

'London Made Me' Retail Training and Pop-Up Project: Applicant Information Pack

Are you an artist or maker based in one of London's nine Creative Enterprise Zones?

Are you interested in finding out more about delivering pop-up retail opportunities in your community?

Are you committed and passionate about creative sector recovery in your local area, and keen to grow your networks?

Would you like the opportunity to sell your work at a prime Central London retail location?

If so, you may be right for the 'London Made Me' retail training and pop-up project pilot, delivered through the Mayor of London's Creative Enterprise Zones programme.



The Mayor of London's Creative Enterprise Zones are excited to announce that they have partnered with Alice Mayor, founder of successful Carnaby Street based pop-up shop and brand *We Built This City*, to pilot a new creative sector retail training model and pop-up shop project – *London Made Me*.

London Made Me will work with a cohort of up to fifteen artists, creators and makers drawn from across the Mayor's nine Creative Enterprise Zones to deliver an innovative immersive training experience.

This exciting opportunity will comprise a detailed, five-day training programme for selected participants focused on developing the practical skills, expertise and mindset necessary to establish and launch a successful retail experience in today's challenging high street context.

London Made Me will culminate in the 'real-time' build, fit-out and launch of a pop-up retail site in a Central London location at which participants will sell their products and deliver a scheduled programme of events and public activations.

The project is designed to give participants valuable experience and practical training that will support local creative communities across London. It will be an integral part of the second phase of the Mayor's Creative Enterprise Zones, helping to support local high street re-activation across the ten partner boroughs in the programme and boost pandemic recovery in the sector. It will give also creatives an opportunity to develop their networks, build authentic connections and gain new skills in a supportive and inclusive learning environment.

What To Expect?

As a participant in *London Made Me*, you will benefit from taking part in three main experiential components: **LEARN, BUILD, TRADE.**

1) LEARN:

The project kicks off with a five day in-person training course delivered in Central London. Award-winning entrepreneur and founder of *We Built this City*, Alice Mayor will lead this training, along with invited industry experts and guest speakers.

Over the course you will benefit from in-depth, practical sessions in topics including;

- Planning, Visioning and Location
- Developing Unforgettable Customer Experiences
- Storytelling
- Product development
- Marketing, Promotion and Events
- Retail Administration and Logistics

This initial, in-person classroom week will invite participants to collaborate on all aspects of the final collective shop concept, as well as helping you to individually explore your own commercial offer and plan for your dedicated, branded areas in-store.



2) BUILD

Following on from the course, you will then take part in a 'shop-build' in real time, working with your fellow participants alongside designers and tradespeople to map and realise an engaging, inclusive and interactive retail space with a 'wow' factor.

You will also deliver a launch event to open the store, inviting your networks, stakeholders and press and media contacts. You will have the opportunity to introduce your products and retail space to guests, as well as to social media audiences. This will be a great chance to explore how to effectively communicate your brand, product and ideas to a large audience.

3) TRADE

The shop will then be open to the public for active trading over a fourteen-day period during which time it will be staffed by course participants on a rotation basis, supported by paid retail assistants. The shop will also offer a range of workshops and live events which you will be invited to host and facilitate throughout the trading period, alongside your fellow participants.

Who Can Take Part?

We are now seeking a cohort of practicing artists, makers and creatives from across the Creative Enterprise Zone boroughs to participate in the first iteration of this activity.

We are interested in hearing from applicants who are currently practicing artists, crafters, makers and do-ers in the creative sector to form our first cohort for this pilot phase.

Have you ever thought about running a collective space or gallery in your local community? Maybe you are currently only selling your work online and would like to gain more skills in a 'real life', physical retail environment? Perhaps you have had some limited experience selling at markets or in other pop-up spaces and would love to someday organise your own retail space, but aren't really sure where to start? Perhaps you've operated retail environments before, but need to understand more about the practicalities of optimising sales and footfall in a post-Covid context? Or maybe you just need a refresher?

Whatever your circumstances, if you're an artist or maker with a genuine interest in exploring new and exciting creative retail pop-up opportunities, we'd like to hear from you!

Participants must also have a commitment to sharing and embedding their learning within their own communities. For example, this could be through establishing similar or related creative pop-up activities locally, such as markets, festivals or gallery spaces etc, in the future.

