Application

Background – Southall Manor House and café

Southall Manor House is currently undergoing extensive refurbishment and will be reopened as a catering and hospitality hub supporting jobs, skills and enterprise in partnership with West London College. The Manor House will also host a high-end restaurant and events space. As part of this project, a small disused mock-tudor building at the front of the Manor House has been refurbished to a high standard and given a new lease of life as a commercial kiosk. Once Manor House work is completed later this year, the kiosk will become part of the catering and hospitality hub that is run by the council and college.

Ahead of this, we are giving budding entrepreneurs the chance to showcase their products and services in the kiosk. We are ideally looking for a food and/or beverage offer, which is in line with the Manor House project, but still encourage people with alternative offers to submit their ideas. The public space in front of the kiosk has recently benefited from improvements as well and has been redesigned to host events and outdoor activities. We are keen to see applications that extend their offer into this newly refurbished area.

Application Guidelines

People with creative ideas that can help to enhance the vibrancy and vitality of the high street are invited to apply to rent the kiosk for up to 6 months. This is an exciting opportunity for start-up businesses to test trade their products and services, without the risks and costs of taking on a long-term lease. The unit has kitchen facilities which can be used by tenants.

What are the criteria?

Your product, service or idea for the kiosk will be scored against the following criteria:

1. Quality of the product, service or idea
2. Uniqueness of the product, service or idea
3. Does it suit the area?
4. How will it enhance the retail offer in Southall?
5. Does it complement the existing retail offer in the area?
6. Does the applicant live locally?
7. Quality and Creativeness of the marketing plan
8. Future plans for the business
9. Ideally a food and/or beverage offer
Where is the Pop Up Kiosk?
Address: Southall Manor House, The Green, Southall, London UB2 4BJ
Rail: Southall Station (10 min walk)
Bus routes to the kiosk: 105, 120, 195, H32

Ground floor plan and visuals
The total available floor space of the shop unit is approximately 33sqm (this is made up of the kitchen and dining area). Please see ground floor plan below.

### AREA

<table>
<thead>
<tr>
<th>Description</th>
<th>Sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (ex WC &amp; WC lobby) Kitchen</td>
<td>33.2</td>
</tr>
<tr>
<td>Kitchen</td>
<td>8.4</td>
</tr>
<tr>
<td>Dining area</td>
<td>24.7</td>
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</tbody>
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Additional information

Am I eligible?
The pop up kiosk initiative is only open to businesses that have not previously traded in a retail shop. All successful candidates must comply with the terms and conditions of the scheme.

What’s the offer?
We are offering space in a Southall kiosk for up to 6 months at a substantially subsidised rate. The total available floor space of the kiosk unit is approximately 33sqm. The Kiosk will be let for £50.00 per week. This rent will cover utilities and maintenance costs. In addition, we will require a refundable deposit of £250 to ensure satisfactory use of premises. The kiosk is empty so it will be up to successful tenants to furnish and decorate their space on the kiosk floor. Tenants will be responsible for their own public and product liability and contents insurance.

Why should I apply?
This is an excellent platform to showcase and test your new venture in a “real-world” commercial setting, without a large upfront investment or long-term commitments. You will gain first-hand retail experience with your products or services on the high street, which will help you to determine the next steps for your new venture.

What is the application process?
Applications will be assessed by a judging panel comprising of representatives from Ealing Council. The judging panel will ask to meet shortlisted applicants and see examples of their products or services. All applicants will be notified by email or telephone as to whether or not they have been successful. The decision of the judging panel is final and no correspondence will be entered into once applicants are notified.

How do I apply?
To apply, please complete and return the application form by email to regeneration@ealing.gov.uk or post to Economic Regeneration, Ealing Council, Perceval House, 14-16 Uxbridge Road, London, W5 2HL.

Application closing date: Thursday 30th June 2017

If you have any further questions, please email regeneration@ealing.gov.uk