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## **GIVE AND TAKE POP UP SHOP - CREDITON**

**6<sup>th</sup> to 21<sup>st</sup> February 2015**

**Run by: Sustainable Crediton – Waste Action Group**

**ADVICE MANUAL**

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## **INTRODUCTION**

Crediton is a Mid Devon market town with a population of about 6,000 and a similar sized hinterland of villages and small rural settlements. The Sustainable Crediton Waste Action Group has been in existence for 8 years. It consists of an organising committee of 5 to 8 people and is part of the wider Sustainable Crediton Transition Town group in the town.

WAGs (Waste Action Group) began with a project in 2006/7 to make Crediton 'plastic bag free' and has progressed from there. In the past few years we have held three clothes swaps, organised litter pickups and managed the recycling at various public events. Four years ago we began a drive to reduce the use of plastic packaging in the town. This has culminated in a very well supported, bi-monthly waste plastic collection scheme that has now spread from the town to some of its satellite villages and has given the group a very high local profile.

The purpose of this document is to record how we carried out our latest and possibly most successful project to date. We hope this document will be of future use to Sustainable Crediton and an aid to any other organisation thinking of putting on a similar event.

## AIMS

The aim of the project was to set up a Give and Take Pop Up Shop, the first ever of its kind in Crediton, Devon, in an empty shop premises in the High Street for two weeks. The shop would take in donations of unwanted household goods and members of the public could then take these away free of charge.

The wider aims of the Pop Up Shop were:

1. To introduce more people in the town to the work of Sustainable Crediton and thereby to encourage more people to become volunteers with us so that a greater number of sustainability projects can be achieved.
2. To offer unwanted goods of all kinds such as clothes, garden, household and children's wares donated by the public for others to take away free of charge to use. Our mantra for this is 'One person's trash is another person's treasure.'
3. To showcase the depth and range of local recycling facilities and to educate people regarding how much it is possible to recycle within an ordinary household and also how much household waste can be imaginatively reused.
5. To educate about the problems of waste plastic in the environment and show how we tackle the waste plastic issue locally including how it is possible to use alternatives to single use plastic for food storage.
6. To enable local people of all income brackets to have the opportunity to take away goods for free. Some might then acquire goods that would otherwise be out of their reach to purchase.

## **FINDING PREMISES**

We could find no information on the internet of a project of this type ever being carried out for more than a weekend at a time. Our intention was to run for two weeks continuously, opening six days a week in a prominent location in the town. Due to this length of time we could not use a public building as they had regular bookings that would intrude.

At the planning stage the decision was taken to rent a high street shop that would be visible to the public and have a high footfall. Shops in Crediton close and re-open regularly, therefore the possibility of renting a shop for two to three weeks should have been good.

The first premises we found was ideal in size and location but the landlord found a permanent tenant for the building during our planning process. This taught us that we had to be flexible about when we carried out the project and that we may not in fact have as long a lead time to opening as we would like.

In reality, it took nine months to find suitable premises and many negotiations with owners, landlords and letting agents.

The premises we did in fact end up with was owned by someone local and placed with a local lettings agent. This was a big advantage as national letting agents and owners living in other areas of the UK proved indifferent to having us as a temporary tenant. From agreeing the lease we had just over two months of planning and preparation time before we opened and this included the Christmas and New Year period.

We ended up taking the building for three weeks and using the first four days of our tenancy to set up the shop and train our volunteers. This was a very good decision as it also enabled us to use the shop front as invaluable pre-opening advertising by putting up our banner over the shop window and covering the windows with our posters. We then opened for 14 days from 6<sup>th</sup> February 2015 to 21<sup>st</sup> February 2015.

The only major negative was that the leasing agent charged us a considerable fee for setting up the lease – a factor that we had not anticipated and therefore for which we had not budgeted. In addition quite a lot of heating was needed to keep the premises reasonably warm in February and this proved more costly than our budgeted figure.

## **FUNDING**

Funding is an important issue when setting up such a project. Realistically funding will be needed for:

- premises
- utilities
- leasing or purchasing of shop equipment such as tables, shelves, storage baskets, clothes rails and chairs
- publicity materials such as:
  - o an 'A' frame
  - o a banner for outside the premises
  - o leaflets and posters to display in local shops and public premises (very useful)
  - o advertising in the local press to raise awareness of the event
- expenses related to volunteers (see below)

Do your homework on costs before applying for funding. Most of the costs associated with this project were paid for at commercial rates but we did not anticipate having to pay a leasing fee to the estate agent handling the premises, which was a large extra cost that we had not included in our budget. Additionally, we had not thought of some simple costs like coffee, tea and biscuits for the volunteers, paying mileage to the person who took all the rubbish and recycling to the local recycling facility and catering a small 'party' for the volunteers the night before we opened to show them round the premises and explain procedures to them.

