



Corner
Shop
Collective

ONE DALKEITH

Corner Shop *Collective*

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The Corner Shop Collective is the creation of the local community. The space was conceptualised through the community's vision of what they want for their town. Both the One Dalkeith Community and Business Hub, and The Corner Shop Collective were created from a desire in the local community to improve local life socially, economically and environmentally.

Through in-depth, lengthy conversations with the community that started in 2015, One Dalkeith formed with a vision mission and aims to improve local community life by championing local producers and increasing diversity on the high street.

The Corner Shop Collective is a stylish boutique of local crafters, makers, artists, producers and small businesses—a place where retailers can share their loyal customer bases and thrive. A place where shopping events coincide with larger events at the Hub to create a real sense of community and increase sales for our producers. A place where community groups and schools can sell their goods to fundraise.



ONE DALKEITH'S OBJECTIVES

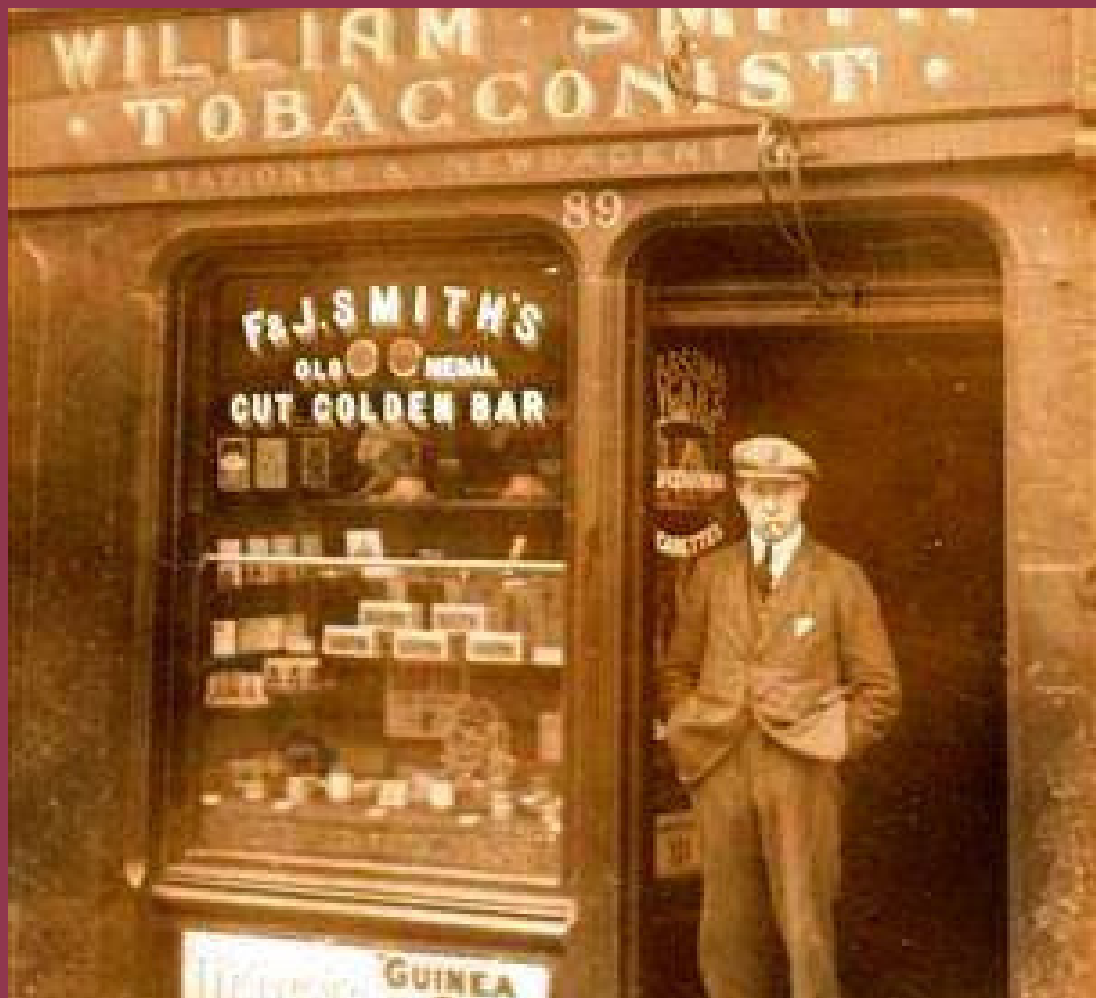
- To regenerate the Town Centre
- To provide community facilities in Dalkeith
- To grow the collective economic well-being of the community
- To enhance local arts, culture, and heritage
- To improve the local environment



