



UK Government

instrabane



'RE:IMAGINE' Pop Up Shop Opportunity

Application Form

Please read the guidelines provided carefully prior to completing the application form

Please note that all applicants must be available to pitch on Thursday 3rd February, 2022 should you be successful at application stage.

This programme is specifically targeted at individuals who are new to enterprise and particularly welcomes applications from:

- Entrepreneurs
- Unemployed/ Economically inactive individuals
- Young People (16-24 year old)
- Disabled people
- People aged 50+
- Lone parents
- Females
- Individuals from rural communities

As such priority will be given to applicants in these categories.

Before submitting an application, you must confirm you are committed to the overall management of the retail space as detailed below:

Terms and conditions for the use of Pagoda: Successful applications will be expected to operate from the Pagoda for a minimum of 5 days per week, from 9am to 5pm, and will only use the Pagoda for the agreed purposes defined in the lease agreement. In circumstances when the Pagoda cannot be opened it is agreed that the tenant will still open and close the external shutters between the hours of 9am and 5pm so the premises can act as a shop window promoting goods.

Terms and conditions for Foyleside Shopping Centre: Successful applications will be expected to work as part of a co-operative (on a rota basis) at least 3 days per week during shopping centre opening times and will only use the space for the agreed purposes defined in the letter of offer.

I agree to the above terms and conditions:

Yes

No

Please select from the following which Pop Up Opportunity you would like to be considered for:

Derry

Strabane

No Preference

SECTION 1

Business Name

Contact Name

Address

Telephone:

Mobile:

Website:

Social media handles:

Email:

Date business started/ date you anticipate starting your business:

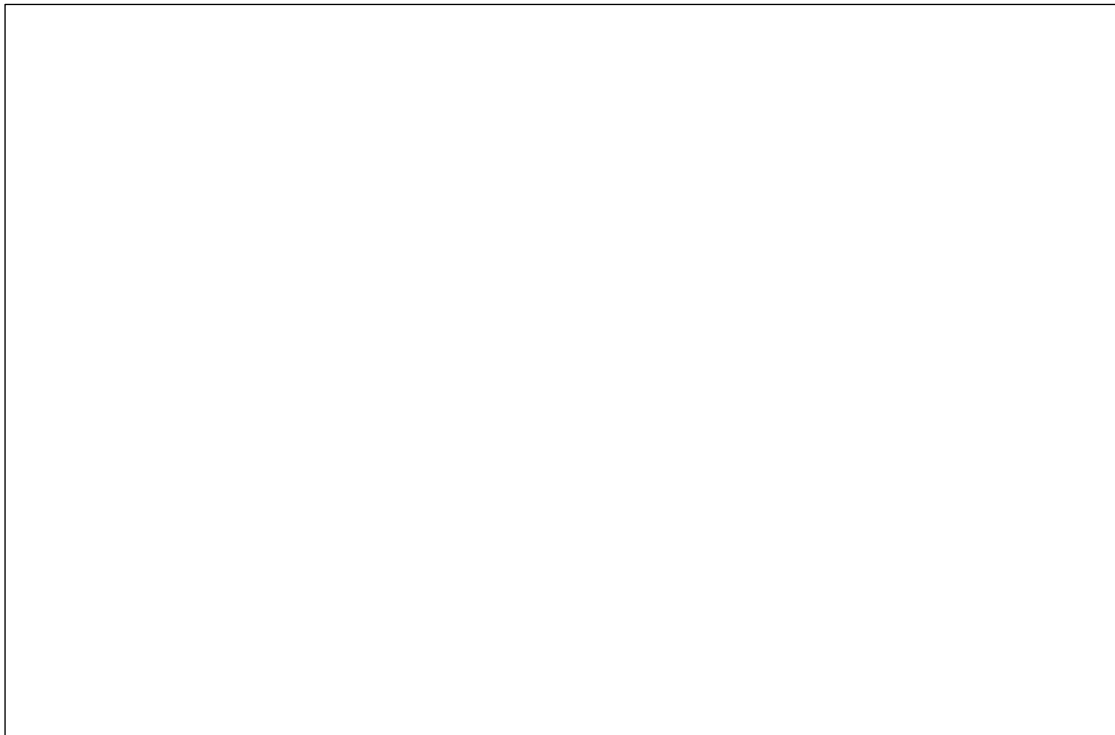
SECTION 2

1. Please provide an overview of your business and product you intend to sell.

Please ensure to include details such as:

- Overview of product – Innovation, USP
- Prices of product(s) and pictures (to be attached as appendices – Maximum 2 A4 pages)
- Previous experience of Pop Up shops is not necessary, however if you have experience of trading at similar type pop up shops/events, and/or selling through other channels such as Etsy, Instagram please provide detail.
- Please demonstrate how your business employs sustainability practices (e.g. environmentally friendly, local sourcing of materials etc.), as well as what sustainable measures you will implement at the pop up shop (e.g. no single use plastic / reusable packaging).
- Please detail your sales method and demonstrate your ability to carry and replenish stock. Made to order sales processes are welcomed however you must demonstrate your ability to stock at least one of each product line at all times in the pop up shop setting.
- Any other relevant information to support your application

