



YOUR GUIDE TO
SETTING UP A
RETAIL POP-UP
IN LONDON

LONDON™
& PARTNERS



Relocate your retail success

Instant access to quality temp staff for pop up retail in **London**

WHAT DO WE OFFER?

If you are looking to explore a Pop Up retail extension of your brand in London, we are experienced retail, hospitality and customer service recruiters for front of house, store, operations and head office.

We take time to ensure we understand your business, its products and culture to enable us to talent pool effectively, giving you instant access to the right people with the desired personalities and behaviours for your brand, for both temporary and permanent workers.

We set up and manage the recruitment process from end to end, enabling our clients to resource their stores quickly and effectively without compromising on quality and ensuring they are compliant with UK employment laws.

WHAT DOES OUR PACKAGE INCLUDE?

- Online advertising and candidate attraction
- Temp payroll and management
- Application and telephone screening
- Interview design and management
- Job description creation
- Employee file creation
 - eligibility, referencing, contracts, administration

HOW MUCH DOES IT COST?

- Temp hourly rate plus UK employer costs and an additional management fee of 15% pp, ph

FOR MORE INFORMATION

Please contact Julie Press on 07590 075887

Welcome

London & Partners has helped retailers from across the globe set up permanent stores in London. Now, we've collaborated with some of the capital's best retail experts to bring you this guide. Find out how to test the market, reach new customers and establish a pop-up shop in one of the world's leading shopping capitals.

Inside this guide you'll find:

- » **Insights and reasons:** learn why London should be the next location for your brand.
- » **Essential steps:** things you must do when setting up a pop-up retail business in London.
- » **Guidance from our professional partners:** expertise on everything from finding temporary retail space to managing your inventory.

We're here to help your business pop up in London, the world's most attractive city for global retailers.

LONDON IS THE WORLD'S MOST POPULAR CITY FOR GLOBAL RETAILERS

CBRE, 2014

Why expand to London

London is one of the world's most exciting, dynamic and profitable cities for retail. Here are a handful of reasons why you should set up in the capital.

01

Tap into a diverse customer base:

16.8m overseas visitors spent £11.3bn in 2013¹. London is part of a metropolitan region of 21 million people².

04

Become a part of an established community:

9,400 pop-up shops across the UK employing 23,400 people⁵



02

Access a huge market:

£64.2bn spent on retail in London, more than Tokyo £61.6bn, New York £46.9bn, and Paris £46.6bn³



03

Get connected with Europe's largest online spend:

£91 bn spent online in the UK last year and forecast to grow to £107bn in 2014⁴

05

Discover cutting edge talent:

home to 3 of the top 5 fashion schools in the world and London Fashion Week⁶

06

Test your product:

£2.1bn turnover generated by pop-up retail in the past year and expected to grow by 8.4% in the next 12 months⁷



07

Amplify your brand:

London has more international retailers than any other city⁸



1. Office for National Statistics, International Passenger Survey 2013 www.london.gov.uk
 2. Office for National Statistics, International Passenger Survey 2013 www.london.gov.uk
 3. The World Shopping Capitals survey, Centre for Retail Research & Kelkoo, 2011
 4. IMRG, Capgemini, 2014

5. CEBR, Britain's Pop-up Retail Economy, 2014
 6. Fashionista, Top 50 Fashion Schools in the World, 2013
 7. CEBR, Britain's Pop-up Retail Economy, 2014
 8. CBRE, How Global is the Business of Retail, 2014

POP UP IN LONDON TO...

Test the market

London is the ideal city to test your products and services on a global audience.



- » **Test global appetites:** more than 30% of London's population was born outside the UK.⁹
- » **Access the world:** use London as a stepping-stone to global expansion, following in the footsteps of the US's Rag & Bone, China's Bosideng and Spain's El Ganso.
- » **Join a fast-growing sector:** by 2018, the UK's clothing and accessories market is predicted to grow to £63.6bn.¹⁰; the coffee industry will grow to £8bn.
- » **Future-proof your brand:** the most successful retailers are using innovative visual merchandising to engage customers.¹¹ Trial new ways to showcase your product and connect with your customer.

9. ONS, Census 2011

10. Clothing Retailing Market Update, Key Note 2014.

11. www.verdictretail.com/verdict-customer-satisfaction-awards-2013-sector-winners-revealed/

Reach new customers

Set up a pop-up store to discover where your customers shop before choosing a permanent location. Access more than 21m people in the London metropolitan region, millions of overseas visitors and open a digital door to the world with London's ecommerce expertise.



- » Sell to over **16m international visitors** a year (2013).
- » Draw customers from across the globe via **Europe's best transport network**.¹²
- » Set up in **new shopping hotspots** such as Westfield Stratford, Croydon, Hackney Fashion Hub and Wembley's London Designer Outlet.
- » Tap into **established customer bases** for luxury goods (West End), youth brands (Covent Garden), cutting-edge fashion and design (east London).

