesses if they embrace a wide variety of uses.

- 86% agree or strongly agree that *"Pop-up spaces provide all sorts of businesses and organisations with an opportunity to trial new products, services and markets with lower risk"*.
  Businesses have begun to identify that perhaps there could be opportunities for their own businesses to trial their existing products and services in new locations through a pop-up shop initiative. This was found to be quite an exciting opportunity by a number of the businesses, 43% said that they would consider opening up a pop-up shops or using a shared space for their business, although there were caveats around logistics etc.

- 7 in 10 agree or strongly agree that *"a pop-up shop initiative would benefit the rural towns of Carmarthenshire in the long term"*
  While businesses are a little less convinced than consumers that a pop-up shop initiative could have long term benefits for the town (85% of consumers agree with this statement), they are still overwhelmingly positive that there could be long term benefits to such an initiative if correctly implemented.

- More than half (56%) of the business disagree with the statement *"A pop-up shop initiative would have negative implications for the town"* while a further 23% neither agreed nor disagreed with the statement. Just 2 in 10 of the businesses feel that a pop-up shop initiative would be detrimental to their town.

- Turning to the practical considerations of taking part in a potential pop-up initiative, many respondents from the business community, whilst demonstrating some enthusiasm for such an initiative, also identified that external funding may be required to ensure that they did become involved. Rates and set up costs were seen as the two main areas where support may be required.

- Businesses felt that a successful pop-up space initiative was likely to derive benefit in the shape of attracting more shoppers / visitors to the towns. They also felt that such an initiative would fill empty spaces in the towns, making the towns seem more attractive to visitors.

- Concerns were expressed by some businesses that the launch of a pop-up shop initiative may have a detrimental impact on other businesses in the town, particularly if the space was filled by a retailer that was in direct competition with their business. There was also a perception among some existing businesses that those participating in the pop-up space initiative may be subject to unfair advantage through subsidised rates or other forms of public funding that may be anti-competitive.

- Business owners also pointed to other issues in their respective towns that also need to be addressed in order to improve their towns. The issues they raised often mirrored those raised by consumers.

As part of our research, we also sought anecdotal evidence about the likely level of interest from other businesses in renting temporary retail space, particularly from start-up ventures. Antur Teifi provides the Start-up Loans service on behalf of the Start-up Loan Company. The service regularly receives enquiries from new start-up companies seeking to establish new retail ventures. Applicants are required to demonstrate that they have a provisional lease agreement in place with a landlord. Setting aside the fact that the conditions for receiving a Start-up Loan offer include the need for a 12-month lease, there is evidence to show that the entrepreneurs involved would benefit from being able to agree shorter lease terms in the first instance in order to be able to test the full extent of the viability of their retail offer at a lower risk.

The extent of this research study did not extend to be able to quantify the potential demand from this sector beyond the anecdotal evidence. These and the other findings from the Business consultation are set out more fully in Appendix B.

6. Findings – Preferred model for a pop-up shop initiative

6.1. Rural Carmarthenshire Pop-Up Initiative comparative scoring of options

Following the primary research into identifying potential pop-up shop models that could be suitably adapted to rural Carmarthenshire and the subsequent consultation days held in the six towns identified for consideration the responses have been logged and analysed and the most suitable models noted.

From that information, four options have emerged for consideration - all with different levels of requirement in terms of stakeholder involvement and potential funding.

Option A - Whole Carmarthenshire Scheme

An option based on the creation of a managed initiative, providing pop up spaces in the 6 rural towns for a number of potential uses, including retail, exhibition and event / entertainment spaces. The spaces could also be used to promote activities and offers in the town when not used as a retail or event space. In order to succeed, the initiative would need to fund:

- The support of a paid administrator. Duties would include identifying potential properties, arranging possession (including legalities, appearance, cleaning), identifying opportunities to add value to each individual town and managing competition, manage bookings and rents as well as marketing the scheme.

- A contribution towards initial set up of the location, including mobile fixtures and fittings

- Consider any other fixed-term/short-term contributions e.g. utilities, rental

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Option B - Individual schemes in each of the six towns

A scheme which would require the collaboration of Town Partnerships, Chambers of Trade or other organisations/individuals within each town in order to identify and manage a scheme which answers the needs of their particular town. The effort to get people involved and engaged is a key factor to consider as will be the level of financial support offered as part of the pilot scheme. The responsibility for the operation of the facility in each case would need to lie with a partner in each of the towns, hence local ownership would need to be secured.

Option C - Information packs for landlords

A project to provide information for landlords of premises in towns that are currently empty, to encourage them to consider pop up spaces as a means of achieving economic use for the spaces.

The initiative would in this case likely to include the development of an information pack for landlords, including

The benefits of becoming part of a pop-up scheme including:

- increasing footfall
- increased interest in the area
- raising awareness of available properties.

Information regarding business support including

- empty premises business rates schemes (tenancies of over six weeks would qualify landlords for a three month exemption period)
- legal issues and licensing

Collaboration and partnerships working including

- strengthening links between the Council, agents and landlords

The initiative could also provide a series of information events for landlords and other interested parties, where the information packs could be distributed.

Option D - Do nothing, except distribute the project report to stakeholders and participants in the study.

We have set the following criteria by which each of the four options can be assessed, according to their importance to the project and to the funding partners:

i. Set up costs – based on weighted maximum score (WMS) of 10[4]. Each of the options has a different cost structure and value relative to each other. Higher costs are given lower scores as they may have an implication on the ability to deliver a successful project.

ii. Sustainability – (WMS 10). This is the likelihood of the initiative being taken forward and surviving in the long term.

iii. Attractiveness to the public – (WMS 15) - this is an important factor as businesses in each of the towns conclude that this is the single most important benefit that the initiative could deliver.

iv. Suitable premises (WMS 5) – Whether there are likely to be suitable premises to support the initiative

v. Ability to support and strengthen existing businesses (WMS – 10) – one of the key outcomes of the initiative would be the ability to have a positive impact on businesses using the pop up spaces

vi. Level of support from existing retailers / local partners (WMS 10) – the long term sustainability of the project will be affected at least in part by the support provided to the initiative by existing businesses and partners in the town.

vii. Ability to attract pop up businesses – (WMS – 10) – one of the determinants of success for a pop up initiative is the ability to attract new businesses that are attractive to visitors to the towns.

viii. Potential for collaboration (WMS 5) – a side impact of the project could be the ability to deliver against other public sector or funding objectives. Whilst not the main aim of the project, it could nonetheless provide a benefit.

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[4] Weighted maximum scores are given relative their importance for the project – i.e. as an example, the likelihood of drawing people into the town is more important in relative terms to other factors, hence it is given a higher weighted maximum score than the other factors.

6.2. Scoring matrix

	Set up costs (No / very low cost= 10)	Sustainability	Attractiveness to the public	Suitability of Premises	Ability to support and strengthen existing businesses	Level of support from existing retailers	Ability to attract businesses	Potential for collaboration with other projects	Total
Max score	**10**	**10**	**15**	**5**	**10**	**10**	**10**	**5**	**75**
Option A: Pan Carmarthenshire	5	5	12	4	8	8	7	5	54
Option B: Individual town initiatives	7	6	10	4	7	6	6	3	49
Option C: Info pack for landlords	9	7	8	4	6	6	5	3	47
Option D: Do nothing	10	10	1	4	1	1	1	1	31

6.3 Provisional income and expenditure – Option A

	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5
Income					
Rent - 6 properties	£36,000	£39,600.0	£43,560.0	£47,916.0	£52,707.6
Other activity income	10,000	£15,000	£20,000	£25,000	£25,000
Total	**£46,000**	**£54,600**	**£63,560**	**£72,916**	**£77,708**
Expenditure					
Rent	£48,000	£48,000	£48,000	£48,000	£48,000
Capital costs	£30,000	£6,000	£6,000	£6,000	£6,000
Staffing - Co-ordination	£60,000	£35,000	£35,700.00	£36,414.00	£37,142.28
Rates	£20,000	£20,000	£20,000	£20,000	£20,000
Heat, light and water	£7,200	£7,200	£7,200	£7,200	£7,200
Insurance	£12,000	£12,000	£12,000	£12,000	£12,000
Marketing costs	£25,000	£15,000	£15,000	£15,000	£15,000
T&S	£5,000	£5,000	£5,000	£5,000	£5,000
Total	**£207,200**	**£148,200**	**£148,900**	**£149,614**	**£150,342**
Provisional gap	**£161,200**	**£93,600**	**£85,340**	**£76,698**	**£72,635**
Target occupancy	60%	75%	80%	80%	80%
Weekly costs	£3,984.62	£2,850.00	£2,863.46	£2,877.19	£2,891.20
Weekly costs per shop	£664.10	£475.00	£477.24	£479.53	£481.87
Daily cost	£110.68	£79.17	£79.54	£79.92	£80.31
Daily cost considering occupancy	£184.47	£105.56	£99.43	£99.90	£100.39

Assumptions:

Rental income – £500 per month on average for the 6 locations (where they are used for short term retail purpose). Increases year on year are to allow for inflation rather than increased activity.

Other activity – The consultation raised a number of ideas for other activities that could be suitable for a pop-up space – e.g. arts projects, pop-up cinema. This will take time to launch properly as it is a new concept, so a relatively low income is forecast initially, growing at a higher rate than that of rental income, as more businesses and organisations see the opportunities it provides.

Other income may be identified if the space can be used for wider purposes, e.g. promoting town businesses / events, when not in use as a retail facility.

Insurance – Insurance costs will be higher than for regular retail businesses as there are some additional risks for insurers due to the fact that the space will have shared use.

Marketing costs – This sum could be higher, as there will need to be an effort to ensure that businesses and consumers alike are aware of the venture and are hopefully persuaded to support the venture.

Expenditure

Rent – An assumption is made that a body charged with operating the venture will commit to rent 6 properties – 1 in each of the towns – on at least an annual basis. An assumption is made that the average annual rental for the properties will be £8000 – allowing for more in some locations and less in others – depending on size and location.

Capital costs – It is envisaged that the properties will be fit for purpose and will need minimal investment. However, some investment will be required to introduce the required fixtures and fittings and signage etc.

Staffing - Co-ordination – We have made an assumption that two fte members of staff will be required initially to help get the venture off the ground. There will be a lot of work in the first year, including the practical arrangements for renting and setting the properties up to promoting the concept to businesses and the public, so that the venture has the best possible chance to succeed. The staff will need to be motivated and experienced. We have reduced the staffing requirement down in the second year as it is unlikely that the level can be maintained, and we would argue that the workload is reduced as the venture will, by then be operational.

Rates – It is difficult to accurately estimate the rate liability, as it will depend on use, who is using the facility and how the pop up ownership and management structure would be treated for rates purposes. We have put an assumed total sum of £20,000 for rates.

Daily cost

The estimated cost structure has also been analysed according to the average cost per usable day (assumed to be 6 days per week). The average cost per day that would need to be covered to make this work commercially, without public sector intervention is estimated at an average of around £100 per day after year 1 (which covers the set up costs etc.). Whilst this is in line with market rates in other part of the UK, considering the lower footfall, the rates are unlikely to attract the number of businesses to use the spaces to the target occupancy level. The risks associated with succeeding without external intervention are therefore high.

7. Conclusions

7.1. Lessons from other ventures

Pop-up shops or spaces are becoming a more regular feature in towns and cities across the UK. They add variety to towns; they provide opportunities for new businesses to test trade; they provide opportunities for existing retailers to test trade new products and new store formats.

An industry has emerged around supporting the concept – businesses such as Appear Here are relatively new start-ups that are focused on servicing the pop-up sector.

Shoppers in cities have become used to seeing and using pop-up spaces and they are understood and welcomed.

Pop-up spaces are less regularly seen and used in rural towns. We have highlighted a number of initiatives in rural settings. Some have been successful in that they have been able to be sustainable to a degree – though often reliant on external public funding to set up initially.

Those operating pop-up initiatives have faced many challenges, including engaging with existing businesses in the towns through to securing a regular flow of tenants. Initiatives work best where there is a clear partnership with all interested parties and where there is a common aim. In many cases we explored, those involved running the initiative acknowledged that pop-up shops alone cannot be the whole answer to all issues faced by a town or its businesses.

7.2. The experience in Carmarthenshire

7.2.1. Variety of shops

Business and shoppers alike recognised that action was required in the each of the six towns to maintain their viability into the future. Business generally felt that the towns were quieter and hence it was more difficult to maintain vibrant businesses within them. Shoppers generally felt that the variety of shops was not wide enough within the towns, and that they were attracted to larger towns and cities to take advantage of the wider variety on offer.

It is acknowledged that this is a difficult issue, as it would be impossible to offer the full range of retail outlets that would satisfy all shopper needs.

Many agreed that pop-up shops could provide part of the answer to enable towns to offer variety. Businesses likewise felt that having access to such a facility would provide an opportunity to test trade; that it would add variety to a town and that it may attract more people into the town – an objective that all businesses could support.

7.2.2. Other issues

In each of the towns where the research was conducted, there were a set of circumstances or issues at play that people felt were responsible for holding them back from reaching their potential as vibrant rural towns. The issues are outlined in this report, and include a perceived issue around parking or lack of free parking, opening hours and a reduction in financial services facilities.

7.2.3. Town brands / focus

Bearing in mind that it will be impossible for each individual town, even with the help of a pop-up initiative, to offer a very wide retail offer for shoppers (with the possible exception of Carmarthen), addressing the needs of each town will require those leading businesses and institutions in the towns to come together to agree a clear strategy for development. This would include giving consideration to the town's brand – what it stands for; who its key target audiences are; what events and activities would bring them to the town and what retail and service opportunities this represents.

Each of the towns we have researched has a deep sense of heritage. Each also has a range of iconic, inspiring businesses that are successful. This means they each have an opportunity to grow and develop. Their development would be enhanced by achieving a clarity in purpose, with all stakeholders buying into that purpose.

The towns would benefit from having a destination management approach, which means giving shoppers and visitors a clear reason to visit, substantiated by a relevant range of shops, eating places, entertainment venues and activities that all substantiate the town's brand.

There is no doubt that a pop-up shop initiative could play an important role in the development and promotion of the town's brand, but the initiative alone is unlikely to address all the challenges faced by the towns.

7.3. Potential options for the development of a pop-up initiative

Accepting that there is demonstrable interest in seeing pop-up spaces being developed and used in the six rural towns as part of a general need to see improvements in the towns, we sought to test a number of potential models, looking at how they would potentially contribute to meeting the objectives of attracting more people into the tons and providing business opportunities within the towns.

As a result of the scoring process, we concluded that a county-wide initiative would have the best chance of deriving long-term benefits for the towns. Our conclusion was driven by two key factors:

i.   Many businesses asked liked the idea of being able to test trade their products and services in other rural Carmarthenshire towns – more achievable if the six towns were part of the same initiative.

ii.   The expertise and time required to provide the impetus required to kick start the initiative in each town could be shared across the six towns by setting it up as a single initiative across the County.

The key challenge to the recommended model is the cost involved. Having set some key income and cost assumptions, which of course can be challenged and amended, it is impossible to see how the initiative could be launched initially and successfully without significant external investment (it is unlikely that this would be found from the private sector due to the likely levels of financial returns likely to be gained). A case can be made that this represents market failure and therefore the introduction of the initiative could legitimately seek public funding to make it work. Nevertheless, challenges would still remain in making the initiative sustainable in the long run without on-going funding. The venture would need to be able to deliver beyond the expectations in the assumptions, and landlords and other stakeholder would also need to be proactively involved in seeking to maximise the use of the spaces. Used well and to their full potential, we believe that there is evidence to demonstrate how they could make a positive economic contribution. The scope of this exercise did not extend to analysing the likely extent of that economic contribution in monetary terms.