We are keen to engage with a wide range of specialisms and disciplines, and to ensure that our first cohort are representative of the rich diversity of London's creative sector.

How Do I Apply?

Participants will be selected based on a two-stage application process:

1. Complete and submit an initial application form before the deadline (**Monday 15 August, 5pm**);
2. Shortlisted applicants will be invited to an online 'show and tell' where they can display their product and make a short 'pitch' to a selection panel of industry experts



3. Following the 'show and tell', final selections of participants will be made and applicants will be notified of the outcome of their application.

The 'show and tell' will take place virtually, and a variety of date and time options will be available.

If you would like to apply to take part, please email cez@london.gov.uk to request an application form, or for any further information / questions etc.

FAQs

What are the criteria for participants?

To be eligible to take part, you must live or work within a Mayor of London Creative Enterprise Zone. For further information on these specific boundaries of the zones, see the 'Background Information' section at the end of this document.

In addition, all participants must currently be creating work that is consistent with the practical needs and logistics of a pop-up retail space. This might include: photography, craft, pottery, visual art, fashion, accessories, giftware, design, homeware, jewellery, sculpture etc, although this is not an exhaustive list.

You must also have (or be capable of producing by mid-September) sufficient stock for a fourteen-day trading period.

All participants will also be expected to either already have, or acquire by the time of the shop launch, their own comprehensive public liability insurance, and will be required to share their policy details prior to participation.

Who is delivering this?

The *London Made Me* creative retail pop-up and training programme is funded by the Mayor or London through the Creative Enterprise Programme.

The project will be led by Alice Mayor, founder of We Built This City and leading expert in pop-up retail in the creative sector, working in partnership with the Greater London Authority and a range of invited, expert guest speakers and case studies.

When is this happening?

- Applications from prospective participants are open from mid-July.
- The training course will be delivered Monday September 19 – Friday September 23. Hours will be 10.30am-5.30pm daily
- The shop build will take place between Monday September 26 to Friday September 30.
- The shop will officially launch on Wednesday October 5 (early evening, time TBC)
- The trading period will be between Saturday October 1 and Sunday October 16.



- Participants will then take part in a reflective learning and evaluation session on Friday October 21

Indicative key dates are summarised below, and are subject to change at this stage:

Date	Activity
July-Mid August	Application and Selection Period
Monday July 15 (5pm)	Deadline for Applications
Mid August – Mid September	Stock Preparation and Planning (including participant one-to-ones)
September 19 - 23	Training Course
September 24-25	Prep Weekend
September 26 - 30	Shop Build
October 1 – October 16	Trading Period
October 5	Launch Event
October 17-19	Shop Pack Down
October 21	Evaluation day

Where is the happening?

The training and shop will take place in a Central London location. Exact location details are currently being finalised and will be shared when confirmed.

What are the benefits for participants?

You will learn practical, hands-on, core skills in setting up a creative retail space, how to sell your products and create an unforgettable customer experience.

Our objective is for you to leave the course with a host of new skills, confidence and inspiration to start your own physical pop-up space, shaping a cohort of 'pop-up pioneers' ready to take new creative retail concepts to London's high streets and communities.

In addition, you will benefit from increased exposure and promotional opportunities through the programme, as well as the opportunity to sell your products to customers in a prime Central London location.

The project will also be an opportunity for you to build your networks. It will be delivered in a unique, immersive, supportive and close-knit environment in which you are likely to make authentic connections and benefit from skill-sharing, collaboration, close partnership working and problem-solving 'in real time'.



Valuable insights and training will be provided by a host of industry experts throughout the LEARN phase of the programme. This will include speakers and trainers from the worlds of design, product development, retail, interiors, marketing and finance.

What time commitment is required?

You will be expected to attend all elements of the training course (5 days, 10.30am-5.30pm) and to participate in the shop build.

In addition, you will have a scheduled one-to-one session with the delivery team prior to the training course commencing. This will be an opportunity to discuss your ideas and aspirations for the experience, set some objectives and prepare the mindset needed for success.

You must also commit to attending the launch event on Wednesday 5 October.

During the trading period (October 1 - October 16) a rota will be in place and all participants are expected to commit at least x24 hours to the general shop management during this time. This will be supported by paid staff.

There will also be an event programme, in which you will lead on at least one 'Meet The Artist' event where you will talk about your work and answer questions from customers in an informal setting.

