

## Project – CREATE Retail Outlet

**CREATE wished to expand its operations and develop a social enterprise retail outlet in South Sefton, Merseyside, to sell refurbished white goods at affordable prices to the local community.**



### Key Actions

Pulse Regeneration developed a Retail Outlet Feasibility Study, which assessed the format of CREATE's existing shops and the typical customer profile, and from this identified the key factors required to develop a new successful retail outlet. A range of potential locations were researched, including consultation with local partners, and a number of options were developed which were then appraised to identify the most sustainable solution. Our report included key recommendations on how CREATE should proceed to expand its future social enterprise offer.

### Achievements

- Implementation of the building refurbishment works
- Full market analysis identifying potential partners and available shop premises
- Development of a robust strategy for developing a new social enterprise retail outlet
- As a result of the recommendations, the preferred premises was secured and the shop is currently operating successfully; providing a much needed local service and generating income for CREATE.

***“The service provided by Pulse Regeneration was excellent. They kept us informed of progress at all times, adopted a creative and comprehensive approach that met all our needs (and indeed exceeded them), and the report included a series of achievable recommendations that helped us progress the project. It was evident that they believe in providing the best service to their clients, and I look forward to the opportunity to work with the team again.”***

**Greg Walker, Chief Executive,  
CREATE**

**For further details about how Pulse Regeneration can help, please contact us.**

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