The initiative may prove to be beneficial in other ways in being able to leverage in other funding, or help to deliver other public or local objectives, for example linked to digital towns or the development of the towns as destinations. We have not scoped these opportunities further at this stage.

8. Next steps

The report will be presented to the relevant funding and partnership groups. Businesses and other stakeholders may also be interested in viewing the report and considering or commenting on its conclusions.

The report may form part of further consideration for future funded activity or may be used as evidence to support initiatives by other organisations.

We hope that the report will be useful to all stakeholders in considering some of the issues the towns face and what the potential solutions may be.

9. Acknowledgements

In putting together the report, we would like to acknowledge the contribution of a number of people, including:

- The team at Carmarthenshire County Council.
- The Carmarthenshire Leader working group.
- Stakeholders in each of the towns for their involvement.
- The landlords of each of the locations where the consultation events were held.
- Businesses and members of public who took part in the consultation exercise.

Appendix 1 – full findings from consumer research

Appendix 2 – full findings from business survey

Appendix 1:

Feasibility study for a Pop up Shop Initiative in Carmarthenshire:

CONSUMER CONSULTATION

Full findings of the consumer consultation exercise conducted across six market towns in Carmarthenshire to understand the current impact of empty shops in the towns and explore options to regenerate the towns.

FULL FINDINGS

Perspectif

1. Overview

This research forms part of a wider programme of secondary desk research and wider stakeholder consultation, to determine the feasibility of a pop-up-shop initiative across Carmarthenshire. The report presents the full findings from our research with consumers across 6 market towns (Carmarthen, Llandeilo, Llandovery, Newcastle Emlyn, St. Clears and Whitland) in Carmarthenshire in July and September 2016.

2. Introduction

A total of **104 interviews with shoppers, visitors and residents** were conducted across these towns to establish their attitudes and feelings towards the town they were in, and to determine whether they felt the introduction of a pop-up shop initiative would benefit the town and help to draw in additional visitors. The number of consumer interviews conducted in each town are as follows:

- 23 interviews were conducted with visitors to Llandeilo town
- 21 with visitors to Carmarthen town centre, and
- 18 with visitors in Newcastle Emlyn
- 9 with people in Llandovery
- 11 with people visiting St. Clears and
- 22 interviews were completed in Whitland[1]

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[1] The subsets by individual town are too small to be statistically valid, they do however provide some interesting insights which it may be beneficial to follow up further to determine whether they are true of a wider sample of the population.

3. Summary of findings

3.1 Respondent profile

82% of respondents are local to the town in which they were interviewed.

65% of the respondents are female, and 44% are aged over 60, highlighting that the profile of those using the towns during weekdays is somewhat different to general population of the towns (where the average proportion of those aged over 60 ranges from 24.5% in Carmarthen to 34% in Llandovery).

Over half (53.9%) are working (including part-time and self-employed), 34% are retired.

3.2 Shopping habits & behaviour

69% of all respondents visit their local market town at least twice per week, with the highest proportions saying that there is no particular day (68%) or time (52%) that they visit on. The highest proportion say that they were visiting the town to go shopping 68.6%, with just over a third saying they were in town to access health services. Other popular reasons for being visiting the town include:

- For a meal / Eating out (34%)
- Browsing (27.5%)
- To use other services such as post offices etc (26.5%), and
- Visiting / meeting friends or relatives (26.5%)

36% say that their main reason for being in town that day was to go shopping.

57% say that they tend to do the same things & visit the same shops whenever they are in town, highlighting the fact that visitors to the towns tend to be habitual in nature. This could indicate a reluctance to do / try new things or may simply be a reflection of the inherent nature of the towns.

65% say that they tend to find out about things that are happening in the town by word of mouth.

Posters (46%), the local press (32%) and social media (32%) are also popular sources of information.

7 in 10 respondents say that they could be encouraged to visit the town more frequently.

Improvements to the variety of shops, more activities / events, parking facilities and entertainment are features described by the highest proportion of respondents as being likely to encourage more frequent visits.

3.3 About your town

Overall, respondents seem to be generally happy with the level of food & beverage provision in their towns with at least half of those interviewed saying that they are about the right number of convenience stores, supermarkets, coffee shops & small cafes, Pubs & bars, Sandwich / lunch shops and takeaways. There is a general indication that the towns could do with more delis / specialist food stores (54%) and restaurants (48%).

With regards to retail and culture & leisure provision, slightly higher proportions of respondents feel that these areas could be improved in their towns.

3.4 Pop-up shop initiative

Overall, consumers were supportive of the idea for a pop-shop initiative with 85% agreeing (63%) or strongly agreeing (22%) with the statement:

> *"I think a pop-up shop initiative would benefit the rural towns of Carmarthenshire in the long term"*

More than 8 in 10 of the respondents also agreed or strongly agree with the following statements:

- 90% agree or strongly agree that
  "Pop-up shops offer opportunities to a wide range of organisations and businesses not just retail outlets, e.g. for art exhibitions, financial or health services and public information"
- 89% agree or strongly agree that:
  "Pop-up spaces provide all sorts of businesses and organisations with an opportunity to trial new products, services and markets with lower risk"
- 83% agree or strongly agree:
  "Pop-up shops would help to draw more people to the Town"

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4. Full findings

4.1 Respondent profile

4.1.1 Geographical origin

- 82% of the respondents are local to the town they are visiting, however some respondents were visiting the area and came from as far away Peterborough and the North West of England.

The heat map illustrates the high density of respondents from the areas immediately around each of the market towns where consultation took place:
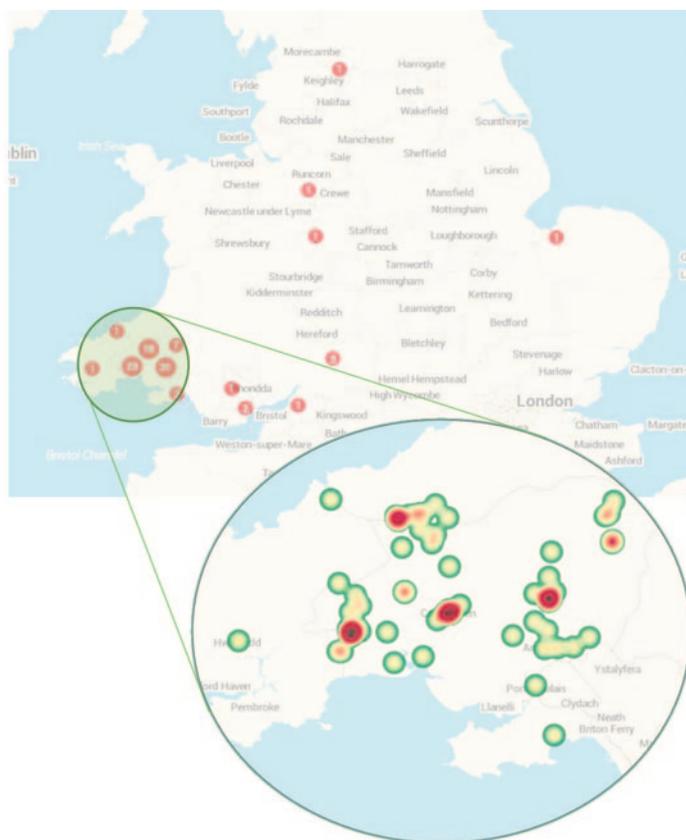
4.1.2 Gender

Two thirds of the respondents (65%) are female

Females 65% | **Males 35%**

4.1.3 Age profile

While 44% of the respondents are aged over 60%, 42% are aged between 45 and 59. 15% are aged 16 – 44 with just 1% of the respondents are aged between 20 and 29 years.

Age profile

4% 75+
4% 16-19
10% 30-44
42% 45-59
40% 60-74
1% 20-29
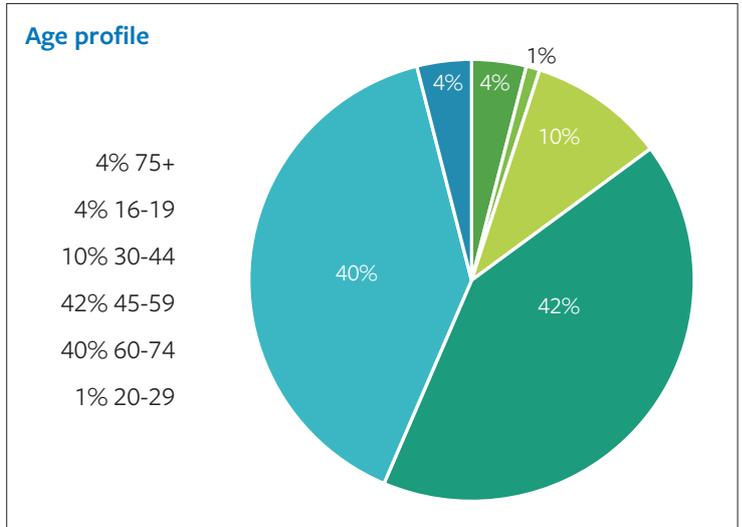
4.1.4 Employment status

54% of respondents are working (including those that are self-employed, employed part time and full-time).

One third of respondents are retired, with the remaining respondents either looking after the home, studying or unemployed.

Employment Status

looking after home / family **3.9%**
Other **2.9%**
P/T employment **18.6%**
F/T employment **19.6%**
Self-employed **15.7%**
Retired **34.3%**
F/T student **2.0%**
Unemployed **2.9%**
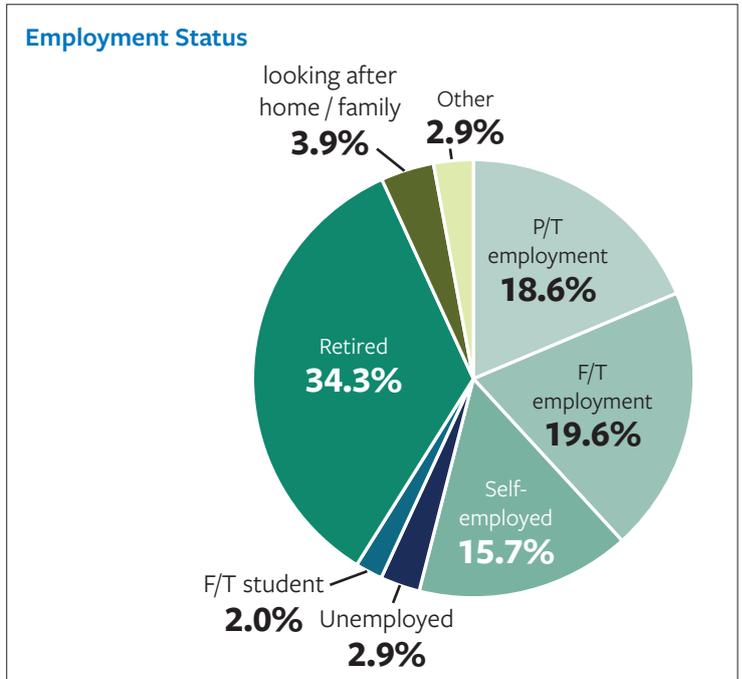
4.2 Shopping habits & behaviour

4.2.1 Frequency of town visits

The majority of respondents visit their local market town very regularly with two thirds (66%) visiting at least two times per week. 16% of all respondents say that they visit the town less than once a month (however three-quarters of these respondents were just visiting / did not consider themselves local to the town).

A full breakdown of the results are illustrated below:

How regularly do you visit this town?

once a month **1%**
once a fortnight **6%**
once a week **8%**
Twice a week **13%**
Less often **16%**
Daily **38%**
every couple of days **38%**
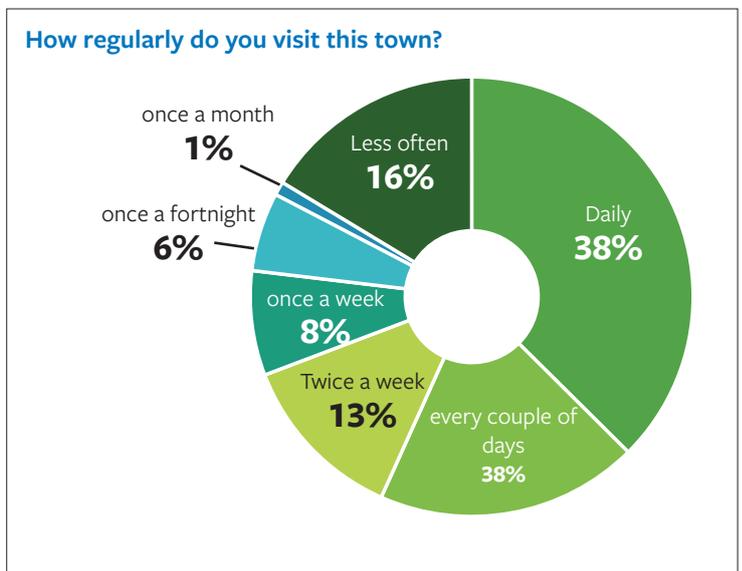
4.2.2 When do you visit your local market town?

Respondents were asked whether there were any particular days of the week and times of the day they usually visit the town.

Over two thirds (69%) say that there are no specific days that they visit the town. Fridays and Saturdays are then identified as the days respondents are most likely to visit the town (17.7% and 15.6% of respondents respectively).

Day of the week
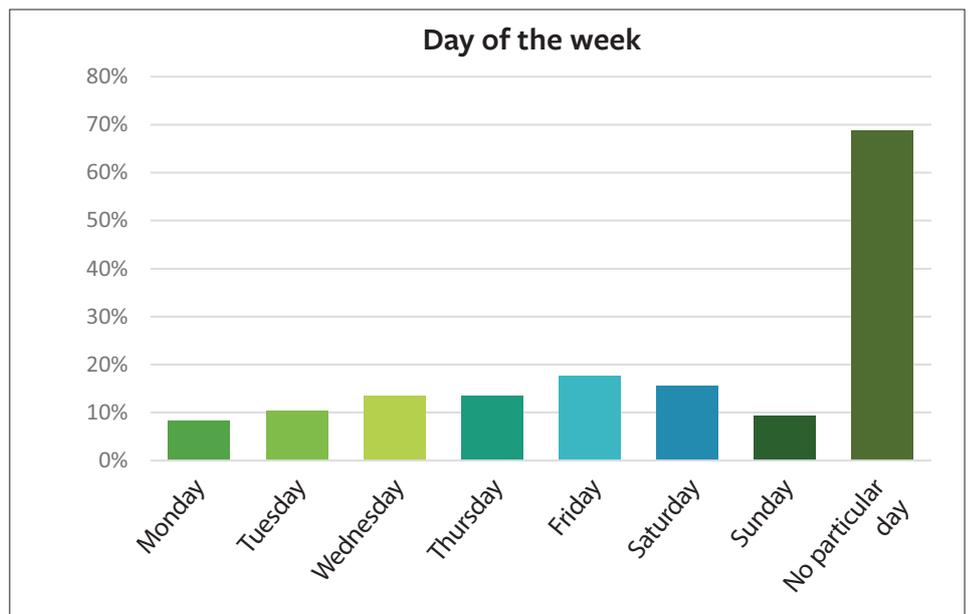
When analysed by market town however, some notable difference appear, and it is possible that these can be attributed to specific activities that happen within the towns on those days. For example, 44% of respondents in Newcastle Emlyn say that they visit the town on a Friday, the day of the Country Market. For the majority of respondents, however, they don't have a particular day they come to town, this is most evident for respondents in St. Clears and Whitland.