The total cost of our project was £1035.00 of which approximately half was for hire of the premises, utilities and leasing agent fees. What was good about the money we spent on the project was that most of it stayed in the local community, an important consideration for a sustainability organisation such as ours.

We applied for funding to 2 sources: the first was the local County Council which has a discretionary Locality Fund administered by the County Councillors. The second was the Big Lottery Awards for All Fund which currently funds small projects requiring grants of £300 to £10,000. Both sources gave us money, but AWA does require rather a lot of paperwork and to get funds from them you must be a charity or not-for-profit organisation with a bank account and financial records. There are however, many other sources of funding around so if you do not have access to the type of funding we used look around for other organisations local to you that may help you.

Apply for money well in advance of your anticipated start date. The AWA grant took 4 months to come through so allow for such a time frame in your scheduling.

Be prepared to report back to the funding body on the success of your project and how you spent the money. In order to do this effectively, keep careful records of your expenses, with receipts, and also have some monitoring in place during the project so you can report back some statistics on how effective the outcome was. To do this we weighed all the incoming goods in a big plastic bucket on a set of electronic bathroom scales and also kept a daily tally count of people coming through the door using a simple clicker.

## **PUBLICITY AND ADVERTISING**

We determined publicity to be key to the success of a project like this both in order to get incoming donations of goods and also customers. We wanted to reach the widest possible audience in the Crediton area for our event so approached publicising it with this in mind.

**Press releases:** six weeks before the event we wrote a press release (see APPENDIX 1) which we issued to all the local press. We emphasised the uniqueness of what we were doing and how it was FREE and the press picked up on this in a big way. We included a photo of one of our Committee holding an advert for the event with the press release, as from experience we have noticed photos greatly improve the uptake of the press release by the papers. Our press release was featured in all four local and regional papers covering the area.

We invited the local mayor to open the shop and two weeks before the event issued another press release about this. This time, our article was taken up by two of the local papers.

**Parish and Village magazines:** We sent a modified version of the press releases (see APPENDIX 3) to all the local village and church newsletters approximately two months in advance as most of them are only issued monthly. There was a good response in taking this up for their magazines.

**Local Schools:** We contacted all the local primary schools about a month in advance with the same modified press release and most added it to their weekly e-newsletter to parents for one or more weeks.

**Posters and Flyers:** We printed 1,000 A5 flyers (see APPENDIX 6) which we used as posters in about 30 local shops and also left in small piles at key places in the town that would accept them for people to take away. These included the library, community centre, churches, food bank, nurseries, children's centre, a coffee shop, the leisure centre, Citizen's Advice Bureau and local credit union. We also covered the window of the PopUpShop with these posters in the pre-opening four days we had the lease. This created a lot of interest among passers-by.

**Banners:** We ordered a large re-usable plastic banner from Vistaprint saying 'Give and Take Shop' in our Sustainable Crediton colours for erection over the door of the shop during the three weeks we had the lease.

**'A' frame:** We already owned a large 'A' frame and created A0 handmade posters to go in it saying 'everything inside is FREE'. The frame was placed outside the door during the shop opening hours.

**Press Advertisements:** We took an 8cm by 2cm advertisement in the most popular and widely read local paper for two weeks before opening and each week we were open (total 4 adverts). (See APPENDIX 2).

**Electronic Advertising:** In the run up to the event we publicised it weekly on Sustainable Crediton's Facebook page, the local Crediton Swaps and Sales Facebook page and on our personal Facebook Pages. We also Tweeted it in the week before the event.

We advertised for two months before opening in the Sustainable Crediton newsletter.

**Radio & TV:** We invited Radio Devon and also BBC Spotlight to cover the event via their websites.

## **Results of Publicity and Advertising**

The intense level of advance publicity paid dividends.

In the four days before we opened, when we were setting up the shop, about 500kg of goods were donated. This enabled us to have a good display on opening day.

The mayor opened the premises on the first morning. There was a queue of approximately 50 people waiting outside. The local paper took photos of the opening and so we received an additional publicity boost a week later when they published a front-page feature on us.

Radio Devon did a recorded interview with some of our Committee during the first week of opening. BBC Spotlight picked up on this and sent a camera crew and interviewer to the shop from which they did a three minute feature on us on their 6.30pm programme on BBC1 a couple of days later.

The newspaper front page, radio and TV coverage had a significant effect on numbers visiting the shop, with our highest recorded daily totals of people through the door in the three days following these events.

After the shop closed we wrote an open letter in the local paper, thanking the people of Crediton for their support of the event. It was published with a photo of the opening - a very unusual occurrence for the letters column of our town paper.



