



Generating Income Through Public Spaces: Cornwall's Pop-up Sites

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Pictures of Pop Ups on Council land



Pop Up Sites can be anywhere



So what are Pop Up Sites?

- Mobile business
- Locations are anywhere i.e. Parks, Gardens, Beaches, Car Parks, Harbours
- Trade from 6am – 10pm
- Remove everything each night, leave nothing but footprints
- No electricity or facilities on site
- Assessed on 60% quality and 40% income generated
- Closed Tender
- Start date is 5th April (new financial year)

What do we do to get Pop Ups off the ground?

- Locations – Always looking for new sites
- Long list down to a short list of locations
- Information Sheet
- Draft licence
- Tender Application
- Licence is for 1 or 3 years
- Consultation with various stake holders
- Tender period is Dec to mid January

Once the tender is closed...what next?

- Logged onto a spreadsheet
- Assessed by at least 3 officers who know the sites
- Annual rent = 40 marks
- Quality of tender = 60 marks
 - Experience: 5 marks
 - Business Set Up: 15 marks
 - Sustainability: 20 marks
 - Promotion and Protection of Environment: 20 marks
- Further internal discussions
- Inform the stake holders of the outcome
- Inform the tender whether they have been successful or not.

Experience 5 Marks

- How many years of experience do you have?
- What experience do you have in this or a similar market sector?
- Is this experience local or further afield?

Business Set Up: 15 marks

- How does your business invest in its staff?
- Has the business supported anyone through other qualifications that add value to the business?
- Does the business have a strategy for improving and updating its assets?
- Does the business source responsibly and sustainably?
- Has the business carried out market research in the area to determine supply and demand?
- What evidence do you have to demonstrate this?
- What sets the business apart from everyone else?
- Have you supplied supporting evidence - Pictures, Menus, Hire price list etc?

Sustainability: 20 marks

- Demonstrate how you aim for your business to be waste free.
- Where are your products from?
- Do you use local, seasonal produce?
- How are you reducing food miles?
- Are your products Fairtrade certified?
- Are you selecting products from sustainable sources?
- Are you growing your own?
- Are you using sustainable energy?
- How are you reducing/minimising your use of plastic?
- What do you plan to do with your waste?
- Have you considered their impact on the local area?

Promotion and Protection of Environment: 20 marks

- Do you support a local club/group through your business?
- Do you provide outreach activity through your business?
- Do you run charitable events or donate to charity through your business?
- Do you provide/support litter picking activities?
- Do you have evidence, awards, recognition with regard to above mentioned initiatives?

Information required before they are allowed on site.

- Public Liability Insurance for at least £5 million
- Relevant Qualifications for your proposal
- Activity Risk Assessment
- Site Risk Assessment
- Proof that a site specific fire risk assessment been undertake.
- Are they a registered food business?
- Do they have a food safety management system?
- Does the business have a health and safety policy?
- Do they have a spill kit?
- Have they signed the contract?
- Have they paid?


Lessons learnt.... and the future

- 100% of the money up front
- Spill Kits for accidents
- What three words (<https://what3words.com>) to pinpoint locations

The Future

- Extend licences from 3 years to 5 years
- Fitness classes
- More diversity for our Pop ups

Success Story video

- You can view it on the link below  just enter your name to access.
- <https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fflightboxfilm.screenlight.tv%2Fshares%2FijBuOKNR27FAzMBZgscKTSbkTnuiLeFd%2FsignIn&data=04%7C01%7C%7C8d59184993ca4e01a50708d92b5442da%7C84df9e7fe9f640afb435aaaaaaaaaaaa%7C1%7C0%7C637588463156120140%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Iik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=AiP42TLxNGY89jiBofOKkAPO8wJ194v564KOI8H3ANs%3D&reserved=0>