



Choose the
HIGH STREET

Town Centres - Unique Places



shop

Your Guide



Why Choose the High Street?

The high street is still the heart of the local community, a place where people meet and new businesses start. If you have always wanted to start your own business or have a new idea for a community project that you want to try, why not 'Choose the High Street' and set up a pop-up unit?

Pop-Up Units: What are they?

A pop-up unit is where a short-term lease (usually for a period less than six months) is agreed between a landlord and a business or community project, enabling them to use a vacant property for a short period of time. Although the concept of a pop-up unit is mostly associated with shops, pop-up units on the high street can also be utilised for a number of activities including art galleries and community projects.

Pop-Up Units: How are they beneficial to a new business or community project?

Pop-up units are an excellent opportunity to try out a new business and see if the concept works before making a long-term commitment. They also offer community projects and charities a great way to reach a much wider audience.

Pop-Up Units: How are they beneficial to a landlord?

They can generate a small rental income;

- Having a tenant will improve the appearance of the property;
- A pop-up raises the awareness of the property to potential tenants;
- Pop-up units improve the vibrancy of the high street & attract new customers;
- Tenants provide additional security for a property;
- An occupied property will deter vandalism;
- Having a pop-up potentially lowers a property's insurance premiums.





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Pop-Up Units:

Who pays Business Rates?

For the duration that a pop-up idea occupies the property, the responsibility for payment of business rates passes from the landlord to the tenant.



Useful points to note:

- Occupied properties with a rateable value of £6,000 or less qualify for 100% Small Business Rate Relief and properties between £6,001 and £12,000 rateable value qualify for a reduced amount of relief (e.g. 50% relief for a £9,000 rateable value);
- When a pop-up unit is occupied by a registered charity they will be eligible for 80% business rate relief;
- When a landlord is paying empty property rates on a non-industrial premises, having a tenant occupy a property for at least 6 weeks allows the landlord to subsequently claim a 3-month rate exemption from the date that the property becomes vacant again (the tenant may claim some of this relief if they leave the premises before their lease ends).

Pop-Up Units:

What about Planning Consent?

Before embarking on a pop-up unit project, contact the Council's planning department for some helpful advice and guidance on how planning consent relates to pop-up units.

Telephone: 01495 235268 or email: planning@caerphilly.gov.uk



Temporary Lease Agreement

A temporary lease should include:

- Length of tenancy between the landlord and pop-up business;
- Responsibility for utility payments (gas, water & electricity);
- Responsibility for security of the property or any damage to the property;
- Responsibility for condition of the premises and any fittings, including a photographic schedule of condition;



Pop-Up Gallery

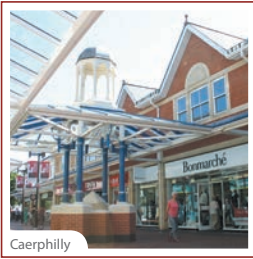
The 'Pop-Up Gallery' initiative by Town Centre Management provides practical help and assistance for local community groups who wish to set up artwork displays in vacant town centre units. The Gallery uses display boards located in the shop windows, which means that the property is not open to the public making it easier to gain the necessary permissions. If you would like to explore the concept further please **email:** retail@caerphilly.gov.uk

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POP UP

gallery



Caerphilly



Blackwood



Bargoed



Risca



Ystrad Mynach

Suggestions to help get started with a pop-up unit project:

- **Step 1** Look through Caerphilly County Borough Council's online Retail Property Directory, which contains a full list of all vacant shop units in Caerphilly, Blackwood, Bargoed, Risca and Ystrad Mynach town centres at www.choosethehighstreet.com

The online Retail Property Directory shows a photograph of each vacant property and provides the contact details for the marketing agents.

- **Step 2** Produce a summary of your business case (one sheet of A4). Be clear and concise, emphasising the benefits to the landlord of your business or project turning their empty property into a pop-up unit.

- **Step 3** Approach the agent who is marketing the property and ask them to help you present your business case to the landlord.

- **Step 4** Once the landlord has approved your business case, you will need to agree a short-term lease.

If you would like to discuss starting a pop-up unit in any of Caerphilly County Borough's principal town centres contact Town Centre Management on **01443 866213** or **01443 866393** or **email:** retail@caerphilly.gov.uk

Please note that Caerphilly County Borough Council cannot give you legal advice and, if you are in any doubt, you should obtain your own independent advice.

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