



ABERFELDY *street*

START HERE **Programme outline**

START HERE Aberfeldy Street gives businesses or individuals the opportunity to start and trial their ideas on the high street. The aim is to develop an active high street that provides opportunities for local people whilst serving the local community.

The START HERE programme is transforming Aberfeldy Street, in Poplar, by giving the area a brand new look and providing a platform to trial business, creative or community ideas in a post COVID-19 market with support from High Street Works Ltd.

The START HERE programme is a temporary intervention which is intended to operate on a meanwhile basis until the street is replaced with commercial units on the Oxbow development. The business development initiative is being led by High Street Works, a multi-disciplinary collaboration between Meanwhile Space CIC and Jan Kattein Architects to deliver high street revival. The scheme has been commissioned by Aberfeldy LLP, a joint venture between developer EcoWorld London and housing association Poplar HARCA to ensure that whilst works go on around Aberfeldy, the street remains a vibrant community, social and commercial hub.

APPLY HERE

Please contact us on aberfeldystreet@meanwhilespace.com for more information on the project.

Q&A

What is the START HERE programme?

The START HERE programme provides a platform to trial business, creative or community ideas with support from High Street Works Ltd. The aim is to develop an active high street that provides opportunities for local people whilst serving the local community.

Do I need to pay to take part in the START HERE programme?

No. This programme is fully funded by Aberfeldy LLP and in return, we need participants to commit to actively participate in the scheme to comply with the START HERE criteria.

Who can apply?

We welcome applications from businesses, organisations and individuals who have an idea that could turn Aberfeldy Street into an active high street. Ideas might vary from retail, services or creative projects.

Do I need to pay rent?

We work with the following incubator rent ladder:

0 - 6 months = £0 month

6 - 12 months = £0 month

12 - 18 months = £300 month

In addition, we expect tenants to cover utility costs and business rates for the units. The units may qualify for business rates exemption.

What are the START HERE project commitments I need to comply with?

- Your premises must be open to the public for a minimum of four days/week, including at least one day at the weekend.
- We require you to host at least two give-back engagement events over the course of six months.
- To work with the business training and mentoring team to develop aims and objectives that you will be assessed against throughout the programme.
- Commitment to collaborate on and create content for social media

How long is the lease for?

6 months initially, with the possibility of extension to 2 years if you meet the required lease objectives. There will be a break period after the first 2 months, with a notice period of 2 months.

When will the shops be ready to occupy?

There are currently space improvements taking place which are scheduled to be completed by September 2020 after which new tenants can move in.

How many spaces will become available?

Initially 3 retail spaces will be made available at the start of September 2020 with the possibility of extending this to other spaces on the street at a later stage of the project.

Will I be able to access additional financial support?

Successful applicants may also be eligible for Aberfeldy Big Local support to develop their business. Find out more about the available support by contacting Liam on liam@aberfeldybiglocal.com



Available Spaces

Currently we are recruiting for 37, 39 and 41 Aberfeldy Street. The spaces are being refurbished by Jan Kattein Architects to deliver a bright, approachable and ready-to-use space that can be adjusted to tenants individual needs. The shop front and shutter design will form a part of the street improvements works and the designs will reflect the cultural identity of Aberfeldy. Jan Kattein Architects will work together with successful applicants to deliver a shopfront signage in line with the other shops on the street.

Use class: A

Facilities: Kitchenette, small storage space and toilet

Furniture: Not included

Access: Accessible for disabled

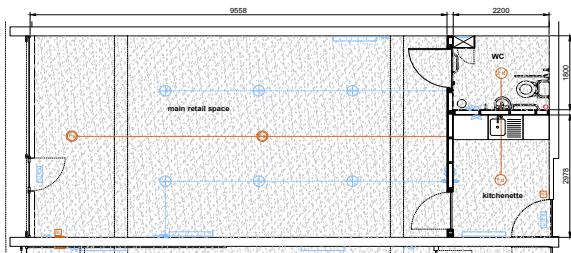
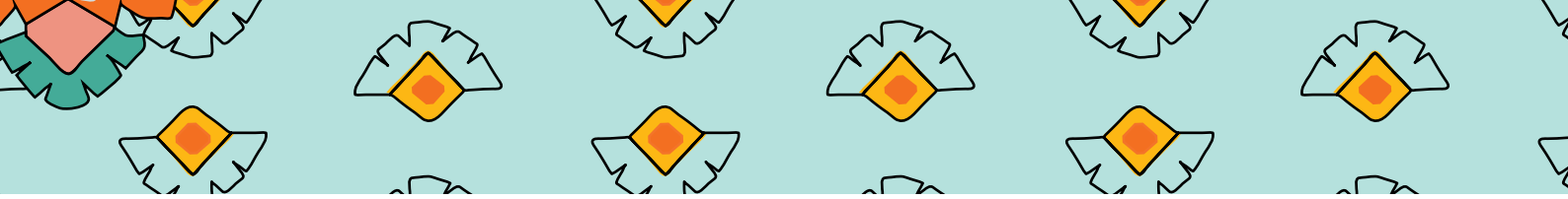
We're unable to facilitate viewings at the moment due to health & safety restrictions, and are looking into the option to host these at a later stage for successful applicants.



