



The Pop Up Shop **AGENTS**

The Pop Up Shop Agents celebrate the recent launch of their latest Pop Up Shop in Horsham

The Pop Up Shop Agents, a full-service creative agency comprising of a team of experienced, creative pop-up shop agents, recently celebrated the launch of its latest Pop Up Shop in West Street, Horsham.

Pop Up Horsham was initiated by Horsham District Council, as part of its Economic Recovery Strategy and is being part financed by the Government's Welcome Back Fund, itself drawn from the European Regional Development Fund.

The latest Pop Up Horsham store which opened on November 2 following an appearance on BBC's The One Show, follows the success of Pop Up Horsham in 2015, which supported 28 new businesses to experience high street retail and was developed by The Pop Up Shop Agents who acted as consultants on the project.

Developing from each Pop-Up Store, The Pop Up Shop Agents which was founded by Principal Agent, Charley Crocker, started with an initial pop up book store in 2013 and has since successfully delivered pop up shops in Cranleigh, Haywards Heath, Guildford and Horsham. The business quickly expanded it's offering understanding the further need since the pandemic to provide additional services, to create unique, engaging, physical



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shopping experiences for retailers and customers alike. Offering bespoke packages from conception and beyond, from recruiting sellers, store managers, managing finances and legislation through to marketing, branding, social media, and PR. Building a pop up shop from an empty store and a concrete floor to a fully functioning successful store.

The Covid 19 pandemic has dramatically changes business and lives and we have changed the way we shop. Reflecting on these changes, The Pop Up Shop Agents are reinventing and rejuvenating local high streets and giving small businesses the opportunity to experience hybrid retail – online and on the high street. Working with a huge range of people who have been made redundant and started a new business and are looking at ways to grow their sales or test new products.

The Pop Up Shop Agents founder and Principal Agent, Charley Crocker, said: “We have grown and built upon every pop-up store we have created, both within our team and our offering, to develop a community within a store that provides a supportive and safe space for all our sellers, but we have also significantly expanded our offering to include additional services such as business mentoring, workshops, branding, PR, Marketing and social media support. With some of our stores receiving not only local PR coverage, but also national with a number of appearances on the BBC.”

Charley added: “The Pop Up Shop Agents have a simple mission: to support small businesses, entrepreneurs, and start-ups, giving them the opportunity to dip their toe into high street retailing by proving affordable pop-up spaces.”

The Pop Up Shop Agents Creative Strategy Agent, Laura Bennett, added: “As each of us are independent small business owners ourselves, we understand the importance of working



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and supporting our local community by offering 121 business mentoring, workshops, and clear advice on access to business grants/funding.”

Since the launch of the latest Pop Up Horsham shop, The Pop Up Shop Agents are working with other local councils and landlords to develop further Pop Up Shop opportunities from conception and beyond, offering bespoke packages tailored to suit the needs of the landlords from recruitment of sellers/entrepreneurs, set up of store, licences for sellers, insurance, health & safety, branding, PR, social media and marketing, QR Code installation, business mentoring for sellers/entrepreneurs, business support and training workshops for sellers/entrepreneurs and takedown of the store.

If you are a retail landlord interested in finding out more, contact The Pop Up Shop Agents at hello@thepopupshopagents.co.uk or visit the website at <http://www.thepopupshopagents.co.uk>.

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For further information:

Contact The Pop Up Shop Agents

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Notes to Editors

Pop Horsham was developed, managed, and run, on behalf of Horsham District Council as part of its post COVID Economic Recovery Strategy. Project investment has been assembled from several sources including, The West Sussex Strategic Investment Fund and Horsham's allocations from the Government's Welcome Back Fund and Additional Restrictions Grant (ARG).

About us

The Pop Up Shop Agents is a full-service creative agency. A team of experienced, creative pop-up shop agents. We create unique, engaging, physical shopping experiences for retailers and customers alike. Offering bespoke packages from conception and beyond, recruiting sellers, store managers, managing finances and legislation through to marketing, branding, social media, and PR.