CORNER SHOP COLLECTIVE OUTCOMES

- **The local community and its groups are empowered to generate income, leading to enhanced local wealth.**
- **The Hub at One Dalkeith and The Corner Shop Collective operates successfully as a model of a circular economy.**
- **Local shopping practices support the establishment of a 20-minute neighbourhood.**
- **Poverty and inequality within the community are significantly reduced.**
- **Entrepreneurship is actively encouraged, nurtured, and adopted within the community.**
- **Strengthened partnerships between the local community, its groups, and social enterprises result in accessible activities and services that effectively address inequality.**
- **One Dalkeith demonstrates resilience, with an increasing proportion of the community involved in designing and delivering services and activities.**
- **The regeneration of the Town Centre by One Dalkeith enhances the collective economic well-being of the community.**

Dalkeith is Midlothian's Historical Market Town



Although it may have changed somewhat through the ages, it has always remained a busy town of independent shops and service providers, along with larger high street names.

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From Community Conversations to realisation.

There have been various community conversations and public consultations about Dalkeith's town centre regeneration, from One Dalkeith's early community conversations that started in 2015 to a more recent study published by Midlothian District Council in July 2022 after a series of public consultation events.

One of the consultation's key themes was shopping and eating out. The results were as follows; while many mentioned that they like the shops in the town centre, there was a strong message that people wanted more variety in the places to shop and eat out.. Particularly, people wanted to see a way to incentivise a diverse range of independent businesses to set up in the town centre.

The main obstacle for enterprises to establish themselves in the town centre are the prohibitive rents paired with a constant increase in wages, electricity and raw materials. Many small businesses look to promote their business by attending local craft fairs and markets. However, time spent travelling, preparing and standing at your stall is not the best use of your time. As a creative, you want to be doing what you are best at, producing your bespoke products!

So how can One Dalkeith, as a community development trust, overcome these obstacles, to realise the communities wishes of a vibrant and diverse town centre?



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Reaching our goals!

One Dalkeith has successfully accomplished one of its five aims, to provide community facilities in Dalkeith.

The facilities refurbishment was completed in time for the Official Grand Opening in May 2024, when One Dalkeith launched the communities three-year program of activities, including Cookery classes, DIY workshops, gaming, coding and arts and crafts activities, a community café, a monthly Saturday Matinee and seasonally themed indoor markets at the Hub. This, alongside private hire for activities such as live music gigs and theatre productions, will increase the footfall in Dalkeith town centre.

