



POP TO SHOP



We're here to help!

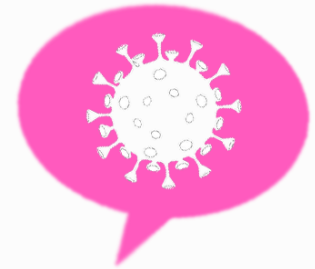
SUPPORTING YOUR COMMUNITY
THROUGH CHALLENGING TIMES

PopToShop.co.uk

An initiative by HM-D , Sharing Vision , and Fx-Health



CORONAVIRUS



The Coronavirus pandemic has had an unprecedented impact across the world. In the United Kingdom communities have seen their lives changed beyond all recognition with the national lockdown preventing many from working, seeing loved ones, or – for those most vulnerable – from leaving their homes at all.

Spending habits have changed to accommodate strict social distancing and self-isolation rules, and local shops have come under increased pressure to meet demand while struggling to provide new services such as remote ordering and contactless delivery. Meanwhile, residents across the country have become anxious and stressed by the lack of coordination among local businesses, and the varied and convoluted processes required to access essential goods from each individual shop. Those who are most vulnerable are least able to voice their concerns.



SECOND WAVE

As with any disaster there are greater problems that lie ahead. In the case of COVID-19 sickness rates will initially continue to climb and reduce the numbers available to provide key work in coming weeks, including those able to staff shops and volunteer for key roles. The increasing numbers of furloughed staff and job losses, combined with government hand-outs during the crisis will lead to a delayed economic decline, presenting communities across the UK with a significant financial struggle in the aftermath. Food and finance will remain key issues in both the first wave and second wave of this crisis.

Our solution introduces measures to be put in place now to ensure communities will continue to have easy access to food and local businesses are supported.



UNDER PRESSURE



Within weeks of the COVID-19 epidemic reaching the UK, panic-buying and reduced stock availability compromised the ability of supermarkets to meet the needs of consumers nationwide. Local shops across the country have since seen a drastic increase in customers and are feeling the strain of meeting the demands of their communities with an added requirement to support orders & deliveries.

Social distancing has led to an increase in telephone and email orders, as well as the need for a home delivery service which, for many shops, did not previously exist or were sporadic enough to cope. Businesses are now forced to deliver goods themselves, adding to their workload and heavily relying on volunteers.

With cases of COVID-19 predicted to increase in the coming weeks, availability of staff and volunteers is likely to reduce, making this current system unsustainable.



HELP REQUIRED

Many local residents are experiencing difficulties obtaining the supplies they need under the current system. As things stand, customers are required to place multiple, separate calls to vendors to purchase their required items, and each shop offers a different solution for placing orders, payment, delivery and collection. Some provide delivery only, some collection only, some both. Some take card only, while others will still accept cash payment.

This lack of a unified standard system from high street vendors is exacerbating the stress of local residents in an already difficult situation that is set to continue for several months. Some may struggle to navigate this convoluted process and may miss out on vital supplies altogether. It is clear that a more efficient and sustainable system is needed to support local vendors, while ensuring that local residents can more easily access the supplies they need.



A HELPING HAND



While people face uncertainty in the weeks & months ahead, communities are attempting to cope by coming together to deliver food & groceries to those in need. Full-time voluntary help is a valuable resource, but just as the supply of food needs to be distributed fairly, so too must workload to avoid burnout.

Volunteers are undoubtedly a lifeline to many of the most vulnerable in the community, as well as to businesses themselves, but sustaining a volunteer workforce for long periods of time requires increased organisation, efficiency, and the ability to transition volunteers to paid work when volunteering no longer becomes sustainable.

Centralised coordination of those wishing to offer their services would ensure that local shops receive the support they need while providing easy access to support for the local community. A centralised system takes pressures away from individuals and local councils tasked with coordinating efforts.



SUSTAIN SUPPORT

For those within the community who qualify for government support, they may benefit from protections against loss of earnings but for a finite period. This leaves many, particularly those who do not qualify for financial aid, seeking alternative sources of income. This includes taxi drivers, tradespeople, and the self employed, many of whom are currently unable to work.

These groups are well-placed to move into employment delivering food, groceries and essential goods from local shops, and working as remote-admin staff and remote-customer service operators. A centralised food ordering & delivery system that services the entire community would provide a source of income for these struggling groups, while increasing and sustaining the workforce available to local shops to meet current demand, and organise logistics on their behalf.



OUR SOLUTION



LEARN FROM THE PAST, EVOLVE FOR THE FUTURE.

Pop to Shop is an online platform that enables customers to access a wide range of goods from local shops, all in one place. Vendors are able to submit their inventories to list available items. Customers can browse via an app or website, make their payment and select the home delivery option – much as they would when completing an online supermarket shop.

A centralised platform offers a more streamlined system that relieves pressure on vendors, increases productivity and increases accessibility for customers. Pop to Shop also provides clear roles for volunteers and those seeking alternative employment in the form of vacancies for call centre operators and delivery drivers.

SYSTEM FLOW

A customer places an order from local shops via the Pop to Shop website, app, or via our call centre.

The order is relayed to the shops and to the delivery driver, who picks up the order and delivers it to the customer's door.

The system tracks the inventory. If shops run out of a product, the customer will be offered an alternative as they make their order.