12. London was voted Europe's number one business city for the 22nd year running, ranking first for easy access to markets, internal transport links and external transport links. Cushman & Wakefield, European Cities Monitor, 2011

POP UP IN LONDON TO...

Energise your brand

Use a pop-up shop to experiment with cutting-edge ideas and concepts in London to make sure your brand is well received, keeping risks and overheads low.

- » Create **innovative environments** by collaborating with some of the world's best designers, advertising execs, musicians, architects, actors, game developers and film-makers.
- » Find **inspiration** at Europe's largest creative university¹³ and amongst world-class galleries and museums.
- » Launch high-impact **seasonal or thematic collections**.
- » Attract **global attention** by launching alongside high-profile events such as London Fashion Week or ICE Total Gaming.
- » Create **engaging digital experiences** with London's cutting-edge interactive retail and entertainment skills.¹⁴



13. University of Arts London is Europe's largest creative university, comprising Central St Martins College of Arts, Camberwell College of Arts, Chelsea College of Arts, London College of Communication, London College of Fashion, Wimbledon College of Arts

14. Deloitte, London Enabling a World Digital Hub, 2013.

Increase profits

Take advantage of low-cost temporary retail space and utilise it as a stepping stone to global expansion. There are more international brands here than in any other city – all attracted by low set-up costs, generous tax breaks, a vast customer base, flexible employment laws and higher returns on investment.¹⁵

- » Rent space from **£30 per day**.
- » Attract a share of Londoners' high disposable household income: **£1,787** a month.¹⁶
- » Set up close to **Europe's no.1 shopping street**, Oxford Street.
- » Promote your business in **Europe's largest ecommerce and m-commerce market**.
- » Join more than **30,000 retail outlets** including open-air markets, designer boutiques and flagships such as Harrods and Fortnum & Mason.



15. London is one of the fastest and cheapest places in Europe in which to set up a business. It takes an average 13 days to set up a business in the UK. (fDi Benchmark)

16. ONS, Regional Gross Disposable Household Income (GDHI), 2012

Your pop-up shop in London

We have hand-picked a selection of experts from our extensive partner network to provide everything you need to set up your pop-up shop and succeed in the capital.



Working together, our eight experts can offer you an integrated and tailored solution to London's retail market.

Meet our experts



ABIGAIL FREEMAN
Director of Projects
We are PopUp



ANDREW HARFOOT
Managing Director
Springboard Marketing Limited



BEN SHEERAN
Head of Inward Investment
Metro Bank



JOANNA DODD
Managing Director
Rochester PR Group



JULIE PRESS
Director
Consort Group



MATTHEW CLARK
Director
La Playa



MATTHEW MARTIN
Partner
Penningtons Manches



RICHARD TUCKER
Sales and Partnership Director
E-Gistics

HOW TO...

Target customers

How do you set up in the right area and maximise profits from day one? Good market research will save time and money and help you understand your customers and potential customers, says **Andrew Harfoot**, Managing Director of Springboard Marketing Limited.

1. Identify and find your audience

Interrogate your existing database to work out where to set up in London and how best to target your new customers. Map existing audience and product profiles onto London to discover:

- » where your most valuable prospective customers live, work and shop.
- » which products to sell.
- » the best communication and marketing channels.

2. Get closer to your customers

Once your shop is open, use in-store devices, newsletters, bespoke apps, websites and social media to find out:

- » how many people are visiting and where they are coming from.
- » what inspired shoppers to visit.
- » what customers bought and your pop-up's revenues.
- » the impact of your marketing campaigns.



3. Analyse performance and plan the future

Has your London pop-up met your business aims? Did promotional campaigns pay off? Should you 'pop up' elsewhere in London, or open a permanent outlet? Analyse your data to find out:

- » how to turn pop-up shoppers into loyal customers.
- » the viability of – and the best location for – a permanent store.
- » the optimal media strategy and spend.
- » the right balance between online and offline.

Secure the right location

Plan carefully and you can set up a pop-up store in London for as little as £30 a day says **Abigail Freeman**, Director of Projects at We Are Pop Up.



Define your style

In London you can choose from empty shops, restaurants, bars, kiosks, cinemas, green fields, bespoke kitchens, entire shopping centres or even bus shelters. Set out your needs in a proposal, which can be put to space managers.

Set a timeframe

How long do you want to stay? You can occupy space for just a day, a weekend or up to six months.

Fix your budget

Once you've found a suitable space, ask for a full breakdown of costs up front. Most of our retail properties cost between £30–£800 per day. Expect to pay for business rates, taxes or service charges.

Test multiple sites

Set up in two or more sites to test customers' response. You can then retain the most successful space later on.

HOW TO...

Fit out your space

You should push the boundaries when fitting out your pop-up shop. Keep your space fresh and creative to engage your customers.



- » **Be different:** the space does not have to match your usual branded environment.
- » **Use sketches and 3D visualisation** to envisage the space before you build it.
- » **Create an experience:** entice your audience with engaging and interactive elements.
- » **Work with the space:** which quirky features could you incorporate?
- » **Be on trend:** explore the latest looks in London retail and go one better.
- » **Make a big bang:** use a gig, catwalk show or party to launch your shop.