Day of the week by town
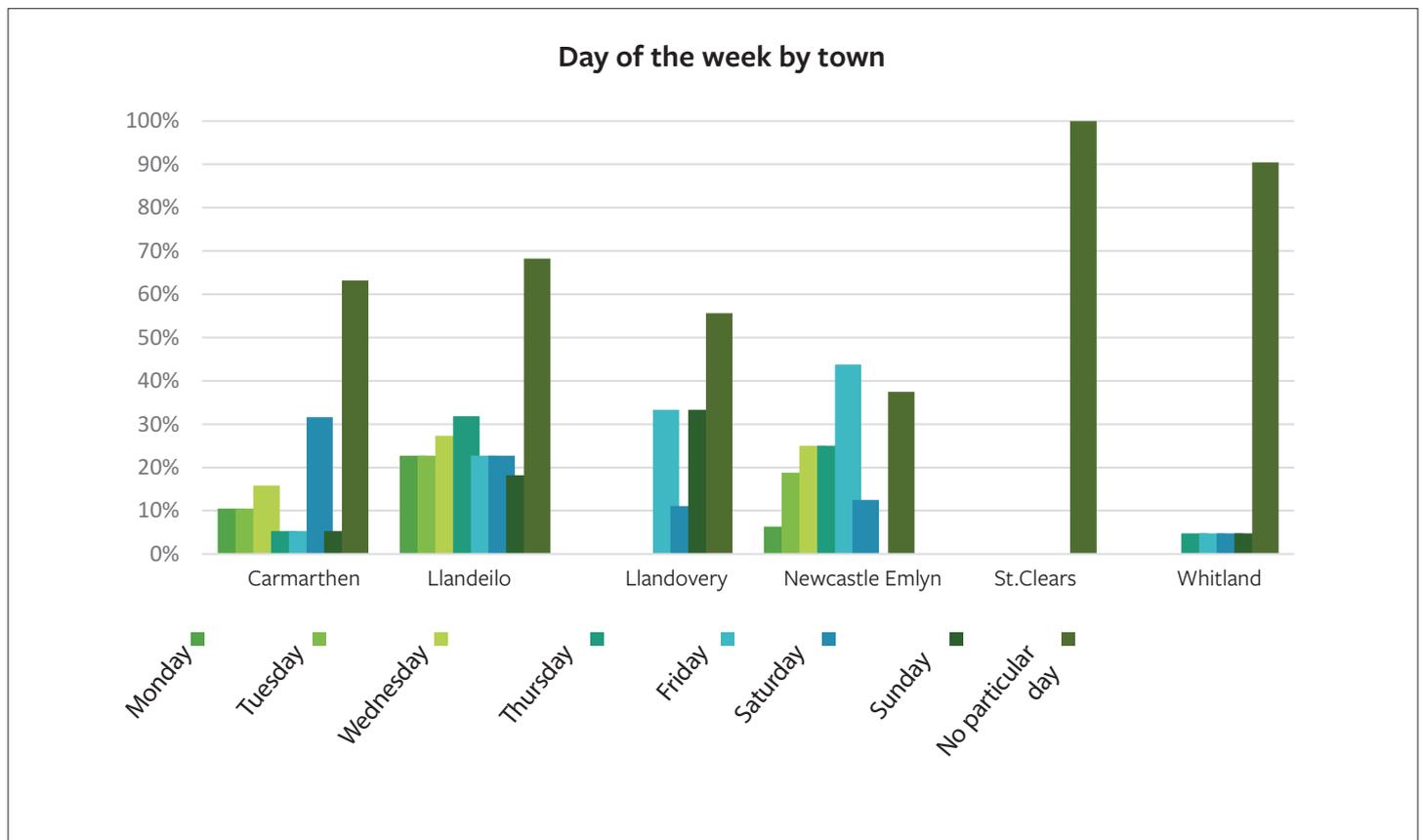
4.2.3 Length & time of stay

The highest proportion of respondents (42%) say that they usually spend between 1 and 2 hours in the town, and 30% say they spend less than 1 hour.

While the findings when analysed by town are too small to be statistically valid, higher proportions of respondents in Carmarthen say they spend between 3 and 7 hours in the town (33%) than in the other towns. This reflects the fact that there is both more to do in Carmarthen and that respondents are also more likely to be working in the town.

Length of time spent in the town

- 8hrs + **5%**
- 4-7hrs **6%**
- 3-4hrs **7%**
- 2-3hrs **9%**
- <30mins **10%**
- 30mins -1hour **20%**
- 1-2 hours **42%**
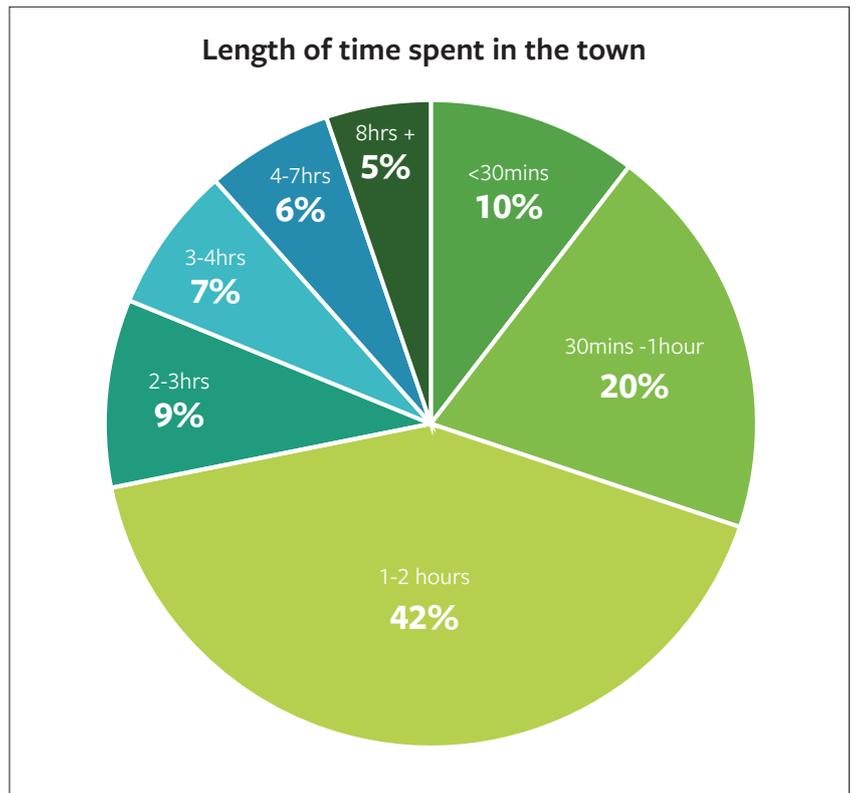
Just over half the respondents (51.5%) say that the time of day they visit the town is variable, with a further 32.3% saying the morning is their preferred time to visit. Just 5 % of respondents say that they tend to visit during the evenings.

What time of day do you tend to visit the town?

- The morning **32%**
- The afternoon **21%**
- It all depends **52%**
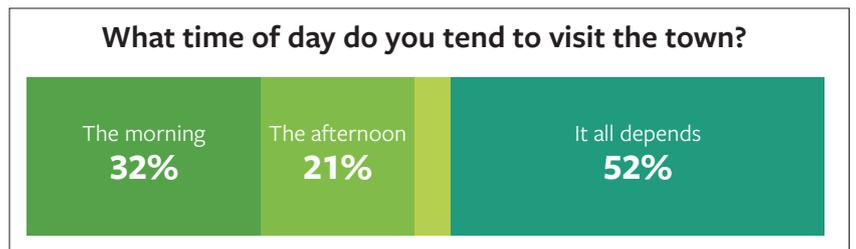
4.2.4 Reasons for visits

Respondents generally say that tend to do the same things & visit the same shops whenever they are in town. 57% of respondents say this statement fits them best, while 26% say that they mostly do the same sort of things in town, but sometimes come in for different reasons. Less than 1 in 5 (18%) say that they do a range of different things each time they come into town.

18% I do a range of different things each time I come into town

26% I mostly do the same sort of things in town, but sometimes come in for different reasons

57% I tend to do the same things & visit the same shops whenever I am in town
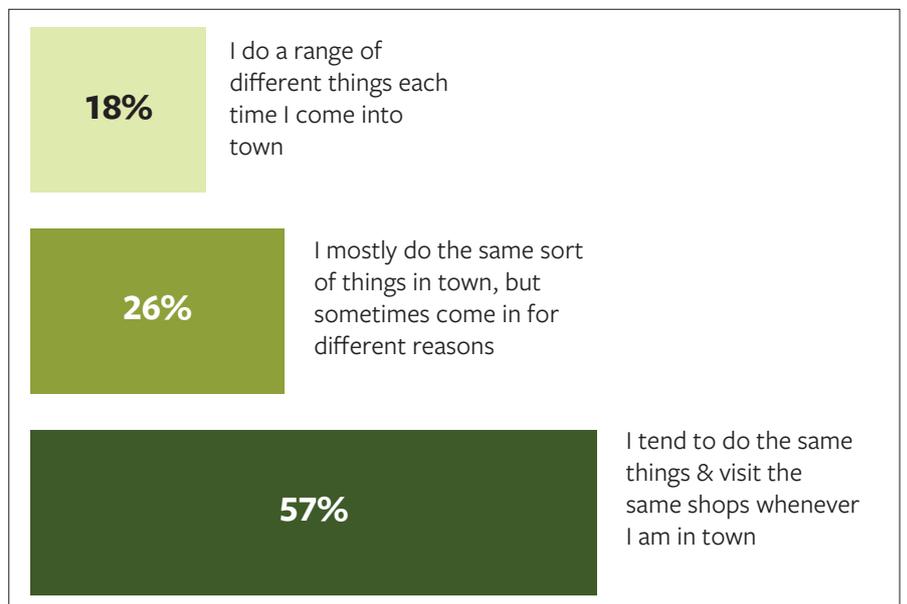
Further analysis shows that respondents in both Llandeilo and Newcastle Emlyn (32% and 33% respectively) are slightly more likely to say that they mostly do the same sorts of things in town, but sometimes come in for different reasons compared to 26% overall. This indicates a slightly less habitual nature to their visits than in the other towns, and while this isn't a statistically valid finding, it does potentially indicate some similarities in attitudes between visitors to these 2 towns as well as between the towns themselves. This is particularly apparent when compared to the responses from Llandovery and Whitland where 78% and 72% respectively say they tend to do the same things & visit the same shops whenever they are in town.

Shopping is the most popular reason for visiting the towns with 69% of all respondents saying that that was one of their reasons for visiting the town on the day of the interview, and 36% saying it is their main reason for visiting.

Few respondents were visiting the town to make use of professional services such as solicitors or accountants, were there on business or to access entertainment or the arts:

Reasons for visiting the town

■ Any reason   ■ Main reason

Reason	Any reason	Main reason
Access health services	36%	10%
Browsing	28%	1%
Entertainment / arts	11%	2%
For a meal / refreshments	34%	6%
Finanical services e.g. banks	20%	6%
Here on business	9%	2%
Place of work	16%	14%
Professional services	6%	
Other services e.g. PO	27%	1%
Shopping	69%	36%
To see friends or relatives	25%	6%
Other	28%	15%
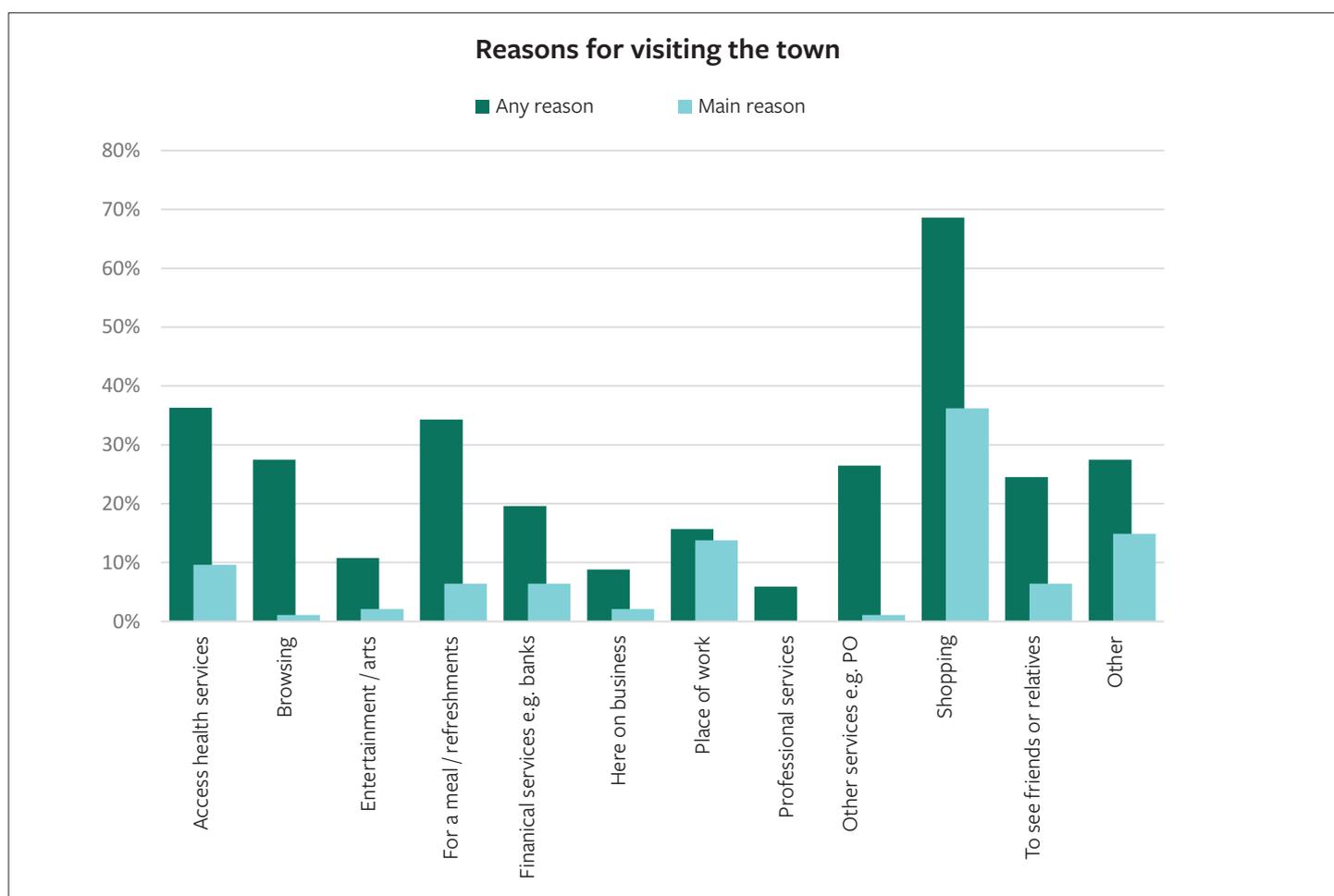
More than 8 in 10 respondents in Carmarthen, Llandovery, Newcastle Emlyn and Whitland said that shopping was one of their reasons for being in town. For those in St. Clears and Llandeilo however, much lower proportions of respondents were visiting to shop (around 3 in 10 respondents).

These findings overall, suggest that the market towns are very much the type of place that residents are popping into routinely, to pick up essentials and run small errands rather than places they come to spend their increasingly precious leisure time.

Respondents were also asked whether there is anything that would encourage them to visit the town more frequently. 71% of them said that they could be encouraged to visit more often. Of these respondents, the highest proportion (55%) felt more activities / events would encourage them to visit more often, and 51% highlighted wider variety of shops, and better parking facilities (44%) as important factors to encourage more visits.

