

involvement insights: POP UP SHOPS

WHAT IS A POP UP SHOP?

The pop up shop is a fun, innovative, cost effective approach to reaching parts of the community who may be difficult to engage with through other methods. Essentially, a group of organisations come together and takeover a vacant shop for a couple of days and promote services and initiatives. For health professionals this means NHS organisations and voluntary / charitable organisations. The shop is decorated with banners, leaflets and activities. Passers-by are then drawn in; normally through a service offering such as a free blood pressure test.

BENEFITS

- Cost effective – shops can often be rented for very low rates and sometimes for free
- High volume of people engaged with
- Opportunity to network, build relationships, both patients and stakeholders
- Uses resources more effectively – more than one consultation / campaign can be highlighted at a time.

LIMITATIONS

- Depending on volumes time spent with visitors to the pop-up shop will vary and potentially quite brief
- Focus is likely to be on imparting a small amount of knowledge briefly and not information gathering
- Resource heavy in terms of labour required to organise and host the event.

HOW TO ORGANISE A POP-UP SHOP

- Contact the local shopping centres to negotiate using empty units
- Meet with stakeholders who would like to join in the venture
- Publicise the event through multiple channels
- Work with other health organisations / local enterprises
- Negotiate with the shopping centre to provide tables / chairs
- Promote within the shopping centre using flyers during the day(s) of the pop-up shop (check with the shopping centre if this is acceptable first!)
- Look up our [‘Involvement Insights’ Event Checklist](#) for tips on how to plan and promote your events.

TOP TIPS

- Check if there are any other events on in the town centre at the same time such as football matches or festivals that would reduce your likely audience
- Offer incentives to get people through the door, such as health checks, freebies, prize draw
- Give out raffle tickets, so you know how many people have walked through the door
- Know what each of the stallholders are planning to do, to reduce duplication
- Use the money you’ve saved on the venue to promote the event widely.

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