## VOLUNTEERS

### **Recruiting Volunteers**

The Waste Action Group had the backing of Sustainable Crediton, which has a newsletter reaching 700 people. An advert asking for volunteers was placed on the website about six weeks prior to opening. We also had a list of people who had volunteered for our other events to call on. A Doodle poll ([http://doodle.com/en\\_GB/](http://doodle.com/en_GB/)) was constructed with the rota for running the shop for the three weeks using a two shift system 10am to 1pm and 12.45 pm to 4pm. Volunteers were asked to complete their availability by using the Doodle poll. One person coordinated the volunteer rota and some people chose to contact the coordinator direct by email to arrange suitable times for helping. Personal friends of the organising group were also asked to help. Once the shop was open, several people visiting the shop also volunteered.

### **Training Volunteers**

Volunteers were invited to two informal get-togethers in the shop the night before it opened. Simple refreshments were offered and volunteers were able to familiarise themselves with the layout and get to know the organisers. They were also given a list of volunteer procedures (APPENDIX 4), talked through the risk Assessment (APPENDIX 5) and the organisers were able to answer any queries they might have had.

Initially we had thought two volunteers per shift would be sufficient but due to the popularity of the event in fact **five** was a more practical number.

There were challenges with the volunteers. Some did not come to the pre-opening get-togethers and so were unaware of what was involved in running the shop when they turned up for their first shift. This lack of knowledge proved difficult when we were particularly busy. As always with volunteers, we found that some had different ideas to others about what they wanted to do in the shop. This meant that having five people per shift proved useful to allow flexibility and cover all the jobs that needed doing.

## **SOURCING EQUIPMENT NEEDED TO RUN THE SHOP**

At the early planning stage there was some idea of equipment needed, e.g. tables, chairs, clothes rails, shelving, shop fittings and some of these could be hired from local organisations. However, it was easier to see what specifically was needed once the shop was secured.

The organising group had many local contacts and these were fully used. For example, the shop display shelving was loaned to us by the previous tenants of the shop; the clothes rails came from the local Arts Centre; the tables and chairs from a community building close by. We paid each organisation for the equipment they had loaned us in order to spread some of the funding money around the community.

### **Items we required to run the shop:**

- tables: we had 6x 2metre tables
- 6 chairs
- shelving
- bookcase(s)
- clothes rails
- storage baskets for grouping / displaying goods
- display board, cards, pens and 'pins' for advertising offers of larger items
- donation box
- posters reminding people to take 5 items only
- tea/coffee making equipment and supplies
- washing up liquid and T. towels
- bathroom scales/ large plastic bucket (for weighing smaller items)
- clip-boards
- sheets for recording number of visitors
- sheets for recording weight of goods
- spare paper and pens
- strong black plastic bags for rubbish
- cleaning items, broom and vacuum cleaner
- used carrier bags, bubble wrap, newspaper etc for wrapping goods
- hand held clicker (for recording numbers through the door)
- volunteer rota sheet (with telephone numbers of volunteers and shift times)

## **PRE-OPENING PERIOD**

We took the building lease for three weeks and used the first four days of that to set up the shop. We put up our shop banner outside, covered the window in posters, put our 'A' Frame outside asking for donations and began the set up process. We had been loaned some colourful bunting and we put this up in the shop, which really enhanced its appearance.

We collected the pre-organised tables and chairs from a local community building, shelves and bookcases from the previous shop tenant, clothes rails from the local Arts Centre. All these items were vital in setting out the shop for displaying goods. We also found it necessary to buy a few storage baskets although as the shop progressed people brought in and donated plastic storage boxes and crates which we also used.

We produced and mounted displays on the work of Sustainable Crediton and also recycling. We laid out the furnishings.

We put up posters saying that people were welcome to take away 5 items for FREE. We organised lists for weighing the goods and recording the numbers through the door.

Donations of goods started to arrive and we worked out how best to display these in the space available, dividing them up by category and having areas for books, clothes, children's toys and equipment, DVD's and CD's, bric-a-brac etc.

We were fortunate to have 2 rooms at the rear of the shop. We designated one of these for weighing the goods before putting them out on display. The other was used for storing the electrical goods (which we took to a local recycling shop as we had no PAT tester) and keeping the rubbish before disposing of it. At busy periods these spaces were vital in allowing the main area of the shop to run smoothly.

In reality we could probably have carried out all this work in three rather than four days, but this period of time was valuable for advertising our presence to the town and taking in pre-opening donations to fill the shop ready for opening day.

## **INTERACTIONS WITH LOCAL CHARITY SHOPS**

Local charity shops were visited prior to the shop opening. It was explained that the Pop Up Shop aim was to encourage people to recycle unused items or those that could be put to better use in another household and thereby limit the amount of items put into landfill. It was stressed that we would not wish to look like we were in competition with them, and that we would only be open for a fortnight.

