



# Impact Case Study: Essential Savings Digital Pop Up Shop

## How did Lyndsey get involved?


We first met Lyndsey back in July 2015 at our [Project Advice Workshop](#) held at Community Action: MK's offices in Acorn House, where she found out about the project and could access support about Starting up a group, Becoming a Social Enterprise, How to involve citizens, Bid writing tips and Support with the Our MK website. Her idea involved using her previous business, All Small Things, to reach those most in need of essential furniture in Milton Keynes. She went away and worked on her idea based on the advice given at the workshop, and made sure her business fit within a Social Enterprise Model. In August she also uploaded her idea onto Our MK website to share with others, which has now had over 500 views. We saw her again at the [Our MK Launch Event](#) in September where she networked with a variety of people and discussed her idea with other interested citizens. Once funded Lyndsey also demonstrated her project at our [MK:Smart Networking Event](#) in February 2016, sharing her project with others that were interested in applying and people that wanted to find out more about Smart City projects.


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## Essential Savings Pop-Up Shop for families and individuals on low incomes




Added: 16/08/15

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An interactive travelling pop-up shop delivering savings on essential recycled furniture & more

**Overview**



Lyndsey Lataarche

## What did the project do?

Lyndsey applied for **£2,800** to take her upcycled furniture on the road. The project used an electric van hired from the e-car club which was branded up for the project, to visit 11 different estates across 11 days. The estates were chosen based on their level of deprivation with the goal of reaching those people most in need of support. The shop was presented digitally via 2 ipads mounted on stands, for people to browse the items available, and to collect information and feedback from those engaged. Our MK funding also covered marketing materials and volunteer expenses.



## What added value did Our MK bring to the project?

- **Social Enterprise Advice** - We offered friendly informal advice on ensuring her business was a social enterprise.
- **Volunteers** - By sharing her idea on the Our MK website Lyndsey was able to recruit additional volunteers to support the project. One of these people came out to help engage with people during the project.
- **Links into Communities** - Using our existing knowledge of working in communities we provided links and contacts to places and people in many of the 11 areas chosen to visit, which helped Lyndsey in planning her schedule.
- **Technological Support** - Lyndsey was given help and advice on the use of technological equipment, including the electric van and ipads, and support in capturing data and transferring this to the MK Data Hub.

## How will Lyndsey's project continue?

During this project Lyndsey and Kathleen (another key volunteer) learnt many lessons about their target customers and what those people need and want, and these have influenced how the project will develop. Already they feel they have built many local links and connections. One of these being to Wayne from Friend & Families MK, who delivers workshops in Fishermead. They have now arranged to run Upcycling Workshops in Fishermead, so residents can reuse furniture and reduce waste. They are also now keen to establish a more permanent base for their digital shop, where they can get fully integrated into the community and learn about what is happening and how they can support residents in other ways. They felt that through this project they learnt that many people need alternative support in the areas they went to and felt that they provide an opportunity to support community members through signposting and recycling/upcycling advice.

## Support Timeline

Date	Objectives	Met with
22/07/15	Came to our Project Advice Workshop to find out about application and advice for project idea.	All
16/08/15	Uploaded idea to Our MK.	
23/09/15	Attended networking event to find out more information and meet other people.	All
17/10/15	Attended a drop in session for support with application.	DG, RB
19/11/15	Meeting with Lyndsey at the OU to discuss the funding panel feedback. Emphasised the EV aspect and how the pop-up shop is different from other charity furniture offerings	DG, RB
25/11/15	Shared information about electric van hire from e-car club as suggested adaptation to project.	RB
11/01/16	Met to support progress of project, and sign award letter.	RB
05/02/16	Held a stall at the networking event, to tell others about her project.	All
23/03/16	Met to recap on how the project went and what the next steps are for evaluation.	RB