Reasons for visiting the town

Category	Percentage
Other	15%
WiFi	32%
Variety of shops	51%
Town information	20%
Toilet facilities	20%
Presentation of the town e.g. decoration,...	26%
Parking facilities	45%
Opening hours	27%
Improved accessibility	14%
Entertainment	41%
Click and collect points e.g. Amazon lockers	15%
Activities / events	55%
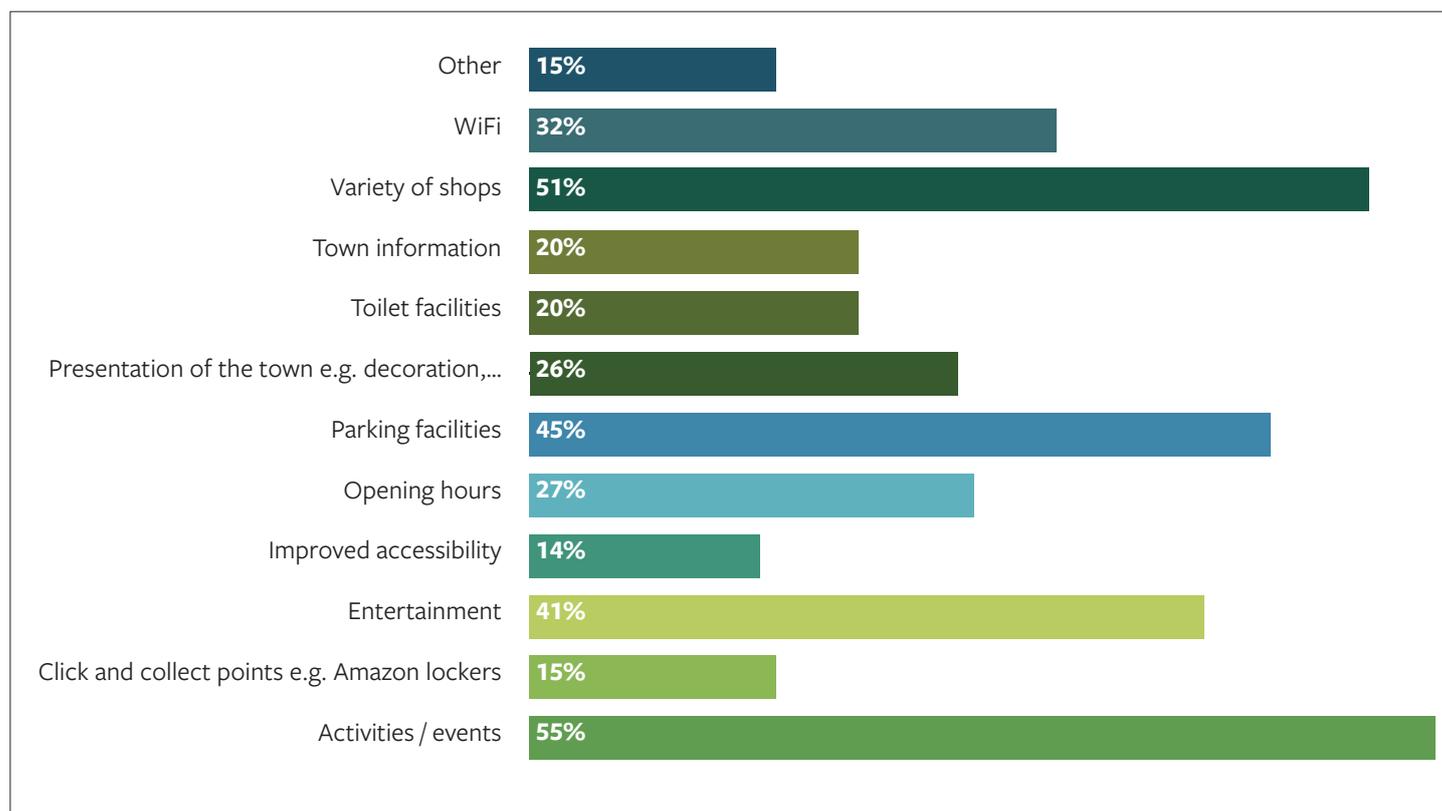
The other comments given by respondents included parking (free for up to 30 mins – 1 hour), specific types of shops e.g. shoe shop, opening hours of shops, banking facilities:

4.3 About your town

4.3.1 Sources of information

Respondents were asked how they tend to hear about things that are happening in their town. Word of mouth is hugely important, with around two thirds (65%) saying they tend to hear about what's going on from others. Almost half (46%) say they find out about what's going on from posters and 32% find out information from social media and the local press.

What would encourage you to visit more often?

Source	Percentage
Word of mouth	65%
Posters	46%
When I'm passing by	32%
Social Media	32%
Local press	32%
Flyers	28%
Website (local)	13%
Tourist information	5%
Local radio	5%
Other	5%
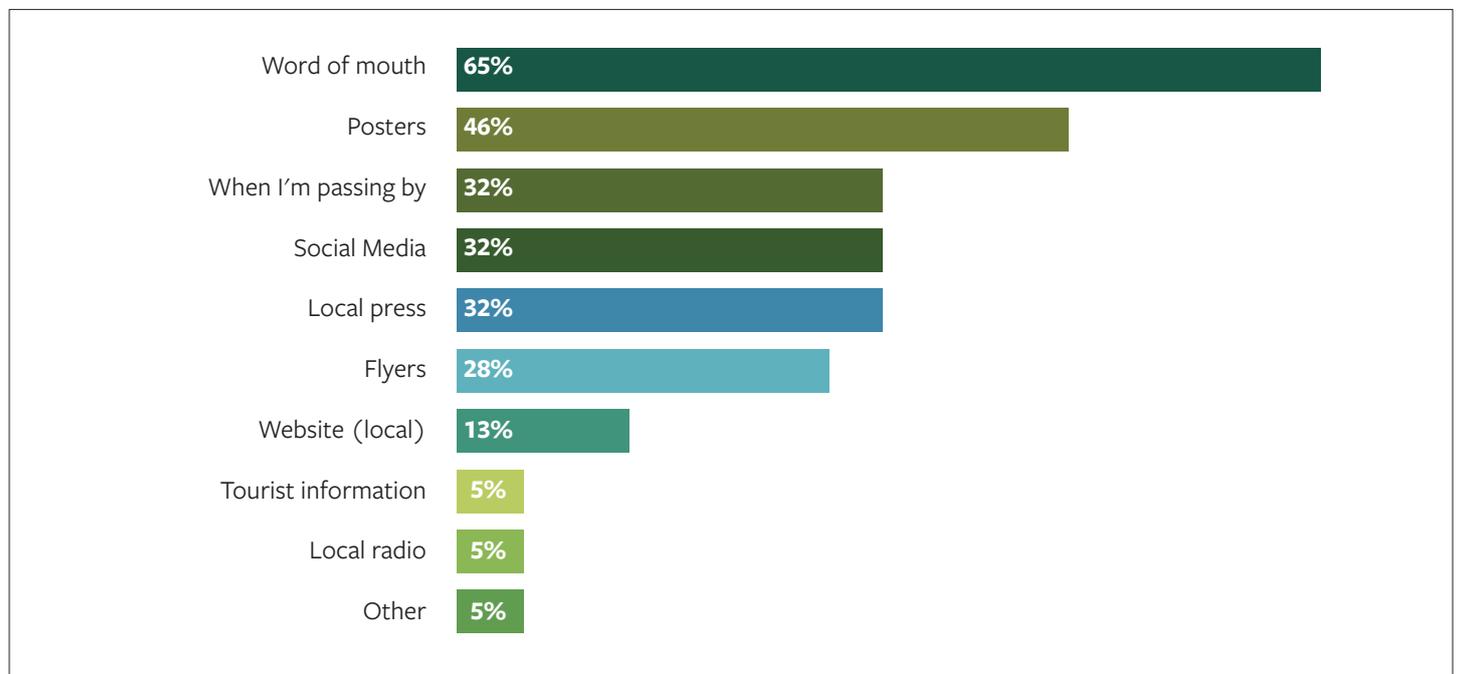
4.3.2 Retail provision

Respondents were asked to state whether their town needed more, less or was about right in terms of a range of different types of shops and facilities. Slightly higher proportions of respondents feel that the retail offering within their town could be improved; with more clothes shops (70%), arts & crafts supplies (52%), hardware & homewares (57%) in particular being identified by respondents as potentially good additions to their towns.

Retail space
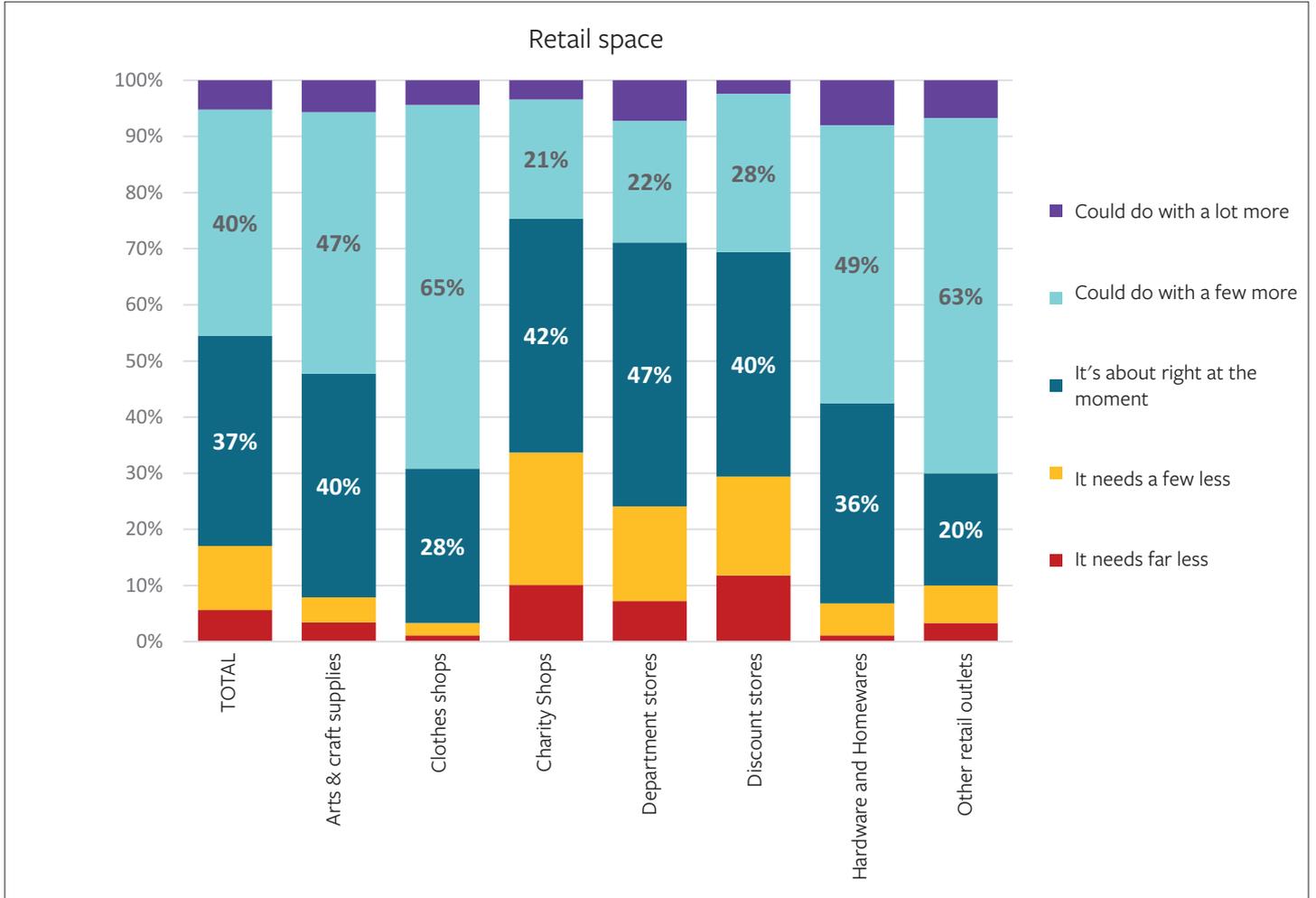
Several respondents noted "other" types of retail outlets they would like to see in their town and these included things like shoe shops, book shops and clothes shops.

4.3.3 Food & beverage provision

Respondents were then asked the same question with regards to different types of food and beverage provision within their town. Overall, respondents seem quite happy with the range of food outlets in their towns, although around half the respondents feel that their town could do with more delis / specialist food stores and Restaurants:

Food and drink
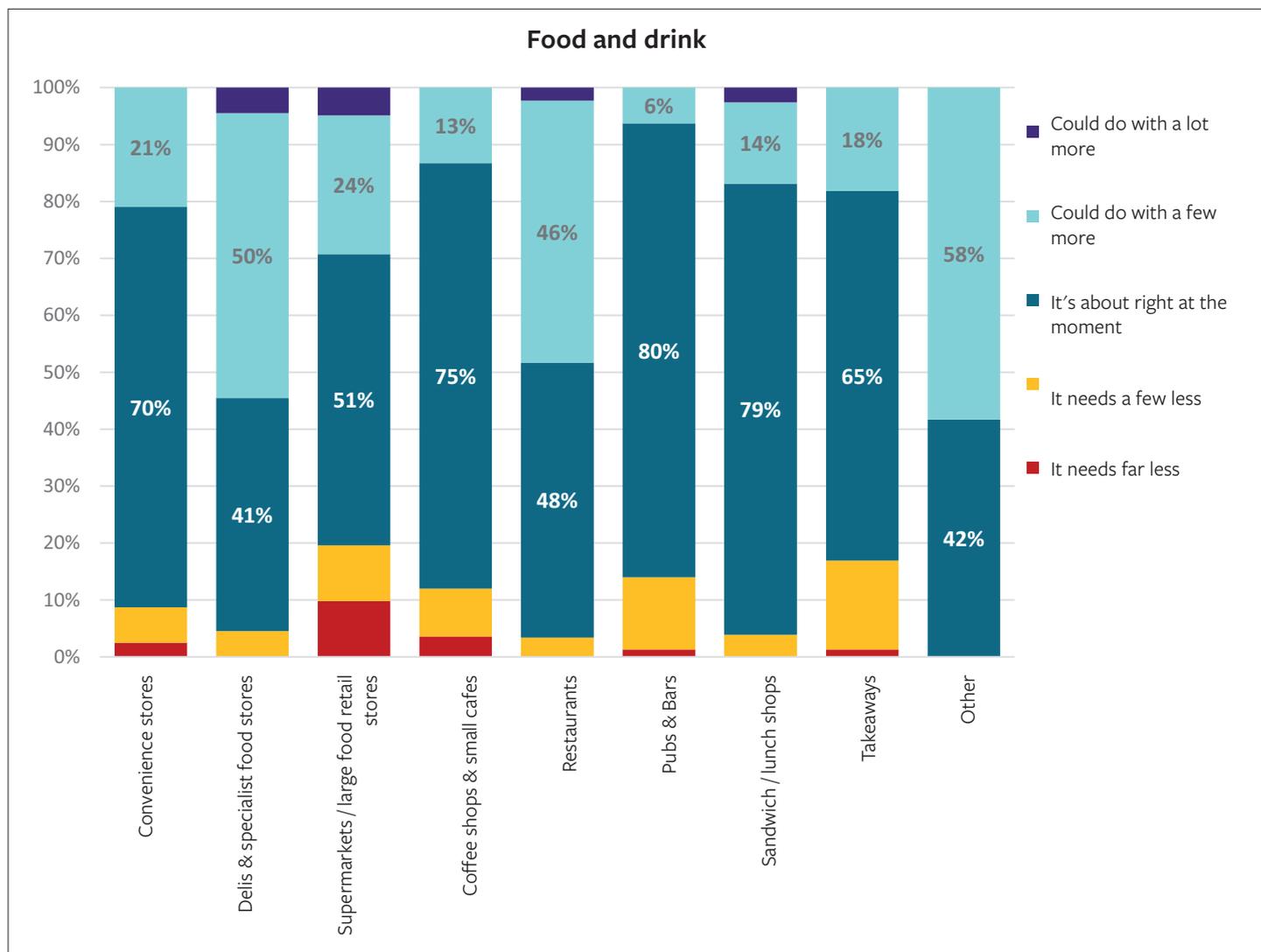
Other types of Food & beverage outlets mentioned by respondents include ales / brewery, grocers and specialist shops including vegetarian and gluten free.

