

Pop Brixton – Frequently Asked Questions

1. What is Pop Brixton?

- A project to support local jobs, training and enterprise.
- A pioneering new space in the heart of Brixton for local start-ups, small businesses, creative and community organisations where they can share space, skills and ideas.
- A partnership between Lambeth Council, which is providing the land at no cost, and local architect Carl Turner Architect, who has partnered with developers The Collective, to help deliver the scheme.
- A 'meanwhile' project, temporarily using the site until at least October 2017, at which point the Council intends to redevelop it as part of the Brixton Central masterplan.
- The council is currently exploring with Pop Brixton, the potential to extend the lease until October 2018. We will make the announcement about this soon.

2. What makes it special?

- Tenants have been selected based not only on the quality of their offer, but also to maximise benefit to the local community
- It's built from upcycled shipping containers
- Provides over 59 units specifically designed for small businesses, around a central meeting place, square and horticultural area
- Each tenant has to volunteer four hours a month to the Pop time bank to support local community initiatives
- The training workshop and events space is available free of charge for local people and community based organisations, based on an application and community giveback.
- Includes ten affordable units, including retail, office and workspace, with rents 20-50%, of the commercial levels on the site. As such, the businesses who *can* pay are effectively subsidising those starting out Free meeting, training workshop and event space for local organisations and the community

3. What type of businesses is Pop for??

- Socially minded businesses, committed to making a positive impact on their local community
- Independent businesses in the retail, food, event, manufacturing and tech sectors
- Additional units for small businesses requiring office space

4. How were the businesses selected?

- 70% of the selected tenants either live or previously based their businesses in Brixton or Lambeth
- Applicants were scored on;
 - the quality of their business plan
 - their locality to the project
 - their alignment to Pop's ethos of supporting the local area

- their commitment to the local community
- Additional consideration was given to make sure tenants complimented, rather than competed with each other
- over 50% of businesses are start-up's
- 20% are social enterprises

5. Is it too late to apply for a space?

- Yes, all the units have now been filled to date.
- If a unit or units becomes available it will be advertised on www.popbrixton.org and applicants can apply through the site.
- Retail 'pop up' spaces are available on a rotational basis throughout the project with applications processed through the Appear Here website

6. Does Brixton need more food and drink establishments?

- About one third of Pop Brixton is focused on food and drink
- Pop Brixton complements Brixton's established and varied food and drink scene and is providing additional, much needed space for the next generation of local food entrepreneurs
- Pop Brixton will be another reason for visitors to come, stay and enjoy the area – whether they're using the Rec, shopping in the markets, strolling in Brockwell Park, listening to music or visiting the Black Cultural Archives.

7. How many jobs will be created?

- Around 200 jobs will be created on the Pop Brixton site over the course of the project, with hundreds of training and workshop opportunities for local people every year

8. How many businesses are based at Pop and how many people work there?

- 58 businesses are based at Pop of which 6 are social enterprises and 31 are start-up's
- There are over 140 full time employees working at Pop, not including 5 Pop staff or 8 Pop management roles.

9. How many young people did the project take on as apprentices, trainees, interns and employment workshops?

- 12 apprentices from Lambeth College and being paid the London Living Wage have worked on the construction of Pop
- 2 apprentices employed by tenants
- 3 trainees taken on by tenants
- 3 interns working in social media, design and media at Pop Brixton
- 50 attendees at employment workshops
- 12 volunteers attended tenant event
- This figure is growing exponentially as the project matures

10. Will Pop pay London Living Wage?

- As part of the agreement with Lambeth Council, Pop Brixton will pay its staff London Living Wage
- Tenants are encouraged to pay London Living Wage as part of the Pop Ethos.

11. What are the rent levels and terms?

- Market rent on the site ranges from £600 per unit per month to £2,500 per unit
- 10 affordable units are available at 20% - 50%, or less, of the rent level paid for the same type of activity elsewhere on the site
- Each tenant has signed a 2 ½ year lease, with an annual mutual break clause
- 2 units are available on a “pop-up” basis, from 1 day to 3 months, through meanwhile space provider “Appear Here”

12. How's it run?

- Pop Brixton is a limited company, set up specifically to deliver this project.
- Pop Brixton project is being overseen by the steering group with representatives from the local council, local businesses, Brixton's market traders, the Brixton BID and the Brixton £
- In fact, Pop Brixton will provide some market traders with the opportunity for their first semi-permanent outlet

