Pop-Up Shop Toolkit:

Making a plan

Writing a Plan

What is the biggest aim of the project, and how does that fit with the aims of the organisations involved? E.g. promote brand, sell works, retail products, get people sign-ups etc. Are partners or suppliers happy with getting involved or supporting you?

Are there smaller elements within the project that need their own planning – workshops, classes, debates or meetings? Who will lead each of these elements?

Why is an empty shop the right venue? Does the project need to be in the town or city centre, or would a location somewhere less visible be as good? Explain.

Writing a Plan

How long will your project last – a day, a week or a month? How will you cope if that timetable is changed by, for example, the shop being let? E.g. Our project requires three months to maximise revenue but could be two months if we are open seven days a week. Explain what you will do if the timetable changes.

Map out a timetable, with planning, the project and the evaluation included.

Pre-Project Planning to Shop/Gallery Opening Timetable	
Date e.g. week 1 etc.	**Description of what needs doing or planning**

How will you promote the project to get visitors, and can you use social media like, Facebook, Instagram and Twitter to support your work? Please list and don't forget to add costs to the above.

Who will be the main organiser; are you working by yourself or as part of an organisation? What's the structure within an organisation to approve your plan, and how will that structure approve changes to the plan if a decision is needed quickly?

Who are the possible partners who can help make your project a success, and lighten your load a little? Do you need formal documents to work with your partners, or just a friendly agreement? Consider that partners may take time to check things and approve them – how will this delay your project timetable?

How will you manage the risks involved?

(see more about this our handy Managing Risk checklists in Chapter 2)

Where can you find funds – the local council, national funding bodies or local businesses? How will these funds be accessed, for example if they're only given when the project's completed how will you fund the running? How will different funding fit with your project's timetable?

What resources do you need; display boards, paint, tables and chairs and so on? List them.

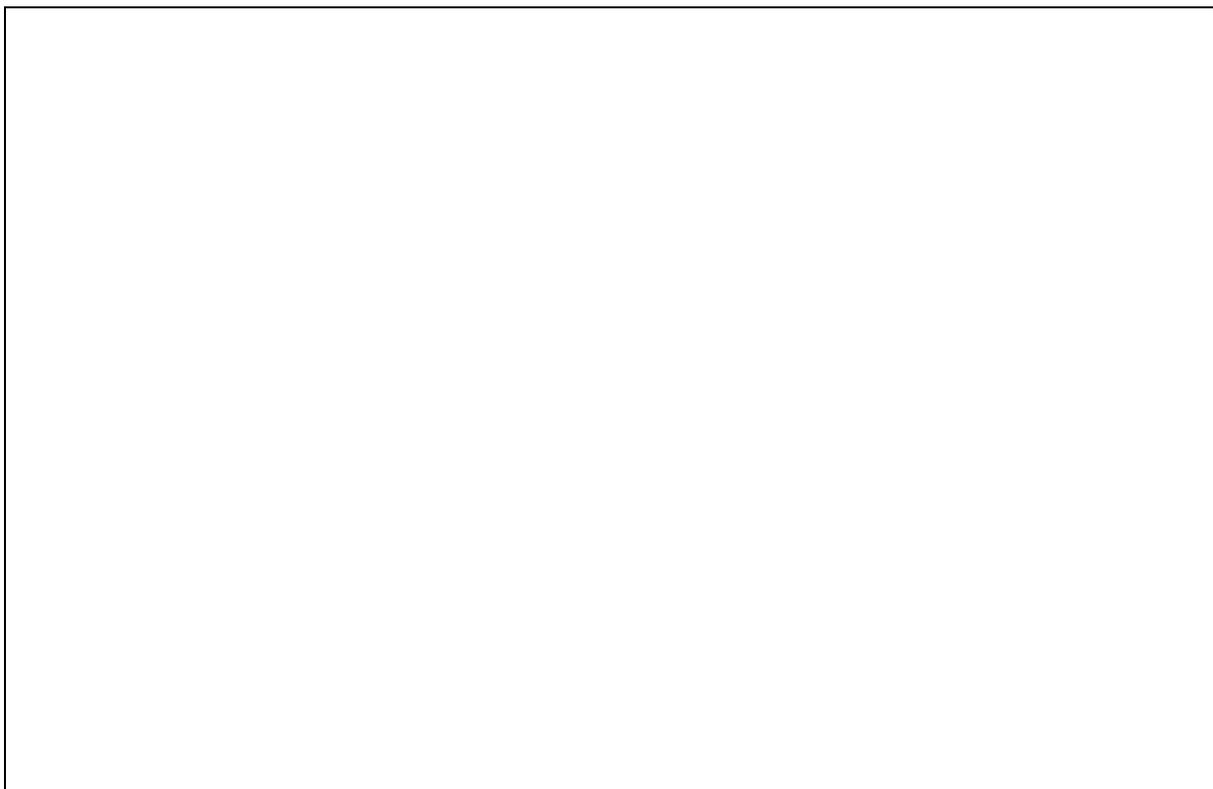| Resource Description	Where will you get these resources and at what cost?

