

Retail Delivery Guidelines



Contents

- 01** Introduction
- 03** Appointing a designer
- 07** Design
- 09** Designing for safety
- 11** Permitted dimensions
- 12** Flooring
- 12** Materials
- 13** Fire risk
- 13** Signage
- 14** Services
- 14** Lighting
- 15** Ready to trade



Introduction

These guidelines have been put together to assist you in the design and build of your kiosk or unit and to help you understand the landlord's expectations in advance.

Some landlords produce their own delivery guidelines specific to their venues and those would take precedence over this document, which is more of a general guide. Landlords may also require you to engage the services of their preferred design consultant.

We can help you with all of this.

Some of the specifics required by landlords may seem onerous, but your kiosk will be sitting within an area highly populated by some of the UK's best retail brands and will be one of the first things a customer will see when they enter a venue. Landlords and retailers spend millions of pounds on architecture, design and shopfit and so it is important to provide a quality kiosk that fits the environment and showcases your brand in the best possible way.

You should liaise with Asset Space at an early stage to agree the scope of your proposal, and to gain the input required to develop your designs to get the best possible outcome for your business.

Note: you will be required to follow the retail delivery process even if only a partial modification of an existing kiosk is proposed.



Appointing a designer

When choosing a designer, it is important that they understand what you are aiming to achieve, but also that they have the right vision. Ask them to show you work they have completed that is relevant to your business. If you can, view it in situ to see how well it works in practice. If they haven't worked in a mall environment before they may not understand what is required of them and this will require a lot more work.

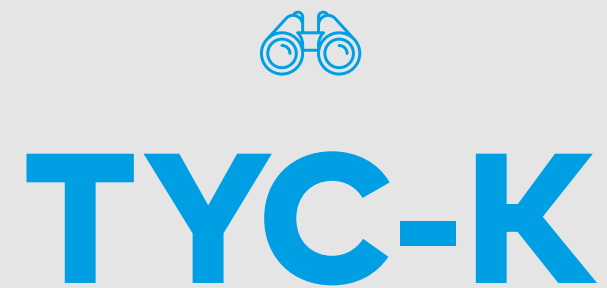
Once you have chosen a designer, you should put together a brief with a budget. Give them as much information as possible on your product or service including any future plans. Provide them with images of branding, packaging and other visuals and information on how you want to display your product. Consider practical elements; for example, do you need workspace, are there any health and safety considerations, do you need a till point (many centres provide wi-fi which will allow the use of mobile devices for payment), security and storage.

It is always best to create a written brief or back up verbal communications in writing to avoid misunderstanding.

Once your product has been approved by the venue's landlord, you should give your designer as much information on the location as you can. Take photographs of the finishes, such as the flooring and balustrade (you will need to ask permission first) and look at the retailers in the area, who they are and what their shopfronts look like. What is the lighting like, and is it natural (in which case, it will vary according to the time of the year/day). A good designer will help you to find the best way to fit the environment and provide stand-out for your brand.

Make sure your designer has a copy of this guide or the venue retail delivery guidelines as soon as possible so that the boundaries they have to work with are clear.





For entry level brands, we would suggest taking a look at a new retail platform called TYC-K.com. Owned by The Yard Creative, an award winning retail design agency this new innovation gives back to start up brands and allows them access to leading edge design through a unique web based portal.



Design

You will be encouraged to create strong, interesting and elegant designs to enhance your brand, complement the surrounding environment and add to the customer experience.

The layout should be clear and of simple geometry, and feature bold graphics with strong brand identity that tells the customer exactly what you do. Too many conflicting graphics, finishes and over-complicated designs can be confusing for customers and possibly more costly too.

Bringing digital in to your design to expand your display or bring attention to your offer may provide real benefit, but don't use it for the sake of it. Content will need to be updated and you should consider resourcing that.