4.3.4 Culture & leisure provision

Overall, more than half of the respondents feel that there could be more in the way of culture and leisure provision within their town, with the single exception of betting shops, just 8% of all respondents felt that the town could be improved with the addition of a betting shop. In several of the towns there was no betting shop, and respondents indicated that they wished to keep it that way by saying that provision was currently about right i.e. NIL. Leisure activities (59%), theatre & cinema space (56%) and sports facilities (53%) are the areas where people felt most strongly that provision could be improved in their town:
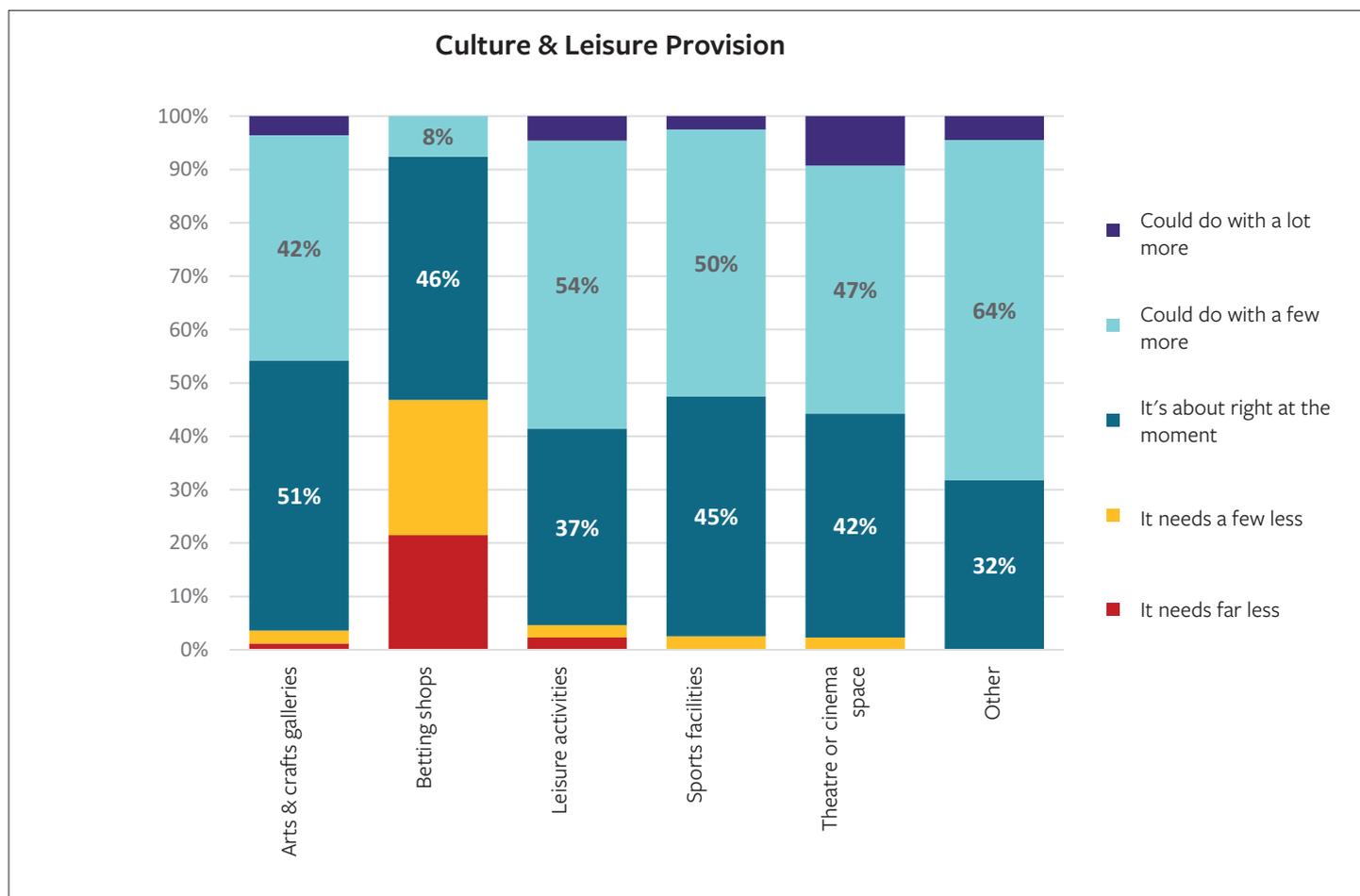
Other comments regarding leisure provision in the town include calls for more events and family activities like Narberth food festival. One respondent highlights that more spaces for the community to come together would be beneficial, while others highlight the need to safeguard the leisure centre and ensure transport to it is available.

4.3.5 Provision of other services

Generally, respondents are very happy with the level of provision of other types of services in their town with the majority saying that things are ok as they as they are, except when it comes to financial services where 6 in 10 respondents say more are needed.

The loss of banks within these towns has been a huge hit, and anecdotally respondents spoke of marked differences in footfall as banking facilities have closed. While most people realise that there is little prospect of drawing banks back to these towns, it raises the question as to whether a different banking model could be employed, that would provide the range of services needed by locals but at a low cost base to each bank.

Provision of other services

Legend:
- Could do with a lot more
- Could do with a few more
- It's about right at the moment
- It needs a few less
- It needs far less
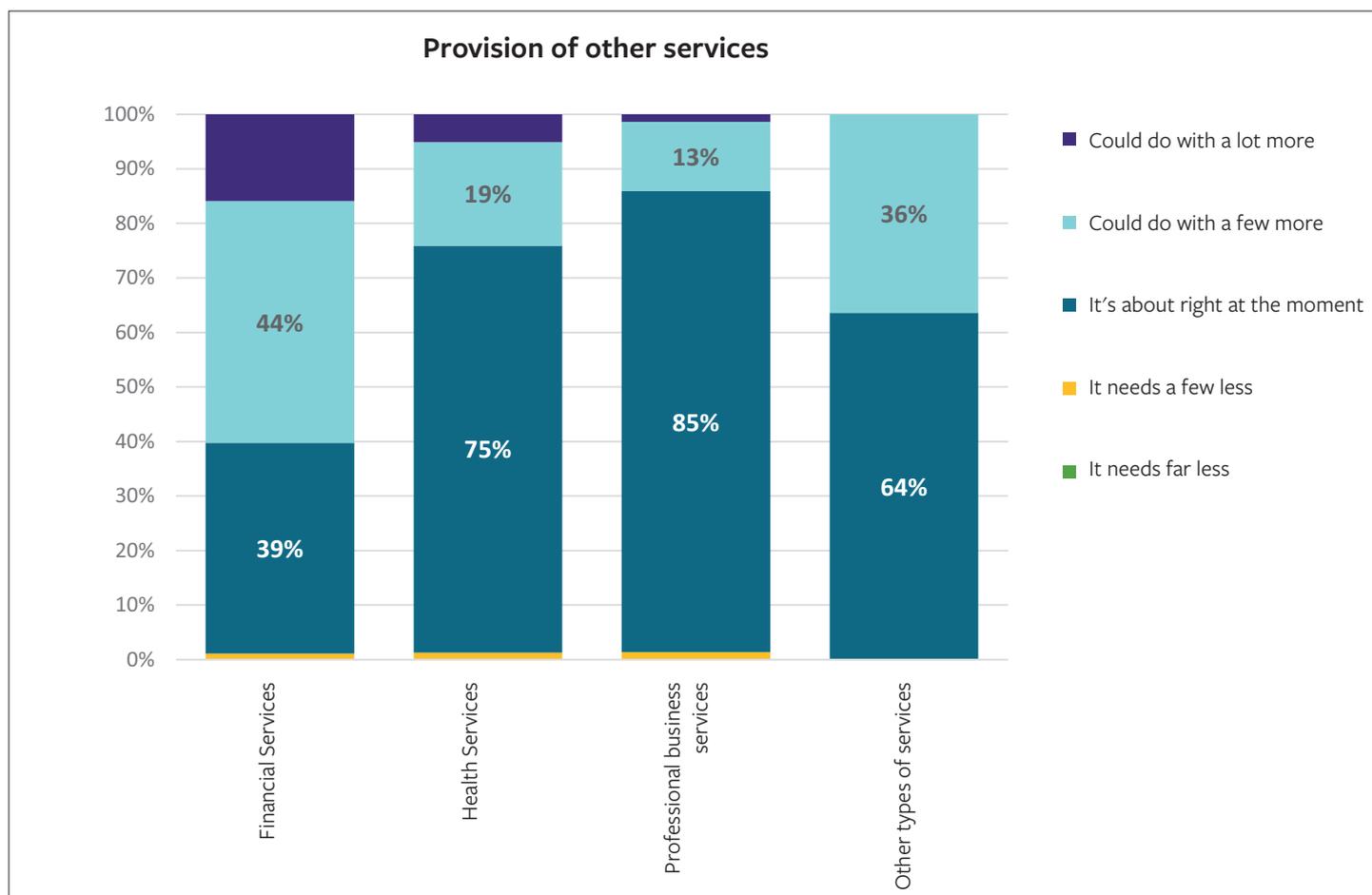
Dentists and banks are flagged by those respondents that feel more "other" services are needed in their town.

4.4 Pop-up shop initiative

4.4.1 Attitudes towards a pop-up shop initiative

Overall, consumers within the rural towns are in favour of a pop-up shop initiative, with an overwhelming majority feeling that they could be of benefit to the towns by attracting more people to them and developing new and existing businesses.

Those interviewed were asked to respond to a series of concept statements about pop-up shops and the likely implications of an initiative to bring pop-up shops to their town:

- 89% agree or strongly agree that:
  "Pop-up spaces provide all sorts of businesses and organisations with an opportunity to trial new products, services and markets with lower risk"

  Highlighting the fact that many view a potential initiative as something that could benefit both new and existing businesses, and breathe some vibrancy back into the town.

- 85% agree or strongly agree that:
  "A pop-up shop initiative would benefit the rural towns of Carmarthenshire in the long term"

  This sentiment indicates that consumers are seeing a potential initiative not just as a flash in the pan, here-today-gone tomorrow concept, but as something that can attract new businesses in the long term and help foster business growth and success.

- 83% agree or strongly agree that:
  "Pop-up shops would help to draw more people to the town"

  People see pop-up shops as an opportunity to draw more people to the town. It must be noted, however, that any pop-up shop initiative needs to acknowledge the limitations of such a project unless other factors affecting the town are also addressed. While a pop-up shop initiative is unlikely to cure all the issues facing these rural towns, it could certainly be a part of the solution.

Few respondents (16%) feel that there could be negative implications of a pop-up shop initiative for existing retailers in the town. 69% disagree or disagree strongly with the statement, indicating that respondents feel that in fact a pop-up shop would be of benefit to existing retailers by drawing more shoppers in.

The full findings are illustrated in the chart below:

Pop up shop concept statements

Statement	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Pop-up shops would help to draw more people to the town		11%		63%	22%
Pop-up shops offer opportunities to a wide range of organisations and businesses not just retail outlets, e.g. for art exhibitions, financial or health services and public information				68%	21%
A pop-up shop initiative would have negative implications for existing retailers in the town	10%	34%	16%	35%	
Pop-up shops are only useful to businesses that are thinking of starting up	19%	50%	16%	12%	
Pop-up spaces provide all sorts of businesses and organisations with an opportunity to trial new products, services and markets with lower risk	8%			65%	25%
I think a pop-up shop initiative would benefit the rural towns of Carmarthenshire in the long term		10%		65%	18%

■ Strongly disagree   ■ Disagree   ■ Neither agree nor disagree   ■ Agree   ■ Strongly agree

4.4.2 Further comments

A number of respondents made additional comments with regards to the concept of a pop-up shop initiative. Among the most common comments is the need to make sure any initiative is well publicised:

> **Pop up shop initiative would have to be well marketed in order for people to know what's there.** (*Carms*)

> **Would have to be publicised well because no one just passes by.** (*Whitland*)

> **Wow! I would love to see the empty spaces used for pop up shops and other things. You would have to really sort out ways of communicating this on social media, I live in Whitland and if I knew about a pop up activity I would be there - but I would have to know about it. Flyers via the school is a certain way to tell parents and families about activities.** (*Whitland*)

Other comments focus on the need for an initiative to "add value" to the town, ensuring that outlets using pop-up spaces do not take away from existing businesses but look to enhance what is already there:

> **Benefit all businesses even existing ones in town.** (*Llandeilo*)

> **Use for things that aren't available in town already i.e. not directly compete with what is there already. Initiative - helping the pop ups become permanent** (*Llandovery*)

> **Initiative should be seen as an opportunity. Work with existing businesses to be include in development of initiative** (*St. Clears*)

> **If pop up shops come it would have to be policed properly. Have to be different to what is there already.** (*Newcastle Emlyn*)

Some respondents express concerns and / or caveats for the success of a pop-up shop initiative, and these types of concerns are something that should be addressed if the project is developed further:

> **Population is an issue. Area there enough people to make them viable** (*St. Clears*)

> **It depends what the pop up space would be used for. Not just something that would be direct competition, Range and quality have to be right** (*Newcastle Emlyn*)

> **Need a long term solution. Pop shops are not a long term solution.** (*Whitland*)

However a number of comments highlight the positivity that respondents greeted the idea with, especially with regards to presenting opportunities for young people and expanding the variety of retail and other types of spaces in the towns:

> **Pop-up cinema, something for the kids and young people: story telling / puppet shows** (*Llandeilo*)

> **Pop ups would make a visit more enjoyable as there would always be something new to see.** (*Carmarthen*)

> **Give opportunities for young people, can give young unemployed people experience** (*Llandovery*)

> **Local historical exhibition, vintage photo exhibition, children's art.** (*Llandeilo*)

A full digest of these comments, by town, is provided overleaf:

Comments from Carmarthen:

- Need to educate people about what pop-up shops are. Important for market research opportunity to test the market

- As long as the business is not a fly by night. If there's a problem you need to be able to go back to them

- Pop ups would make a visit more enjoyable as there would always be something new to see.

- Pop up shop initiative would have to be well marketed in order for people to know what's there.

- Pethau tebyg i'r farchnad

- Bodlon a shwl di bwl wedi neud yn dda yma. Siopau tebyg I stondinau steddfod.

- Not pop up shops. Yes to pop up units.

- Christmas shops

- More local produce.

- HMU wedi gweithio'n dda er nad oedd yn fusness newydd.

- Shoreditch box park this week (last week July) is a good example of how social media , YouTube and new generation of sellers and buyers are conducting their lives

- Help for starting up businesses for young people

Comments from Llandeilo:

- Pop-up cinema, something for the kids and young people: story telling / puppet shows

- It works well elsewhere. sometimes they have to "hop-shops" which causes clients difficulties

- Leekes - haberdashery/healthy food

- N/A Don't shop so something leisure would be nice.

- Make the town look better.

- Pop up bars/pubs

- Local historical exhibition, vintage photo exhibition, children's art.

- Benefit all businesses even existing ones in town.

- Something different to look at.

Comments from Llandovery

- Use for things that aren't available in town already i.e. not directly compete with what is there already. Initiative - helping the pop ups become permanent

- Give opportunities for young people, can give young unemployed people experience

- Bespoke articles from a business with an outline profile would draw people in. good for the town because it would bring people in who couldn't normally have access to that product

- A variety of pop up shops i.e. 6 or more. Too many may have a detrimental effect to a town

- Good window display & different. Local shops could use the display to promote business?

- Have to bear in mind where your nearest competitor would be. Climbing shops & motorcycle shops.