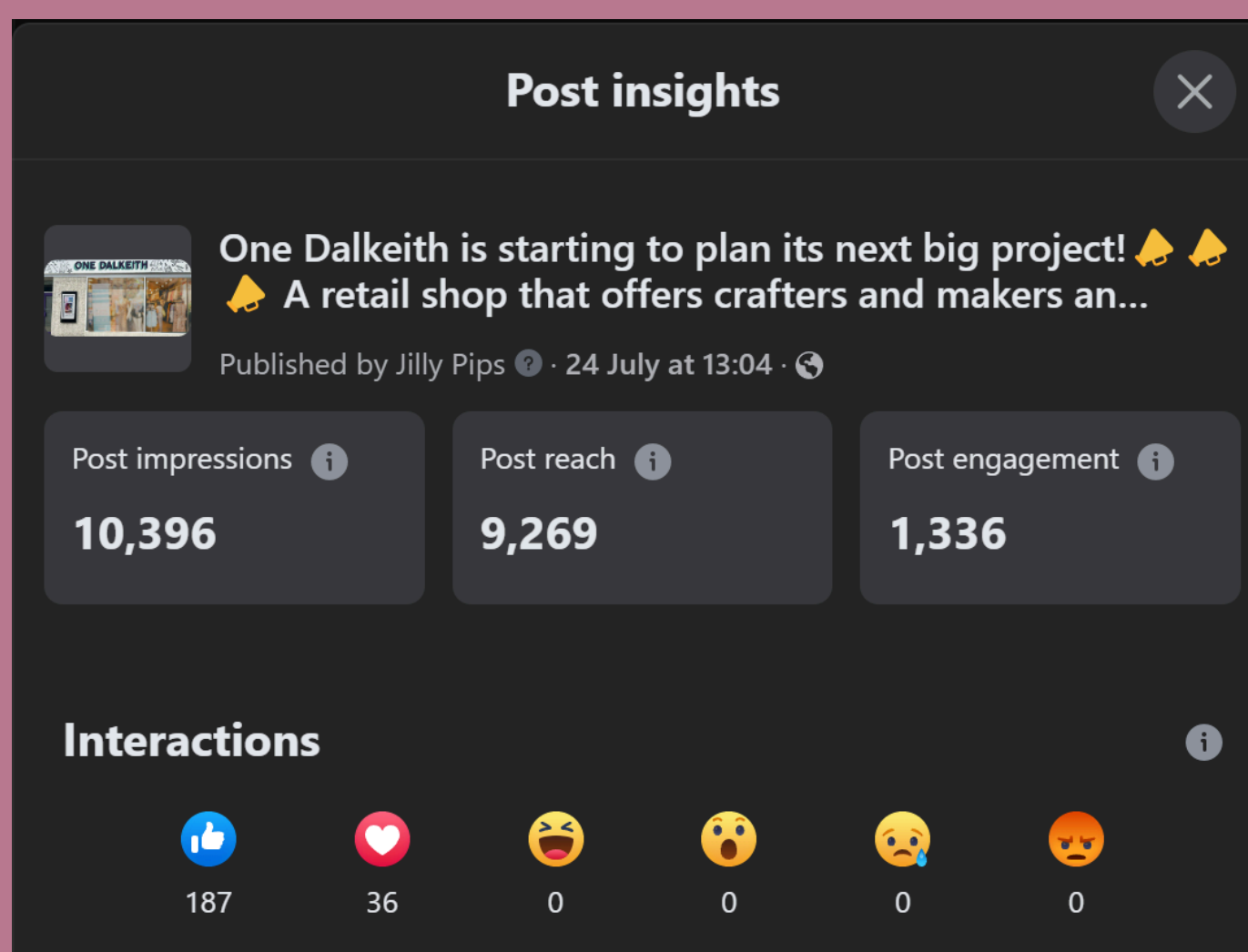
To address another of One Dalkeith's aims: "To grow the collective economic well-being of the community", One Dalkeith has transformed its prime retail space to host up to 60 independent enterprises. In a nod to the former building that stood in its place, "Meeks' Corner Shop", One Dalkeith's Corner Shop Collective will introduce a diverse selection of items for sale in Dalkeith Town Centre.



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Market Research



49 responses

My items are cards, photos and snuggle balls for dogs. I am in a shop which started off handmade and now they have over 40 different mass produced cards, which is defeating the purpose of handmade. I like the idea of everything handmade, recycled, etc

Good footfall through the shop would help make the venture a success, along with a mixture of high quality crafts/products at affordable prices Penicuik Storehouse is a similar venue - a community hub with regular events for locals.

I would need more floor space as I upcycle small pieces of furniture

I sell jewellery so I would need a cabinet to rent I am not sure if you have this in place but it may get you more rentals, also give the makers an opportunity to swap out their stock every 4-6 weeks so there is more variety on your shelves

Advertising through social media, local forums etc is vital, we can then share these pages through our own networks.

When creating the business plan for the Corner Shop Collective. One Dalkeith carried out surveys, asking small local enterprises for their valued feedback.

After posting a google form on social media, 84 people completed the form within 24 hours. The information and feedback received from this exercise were then used to inform and direct the business plan.

Researching other similar retail outlets such as Up-Market and the Storehouse in Penicuik, The Leith Collective at Fort Kinnaird, The Main Street Trading Company in Saint Boswells and Why Not? in Galashiels gave us insight into the successes and challenges of other retail outlets similar to The Corner Shop Collective. They highlighted the importance of building a loyal community customer base by delivering a first-class shopping experience with a solid ethos that supports local businesses and the local community.

Nationwide market analysis has found 61% of in-store shoppers are employed females with an average age of 40. Millennials are also reviving the in-person shopping experience, with destination and ethos playing a large part in the places they choose to shop. Understanding the lifestyle choices of the target market and delivering the goods they will purchase will be key to its success.

Market Analysis

The top three things High Street retailers do to buck the online trend.



Understand their target market:

Offering customers products for their lifestyle. With a commitment to serving their customers on price point and quality with the agility to keep up with trends.