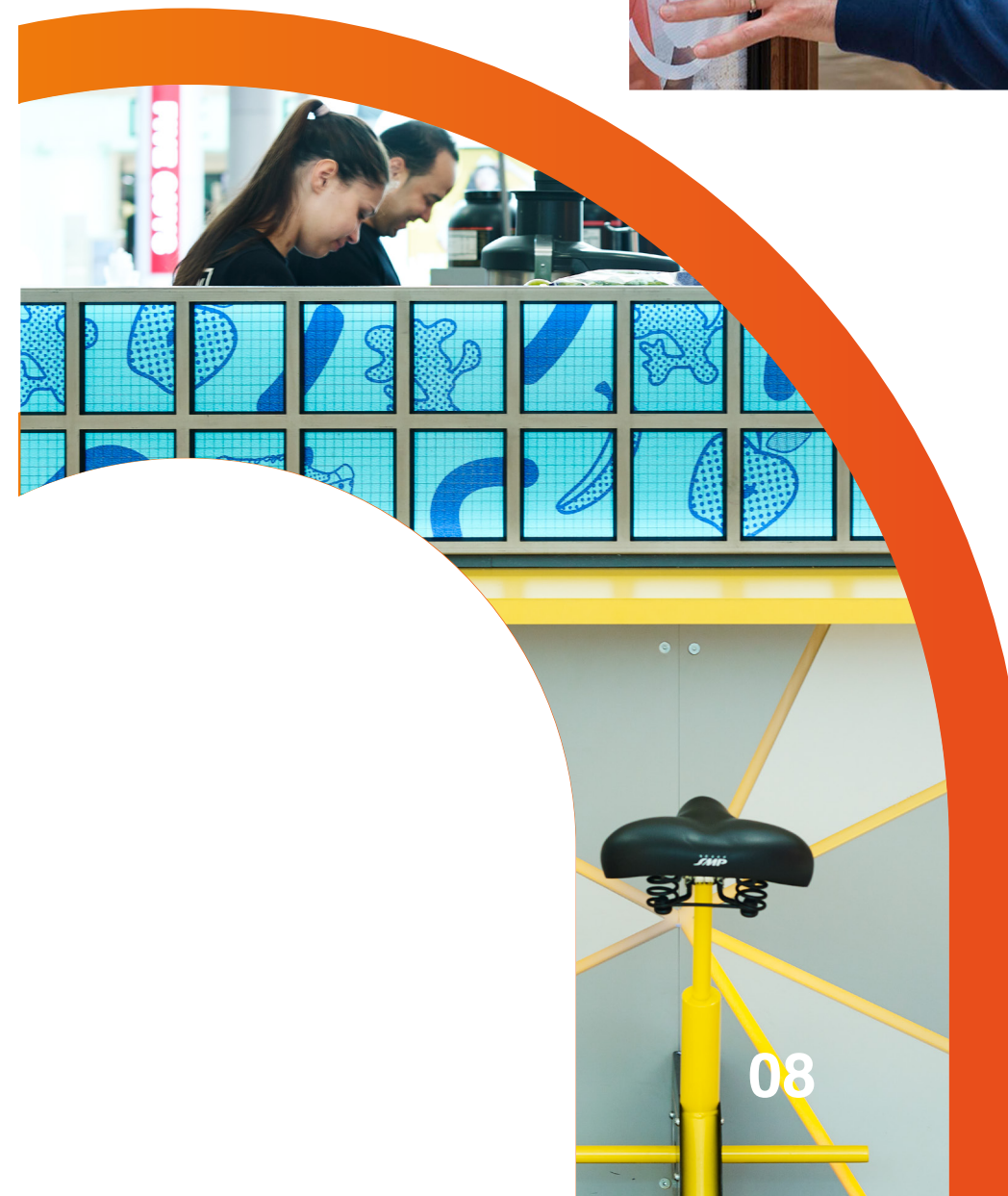
For internal installations, the kiosk designs should be of an 'open' nature without solid back-counters, and leave clear sightlines as set out below. If you need some height at certain points, consider using transparent finishes.

