

Application Guidance

The Council is offering budding entrepreneurs, community groups and local artists the chance to showcase their products and services in a pop up shop in the heart of West Ealing.

People with creative ideas that can help to enhance the vibrancy and vitality of the high street are invited to apply to rent space in the shop for up to 6 weeks. This is an exciting opportunity for up-and-coming entrepreneurs to test and sell their products and services, without the risks and costs of taking on a long-term lease.

What are the criteria?

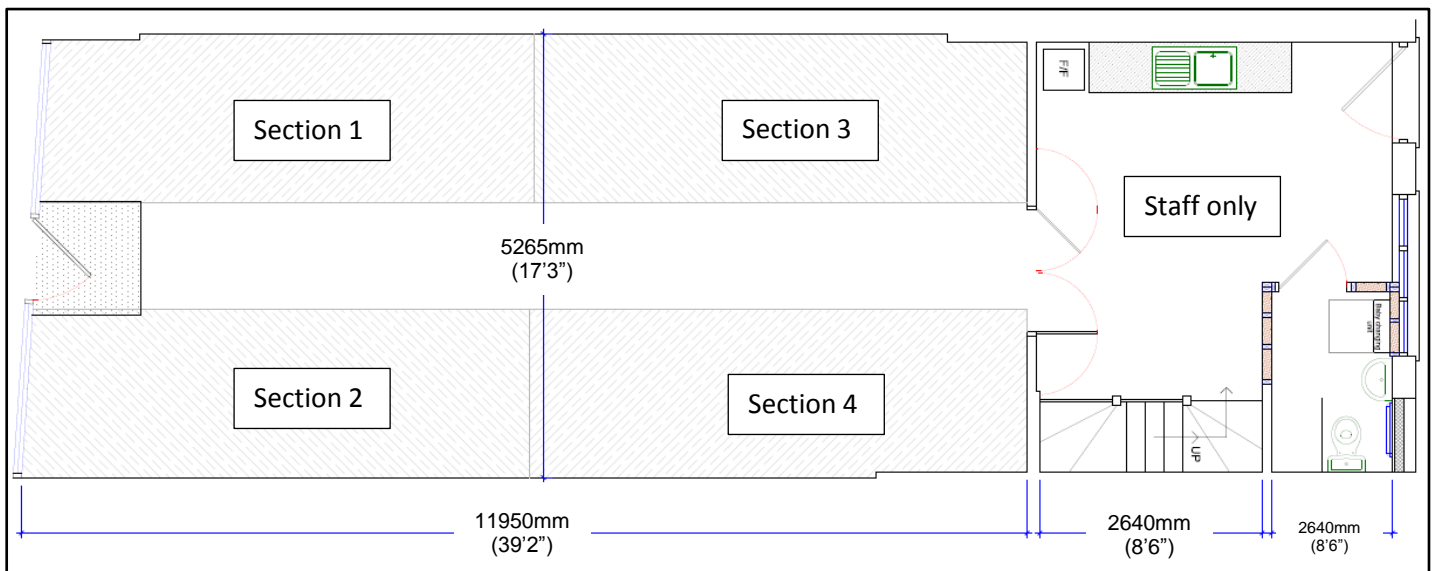
To panel will assess the suitability of your product, service or idea for the Pop Up Shop, based on the following criteria:

1. Quality of the product, service or idea
2. Uniqueness of the product, service or idea
3. Does it suit the area?
4. How will it enhance the retail offer in West Ealing?
5. Does it complement the existing retail offer on the high street?
6. Does the applicant live locally?
7. Quality and Creativeness of the marketing plan
8. Future plans for the business

How will the space be used?

The total floor space of the shop unit is approximately 60sqm, which will be divided into four 12sqm sections. Please see ground floor plan below. Each section will be let for £25 per week. Tenants will be allowed to rent more than one section at a time but the Council reserves the right to reduce the number of sections a tenant is renting to make room for additional tenants. There will be no more than four tenants at one time and they will be grouped into logical themes that complement one another and are non-competitive.