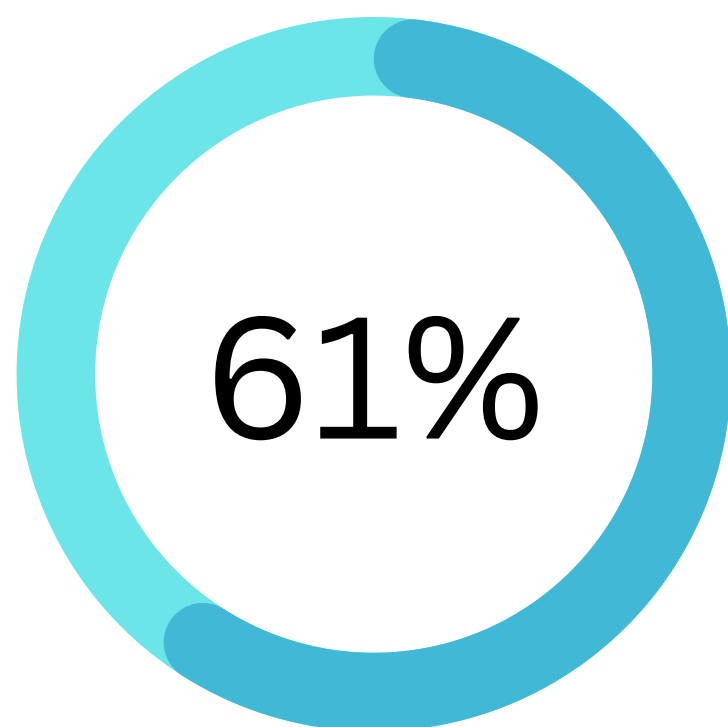
Strong Branding:

A clear sense of identity and branding that is different and stands out from their competitors. Ensuring the Brand and USP are reaching their target market.



Destination Shopping:

Adding value to the shopping experience by welcoming customers to late-night shopping events, demonstrations, tastings, guest retailers and product launches.



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Unique Selling Points



Shop Local

By offering affordable retail spaces, the local community create their own wealth. The local community can find a wide variety of hand made products in the town centre.



Destination

A place to experience products. With demonstrations, tastings, seasonal events, guest retailers and late-night shopping events.



Community

Supporting local community groups by offering a dedicated space for them to fundraise, and hosting community initiatives.



All profits from the Corner Shop Collective will be invested in the local community.



OPERATING PLAN

Tuesday	Wednesday	Thursday	Friday	Saturday
10am-2pm	10am-5pm	10am-5pm	10am-5pm	10am-5pm