Where kiosk design includes non-public areas, counter fronts should be continuous and include pass doors for access to the non-public side. No open access gaps will be permitted.

Contrasting colours between the counters and the background will aid people with sight impairment.

External kiosks or units will almost certainly be visible to the public even when closed for business. This is an opportunity to advertise your brand, so consider how your unit will look when shut and secured. Clever use of shutters and lighting can create an impact. Make sure you utilise the opportunity to attract new customers at any time of the day by displaying your website information if it is relevant.

Once you have decided on a design, give it a good 360 degree assessment to make sure that it looks good and shows your branding clearly whichever angle it is viewed. If customers can view your kiosk from above think about branding the top of enclosed units and always make sure that these are not open-topped. If you back onto a balustrade, the chances are these are glass so make sure your kiosk looks good from the other side of that glass and clearly shows what you do. That way you will be more likely to attract customers from a distance.



Designing for safety

You want your kiosk to be beautiful and practical from a commercial perspective, but you also need to consider the safety of your staff and customers with particular thought for those with disabilities. You will need to conduct a risk assessment by law and this is the opportunity to ensure that the measures you have identified are built into your kiosk design from the start. Health and Safety will be specific to your business, your customer and in some cases, the venue but here are a few considerations:-

- Lockable storage space is a must, not just for your product but also for personal possessions, cleaning equipment and so forth. If these are littered around the kiosk it will look messy which won't help your sales, but also could impact the safety of customers and staff

- If you are selling food products, transparent food guards or display cases can show them off whilst protecting them from germs, items falling onto them from above and so forth
- If you are doing anything that could harm customers (using heat or chemicals, for example) make sure adequate protection is built into the kiosk design even if you want them to see what you are doing as part of the customer experience
- Ensure all parts of the design include colour contrast to aid visibility, particularly for customers with visual impairment
- Each venue will have its own fire strategy. You should understand any elements of this that could impact your kiosk design. For example, do you need to ensure that customers can escape through your kiosk? If so, the design would need to be open plan. Do you need to provide suitable fire extinguishers? If so, you will want your designer to provide for this.

- For external activation, equipment such as generators, fuel containers, bins, seating may be visible at all times. These need to be safe but also to work with your kiosk design
- Also for external areas, or covered but open venues, consider the elements and any health and safety issues that could arise during cold, wet or windy weather
- You should check the latest legislation around equality to ensure that you are compliant in terms of what to provide for people with disabilities.



Permitted dimensions

The footprint of your kiosk will need to be agreed in advance as there will almost certainly be restrictions that form part of the fire strategy for the venue. Other dimensions will relate to maximum height allowances for internal installations as set out below:

- Counter height should be 1100mm, with a reduced counter height of 760mm for a wheelchair accessible zone
- An increased height of up to 1400mm will be allowed for display cabinets, dispensers, tills and other equipment; these should not occupy more than 40% of the counter length
- There should be clear unobstructed view through the kiosk above the counter
- Counter fronts should have a 100mm skirting in a durable material
- Your demise line is fixed and there should be no seating or other fixtures beyond the dimensions that have been approved
- The maximum height for a totem/signage is 2100mm and approximately 500mm wide
- There may be more flexibility for external units, but this is likely to be set for each location. Please seek advice before committing to design and manufacture.



Flooring

Where raised floors are used in areas accessible to the public, the maximum change of level is 20mm, with a ramped threshold. The ramp edges should be clearly marked preferably with LED lighting strips or contrasting colours. Customers should be prevented from crossing corners of raised floors, which are a trip hazard, by placing permanent fixtures at each exposed corner.

Floor finishes can't be bonded or fixed to the permanent flooring. Flooring areas behind counters may be boarded out to receive floor finishes over, provided the maximum change of level is 20mm, with a ramped threshold.

No alterations to the mall or external flooring will be permitted at all.