Comments from St. Clears

- Initiative should be seen as an opportunity. Work with existing businesses to be included in development of initiative
- Population is an issue. Area there enough people to make them viable
- It's got to be sustainable. Look at Milford. Use empty shop for town information

Comments from Newcastle Emlyn

- It depends what the pop up space would be used for. Not just something that would be direct competition, Range and quality have to be right
- Affordable for businesses to engage with
- Depends on the product in
- Pop up film clubs/showings. Pop up world cafe and discussions music.
- Local food and produce.
- Older population, what impact would this have?
- Newport empty shops project used colleges, unis and schools to show art work and run workshops in empty shops. It involved the whole community.
- Advertising and make sure people know who's here.
- If pop up shops come it would have to be policed properly. Have to be different to what is there already.
- Have them on old fashion market days. Test the product in an established environment. Access to free parking.

Comments from Whitland

- A well run initiative would be welcome
- Would have to be publicised well because no one just passes by
- Children's clothes & Clothes generally
- Might find a business that wants to stay long term. Pop up open for community use - not take money and run
- Siwto'r lle
- Angen pethau parhaul na fydd yn cael effaith ar fusnesau sy' yna'r barod. Lots of people come into the town because of the NHS dentist - from a long way away
- Need a long term solution. Pop shops are not a long term solution.
- Wow! I would love to see the empty spaces used for pop up shops and other things. You would have to really sort out ways of communicating this on social media, I live in Whitland and if I knew about a pop up activity I would be there - but I Would have to know about it. Flyers via the school is a certain way to tell parents and families about activities.

Appendix 2:

Feasibility study for a Pop-up Shop Initiative in Carmarthenshire:

BUSINESS CONSULTATION

Full findings of the business consultation exercise conducted across 6 market towns in Carmarthenshire, to understand the current impact of empty shops in the towns and explore options to regenerate them.

FULL FINDINGS

Perspectif

1. Overview

This research forms part of a wider programme of secondary desk research and wider stakeholder consultation, to determine the feasibility of a pop-up-shop initiative across Carmarthenshire.

The report presents the full findings from our research with businesses across 6 market towns (Carmarthen, Llandeilo, Llandovery, Newcastle Emlyn, St. Clears and Whitland) in Carmarthenshire in July and September 2016.

2. Introduction

A total of **97 interviews with businesses** were conducted across these towns to establish their attitudes and feelings towards the town they were in, and to determine whether they felt the introduction of a pop-up shop initiative would benefit the town and help to draw in additional visitors. The number of business interviews conducted in each town are as follows:

- 12 interviews were conducted with businesses in Llandeilo town
- 25 with businesses in Carmarthen town centre, and
- 10 with businesses in Newcastle Emlyn
- 14 with businesses in Llandovery
- 12 in St. Clears and
- 8 interviews were completed in Whitland

A further 16 interviews were completed via Carmarthenshire WiRE.

3. Summary of findings

3.1 Business profile

27% of the businesses are in retail, with a further 17% describing themselves as professional business services. Businesses from a wide range of other sectors were also included in the research, most notably arts & crafts, food & beverage (production and service), health & wellbeing and charities 39% of the businesses describe themselves as self-employed, while a further 31% have less than 5 employees.

4 in 10 of the respondents are aged between 45 and 59 while a further quarter are over 60.

3.2 Current market channels

8 in 10 of the businesses say that they have a store indicating that their physical presence on the high street is a vital part of their sales channels. 61% have a website and use social media to get their products to the market.

3.3 Attitudes to pop-up shops

Overall, businesses are generally positive towards the concept of pop-up shops, but slightly less so than the consumers.

Businesses agree most strongly that **"Pop-up shops offer opportunities to a wide range of organisations and businesses not just retail outlets, e.g. for art exhibitions and public information" "Pop-up spaces provide all sorts of businesses and organisations with an opportunity to trial new products, services and markets with lower risk"**

Highlighting that businesses are beginning to consider the opportunities that pop-up shops could offer to their own businesses in other areas. Businesses identified assistance with rates and set up costs as the type of support that would most help them to set up a pop up shop / shared work space. Some respondents identify a lack of suitable locations / premises as the principle barrier to considering a pop up shop.

3.4 Pop-up shop initiative

Businesses put forward a range of ideas for what they felt would make a pop up shop initiative work including:

- Offering something different
- Being associated with other events
- Location of venue & publicity
- Funding

The benefits of a pop up shop initiative are identified by businesses as:

- Bringing people into the town
- Filling empty spaces

A wide ranging concern of the businesses is the perception that pop-up shops will have cheaper rents, rates and overheads, and that this will negatively impact existing retailers.

## 3.5 Other town improvements & developments

85% of the businesses say that more activities and events would encourage more people to the town, while 69% feel that if parking facilities were improved more people would be encouraged to visit. 64% feel that improving the presentation of the town could positively influence visitor numbers.

4. Full findings

4.1 Business profile

Businesses across a wide range of sector were consulted across the 6 locations. Retail businesses accounted for the highest proportion of businesses, representing around a quarter of all businesses[1].

17% of the businesses offer Professional business services including copy writing, consultancy (marketing, HR etc), Financial and legal services etc. Just over a quarter of the respondents (28%) described their business as something else, with a number in the health and well-being sector, as shown below:
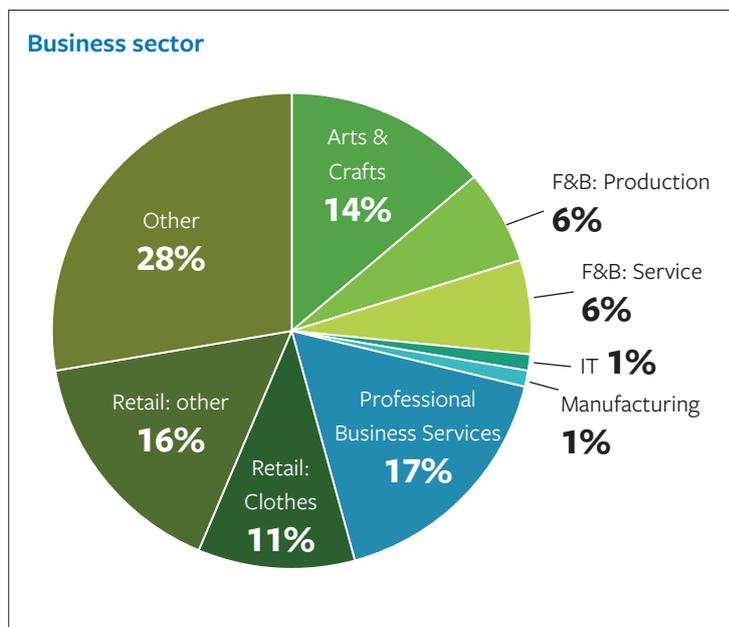
4.1.1 Employees

Almost 4 in 10 of the businesses consulted described themselves as self-employed. A further 3 in 10 said the business employed less than 5 employees while just 14% had more than 10 employees. This really highlights the fact that the majority of businesses within these rural towns are small, locally owned and run; they form the foundation of these towns, but need specific types of support in order to thrive.
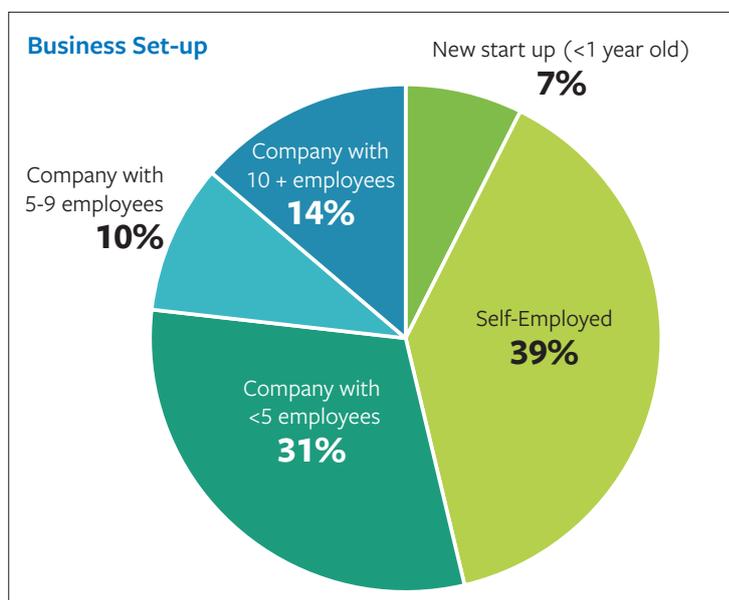
4.1.2 Respondent demographics

Two thirds of the business respondents are female (66%) and 34% are male.

The highest proportion 43% fall into the 45– 59 age group, with a further 27% aged 30– 44 and 60 – 74 years old.

Business sector

Arts & Crafts **14%**
F&B: Production **6%**
F&B: Service **6%**
IT **1%**
Manufacturing **1%**
Professional Business Services **17%**
Retail: Clothes **11%**
Retail: other **16%**
Other **28%**

Business Set-up

New start up (<1 year old) **7%**
Self-Employed **39%**
Company with <5 employees **31%**
Company with 5-9 employees **10%**
Company with 10 + employees **14%**

Age profile

16-19 **1%**
20-29 **3%**
30-44 **27%**
45-59 **43%**
60-74 **27%**
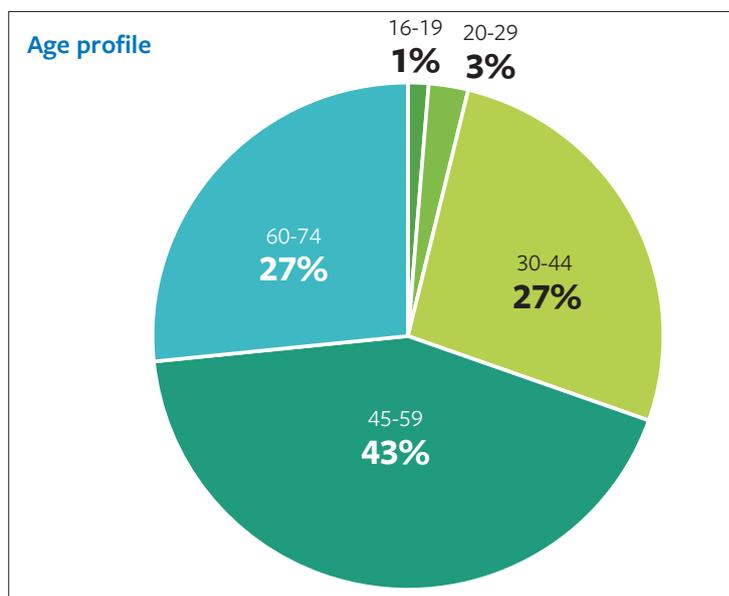
[1] Those that specified themselves as a retail outlet = retail clothes 11% and retail other: 16%. In addition to this some businesses categorised themselves as other if they had a retail element to their business (perhaps in addition to some other service)

4.2 Current market channels

Respondents were asked to identify which channels they have used in the past and currently use to get their products to market.

Overall almost 8 in 10 of the businesses say that they have a store indicating that their physical presence on the high street is a vital part of their sales channels. Around 6 in 10 use / have used a website to get their products to market, and a similar proportion currently use social media. There is little difference between the findings for used in the past and currently use, indicating that businesses are sticking to tried and trusted channels rather than experimenting with new routes to market.

Channels to market: used in the past vs currently use

	Mail order	Physical store	Pop-up shops	Website	Other online channels	Social Media	Other
a) used in the past	15%	80%	5%	57%	16%	52%	34%
b) do you currently use	19%	79%	7%	61%	17%	61%	33%
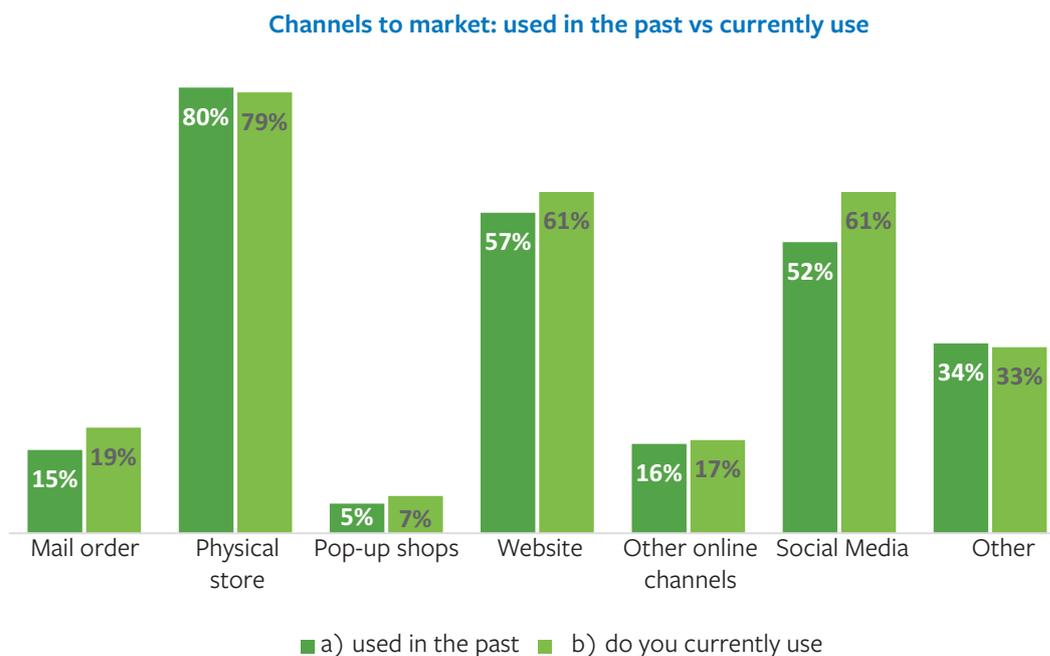
There is little difference between the findings for used in the past and currently use, indicating that businesses are sticking to tried and trusted channels rather than experimenting with new routes to market.

4.3 Attitudes to pop-up shops

4.3.1 Concept statements

Overall, businesses are generally positive towards the concept of pop-up shops, but slightly less so than the consumers:

- 88% agree or strongly agree that
  "Pop-up shops offer opportunities to a wide range of organisations and businesses not just retail outlets, e.g. for art exhibitions and public information" Highlighting the opportunity for pop-up spaces to be accepted by existing retailers and businesses if they embrace a wide variety of uses.

- 86% agree or strongly agree that
  "Pop-up spaces provide all sorts of businesses and organisations with an opportunity to trial new products, services and markets with lower risk" Businesses have begun to identify that perhaps there could be opportunities for their own businesses to trial their existing products and services in new locations through a pop-up shop initiative. This was found to be quite an exciting opportunity by a number of the businesses, 43% said that they would consider opening up a pop-up shops or using a shared space for their business, although there were caveats around logistics etc.

- 7 in 10 agree or strongly agree that:
  "a pop-up shop initiative would benefit the rural towns of Carmarthenshire in the long term". While businesses are a little less convinced than consumers that a pop-up shop initiative could have long term benefits for the town (85% of consumers agree with this statement), they are still overwhelmingly positive that there could be long term benefits to such an initiative if correctly implemented.

More than half (56%) of the business disagree with the statement **"A pop-up shop initiative would have negative implications for the town"** would consider a pop-up shop / shared work space.

While a further 23% neither agreed nor disagreed with the statement. Just 2 in 10 of the businesses feel that a pop-up shop initiative would be detrimental to their town.

43%

would consider a
pop-up shop / shared work space

Pop-up shop concept statements

Statement	Agree	Strongly agree
I think a pop-up shop initiative would benefit the rural towns of Carmarthenshire in the long term	47%	23%
Pop-up spaces provide all sorts of businesses and organisations with an opportunity to trial new products, services and markets with lower risk	65%	21%
Pop-up shops are only useful to businesses that are thinking of starting up	51%	26%
A pop-up shop initiative would have negative implications for existing retailers in the town	46%	16%
Pop-up shops offer opportunities to a wide range of organisations and businesses not just retail outlets, e.g. for art exhibitions and public information	61%	27%
Pop-up shops would help to draw more people to the town	44%	18%

■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

4.3.2 Support needed to open pop-up shop / shared work space

Respondents were then asked what sort of support they would need to open a pop-up shop or shared work space [2].