Ground floor plan



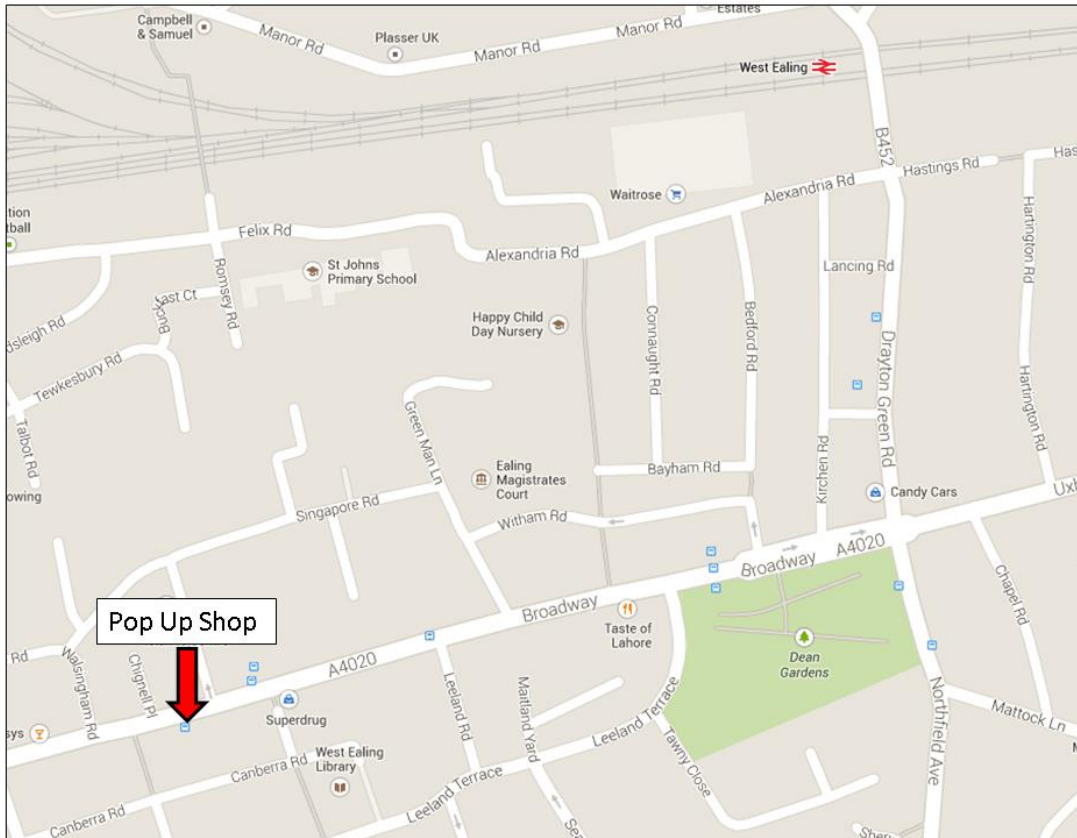
Where is the Pop Up Shop?

Address: Welshore Community Hub – 99 Broadway, West Ealing, W13 9BP

Rail: West Ealing Station (10 minute walk)

Tube: Ealing Broadway Station (24 minute walk or 7 minute bus journey)

Bus routes within 5 minute walk: 65, 207, 427, 607 – West Ealing Broadway bus stop and E3 & E8 – Melbourne Avenue bus stop



Additional information

Am I eligible?

All applicants must be over 18 years of age. All successful candidates must comply with the terms and conditions of the scheme.

What's the offer?

We are offering space in a West Ealing retail unit for up to 6 weeks at a substantially subsidized rate. The total floor space of the shop unit is approximately 60sqm, which will be divided into four 12sqm sections. Each section will be let for £25 per week. This rent will cover utilities and maintenance costs. In addition, we will require a refundable deposit of £100 to ensure satisfactory use of premises. Tenants will be allowed to rent more than one section at a time but the Council reserves the right to

reduce the number of sections a tenant is renting to make room for additional tenants.

The shop is empty so it will be up to successful tenants to furnish and decorate their space on the shop floor. Tenants will be responsible for their own public and product liability and contents insurance.

Why should I apply?

This is an excellent platform to showcase and test your new venture in a “real-world” commercial setting, without large investment and long-term commitments. You will gain first-hand retail experience with your products or services on the high street, which help will help you determine the next steps for your new venture.

What is the application process?

Applications will be assessed by a judging panel comprising of representatives from Ealing Council, Welshore Community Hub and members of the local business community. The judging panel will ask to meet shortlisted applicants and see examples of their products or services. All applicants will be notified by email or telephone as to whether or not they have been successful. The decision of the judging panel is final and no correspondence will be entered into once applicants are notified.

The pop up shop project is part of a work programme to regenerate Ealing’s high streets. The programme is funded by the High Street Innovation Fund and is being delivered by a partnership comprising of the public, private and voluntary and community organisations in Ealing.

How do I apply?

To apply, please complete and return the application form and a signed copy of the terms and conditions by email to JohnsonLD@ealing.gov.uk, or post to Lemuel Dickie-Johnson, Economic Regeneration, Ealing Council, Perceval House, 14-16 Uxbridge Road, London, W5 2HL.

If you have any further questions, please do not hesitate to contact Lemuel Dickie-Johnson (JohnsonLD@ealing.gov.uk).