They were invited to visit and take their pick of items on the final day. Some did visit earlier. The majority accepted the concept of the project and wished us well.

The Pop Up Shop did have some detrimental effect on the takings of the charity shops during the time we were open. This was claimed to be a problem for one shop in particular. On the other hand, one charity shop took the opportunity to off-load some of their old stock by placing 'free to take' tables outside their premises.

A slightly different approach to charity shops may need to be considered should another event be planned close to existing outlets.

## **DEALING WITH DONATIONS**

### **Goods**

An enormous variety of goods was donated.

Donations began to arrive in the pre-opening period and continued building up in volume on a daily basis during our opening period. We took the decision to stop accepting donations two days before we closed in order to run down the stock to manageable levels on closing day.

We designated a room at the back of the shop for receipt of donations as they arrived and stored them there until we could weigh them and put them out on the shop floor.

Inevitably some inappropriate donations were in amongst other goods in mixed bags and items such as opened cosmetics and toiletries had to be thrown away as did broken goods and those that had gone mouldy or were dirty. We also received a lot of videos and magazines and would advise against accepting these as no-one was interested in taking either away. Most of the magazines ended up being taken to the newspaper skip and the videos for recycling in Bristol!

It was vital to have at least one volunteer 'manning' this room at all busy times and at least two others taking baskets of weighed goods out to display on the shop floor. At peak times (and there were many) one of the challenges was being able to pass through the masses of people in the shop to set out the goods. This needs to be taken into account when laying out the premises as people flow was often impeded in our shop by groups of people standing to chat or examining goods in narrow or restricted areas.

### **What not to accept:**

- Anything inflammable or toxic, e.g. paint, bleach and household chemicals.
- Videos
- Newspapers and magazines
- Food and drink
- Garden fertilisers & pesticides
- Opened cosmetics and toiletries
- Mains operated electrical items were accepted but not placed on display. These were delivered to ReFURNISH - a local recycling project, where they could be safely PAT tested by an electrician before being recycled.
- Bulky items: If an item could be carried into the shop, it was accepted. Larger items could be advertised on a display board in the shop and subsequently collected direct from the giver's home.
- There were some non-recyclable items and rubbish that arrived in the bottom of bags that looked like they had been stored in damp conditions and had deteriorated beyond a useful condition. These had to be disposed of.
- Sharp knives were not displayed, as there were unaccompanied children visiting the shop

### **Limiting how much people could take-**

- There was concern that 'car booters' or similar might pick up a large number of items, thus depleting the stock. A decision was made therefore to restrict to **five** the number of items taken by any one person in one day
- During the very busy spells in the shop it was impossible to monitor everyone's 'takes', but for the most part, we felt customers were keeping to the limit
- At the start of the second week donations were arriving thick and fast, the shop was fully stocked, the decision was made to increase the amount of items taken to ten to make sure the amount coming in was balanced by the amount going out
- This proved to be a good decision, which, in addition to stopping incoming donations two days before we closed, resulted in the shop being almost empty of stock on the closing afternoon

### **Donations of Money**

Everything in our shop was FREE to take away. However a significant number of people who took away goods wanted to give donations to the organisation and said it didn't feel right to take away things completely free. These donations ranged from £20 to just a few pence. We left out a donations box and over the course of the 14 days we were open received a total of £531. We emptied the box daily in order to leave no cash on the premises overnight.

## **INSURANCE AND RISK ASSESSMENT**

Sustainable Crediton has an annual insurance policy with The Conservation Volunteers. The policy is underwritten by Zurich Insurance plc. The policy covers Sustainable Crediton events for public liability with a limit of £5,000,000. The policy also covers Sustainable Crediton volunteers for personal accidents. There is no cover for loss or damage to Sustainable Crediton property. It is a condition of the insurance that all events have a formal risk assessment and that volunteers are made aware of the risk assessment prior to the event.

A risk assessment is a systematic examination of what we expected to take place in the Pop Up Shop during the time we rented the premises. The idea is to identify the significant hazards that are present which have the potential to cause someone harm or ill health. For each hazard you must decide if what you have already done reduces the risk of someone being harmed to an acceptable level, and if not decide what further control measures must be taken to reduce the risk to an acceptable level. The risk assessment was carried out by a person who was experienced and competent to do so having had several years' experience of formulating risk assessments in their professional career. The risk assessment was performed during the pre-opening period and agreed with the organising committee. A copy of the risk assessment is attached as APPENDIX5.

The main hazards identified were:

- working at a height
- fire risk
- slips, trips and falls
- heavy lifting
- kitchen hazards
- the donation of electrical goods.

Volunteers were made aware of the risk assessment at two shop pre-opening volunteer receptions.

There were no accidents or incidents reported during the period of the shop rental.