OUR SERVICE

PACKED WITH GOODNESS

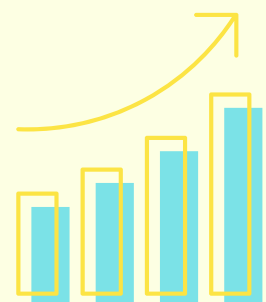
Pop to Shop will be released in May 2020 and require as many vendors as possible to come on-board to enable the following features to be made available:

FOR LOCAL SHOPS

- Easy-to-use system & automated, stress-free end-to-end processes
- Track and manage inventory, so they know when to re-order stock
- Multiple customers' orders and payments automatically processed
- Automatically notifies delivery drivers to collect within set time-windows
- Daily next-day delivery cut-off time
- Customer pickup-time self-scheduler
- Centralised system manages orders made online, by phone, & in-person
- Centralised customer service filters calls & forwards to shop if required
- Significant time and costs savings
- Supply more products to a wider customer base
- Increased efficiency reduces carbon footprint & environmental impact

FOR CUSTOMERS

- Browse the products of local shops online or in a printed catalogue
- Seamless shopping from multiple local shops made in a single purchase
- Purchases from multiple shops received in a single delivery
- Notified of product availability and can select substitution preferences
- Miscommunication is reduced
- Message or call individual shops to enquire about products and services
- Personalised service synonymous with the high street is maintained
- Wider choice of local produce than supermarkets alone can provide
- Weekly shop accomplished in one go
- Rewarded for shopping locally
- Convenient & ethical





TIME TO SHINE

UNPACKING MORE FEATURES

Pop to Shop will launch with some great features, but there's more to come:

- Connection of accounting systems
- Integrations of in-store POS and complete inventory tracking
- Integrated reordering & restocking system to minimise under & over supply
- Prevention of bulk-buying
- Ability to create promotions & award customers for shopping locally
- Access to online supplier management system to secure stock

REQUIREMENTS



OUR VETTING PROCESS

We're here to support local shops & protect communities

In order to join Pop to Shop, vendors must meet the following criteria:

- Have a physical shop open to customers during their published opening hours*
- Be a reputable business that is held in high regard
- Offer quality produce and good customer service
- Place the Pop to Shop sticker (provided) in their shop window, or visible at the till
- Provide a link to the Pop to Shop app or website on their own website

*During Coronavirus this requirement is waived.

Volunteers & paid staff

We are reaching out to councils & local trade groups who have pre-vetted reputable volunteers and individuals from within the community and are in need of help placing them into a voluntary or paid position, to be centrally coordinated.



FEES AND SUPPORT

OPERATING COSTS

The Pop To Shop initiative aims to cover its costs in 2 ways. By charging a small transaction fee per order, which is comparable and at a competitive rate to existing payment gateway or POS systems shops currently use, we anticipate we will be able to fund remote-working staff. This is achievable if enough local shops join the initiative so that each purchase made through the system helps pay a salary. If the uptake by local shops is slow then we anticipate a reliance on volunteers would be necessary for the first few weeks, before transitioning to paying these volunteers as uptake increases. Therefore the more local shops that join sooner, the better.

We do not intend for shops to pay delivery drivers. Instead we would charge a delivery fee to the customer which in turn covers the delivery cost. If a customer selects self-pickup, there are no delivery fees for them to pay.

LOCAL AUTHORITIES & TRADE GROUPS

Pop To Shop offers an efficient, workable solution to the difficulties currently being faced by local businesses and their customers, and provides valuable opportunities for local people to earn an income.

There is a cost attached to the development of the Pop To Shop platform which is currently being borne by our team. The Government has recently allocated £12 billion to local authorities to be injected into local businesses as support during the Coronavirus epidemic. Allocated funding would expedite the development of Pop To Shop, including the addition of the aforementioned extra features to further benefit local shops and customers, and boost the local economy by direct investment back into it.

This initiative will create a robust system that will continue to serve the community in the wake of the pandemic, and will transition to suit the change in people's lifestyle we expect to see. The support of local authorities & trade groups to spread the word, encourage businesses to join, and redirect volunteers will be beneficial in the launch of Pop To Shop to serve the local community.



ETHICS

PROFIT FOR PURPOSE

Our team comprises of individuals from varied backgrounds, united by a passion to do good things.

We were working on a system to revitalise the Great British high street when the current pandemic began and started making its way towards the UK. We adapted our service to work within the particular conditions and restrictions of the present moment, and future-proof our strategy for a post-pandemic world.

By combining talent and resources we provide the appropriate planning & rapid deployment of systems, software, people-power and logistics. Our team responds well to change, and is agile in its ability to adapt to uncertain circumstances.

The focus of our system remains the same - to support communities and empower local shops through turbulent times. We understand the importance the high street still has to so many as the central hub of a town, and we also understand the importance of evolving to meet changing needs to preserve what we want to keep.

We want people to feel a sense of community centred around their towns and local high street by preserving uniqueness and enabling business to thrive. By centralising processes, we can support local shops to remain profitable and provide jobs, and retain their unique character while adapting with the changing times.





OUR TEAM



**NEIL
HALL-MCLEAN**

Business & strategy deployment manager

Neil has extensive experience working within diverse sectors, specialising in operations, change, transformation and business consultancy. He likes to sing & play the guitar.



**LEO
DE WATTS**

Strategy & marketing planner

Leo holds a BSc in Technology & Management, and an MA in Terrorism & Security. He is an experienced strategist and contingency planner. He also appreciates dad-jokes and puns.



**MICHEL
DE JONG**

Technology innovation & food retail specialist

Michel studied Physics at University College Utrecht. He has a wealth of experience in advanced processes and food delivery systems. Michel enjoys adventure sports & playing squash.



**SOPHIE
FOX**

Nutritionist, health & behaviour adviser

Sophie has a BSc in Psychology and an MA in Applied Sport & Exercise Nutrition. She is an experienced senior project coordinator & standards assessor. She loves watching #GBBO