Rates and set up costs were identified by the highest numbers of respondents as areas that they feel they would need help with, despite the fact that many businesses felt that pop-up shops give pop-up businesses an unfair advantage when reduced rates are offered:

> **I believe funding for rental is going to have a major impact - especially for a sole trader and also the state of the shop - how much dressing it would need**
>
> **Support with rates & set up**
>
> **Help with shop fittings**
>
> **Financial support for a month or two rates. Landlord cooperation**
>
> **Rate relief - CCC still gives R R on businesses**

Other areas mentioned by a number of respondents highlight that Landlord buy-in / cooperation is vital if a pop-up shop is to be successful, with some expressing this has been a problem in the past:

> **Flexible landlords, no rates (exemptions), commit for a month**
>
> **Financial support for a month or two rates. Landlord cooperation**
>
> **Cooperation of landlord. Have tried to open a pop up for five months in an empty shop but landlord wouldn't agree to it.**
>
> **Cooperation of landlords.**

4.3.3 Barriers to opening pop-up shop / shared work space

Respondents were then asked to identify what sorts of barriers might prevent them from opening a pop-up shop or using a shared workspace. While many of the concerns are practical in nature, relating to finance and staffing resources for example, others are assumed to exist although there is little in the way to suggest that these barriers would indeed exist. Certainly there is a level of expectation that landlords will not support pop-up shops, but a pop-up shop initiative could remove this barrier by taking out long term leases with a landlord and managing the short-term pop-up shop leases. The following area are noted by the highest proportions of respondents as being barriers to their involvement with a pop-up shop[3]:

---

[2] Full digest of results is given as Appendix I

[3] Appendix II contains a full digest of the responses

> ## Location & suitable premises
>
> **Cost of rent and lack of empathy from landlords.**
>
> **High rates, inflexible landlords, absent landlords**
>
> **Availability of premises centrally**

> ## Finance and other resources
>
> **Would need to consider time element and costs of set up and stock for a short time period**
>
> **Just costs**
>
> **Capital requirements - food grade unit (cost implications) potential to claw back costs if successful**
>
> **Time, commitment, money and value**

> ## Concerns for existing businesses
>
> **I would not like to give subsidised competition to other retailers**
>
> **Pop up for retail is a complete no no due to the discounted rates offered which is unfair**
>
> **Private landlords / competing with existing businesses**

4.4 Pop-up shop initiative

4.4.1 What would be necessary to make a pop-up shop initiative work?

Businesses were then asked under what circumstances they could see a pop-up shop initiative working across Carmarthenshire[4].

> ## Offer something different:
>
> **Unique shops - doesn't affect the other shops. Need to be in the town centre to avoid visitors going out of town.**
>
> **If what the pop-up shops offer is different to what exists in the town at the moment.**
>
> **Needs to be a new initiative in retailing that does not compromise existing traders**
>
> **As a pop up SPACE rather than a pop up shop for retail.**
>
> **If it doesn't compete with existing providers, not just at peak times of years**
>
> **Variation of shops. Support for startups. Council should encourage landlords to do short leases.**
>
> **Something not already in the town to give visitors of towns people more variety for shopping**

[3] Appendix II contains a full digest of the responses
[4] A full digest of the responses is included as appendix III

Associated with other events:

Pop up shops would probably work best if associated
with other events, such as festivals etc, or at the busiest
time of the year - summer, Christmas

During the time of an event where a broader range of clientele is around. Pop ups could
potentially attract an older clientele to the area in addition to young for the reason of
variety and culture to the town

Location of venue & publicity:

Need to be in the town centre to avoid visitors going out of town.

There would need to be lots of advertising & press coverage, and the venue would
need to be somewhere central & easy for people to stumble across. Rental would need
to be flexible and reasonable to encourage people to take the risk of trying out their
business idea

With adequate support for marketing.

Plenty of advertising to let them know what's there

Funding is again a popular theme:

Reducing overheads free or reduced rates.
Funding and support with marketing adverts and posters

Help with rates will be helpful

Fiinancial support. 6 month lease

Some respondents find it difficult to see
any way that an initiative could work:

I couldn't. Other shops would end up closing

I can't

4.4.2 Benefits of a pop-up shop initiative

Business owners were then asked what they felt would be the main benefits of a pop-up shop initiative on their town. Bringing people into the town is the most commonly stated benefit of a pop-up shop initiative and is mentioned by around a quarter of all respondents in this open ended question. Some typical examples of the responses received are shown below:

> **As long as there was enough advertising and media push, it would bring more people into the town who have the intention of spending money, it would benefit all existing business owners**
>
> **Decrease empty shops, could draw people in, improve appearance**
>
> **Encourage more people to visit.**
>
> **Bring in more people. Better than an empty shop.**
>
> **Drawing more people in.**
>
> **Bringing in people who would otherwise not come here, as well as offering local regulars a change and more choice**

As well as bringing more people in, many businesses felt that having shops filled and in use would be a significant benefit to the town:

> **Fill empty spaces**
>
> **Make the town look nicer. More variety for the consumer**
>
> **Aesthetically it would fill the shops. Also bring people in to see something different and encourage people to stay longer**
>
> **Tourists and locals alike appreciate the uniqueness of Newcastle Emlyn. Pop-up shops while, perhaps, giving the impression that the town is suffering, may increase the variety of an already varied high street and are surely preferable to empty shops.**
>
> **nothing worse than seeing empty shops so would bring the high street back to life, good way of gauging business in another town**

Several even recognise that there could be a knock on benefit to existing businesses:

> **More full shops make the town look better - everyone might benefit**
>
> **Existing businesses will be benefited, more people around**
>
> **New Customers - knock on effect for the permanent shops**

A very small minority do not feel that a pop-up shop initiative will be of any benefit to the town, citing issues around leases and costs for permanent businesses putting them at a disadvantage:

> **None, because it's not fair on other businesses that have to take out long leases and pay rates**

While this has been identified as a fairly common perception among some traders, it by no means has to be the reality. The pop-up shop initiative model should seek to minimise this perceived negative impact on existing traders, by including a transparent pricing structure for the pop-up shop businesses which enables existing businesses to see that they are not being disadvantaged. Good communication will be critical in ensuring the success of any initiative.

A full digest of all the responses given is included as Appendix IV

4.4.3 Concerns

While the majority of businesses we spoke to are supportive of an initiative for their town, still many express some concerns and doubts, particularly around the perceived reality that pop-up shops will have cheaper rents, rates and overheads, and that this will negatively impact existing retailers:

> **A lack of continuity on the high street. a negative effect on existing businesses as pop up shops would have less overheads thus enabling them to sell their products at a lower price than existing retailers who pay full rent and business tax**
>
> **It will make the other shops harder to keep going "overheads" is yn golygu bod mantais gan siopau sionc dros siopau parhaol - yn medru bod yn fwy cystadleuol gyda'r prisiau**
>
> **Concerns about taking business from others. Not committing to the town. Getting cheaper rates than businesses that are permanent**
>
> **Only that they do not "cream off" money at busy times of the year (eg Xmas) as normal traders have to survive the whole year. Good times and bad.**

Others feel that more could be done to support existing retailers:

> **Rents needs reducing for existing retailers. Council needs to clean up alley ways and empty wheelie bins. More benches & seating areas would keep people in town for longer.**
>
> **Landlords are flexible with rent - rates should be flexible also (especially if struggling).**
>
> **There need to be more independent shops, cover existing empty shops with posters and tidy up derelict buildings.**
>
> **Diluting the profits of existing retailers causing loss of more shops, must help whole town not just a bit of it**

While others express concerns that the temporary nature of pop-up businesses could in themselves be detrimental to the towns:

> **As long as properly supported, would have to be continuous - no point having a pop up shop for 2 weeks and then the shop is empty again, has to be a rolling programme.**
>
> **It would need to be sustainable - nothing more depressing than being lively for a week or so and then close up again.**
>
> **Just the temporary nature. Would prefer to see permanent businesses. HMV did a pop up in Carmarthen at Christmas which was brilliant but then went!**
>
> **Yes we need long term businesses to establish their services like Narberth. quick fix is not the answer**

Others feel that the type of businesses is especially important, from both a competition aspect and for the diversity and attractiveness of the town:

> **In a small market town pop ups can be tricky is someone came in with the same products.**
>
> **Collaboration would be essential.**
>
> **Competition. Would help if local traders could have a say on the suitability of potential shops.**
>
> **Regulated, no cheap tacky shop, making sure they are high quality and in keeping with the town.**
>
> **None that would cause us any problems. Important to be careful what type of shop goes where so as not to damage current businesses.**

Despite the concerns from a number of respondents, many categorically state that they have no concerns, and see a pop-up shop initiative as a welcome idea to help enliven their towns:

> **Dim pryderon. Wedi gweld sawl busnes yn datblygu yn fwy wrth ddechrau mewn siop sionc**
>
> **None - welcome it**
>
> **No. Can only be a good thing.**
>
> **As long as it suited the town no problem.**
>
> **Not particularly the more the merrier**

A full digest of all the responses to this question are included as Appendix V.

4.5 Other town improvements & developments

Businesses were then asked what sort of additional activities or developments could be done to encourage more visitors to the Town.

85% responded that more activities and events would encourage more visitors to the Town, while 69% felt that if parking facilities were improved more people would be encouraged to visit and 64% feel that improving the presentation of the town could positively influence visitor numbers.

Just over half feel that a wider variety of shops (57%) and more entertainment (53%) would encourage more people to visit.

Factors that would encourage more visitors to the Town

Factor	Percentage
Click and collect points	17%
Opening hours	26%
Other factors to encourage more visits	31%
Toilet facilities	35%
Improved accessibility	36%
WiFi	41%
Town information	46%
Entertainment	53%
Wider variety of shops	57%
Presentation of the town	64%
Parking facilities	69%
Activities / events	85%
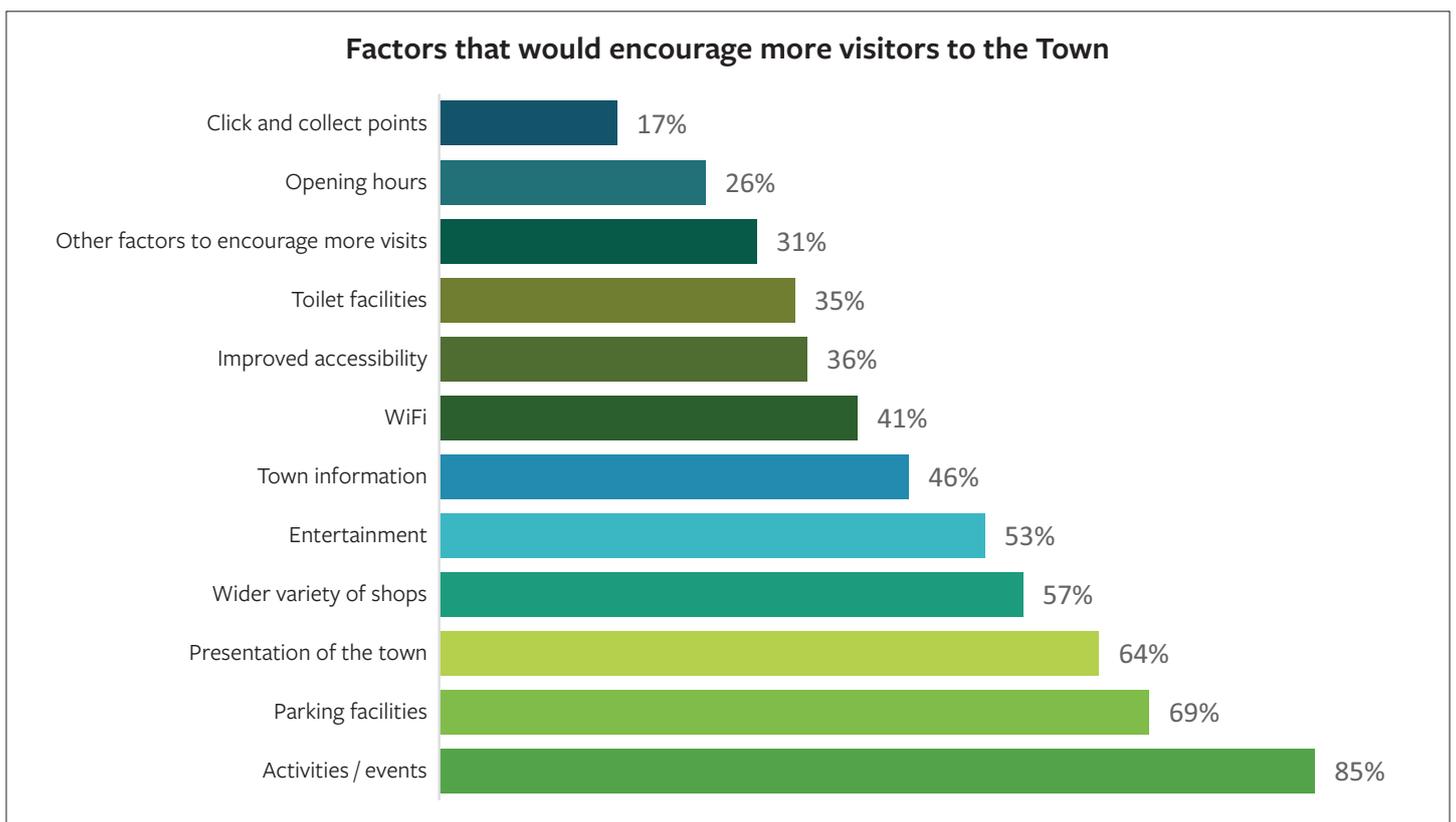
Around a third of businesses made additional suggestions for encouraging more visitors to the town.

These include:

- Short length free parking / Sunday free parking
- Baby-changing facilities
- Specific shops such as kitchen & homewares, arts & crafts etc
- Better use of existing facilities e.g. Tourist information etc

Appendix I

What support would you need to open a pop-up shop or shared work space

- The Terms & conditions would be important
- I believe funding for rental is going to have a major impact - especially for a sole trader and also the state of the shop - how much dressing it would need
- The option to share the premises with other therapists
- It would depend on the kind of market I would attract, retail
- support with rates & set up
- Landlord - ffeindio lle
- cefnogaeth ariannol - i staffio etc
- Have been invited to join a pop-up shop in Cowbridge, but a new business would struggle due to high set up costs. Need money for signage and stands etc.
- Flexible landlords, no rates (exemptions), commit for a month
- Advice on what funding is available for start-up businesses; book keeping (training guidance); advertising
- Very affordable rental with extension facility for further trial period
- Financial support, getting the shop fittings
- Support from existing traders
- Help with shop fittings
- templed ar gyfer prydles dros dro, person cyswllt i gydlynnir broses
- If there was an initiative in another town so that I can trial my product.
- Flexible lease. Inviting space.
- The right location and as part of an event.
- free WiFi for card reader signage permission from the council
- Cyngor bushes a marchnata
- Financial support for a month or two rates. Landlord cooperation
- Less rates and rates. Not locking in to a long lease.
- Cooperation of landlord. Have tried to open a pop up for five months in an empty shop but landlord wouldn't agree to it.
- Diddordeb I dreialu mewn trefi eraill. Angen help o ran hysbysebu
- Cooperation of landlords.
- Rates subsidy
- Decent Rent/rates
- Advertising / leverage
- Low interest loans for stock - reduced rent potentially through sharing and guaranteed space for a period of time.
- 'Just go for it'
- Finance to buy equipment/ staffing costs/ finding staff
- Do a Christmas pop up
- Currently looking for capital for equipment - business wales
- Cash flow
- Salary for assistant
- Rate relief - CCC still gives R R on businesses
- Suitable physical environment - hanging space.