A process for carrying out a risk assessment can be found on the Health and Safety Executive's website <http://www.hse.gov.uk/risk/faq.htm>

## **KEEPING RECORDS**

As mentioned in the funding section it is important to keep some records of the event to be able to assess whether it has been useful and effective.

We kept the following:

- A record of all the volunteers who helped out or expressed an interest in helping out in the future, whether they were existing Sustainable Crediton volunteers or new ones – this will be useful information for future events.
- A weight record of goods donated. We did this by simply weighing them on a set of electronic bathroom scales in kg before putting them out onto the shop floor. All the weights were recorded on a sheet and totals calculated nightly. We deducted the weight of anything we had to send to landfill to get an accurate total.
- A record of the number of people who came through the door. We did this daily by using a simple hand clicker readily available on the internet. This was the job of one volunteer on every shift for consistency. Numbers were recorded on a sheet at the end of each shift. Inevitably some people visited more than once so this figure just represented the total numbers through the door, not the number of unique individuals who visited.
- A record of people who asked to become Sustainable Crediton supporters and join our monthly e-newsletter list. A clipboard for this purpose was displayed on a stand in the shop showcasing the work of Sustainable Crediton in general.
- A record of all our expenses, however small, so that we could assess the true cost of running the event and also fill in our funding 'end of project' paperwork.



## **EXIT STRATEGY: PREPARING FOR THE END OF THE EVENT**

- Identify and have in place before you start places that will accept what is left over, preferably ones with their own transport e.g. ReFURNISH, Proper Job, community organisations, recyclers like PWS (Peninsular Waste Services).
- If it has been a success, advertise a few days before you close that you are stopping accepting donations to allow stocks to get down to manageable proportions.
- Be flexible about the trickle of donations that will still come in from those on foot after the cut-off date. Not everyone wants to take it on to a charity shop.
- If you have started with a restriction on the number of items per person per day, increase (double?) it well before the end.
- Invite not-for-profit organisations and charities in to take what they want at the beginning of the last day but be prepared for them (especially charity shops) not to come.
- Decide whether it is a one-off event or whether there will be a follow-up.
- It was important to make a timely decision on when to stop taking goods, taking into account how many goods were still in the shop and how many people had been coming into the shop. The shop closed on the Saturday and donations were stopped on the previous Wednesday afternoon.
- A local second hand bookshop took all the remaining books and a local recycling company took the rest of the goods. The local charity shops were asked to take any goods they wanted but did not turn up.
- It was important to have as many volunteers as possible to help clear and clean the shop after we closed plus a vacuum cleaner and cleaning materials.

## **POTENTIAL ISSUES OR PROBLEMS TO BE CONSIDERED**

- Donations will be left in the shop doorway when the shop is closed – is there an effective way to discourage this?
- At what point is 'too full' on the premises dangerous?
- Is there an accessible fire exit?
- Some customers want to become volunteers.
- Not all volunteers are the same. They have their own ideas of what they want to do
- Many volunteers didn't come to the 'info socials' where we hoped to train them
- Many volunteers did not read the guidance note stuck to the counter, with loose copies available.
- The work needs more volunteers on each rota than you would think, especially if you are taking some measures of success e.g. tonnage donated, number of individual visits. Not less than 5 proved to be our ideal. Start recruiting for committed volunteers well before opening day.
- The number of customers wanting to take the fixtures and fittings. If you tell the volunteers nothing else, tell them NO to that!
- Even if all your publicity says 'nothing electrical', people will still bring it in, even if there is somewhere that can accept it nearby (e.g. our local ReFURNISH store). Either get your own PAT or be prepared to take it yourself (to avoid it going to landfill instead).
- The number of plastic bags used for delivering the goods to the Pop Up Shop (despite many campaigns against their use). We re-used some when we were open but many were left to be recycled.
- You can recycle coat hangers! There are people who still want some. We tied up them into bunches of 6 and put outside.
- Finding premises in the first place, preferably near to other shops, is not easy. This despite many empty premises on or near our High Street whose owners and/or letting agents were contacted by our members. In the end we tagged on to the end of a well-used, regular Christmas Pop Up Shop (though it still took one member a lot of work to negotiate with the letting agents even though we had the owner's approval). Prior to that, one promising shop found permanent tenants before we were ready to move in.
- The sheer amount of stuff –and the space it takes up.
- The sheer amount of stuff - exhaustion resulting from the constant routine of keeping the shop as tidy and attractive-looking as possible and picking up items off the floor.
- The sheer volume of people and goods coming into the shop. Sometimes this was overwhelming.