Create a buzz


You have limited time, so how do you make yourself heard in a busy marketplace? **Joanna Dodd**, Managing Director at Rochester PR Group, takes us through six key steps.

- 1. Confirm your key messages:** who you are, what makes you special and why should people visit.
- 2. Identify stakeholders and target audiences** – who will be interested, include customers and the media, investors and even prospective landlords for a future permanent shop.
- 3. Use people and products:** set up interviews with your spokesperson and try to get people to try/taste/play with your products with influential London blogs, print and broadcast media.
- 4. Approach, engage and get interest from key London specific media.** Work with specialists, like Rochester PR Group, whose experience and media contacts will deliver strong results.
- 5. Focus on key social media platforms** used by your target audiences as you may not have the time or resources to maximise all of them.
- 6. Stage a launch or event,** if budget allows, to get you noticed.



HOW TO...

Hire staff



London offers a vast pool of experienced workers, but how do you find the best people for your business at short notice? Director **Julie Press** of specialist retail recruitment consultancy Consort, tells us how.

Do

- » **Use a recruitment provider** to hire the best talent and protect your brand.
- » **Recruit an instant and flexible workforce** so you can scale your needs up or down at short notice.
- » **Know the law.** Temporary workers are protected by agency worker regulations.

Don't

- » **Skimp on quality checks.** You will need to resource quickly, but you must still be rigorous.
- » **Waste time.** Outsource hiring and timesheet and payroll management.

HOW TO...

NEW COLLECTION

Ship and sell your inventory

Smaller batches, tight turn-around times and temporary addresses can make delivering pop-up stock challenging. **Richard Tucker**, Sales & Partnership Director at E-Gistics, tells us how to avoid the headaches.

- » **Time it right.** Open your pop-up when traffic and sales are expected to be high, and close it down during the slower months.
- » **Allow customers to order online within the store.** If your customer can't find what they want in-store, don't let them leave empty-handed.
- » **Deliver a multi-channel environment.** Allow your customer to also shop online later and make sure they have delivery options that align with your product value and the customer promise and delivery expectations.

- » **Create a sense of urgency** by selling 'limited edition' stock within short timeframes.
- » **Run offers and tie-ins** with brands to move stock fast.
- » **Plan off-site feed storage** so you can re-stock shelves at short notice.

Average delivery times to London with E-Gistics

 Europe by road	2 days
 US by air	2 days
 Asia by air	2 days

HOW TO...

Open a bank account

With the right documents you can open a UK bank account in just 24 hours says **Ben Sheeran**, Head of Inward Investment at Metro Bank, which offers seven-day access to stores and safe deposit boxes.



You need

- » Company registration details.
- » Company structure and beneficial owners details.
- » Two forms of identification, certified by a solicitor or accountant.
- » Two proof of address documents, also certified.

Services to expect

- » Commercial online banking offer global access and able to handle GBP, euros and US dollars.
- » Fast international payments.
- » Current and savings accounts.
- » Foreign currency accounts.
- » Merchant services.
- » Dedicated switching team.

Organise insurance

Employers' liability cover is essential for your London pop-up, but there are many other policies to consider says La Playa's Director **Matthew Clark**.



Required by law:

- » **Employers' liability** to cover compensation and legal costs if an employee suffers work-related injury or illness.
- » **Third party motor insurance** if you plan to use vehicles here.

Other cover you may need:

- » **Public liability** to protect your business against allegations of negligence resulting in injury to third parties or damage to their property.
- » **Product liability** to protect your business where it's legally responsible for any damage or injury caused by a product you have supplied.
- » **Business interruption** to protect your income when there's an unexpected interruption to business operations.
- » **Property/stock** to protect your physical assets including stock and computers.
- » **Marine cargo/goods in transit** to cover your property in transit; relying on your freight forwarder's policy could leave you out of pocket.

HOW TO...

Comply with the law

Make sure you abide by regulations on consumer rights, employment of UK-based staff, data protection, and health and safety says **Matthew Martin**, Partner at Penningtons Manches LLP, which advises some of world's best-known retailers.

Make sure you...

- » Register with the UK Registrar of Companies at Companies House, and file accounts each year.
- » Pay any tax due in the UK.
- » Keep ongoing liabilities to a minimum, for example to landlords and employees.
- » Insist on robust, written agreements to formalise relationships and allocate risk.
- » Protect your intellectual property and avoid infringing that of others.
- » Insure against unavoidable risk.



Find out more

London & Partners is the official promotional company for London. We promote London and attract businesses, events, congresses, students and visitors to the capital.

We are the experts on doing business in the capital; helping overseas businesses to set up, and grow.

Contact us to connect with our team and find out how our experts can help you.

London & Partners can help you:

- » Create a powerful business case for popping up in London
- » Find the best locations
- » Create engaging in-store and online experiences
- » Recruit temporary staff
- » Connect with professional partners

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