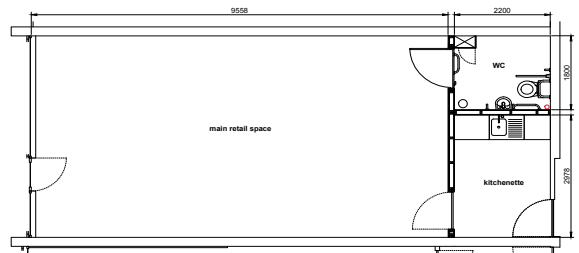
Bottom left: Available spaces marked in green

Top right: Available space

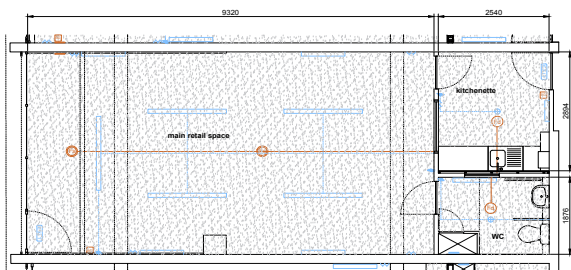
Middle and bottom right: Shopfront, shutter and signage design



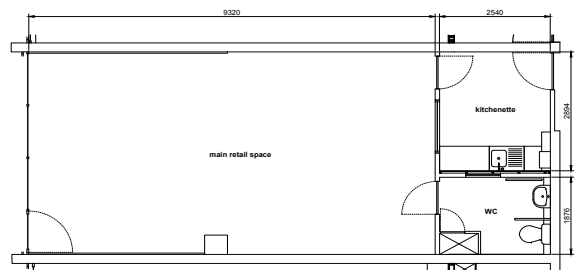
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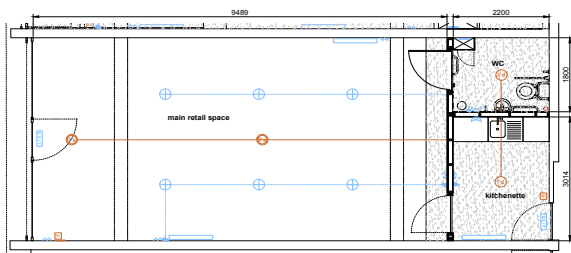
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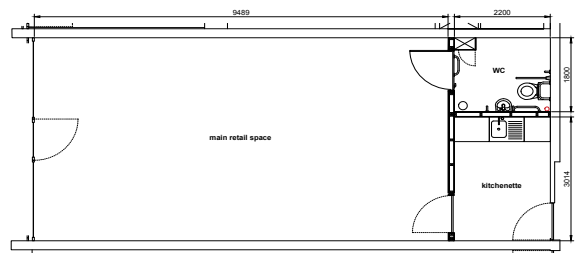
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No. 39 Proposed Plan. 1:50



No. 41 Proposed Plan. 1:50



No. 41 Proposed Plan. 1:50



Application Process

The application process is set up so that everyone who applies for a space is considered fairly and will be assessed on the START HERE criteria. The process consists of the following steps:

1. Apply for space

Prospective tenants will be required to submit an application form as part of the recruitment process. Their proposal will then be reviewed across the six project criteria outlined below.

2. Face to face interview

If the application has been successful, prospective tenants will be invited to an interview with the High Street Works team. Don't worry, this is just an informal interview to find more about the business/ project and score it against the scoring criteria. The scoring criteria are outlined on the following page.

3. Offer of Space

Based on proposal scoring, we will offer prospective tenants a space on Aberfeldy Street. Once the offer has been accepted, Poplar HARCA will follow up with a lease.

4. Move in

The expected move-in date is September 2020.

START HERE project criteria

1. Need for space

In what ways will your business benefit from renting the space incl. any plans for growth, and the role that taking on the space will play in these plans.

2. Use Idea

Explanation of your business idea or proposed use. We are looking for:

- A well-formed idea for using the space that has been researched, thought out and planned
- An understanding of the local market and your customer/audience
- How your proposal fits with and complements the existing businesses in the street
- An outline of how your business or use idea delivers quality
- Extra consideration will be given to uses that demonstrate innovation and originality
- Extra consideration will be given to uses that are consistent with the Oxbow place pillars:
 - Proudly made of East London: a keen focus on home grown organisations
 - Creatively made: fostering creative enterprise or arts; fashion in particular is a focus for the borough
 - Live well: supporting wellbeing, healthy living and active lifestyles
 - Celebrating community

3. Capacity

A demonstration of your ability to keep up with rent payments and overheads; how your business idea is sustainable; your experience, skill set, and ability to deliver the proposition

3. Local

Demonstrable contributions to the local area. In what ways will the local area and community benefit from your organisation being located on Aberfeldy Street?