Why is your project good for a building – what does the landlord or letting agent get from it? Will you improve the look of the unit, clear rubbish left by previous occupiers, or carry out essential building work?
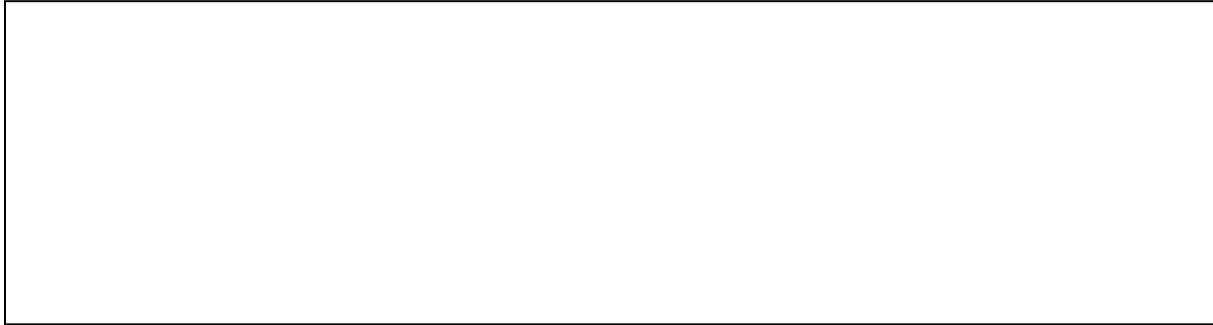
How will you record and document your project, and how will you measure whether it's worked or not? This is great for reviewing your project but can also be used for PR and on your social media.
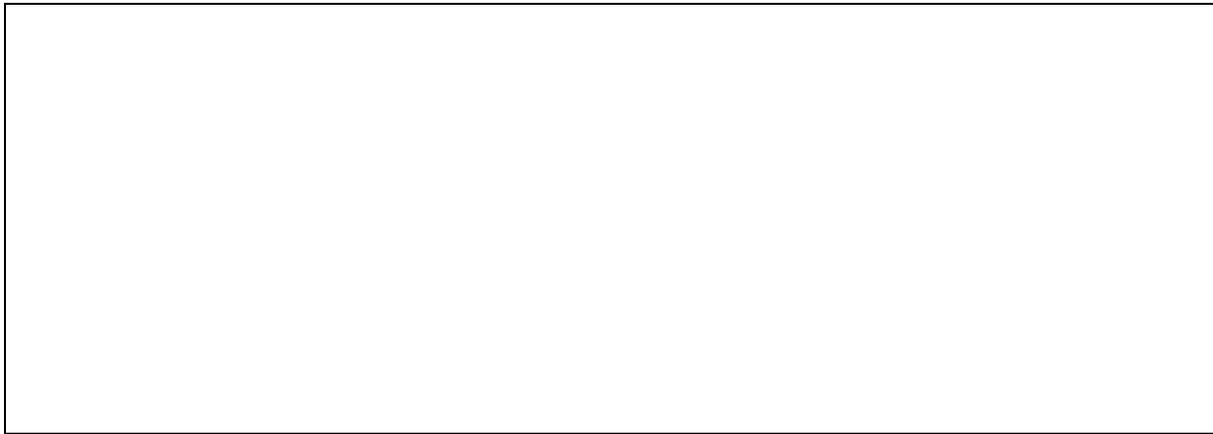
What's the legacy – a booklet, an archive in an institution, a collection of podcasts online or a new partnership to run future projects?