## **MAJOR LESSONS**

- Having plenty of funding in place beforehand was essential. Although we are a not-for-profit organisation, premises, utilities and publicity materials weren't free or even, in some cases, discounted.
- Drawing up a rota of volunteers was not easy, despite setting up a doodle poll for people to add their names to suitable times. Offers of (much-needed) help came in many other ways.
- We had funding to enable us to run the Pop Up Shop over three weeks including the first four days used for setting up. A longer period would have been extremely challenging for our small core group.
- Although people may not come to planning meetings, an activity like this generated generous offers of volunteer help from people who would not ever come to meetings.
- It was great to have access to a toilet and sink on the premises. A kitchen would have been a bonus.
- Charity shops: although we told them beforehand and most were relaxed about the idea, managers on targets for weekly income raised did not all take a long term view or use it as an opportunity to think what lessons they could take from it.
- We don't know whether footfall increased elsewhere on the High Street although we know people visited us from Exeter and beyond. Is there a simple way to measure this?
- The location in the middle of the High Street was ideal. It remains to be seen whether a less central place would also attract high visitor numbers.
- To be flexible about timing. In the end availability of a prime location beat any of our attempts to time it to suit us.
- The range of users. People chatted to each other, vulnerable adults came in to a safe, interesting place and we got to talk to people about recycling in general.
- Returns. A couple were using the DVDs as a library which seemed like a good idea.
- Valuable items. Do we keep them back and sell on for their monetary value or view this as a way for anyone to access what they could not otherwise afford?
- It was important to have a core group of people to be responsible for opening and closing the shop, organising the volunteers and resolving day-to-day issues.
- The amount of hard work involved in weighing the donations and putting them out was underestimated.
- Efficient, timely planning was very important, as was the commitment of the core group of organisers. It was also important to look after the volunteers by providing refreshments and ensuring they had a good time in the shop.
- A long lead time is required - suggest two months minimum from the time the premises are agreed. There is a need to be prepared as early as possible with all promotional material ready to go as soon as the premises are found. Likewise, sources for all the equipment required to run the Pop Up Shop itself should be in place well before opening day.

## **CONCLUSION**

This was an extremely well accepted project within the town. It attracted people from all income brackets and walks of life and raised the profile of our group considerably.

Over 7,700 visits were made to the shop and approximately 7,000 kg (7 metric tonnes) of goods were donated of which 95% found new homes and less than 2% went to landfill, the remainder being recycled.

There has been much demand expressed for an on-going facility of this kind from users. We are currently investigating how to provide an on-going service within the town.

## APPENDIX1-1st Press Release

### PRESS RELEASE PRESS RELEASE PRESS RELEASE

#### A First For CREDITON - A Pop Up Shop With A Difference ... Everything in it is FREE!!

February brings a very exciting new project to CREDITON. The Sustainable CREDITON Waste Action Group are organising Give and Take Fortnight, a Pop Up Shop with a difference on CREDITON High Street. Why is it different? Well..... they are hiring an empty shop on the High Street and everything on display inside, except the shop fittings, will be *FREE* to take away! As far as we know this idea has never been tried in CREDITON before.

The shop will be open for 14 days from Friday 6th February until Saturday 21st February in the old Gees shop opposite Boots from 10am to 4pm daily except Sundays.

There really are no strings attached. Each day you can come along and take away up to five items for absolutely no charge!!

It's a new year and a time when people often think about having a good clear out at home, so the group hope people will come into the shop with goods they no longer need and donate them. However people can also come along in if they have nothing to give away. In both cases they will be free to browse through everything that is on display and to take away up to five free items of their choice every day.

Esther Mann, the Waste Action Group Facilitator, commented 'The project has been made possible by grants from the Big Lottery Awards for All and Devon County Council Local Amenities Funds. But in order to make it a success it also relies on the CREDITON public, and that includes YOU, bringing along all their unwanted household items to give away. But we would like to stress that you *do not* have to bring along goods to take things away. Everyone, whether or not they have items to donate, is welcome to pop in and "shop".'

So what sorts of things are likely to be available to take away? Well anything people have at home that is in a reusable condition, can be carried by one person and that they no longer need, can be brought along. For example toys, clothes, garden equipment, kitchen equipment, household linens, ornaments, household furnishings, books, CD's and DVD's are all welcome. And if people have big items such as beds, tables, wardrobes etc. they can bring a description/picture plus contact details. These will be displayed on a special board in the shop. So there really will be something for everyone.

Carolyn Scott, a member of the group, said ' The only items we cannot accept are paint and household chemicals, opened toiletries, baby car seats and old style computer and TV monitors.

Paula Mossman of the Waste Action Group also explained ' We have been planning an event such as this for some time and are now delighted to be able to run it right in the heart of CREDITON High Street. Our group has been working on waste related issues in the town for over 7 years now and

our regular waste plastics' collections have become very popular. Our main aim with this latest project is to keep the perfectly re-usable goods that many people have at home, but no longer need, out of landfill. One person's junk is often another person's treasure and so we hope as many people as possible will pop into the shop regularly throughout the fortnight. We confidently anticipate that fresh goods will be arriving daily once word spreads, so there will be new items on display regularly to browse through. It's exciting ... you never know what you might discover from one day to the next!