Materials

All materials used must be to a high standard in keeping with the centre as a whole; they should be durable, easy to clean and easily repairable or replaceable if damaged or worn.

Preference should be given to materials that are sustainable and recyclable.

Materials should be Class B-s3, d2 (old National Class 0) and of limited combustibility. You will be asked to provide evidence of the fire rating, so ensure your designer or kiosk manufacturer gives you this information.

Laminates, paints and exposed veneers will not be accepted.

Ensure all fixtures are concealed unless integral to the design.

Metal sub-framing is preferred over timber.

Glass panels must be safety glass and conform to relevant Building Regulations and British Standards.

Fire Risk

Each venue will have specific requirements on kiosk size, position and materials which will be in place to conform to the fire strategy. You must adhere to these and they should be checked in advance of commissioning your kiosk.

Asset Space will be able to help you in this.

If it is a requirement to furnish your kiosk with fire extinguishers, you should ensure that your staff are trained to use them.

Signage

Signage/branding should generally be located on the counter fronts.

Proposals for signage above counter level may be permitted subject to retaining adequate sight lines to adjacent shop units (see totem dimensions above).

Signage should be 3D individual letters with internal or halo illumination. Flat-faced 'light boxes' or similar are unlikely to be approved.

Where kiosks back onto balustrade with glass infill, consider signage that will be visible to customers on the lower level. Where there is customer visibility from above (ie from another level), consider signage on top of display cabinets or storage units.

Services

The location of connection point(s) will be specified by each scheme and you should ask for plans that show where these are so that you can design appropriately.

Each venue will have its own requirements in terms of services and you should ensure that you understand these before designing your kiosk. This is particularly important for kiosks involving food or drink preparation.

Lighting

Use lighting to dramatic effect and to attract people to your kiosk. Under-lighting and edge illumination used creatively will give your kiosk stand-out. Your designer will be able to suggest ways of doing this without excessive costs.

All lighting should be integrated into the kiosk construction and designed so as not to produce excessive glare.

The use of low energy lamps such as LED will be encouraged; be sure to ventilate any built in components and to conceal light sources where possible. Incandescent lamps and neon/high voltage lighting won't be permitted.

Lighting rigs or halos are unlikely to be approved unless they are very discrete and don't block sightlines.



Ready to trade?

So your beautiful new kiosk has been approved and installed and you are almost ready to 'open your doors' to the public. How you display your wares is a crucial element. Keeping it clean and simple is often the best way. Attractive displays and tastings are a good way to attract customers and to sell.

Piling too much product on a kiosk looks messy and confusing and is likely to deter customers. Think instead about displaying your product creatively, just because you sell hats, doesn't mean you have to place them on a dummy head. Use changes in level to create interest and showcases to give a sense of exclusiveness.

For food kiosks, always ensure condiments, napkins and other accessories are clean and tidy looking.

Make sure you have the correct signage in place to conform to trading regulations.

Your people are your best ambassadors. Make sure your staff are representing you, your products and your business in the best and most professional way. You want a team that's enthusiastic, fully trained and looking clean and tidy, preferably in uniform. Centre teams and retailers pride themselves on delivering world-class service and so should your staff. It helps if they know a bit about the venue as they will be asked questions, but that is an opportunity for them to engage with customers too. Always ensure your customers come away with a smile and a promise to return.



Further information

**Information on Part M requirement of
building regulations can be found at:**

www.gov.uk/government/publications/access-to-and-use-of-buildings-approved-document-m

**More information on the Equality Act 2010, and the duties
it places on those providing goods, facilities and services so as
not to discriminate against disabled people can be found at:**

<https://www.gov.uk/guidance/equality-act-2010-guidance>

Contact us

To contact Asset Space please call:

Bryony Crowther, Director

bryony.crowther@assetspace.com

T: +44 (0) 207 698 4422

T: +44 (0) 7810 543 738



Document designed by The Yard Creative
www.theyardcreative.com