PLAY SESSIONS



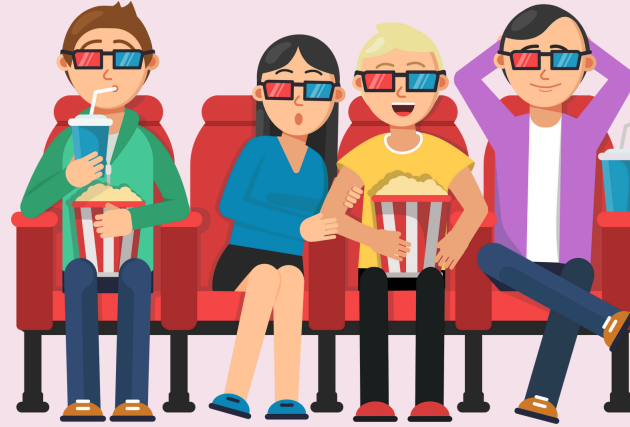
Seasonal Markets



COOKERY CLASSES



SATURDAY MATINEE



CREATIVE CLUBS

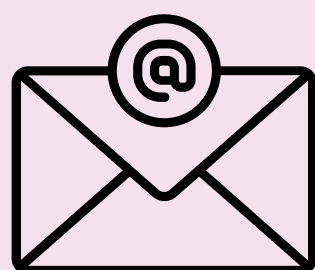
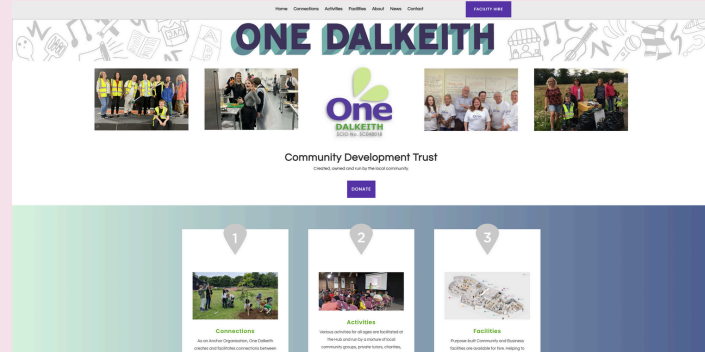
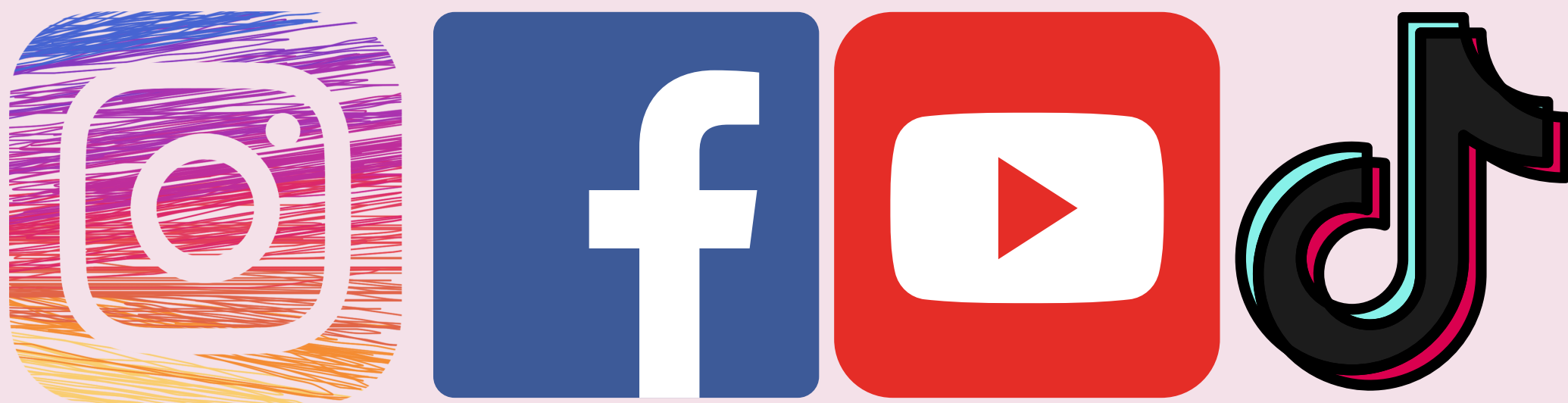


GAMES + CODING



The shop will be open five days a week and also hosts seasonal late-night shopping events and networking events .

The shop can host up to 3 guest retailers every week, keeping the variety of products changing on a regular basis. Every Friday and Saturday, One Dalkeith will run a program of activities, which will increase the town centre footfall.



one Dalkeith 300 members

The shop will actively promote your products through various social media outlets by hiring influencers who know how to create viral trending reels.

Your products will also be featured on our website, and we will actively engage with One Dalkeith's 300 members and the local press. One Dalkeith's goal is to make the shop a success, and to do so, we need to ensure your products sell.

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What's included?

The Corner Shop Collective works on a commission-basis. Your products (which will be labelled with bar codes we give you) are tracked by an electronic point-of-sale system as they come in and as they are sold. This allows us to give you an itemised sales report each month. At the beginning of each month, we will send you your sales report for the previous months sales. You then send us an invoice for the amount corresponding to sales minus 35% (32% commission and 3% transaction fee charged by the bank for digital payments). This commission charge covers costs for The Corner Shop Collective such as the rent of the unit to the landlord, the building and contents insurance, waste, power, heating and the CCTV security system.

Also included are the cost of the staff, all marketing and promotion on our own website and social media, visual merchandising and packaging at the point of sale, and the costs involved in creating and running late-night shopping events.

A variety of different-sized shelves are available, as well as shelves with lockable storage. We have space for some bespoke displays if your products won't fit on a shelf, such as lockable glass displays, spaces for artwork and larger items on the back wall, and two chilled fridge cabinets for fresh goods. The space allocated to you in the shop will depend on the type of products you are selling with us, the other products we are selling in the shop at the time, and the demand for your products. Please enquire for details.

Terms & Conditions

All retailers must adhere to our Terms and Conditions, trading standards, environmental health and health and safety legislation and have their own public liability insurance. One Dalkeith provides contents insurance; however, the retailer is responsible for the excess if making a claim. You can find out your responsibilities as a retailer from One Dalkeith's handy Sellers Product Guideline's and Regulations Checklist which can be shared with you. If in doubt, please do contact us.