## BRIEFING NOTE TO THE ECONOMIC DEVELOPMENT AND ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE

## Wednesday 19 December 2012

## Purpose of the Briefing Note

The purpose of this briefing note is to provide an update to the Economic Development and Enterprise Overview and Scrutiny committee on the work that the Assets section have done in respect of pop up shop's subsequent to the meeting of the Committee in September.

## The Pop-up Emporium Initiative

An agreement was reached with a partnership formed between the Burslem School of Art and The Pop up Emporium which is managed by Denise O'Sullivan, a local designer maker. The concept behind the shop is to provide town centre retail opportunities for local artists and crafts people in locations not normally affordable to them. In essence the shop provides the artists and crafts people with gallery space.

This has proven to be extremely successful with both artists and their customers, and what was originally proposed to be a few one day events has grown into a longer letting period due to its success.

The unit currently occupied is 13-14 Lancaster Buildings. The business plan provides for a turnover of artists and craft designers and their works. Demonstrations and workshops by different artists are held to showcase their work to the public.

In addition support and advice has been provided to Newcastle College in their search for town centre premises to locate a pop up shop run by the college students. Furthermore, the Mayors charity has been supported by the provision of a shop in Lancaster Buildings for the local fair trade group.

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