So put the dates 6th to 21st February on your calendar now. And if you are having a New Year, new broom, clear out please remember the shop and put things aside to bring in. Remember everything really will be FREE to take away!

**PRESS RELEASE ENDS**

**Additional Press Release 1 week before event.**

**We would like to invite the Press to our opening at 10am on Friday February 6th. Crediton Town Mayor, Frank Letch, who has recently been awarded an MBE for his services to the community, will be opening the shop. Charles Mossman, a local finalist in this years' Devon Community Recycling Awards will also be present.**

**For more information please contact...**

## Give and Take Fortnight

*Pop up Shop with a difference!!*

**GIVE:** your unwanted but re-usable household goods

and/or

**TAKE:** others you can use away

**ALL FOR FREE**

**Friday 6<sup>th</sup>-Saturday 21<sup>st</sup> February**

**10am to 4pm daily except Sun**

**21 Crediton High St (opp Boots)**

*Our aim- to find new homes for all that 'stuff'  
which might otherwise end up in landfill*

## **A Pop Up Shop With a Difference**

### **Crediton Give and Take Fortnight**

Sustainable Crediton's Waste Action Group are pleased to announce the imminent arrival of **Give and Take Fortnight**, a pop up shop on Crediton High Street with a major difference.... everything in it will be **Free!!**

**Give and Take Fortnight** will take place at 21 High Street Crediton (opposite Boots) from **6<sup>th</sup> to 21<sup>st</sup> February 2015**. It will be open from 10am to 4pm daily, except Sundays, and staffed by Sustainable Crediton volunteers. The event has been made possible thanks to sponsorship from the Big Lottery Fund and Devon County Council's locality fund.

The aim is to recycle perfectly good, reusable household goods people no longer need to stop them ending up in landfill, and also for local people to have some fun and the unique experience of shopping for goods that are absolutely free!

Of course to make the event a success **WE NEED YOU** to start emptying your cupboards. Look out all those baby items, books, toys, CD's & DVD's, garden tools, ornaments, kitchen equipment, clothes and household goods and linens you no longer need that are taking up space and are still in perfectly good, useable condition. Bring them along and we will sort them and put them on display for others to browse through and take away (sorry no paint or chemicals, food & drink, old style TV and computer monitors or baby car seats).

But it will not be necessary to bring along goods in order to come and 'shop'. You are most welcome to come and take away goods even if you have nothing to bring – it really will all be **FREE!!**

Thanks for your help. We look forward to seeing you. Remember the dates 6<sup>th</sup> to 21<sup>st</sup> February.



## APPENDIX 4

### Pop Up Shop Procedures for Volunteers

- 1) One person on each shift should be responsible for monitoring the number of people coming into the shop using the silver clicker and record the shift total on sheet provided.
- 2) Please accept goods brought in and then take to the back right hand side office. Weigh and record weight on sheet there before sorting and putting out onto shelves.
- 3) Tea and coffee is available in right hand office at back of shop. Please wash up your cup after use.
- 4) Office on right hand side at back of shop has a mirror. People may try on clothes here if they ask.
- 5) The green board is for people to advertise their unwanted large items. There are cards and pens by the board for their use. Please make sure their telephone number/e mail address is clear. Extra drawing pins are in the stationery box under the counter.
- 6) The toilet is through the side door and up the alley, entrance on the left. Please make sure you bolt the side door when you return. Water for washing up can be brought from the toilet in the jug provided. Water for making drinks is in the large bottles.
- 7) People may take up to 5 items per day from the shop at your discretion. e.g. multiples of similar glasses/plates count as one item only.
- 8) Whoever locks up at the end of the day please take the keys to the Green House shop on Market Square and leave there for someone to pick up the next morning. A N Other has a second set of keys. Their contact details are: 01363 xxxxxx mobile yyyyyyyyy).
- 9) There are two fire extinguishers in shop located either side of side door near rear.
- 10) Please put out the A Frame in the mornings and take in again in afternoon before closing or in heavy rain.
- 11) Any goods received that are not re-saleable please put to one side in back room for disposal.
- 12) There is a dustpan and brush under counter for breakages.
- 13) Please try and ensure that people stick to 5 items – point out to them they can always come back another day!
- 14) Volunteers can also put aside 5 items for their own use during each shift.
- 15) Please note – bunting and all shelving, tables, chairs and rails are NOT for the public to take away - they belong to Sustainable Crediton or have been loaned to us for temporary use in the shop.
- 16) Turn everything off by switches on rear wall in left back office when leaving at night and ensure side door is locked and bolted.
- 17) Side door keys are kept in the key box in left hand office.
- 18) The Plough and Share Credit Union will be having some sessions for clients in the back left hand office. Please make them welcome and tidy up the office for them if needs be.