All participants must also attend the 'Reflection and Evaluation' session to capture learning and feedback and support the future development of the *London Made Me* retail training programme.

Please note that these dates are indicative, and are still subject to change at this stage.

Is there a charge for participants?

The course is fully funded for participants through the Mayor of London's Creative Enterprise Zones programme. This includes the training element, rental of all space and all shop build costs.

However, there is a 25% commission from all participant sales payable as a collective contribution to support the operations of the shop. This includes additional shop management teams, and the logistical, technical and administrative requirements of the space.

Participants will be expected to supply their own stock.

Participants will also be expected to supply any personalised branding, signage and visual merchandise that they wish to use within their retail space. It is the expectation that participants would already have these assets from previous selling experiences (e.g. at festivals, markets etc).

Are there any other expectations for participants?

You will be expected to join this experience with a collaborative mindset and willingness to work together as a team to ensure the best overall performance for the project.



We will also expect you to actively share content related to the project on your social platforms and within your networks.

As this is a pilot project, we will also need you to commit to actively take part in post-project evaluation and monitoring activities, so that we can learn how to build on and improve this experience for the benefit of London's creative sector.

You may also be expected to provide testimonials, quotes etc in media coverage, and to consent to use of your image on Mayor of London and Creative Enterprise Zone media platforms and channels.

All participants will be asked to sign a Service Level Agreement before commencing the programme which will set out all expectations and requirements in full detail.

Intellectual Property and Copyright

All Intellectual Property related to products sold etc remains with the artist/maker participant at all points during this programme.



Background Information

Creative Enterprise Zones:

A Mayor of London initiative to designate areas of London where artists and creative businesses can find permanent, affordable space to work and are supported to start-up and grow; and where local people are helped to learn creative sector skills and access new pathways to employment. The programme works in partnership with boroughs to realise action plans across four key framework 'pillars': Space, Skills and Business Support, Policy, and Community Engagement. Phase 1 of the programme (2017-2021) brought forward over 40,000 sqm of new, permanent, affordable creative workspace, as well as over 1000 creative sector training opportunities for Londoners.

The programme is currently entering a second phase of delivery with a new accreditation model, designed to support more boroughs to bring forward designated zones.

For further information please see [Creative Enterprise Zones](#)

Creative Enterprise Zone Locations:

Mayor of London Creative Enterprise Zones are currently located in:

- Croydon (Town Centre)
- Ealing (Action, Park Royal)
- Hammersmith & Fulham
- Hackney (Hackney Wick & Fish Island)
- Haringey (Tottenham)
- Hounslow (Great Western Corridor)
- Lambeth (Brixton Town Centre)
- Lewisham (Deptford and New Cross)
- Tower Hamlets (Hackney Wick & Fish Island)
- Waltham Forest (Blackhorse Lane)

Please see the GLA [Cultural Infrastructure Map](#) for specific locations and zone boundaries

Alice Mayor:

Alice Mayor is founder of We Built This City - an award-winning pop-up retail destination revolutionising London souvenirs and supporting over 700 of the city's most talented creatives. Before 'We Built This City', Alice started her career at HAVAS building brand partnerships and media profile for arts organisations including Arts Council England and National Music Week. Hungry to learn more from start-ups and creative commerce, in 2010 Alice became Brand Director for creative marketplace CultureLabel.com, before supporting Pip Jamieson in 2013 to launch the-dots.com in the UK and Europe. Alice is passionate about supporting creative communities to access new audiences, as well as building innovative and meaningful retail concepts to help reimagine UK high streets. Regularly invited to share her business journey and insights, Alice's speaking engagements to date include: City Hall - Mayor of London, The Daily Telegraph, Telegraph Business Live, Guardian Masterclasses, Google, Retail Week, SohoCreate, REMIX, University of Arts London, The British Council, London School of Economics and many more



'We Built This City':

An established market-leader on creative retail pop-up that supports London's creative sector, founded by Alice Mayor. Since 2014 'We Built This City' have supported over 700 London-based creatives to showcase and sell 500,000 pieces of their work at 10 pop-up stores across London, including a long-term residency of 5+ years at their Carnaby Street location. This has generated over £5 million in retail sales, engaged over 3 million in-person visitors across its locations, and led to Time Out Magazine listing them third in a list of '100 Best Shops in London' in 2019 and 2020.