4. Challenges

Organisations must demonstrate that they recognise the challenges of operating on Aberfeldy Street and have plans to mitigate challenges identified

5. Project commitments

- The premises must be open to the public for a minimum of four days/week, including at least one day at the weekend.
- Participating organisations are required to host at least two give-back engagement events over the course of the six-month programme.
- Work with the business training and mentoring team to develop aims and objectives that you will be assessed against throughout the programme.
- Commitment to collaborate on and create content for social media



Assessment

All individual proposals will be reviewed using a scoring guide that outlines the six project criteria for assessment. Scores above 18 will be shortlisted for an interview.

Scoring Guide

Need for space: How will the business benefit from space in Aberfeldy Street?

- 1 = Not clear outline of benefits
- 2 = Some outline of benefits - intangible
- 3 = Benefits outlined with targeted outcomes detailed
- 4 = Demonstrates opportunity for business/organisation development. Shows good evidence of the space allowing the business/organisation to be more stable/sustainable
- 5 = Demonstrating that Aberfeldy Street will provide clear opportunity for growth, employment and/or increased stability/sustainability

Business idea: Is the use idea well developed and a good fit for the site?

- 1 = Undeveloped use idea. Doesn't demonstrate knowledge of local audience or area.
- 2 = Idea developed but doesn't demonstrate knowledge of local audience or area, nor demonstrate a good fit with existing businesses.
- 3 = Well formed use idea. Demonstrates good fit with local audience or with existing businesses, but not both.
- 4 = Comprehensive use idea with clear potential. Good fit with others in the area, and demonstrates good knowledge of market and local audience.
- 5 = As 4 with well-developed idea and business proposal. Additional point provided for stand out use idea, innovation and originality or a good fit with Oxbow place pillars.

Capacity: Does the tenant have a good chance to survive and/or grow?

- 1 = Poor demonstration of ability to cover costs associated with taking space; doesn't demonstrate financial sustainability; doesn't have experience or expertise to deliver use idea
- 2 = Can demonstrate ability to cover costs for space, but doesn't have realistic approach to financing business, or have expertise to deliver use idea
- 3 = Realistic approach to financing space and business but doesn't have prior experience or expertise/Has experience or expertise but not realistic understanding of costs associated with running space and business
- 4 = Demonstrates good understanding of financial requirements and an ability to cover costs and develop a sustainable financial model for the business/idea. Also demonstrates expertise to deliver the use idea.
- 5 = Robust financial model and has the skill set, knowledge and experience to deliver the use idea.

Localness: Knowledge of local audience, and proximity to site.

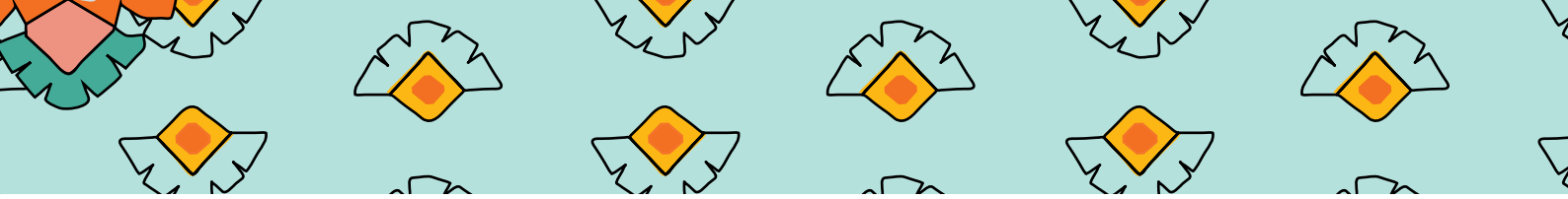
- 1 = Doesn't demonstrate knowledge of the local community and how the use idea will cater to them
- 2 = Demonstrates knowledge of the local community but cannot articulate how the use idea will cater to them
- 3 = Demonstrates knowledge of the local community and can articulate how the use idea caters to them
- 4 = As 3 and is a local resident
- 5 = As 4, but can also outline clear benefits to the local community

Project challenges

- 1= Doesn't demonstrate any recognition or understanding of the challenges they will face
- 2= Limited understanding of challenges facing the site; no viable plan or vision to tackle those challenges
- 3= Realistic understanding of challenges but no viable plan or vision to tackle those challenges
- 4= Realistic understanding of challenges and some thoughts as to how to tackle them
- 5= Fully understands challenges and has comprehensive risk and mitigation approach/plan

Project commitments

Points allocated per commitment confirmed with final point for candidates considered to go above and beyond on those commitments.



Interview

Successful applicants may be invited to a 1-to-1 session to discuss their suitability with representatives from High Street Works and Aberfeldy LLP. This is an informal interview where applicants will be asked to talk us through their business idea in more detail.

Applicants may be asked to elaborate on the following:

- Opportunities and challenges facing the business
- Business objectives
- Competition
- How the proposal fits in with the current offer on Aberfeldy Street
- Product quality, what it means to you and how to guarantee it
- What success looks like
- Demonstration of how the business/project will be sustainable over the next years e.g. trends, needs, challenges or opportunities that inform the proposal
- Ways in which to engage your audience through offer and marketing
- How the proposal responds to the challenges of the area