## **APPENDIX 5 - Risk Assessment**

<b>What are the hazards?</b>	<b>Who might be harmed and how?</b>	<b>What are you already doing?</b>	<b>Do you need to do anything else to manage this risk?</b>	<b>Action by whom?</b>	<b>Action by when?</b>	<b>Done</b>
Fire Breaking out	Volunteers and general public	Two Fire extinguishers available Two exits, both front and side doors to be kept unlocked and clear of obstruction. There is no fire alarm.	In the event of a fire, one of the volunteers on duty must shout "Fire, please evacuate". Rear office areas must be checked to ensure everyone is evacuated.	Volunteers on duty	On the day	n/a
Slip or trip hazards on the stairs and in the shop	Volunteers and general public fall and get injured	Part of stairs has hazard warning tape. Volunteers to keep an eye on the situation and remove any trip hazards if they become apparent	No	Volunteers on duty	On the day	n/a
Heavy lifting	Volunteers may hurt their backs etc lifting chairs, tables, boxes of books etc	Volunteers will be instructed not to attempt to lift heavy objects on their own. Two people to lift any very heavy objects. In theory, nothing coming into the shop should be too heavy for one person. Any obviously too large or heavy items offered for donation to be rejected at the front door of the shop. Heavier objects should be placed on the floor or low	No	Volunteers on duty	On the day	n/a

<b>What are the hazards?</b>	<b>Who might be harmed and how?</b>	<b>What are you already doing?</b>	<b>Do you need to do anything else to manage this risk?</b>	<b>Action by whom?</b>	<b>Action by when?</b>	<b>Done</b>
		down on shelves, whilst light objects should be displayed higher up.				
Kitchen hazards: boiling liquid, spills of liquid on floor.	Kitchen volunteers may be scalded, get burns, or slip on wet floor.	There will be a kettle available in one of the back rooms. Normal common sense prevails in its use.	Ensure any new volunteer is appraised of the rules and how to use all the equipment.	Volunteers on duty	On the day	n/a
Donated mains electrical items may be unsafe	Members of the public taking the items away	Any donated mains electrical items will be quarantine in the right hand back room. They will be taken to ReFURNISH Crediton for PAT Testing and sale by ReFURNISH.	No	Volunteers on duty. Charles or Paula Mossman to take items to ReFURNISH.	On the day	n/a
Working at height resulting in a fall	Volunteers may fall when putting up banners or bunting.	Step ladders or stable platforms will be used to perform such tasks. Someone should be available to hold the ladder.	No	Volunteers	On the day	n/a

## **APPENDIX 6 - Poster / Flyer**

The link below will take you to the poster on the Sustainable Crediton website.

<https://sustainablecrediton.org.uk/media/977701/give-take-poster-1.pdf>

## **APPENDIX 7 - Useful Links**

Big Lottery Awards for All Fund	<a href="http://www.biglotteryfund.org.uk">www.biglotteryfund.org.uk</a>
Conservation Volunteers (insurance)	<a href="http://www.tcv.org.uk/community/join-community-network/community-group-insurance">http://www.tcv.org.uk/community/join-community-network/community-group-insurance</a>
Doodle Poll	<a href="http://www.doodle.com">www.doodle.com</a>
Health and Safety Executive	<a href="http://www.hse.gov.uk/risk/faq.htm">http://www.hse.gov.uk/risk/faq.htm</a>
Peninsular Waste Services	<a href="http://www.peninsula-recycling.co.uk/">http://www.peninsula-recycling.co.uk/</a>
Plough and Share Credit Union	<a href="http://www.ploughandshare.co.uk/">http://www.ploughandshare.co.uk/</a>
Proper Job	<a href="http://www.proper-job.org/">http://www.proper-job.org/</a>
ReFURNISH	<a href="http://www.refurnish.org.uk">www.refurnish.org.uk</a>
Sustainable Crediton	<a href="http://www.sustainablecrediton.org.uk">http://www.sustainablecrediton.org.uk</a>
Sustainable Crediton – Waste Action Group	<a href="http://sustainablecrediton.org.uk/waste.aspx">http://sustainablecrediton.org.uk/waste.aspx</a>
Vistaprint	<a href="http://www.vistaprint.co.uk/">www.vistaprint.co.uk/</a>
<b>BBC Spotlight Slot on the Pop Up Shop</b>	
	<a href="https://www.facebook.com/bbcspotlight/videos/vb.150467675018739/876259619106204/?type=2&amp;theater">https://www.facebook.com/bbcspotlight/videos/vb.150467675018739/876259619106204/?type=2&amp;theater</a>