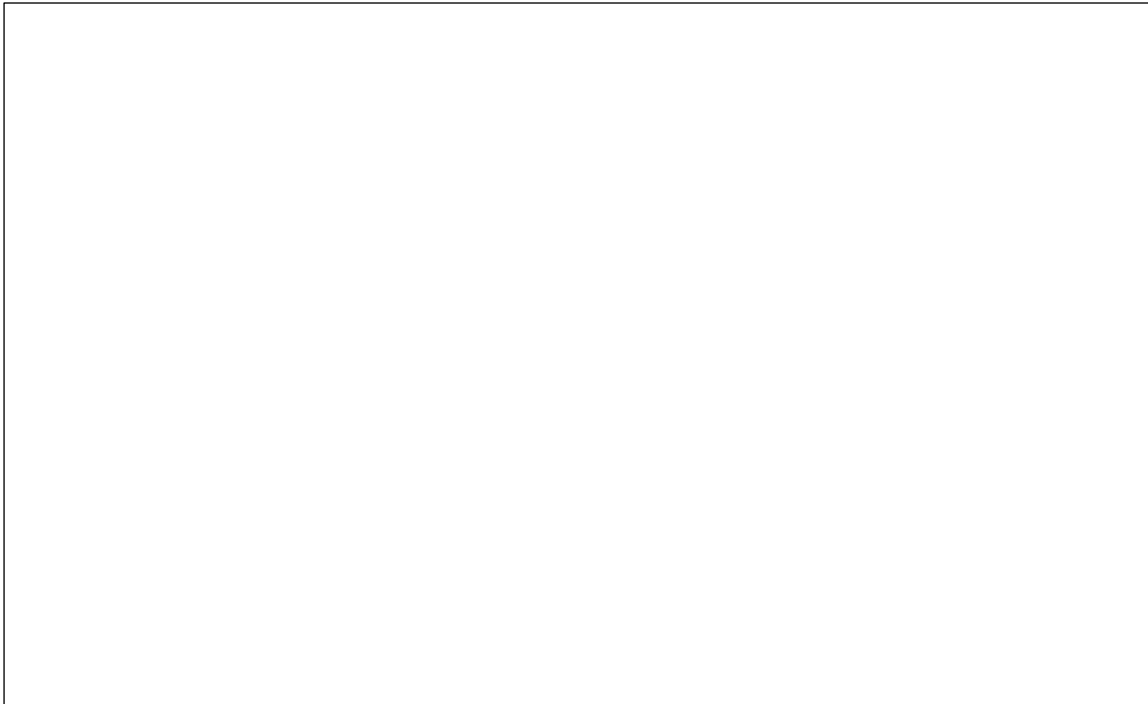
40% (1000 words max)



- 2. Please provide a description of the market opportunity (e.g. who is your customer /size of market and how you propose to target customers etc). 20% (500 words max)**

- 3. How will you use the opportunity to develop your business over the next 12 months? 20% (500 words max)**

4. How will your business impact positively on the economy of Derry & Strabane? 10% (500 words max)



5. What inspired you to start your own business? 10% (500 words max)



SECTION 3 - Checklist

To be eligible for consideration you must confirm that you meet the following criteria:	Yes	No
I am over 16 years old and not in full time education.		
I will be working a minimum of 16 hours per week in my business.		
I am willing to/ currently going through/ or have completed the Go For It Programme in the past 6 months with Strabane Enterprise Agency/ Enterprise NW		
I have commenced trading/ will commence trading by February 2022		
I have attached an appendix detailing my product range and pricing		
I am committed to the day to day management of the space as outlined in the application form.		
I have registered / or will register as self-employed/ sole trader or establish a limited company.		
I have no criminal record, current bankruptcy or current debt charges.		
I am a resident/ located within the Derry City and Strabane District Council area		
I confirm that I am willing to participate in promotional activities (online/ offline) associated with the Pop Up Shop Programme		

Would you like to receive further information on council business initiatives?

Yes

No

Information contained within this application will be considered by Strabane Enterprise Agency, Enterprise North West, Derry City and Strabane District Council, The Fashion & Textile Design Centre and Strabane BID to assess suitability of your business for this initiative.

Declaration

I _____ [print name] hereby apply for consideration to the RE;IMAGINE initiative being delivered as part of the Start Up Accelerator Programme and I declare that all information contained in this application is correct. I understand that information contained within this application will be used to assess eligibility and will be treated confidentially.

Signed _____

Date _____

Closing date for receipt of applications

12.00 Noon on 6th January, 2022

****Applications received after this date/ time will not be accepted****

Applicants must be available for pitching session on:

Thursday 3rd February, 2022

Application forms can be returned by email to:

Strabane

Strabane BID

Emma McGill: info@bidinstrabane.com

Derry

Fashion & Textile Design Centre

Deirdre Williams: info@fashionanddesignhub.com

***(Please note, if submitting to both opportunities please return your application form to
The Fashion & Textile Design Centre)***