13. Why has the idea changed since it was announced last year?

- While part of the team leading the project has changed, the core objectives of the project are the same – to support local jobs, training and enterprise
- Lambeth Council owns the land and ran a competition seeking ideas for the space that supported jobs and training for local people. That meant working with the local community, including the Youth Council to assess the entries.
- The successful bid was focused on achieving this goal and is the basis for current agreement with the Council
- Carl Turner Architects and the Edible Bus Stop submitted the successful entry as “Grow:Brixton”. Following discussions with both parties the Council was advised that the original partnership had a number of difficulties that could not be overcome. To realise the multiple benefits of the project, the Council had little choice but to progress the scheme with Carl Turner Architects, or risk leaving the site unused pending its longer term development
- The horticulture and community focus of the project remains
- The initial idea of providing live work units has not been realised due to low demand
- Space has also been created for events, training, a new outdoor square and the Brixton buskers corner, creating a venue with lots of opportunities for local community groups and organisations to use

- Pop Brixton is home to the Impact Hub Brixton, a shared workspace with 80 hot desks for start-ups and small businesses. This element of the project was supported by the Mayor of London's High Street Fund, as well as Council funding.

14. How will you manage the site -noise levels/opening times/security and rules of your license?

- Pop Brixton will continue to work closely with the emergency services, planning and the licensing authorities to make sure the site is - a community asset and enjoyable space for everyone
- Pop Brixton has appointed Fortus security as our licensed security contractors to manage the site
- Our caretaking team will be on site throughout opening hours, ensuring Pop's standards of a safe and friendly atmosphere
- Anyone selling alcohol on site must be a personal licensee

15. What happens if a business fails?

- In the first instance, we would look to provide any support available through Pop Brixton and Lambeth Council's networks of business support organisations
- As a last resort, should a business decide to close, Pop Brixton will release them from their tenancy, providing much needed flexibility

16. What happens to the profit?

- Any profit from the project will be split 50/50 between the local council and Pop Brixton Ltd
- The cost of constructing Pop Brixton has been around £1.4million, this alongside the on-going management of the site means that the project is unlikely to make a profit for around three years. As such, since Pop opened is has not generated any income for the Council.
- In the interest of transparency, Pop Brixton is committed to publishing its own finances and will do so by the end of February 2016.
- The Council has provided that land at no cost. Pop does not pay any part of its revenue to the Council, until it has covered all its costs. Without this the project could not have been possible, given the significant start-up costs and the short time the site is available for.

17. What happens when it closes?

- The current agreement with Lambeth Council is for the site to be provided, free of charge, until October 2017 when the site is earmarked for redevelopment
- When the site closes, we would look to move the containers to new location in Brixton or further afield
- We will be conducting an evaluation of the project in due course to understand what has worked well and what less well. We hope this will inform both Pop's future development, but also the Council's approach to future similar projects. The findings from this will be made available

18. What is Lambeth Council's involvement?

- Lambeth Council kick-started the project, running a competition to submit ideas on what to do with the space
- Lambeth Council has also provided the land for the project, until at least October 2017, free of charge. This is subject to the project delivering local benefits to the community
- Lambeth Council chairs the group that oversees the project
- The Mayor of London's is contributing £91k from the High Street Fund programme to pay for the Impact Hub Brixton's move to the site, with £30k of its own investment
- Lambeth Council bore the cost of the various planning application fees, around £5k, plus initial marketing costs, such as the launch event back in the summer of 2014, again around £5k.
- As noted above, the Council will share 50/50 in any profit with Pop Brixton and the project's finances are checked by a council accountant

19. Who is The Collective and what is their involvement?

- The Collective has invested in Pop Brixton and advises on the project in partnership with CTA, to further its support for entrepreneurship and creativity, and bring to life a one of a kind, community-led initiative.
- The Collective was founded in 2010 by award winning entrepreneur Reza Merchant, and is formed by a group of Millennials on a mission to redefine the way young people live, work and play
- Away from Pop Brixton, The Collective is pioneering a new form of rental accommodation, Shared Living, for young professionals aged 21-35. It focuses on providing a hassle free way of life with an all inclusive service offering and social amenities comparable to those of a hotel, at an affordable price. In order to promote and encourage the next generation of entrepreneurs, The Collective recently launched The Collective Elevator, which provides high quality co-working space, centred around building a community, and access to investment for high growth start-ups.
- More info at The Collective can be found at: <https://www.thecollective.co.uk/>