Appendix II

- Time, commitment, money and value
- Not focussing on B2C at the moment
- Digital Products
- Cost, location, length of time / minimum contract
- don't think it would benefit my industry
- Not being known / what counselling entails
- I have 2 businesses and the pop up for my cleaning may work and would consider for my coaching company
- Set up time, van hire
- Availability of premises centrally
- Staffing
- rhannu amser rhwng dau safle
- Depends on the other brands in the shop - need to make sure the other companies fit in with our brand
- Capacity
- High rates, inflexible landlords, absent landlords
- spaces may not be in the right place
- Pop-up shops are a good way to test the water with your business idea, but then if it is very successful you would then have to look for permanent premises. Lack of funds to start-up. No grants available.
- knowledge & availability
- Possibly security aspect
- make sure no disadvantage for current business owners
- Private landlords / competing with existing businesses
- staffing
- yswiriant
- It will eventually Be closing down.
- Difficult for their line of work. Might work for info but wouldn't be commercially feasible
- Pop up for retail is a complete no no due to the discounted rates offered which Is unfair
- Bureaucracy: set up costs are huge, same as a permanent shop. Irritate permanent shop keepers
- Cost y lleoliad. Trethi?
- Location.
- Depends on how busy the existing business is and staffing.
- Be able to spread the word. Parking to drop off stock, Wifi and phone signal peoples altitude to why you would do a pop up shop
- Rent a treth
- As above. Not being able to talk to landlords.
- Business not suitable
- Cost of rent and lack of empathy from landlords.
- The barriers exist in my head and may not actually exist but, as I said, I am not sure that my views are particularly relevant. Having said that, I was pleased to see the efforts that have been put into this initiative.
- Available premises, Car parking
- Not needed - we have sufficient resources

Appendix III

Under what circumstances, if any, could you see a pop-up shop initiative working across Carmarthenshire

- Unique shops - doesn't affect the other shops. Need to be in the town centre to avoid visitors going out of town.
- Fixed short term lease - up to 3 months
- Pop up shops would probably work best if associated with other events, such as festivals etc, or at the busiest time of the year - summer, Christmas
- In charity sector - with help from the council. Free Rent / free rates
- bod amser les, bob siop yn ddigon hir er mwyn codi ymwybyddiaeth i'r cyhoedd am beth sydd ar gael yn y siop
- If what the pop-up shops offer is different to what exists in the town at the moment. Not too frequent either.
- Restaurant or on the street
- Have to be short term. Even financial playing field for exisiting stores
- cooperation of landlords
- Making use of spaces for creative and artistic activities
- Low rates / geared appropriately for rates. Got to catch eye - need to know there would be demand - access to data
- There would need to be lots of advertising & press coverage, and the venue would need to be somewhere central & easy for people to stumble across. Rental would need to be flexible and reasonable to encourage people to take the risk of trying out their business idea
- No limits whatsoever. All towns should welcome the opportunity to allow / welcome pop-up shops
- Needs to be a new initiative in retailing that does not compromise existing traders
- During the time of an event where a broader range of clientele is around. Pop ups could potentially attract an older clientele to the area in addition to young for the reason of variety and culture to the town
- With no disadvantage to current traders financially
- Exhibitions (art / cultural), shops only that don't affect existing businesses
- I can't
- If its easy to use / ease of access
- arddangosfeydd mewn siopau gwag. Ar adegau arbennig y flwyddyn ee. nadolig, gwyliau haf
- Cooperation of landlords
- Publicity
- As a pop up SPACE rather than a pop up shop for retail.
- If it doesn't compete with existing providers, not just at peak times of years
- I couldn't. Other shops would end up closing
- Managed through Chamber of Trade not the council.
- Tymhorol (Nadolig) neu'rhaforanbwyd
- Credaf bod hyn yn syniad da gan for ar y funud gwaetha'r modd gymaint o siopau gwag. Ond mae rhaid bod yn ofalus NAD yw'n cystadlu gyda busnesau Bach annibynnol syn talu yn llawn am ei siop\safle busnes
- With adequate support for marketing.
- Fill the empty shops - using the bigger shops as shared space.
- Reducing overheads free or reduced rates. Funding and support with marketing adverts and posters

- Amryiwaeth neu rywbeth newydd
- Variation of shops. Support for startups. Council should encourage landlords to do short leases.
- Depends on the products. Would have to be different to what's in each town.
- Pop ups Being able to trade for longer
- Diversity in the town and no competition to other existing businesses.
- Short term variety. Seasonal outlets.
- Exhibitions Dillad (up cycling) Menswear Shoe shop Baker
- Seasonal pop ups/events. Community initiatives. Promoting events.
- If the economy continues to falter and more outlets become vacant.
- Any, if the shop type is vetted so that they are suitable for the area and do not saturate the market
- Plenty of advertising to let them know what's there
- think they're a great idea - give people the opportunity of trying out ideas without entering into lengthy leases/contracts - makes sure they can get up and running and hopefully if all goes well the business can be developed and improve facilities generally
- Possible Review
- in a well organised and supported scheme with care given to existing business needs + concerns
- to go to other towns to trial products
- start up space - the gate could be used better - facilitate opportunities for businesses - people taking work home
- Pop up shops good seasonally, would have to be advertised very well for it to work, collaboration with suppliers. A council backed initiative to give small businesses support with advertising , costs etc.
- seasonal pop ups, support from someone who has retail experience
- If it was well publicised and co-ordinated it could work, especially if there were a group of 'pop-ups' in the same area at once, making it an 'event'
- help with rates will be helpful
- financial support. 6 month lease
- Don't see why it wouldn't work. Free accommodation
- It will have to be well promoted with plenty of information about the town. eg. leaflet, map & lots of posterage
- A choice of pop-ups or nothing - pop ups would be fine. Done sympathetically - planned so that it offers something different.
- Funding to help specific groups. - women who have been out of work
- Bring people into town. Taking format into other towns
- Administered by someone like Antur Teifi or an organiser (I don't mind volunteering!)
- only if the pop-up shop was bringing a new service or product to that town or area.
- Be fantastic for Llandovery
- Someone to co-ordinate what businesses come here
- Genuine Shop & no charity shops
- In Llandovery I would favour an art gallery or other exhibition. I would not like to see pop-up retailers in Llandovery, unless it was different to what is already here or non-retaill. e.g. therapy, advice etc.
- Something not already in the town to give visitors of towns people more variety for shopping
- rialling new products
- Remove car park charges. This would bring people back.

- For businesses to showcase products
- I believe trial for student ideas and teaching them how to be in business would definitely help those that believe they could be entrepreneurial
- Affordable costs, the opportunity to network with other traders (or in my case exhibitors who might be involved) and good publicity at low cost.

Appendix IV

- New Customers - knock on effect for the permanent shops
- Create a short term buzz
- Bring more people into the town & make use of empty shops
- small benefit, possibly more choice
- Gwell cael siop sionc yn hytrach na siop gwag
- Fill empty spaces
- Trialling products
- Fill more buildings
- Town looks full - empty shops make the town look uninspiring
- Bring more businesses in
- As long as there was enough advertising and media push, it would bring more people into the town who have the intention of spending money, it would benefit all exisiting business owners
- Introduce something new for the public whilst keeping costs / overheads down for the proprietor. Keep small towns alive
- Basically to utilise empty retail space and give more impression of a sustainable trade in the locality
- None, because its not fair on other businesses that have to take out long leases and pay rates
- to attract the younger generation in encouraging them to be entrepreneurial. Bring a broader range of tourists to the area - increase business opportunities
- fill up empty shops
- Filling empty space
- Make the town look nicer. More variety for the consumer
- Treialu cynnyrch - the Warren did street food pop-up van and now has his own premises
- llai o siopau gwag. Newid cynnyrch a darpariaeth yn denu pobl i ail ymweld a'r dref
- No empty shops. More chances for businesses to start.
- Decrease empty shops, could draw people in, improve appearance
- Only for charities or exhibitions eg for student exhibitions
- Trying to do something to improve the towns
- Aren't any
- Filling empty shops. Increase footfall through variety. Supporting new initiatives and start ups.
- Amrywiaeth o bethau gwahanol I drefi eraill
- Llenwi siopau gwag blinedig
- Encourage more people to visit.
- Attract more people and make the empty useful.
- Introducing more products to the locals
- Lle yn edrych yn llawn a pheth da I ymwelwr.

- Aesthetically it would fill the shops. Also bring people in to see something different and encourage people to stay longer.
- Good for testing a business. Also bring new people into town.
- Bring in more people. Better than an empty shop.
- Introducing energy.
- Drawing more people in.
- With a good variety of well marketed events would bring the town to life and create interest in the town which would bring people in.
- Hopefully to bring new visitors. Higher diversity of products
- Tourists and locals alike appreciate the uniqueness of Newcastle Emlyn. Pop-up shops while, perhaps, giving the impression that the town is suffering, may increase the variety of an already varied high street and are surely preferable to empty shops.
- variety
- Brining in different facilities to the town. Shopping in St Clears is very limited
- None
- bringing in people who would otherwise not come here, as well as offering local regulars a change and more choice
- Town - shops closing and need encouragement here now to boost trade.
- Variety, bring in people, St Clears is transient? - no place to get last minute present/card, nothing to keep people here.
- nothing worse than seeing empty shops so would bring the high street back to life, good way of gauging business in another town
- Buying local goods, less travel for people
- hopefully increased footfall which would benefit everyone
- new ventures/ideas
- Bring more people in
- Bringing more people into town, maybe a bit of culture with art exhibitions etc. I would like to see more exhibition/event type pop-ups as feel more appropriate for very short term than actual 'shops' except maybe for seasonal such as a Christmas shop.
- More life in the high street
- having businesses that feed into what's already here and have direct competition
- Draws more people in. more choice for people and stay in town longer
- Bring more people to Whitland (if its the right shops) - gifts
- Fewer empty shops - people want to see something new
- Would bring more people in create a more thriving environment
- See above. Would be more benefit to encourage/support permanent business in rural areas.
- The more shops the better. It will draw far more to visit our town
- More full shops make the town look better - everyone might benefit
- Draw more people in

- Generate some interest, may bring people in. Less empty shops - people are more likely to shop

- Drawing people in

- As above, duplicating what is already here would be detrimental

- More visitors + tourists

- Art exhibitions, other things not just retail

- Do it seasonally - something to give visitors something to do

- Existing businesses will be benefited, more people around

- It would not involve cost to start and provide more choice on select days - like market towns - a regular market.

- Rural towns and villages can very quickly assume a dilapidated appearance when shops and other buildings like banks are left unoccupied. There are lots of businesses which couldn't benefit from a permanent shop presence as they have to take time to first build 'stock' then replenish it through creating, making, growing. It can be very difficult for businesses like this to find a route to market. Bringing people together who share a common purpose and vision generates better community spirit through collaboration. Attaching a business development professional to the project eg Prince's Trust and Prime Cymru, could be beneficial in promoting the long term viability of local businesses.

Appendix V

Do you have any concerns about a pop-up shop initiative?

- If pop up shops are out of town they would take people out of town. Bringing products to the town that are already here.

- Yes - competition, preferential rates & financial help

- No

- Yes - may be misused & not compliant with legislation e.g. food hygiene & H&S. Pop up shops won't solve the problem, need a reduction in rates, cheaper parking - its prohibitive now just to pop into town. Cheaper or free rubbish collection.

- Dim pryderon. Wedi gweld sawl busnes yn datblygu yn fwy wrth ddechrau mewn siop sionc

- Shops opening that are the same as shops already in the town. People competing with the same products and can only differentiate with cost. Pop up shop was opened christmas time and was a success, however no room for gadget pop-up shops or shops alike. Need to be characteristic to the town. Divide between traders - need a chamber of trade to discuss matters. Have spoken to customers from away that have had issues with some retail shops that would not speak to them due to them not being able to speak welsh - having a negative impact on the town.

- they would have to be well-organised and well presented. Needs to fit the town. It would be unfair if rates and prices are much lower for pop-up shops.

- No

- If it wasn't a level financial playing field - no preferential treatment

- No

- Need to market the pop up shop initiative. e.g. in summer target tourists. Have set times each year for pop-up shops

- Business is a risk anyway - business needs to be good. Need a good idea. Got to commit - can't be half-hearted.

- No

- None - welcome it

- depends on the type of business / trade provided and long term viability

- It will make the other shops harder to keep going

- None

- a lack of continuity on the high street. a negative effect on existing businesses as pop up shops would have less overheads thus enabling them to sell their products at a lower price than existing retailers who pay full rent and business tax

- Yes - negative impact on existing retailers

- possible negative impact on our own retail trade

- Rents needs reducing for existing retailers. Council needs to clean up alley ways and empty wheelie bins. More benches & seating areas would keep people in town for longer. Landlords are flexible with rent - rates should be flexible also (especially if struggling). There need to be more independent shops, cover existing empty shops with posters and tidy up derelict buildings.

- Na

- "overheads" is yn golygu bod mantais gan siopau sionc dros siopau parhaol - yn medru bod yn fwy cystadleuol gyda'r prisiau

- Just the temporary nature. Would prefer to see permanent businesses. HMV did a pop up in Carmarthen at Christmas which was brilliant but then went!

- No, it wouldn't affect us

- Only as far as retail competition is concerned.

- Diluting the profits of existing retailers causing loss of more shops, must help whole town not just a bit of it

- Yes. Take away business for existing businesses. In the long term more empty shops. More tension in the town.

- If managed in the right way and accessible to all ages who have a proper business idea. Pitch ideas a la Dragon's Den. Positive feel needed.

- Dibynnu pa mor fyr dymor. Ddim Elsie siopau gfwag I adleweyrchu'n wael ar y dre

- Y ffaith y byddent yn gystadleuol I fusnesau bach syn Carl him ddigon anodd fel y mae

- Competition. Would help if local traders could have a say on the suitability of potential shops.

- The type of products and traders.

- Regulated, no cheap tacky shop, making sure they are high quality and in keeping with the town.

- Dim

- No. Can only be a good thing.

- As long as it suited the town no problem.

- No.

- No as long above conditions apply.

- No

- In a small market town pop ups can be tricky is someone came in with the same products. Collaboration would be essential.

- Concerns about taking business from others. Not committing to the town. Getting cheaper rates than businesses that are permanent

- No.

- No

- Has to be a collaborative project

- No, save that the merchandise/quality of services is of a good standard. Whilst discount stores can serve a purpose you don't want to be inundated with them.

- Yes we need long term businesses to establish their services like Narberth. quick fix is not the answer

- No - depending on the nature of the business - no competition to what is there already

- none that would cause us any problems. Important to be careful what type of shop goes where so as not to damage current businesses,

- No, Would Encourage it esp young people to start up

- Not in particular

- as long as properly supported, would have to be continuous - no point having a pop up shop for 2 weeks and then the shop is empty again, has to be a rolling programme.

- No, as long as given the right support
- It would need to be sustainable - nothing more depressing than being lively for a week or so and then close up again.
- No
- No - anything to encourage businesses
- As long as they're not selling what we're selling!
- As long as its done intelligently and sympathetically done run by a business forum.
- No
- Town council not listening
- No
- No
- Only that they do not "cream off" money at busy times of the year (eg Xmas) as normal traders have to survive the whole year. Good times and bad.
- None. Hope C.C.Council & town council will be very supportive
- No - people would have to open normally?
- Competition to existing businesses
- No
- Yes as above, it might be ok for the pop-up shop proprietor, but not for anyone else
- none
- Yes - killing other businesses by selling the same products
- Not particularly the more the merrier
- Only that it take such a long time for the public as a whole to change/accept/welcome some new initiatives
- Once created it should be sustainable in so much as alternative premises should be made available if the original premise were no longer available.