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'RE:IMAGINE' Pop Up Shop Opportunity Guidance Notes

Please read the following carefully before completing application form

**Closing Date for Applications:
12.00 Noon, Thursday 6th January 2022**

Followed by a pitching session on: Thursday 3rd February 2022

1. Background

The RE:IMAGINE POP Up Shop Opportunity is a collaboration between The Fashion & Textile Design Centre (FTDC), Foyleside Shopping Centre, Strabane BID, Derry City & Strabane District Council and is funded by the UK Government through the UK Community Renewal Fund.

RE:IMAGINE is a pop up shop to support local start up brands thrive and make use dormant retail spaces with Derry and Strabane town centres and will launch on **Friday 4th March 2022**.

The programme is open to new fashion, textile, home ware and lifestyle businesses, who are willing to participate in, currently going through, or have recently completed the Go For It programme within the last 6 months.

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

- Entrepreneurs
- Unemployed/ Economically inactive individuals
- Young People (16- 24 years old)
- Disabled people



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- People aged 50+
- Lone parents
- Females
- Individuals from rural communities

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

Opportunity 1 – Foyleside Shopping Centre Derry, managed by Fashion & Textile Design Centre (FTDC)

- Application process closes on 6th January
- Shortlisted applicants will be invited to pitch to a panel of judges on **Thursday 3rd February 2022** at the Fashion & Textile Design Centre
- Five retail spaces will be awarded for a period of four months
- Successful applicants **MUST** be available to assist in the overall operational management of the retail unit – a minimum of 3 days per week is required. If applicants can't commit to this, they are not eligible to apply to the programme.

In addition to the Pop Up Space, successful applicants will also receive:

- Complete fit out of trading area
- FTDC business and technical support
- Weekly 1 to 1 sales management support provided by FTDC
- Up to 2 days mentoring support via Councils Business Innovation & Growth (BIG) programme
- Access to high profile marketing campaign including individual business case studies and photography
- Free 1 year membership to the FTDC
- Access to Foyleside Gift Card via debit card device

Opportunity 2 – The Pagoda, Strabane, managed by the Strabane BID

- Application process closes on 6th January
- Shortlisted applicants will be invited to pitch to a panel of judges on **Thursday 3rd February 2022** at Strabane Enterprise Agency
- One retail spaces will be awarded for a period of four months
- The successful applicant **MUST** operate the Pagoda for a minimum of 5 days per week, 9am to 5pm, and 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.



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- If applicants can't commit to these requirements they are not eligible to apply to the programme.

In addition to the Pop Up Space, the successful applicant will also receive:

- £1,000 for fit out of business premises (inc. Digital equipment)
- £1,000 towards marketing campaign
- All overhead costs including rates, power, insurance will be covered
- Up to 2 days mentoring support via Councils Business Innovation & Growth (BIG) programme
- Access to high profile marketing campaign including individual business case study and photography
- Free access to In Strabane Gift Card and BID marketing opportunities such as business spotlight feature.

2. Eligibility

1. The application process will open on 21st December
2. Applicants must be over the age of 16 and not in full education.
3. Applicants must be working a minimum of 16 hours per week in their business.
4. Applicants must be residents of the Derry City and Strabane District Council area.
5. Applicants must be starting their new business, in fashion, textile, homeware & lifestyle within the Derry City and Strabane District Council area.
6. Applicants must be willing to go through / are currently going through or have completed the 'Go For It Programme' with Strabane Enterprise Agency/ Enterprise NW within the last 6 months and have a viable business plan and financial projections.
7. Applicants must have registered / or will register as self-employed/ sole trader or establish a limited company.
8. Businesses are classified as those seeking to make a profit and performing a business function. (Registered Charities are not eligible for this funding)
9. Applicants should be able to demonstrate that they are committed to using the package to start and grow a new business over the next 6 months.
10. Successful applicants will be issued with a letter of offer/ and lease where applicable. Participants will be required to sign a declaration accepting the terms and conditions of the letter of offer/ and lease where applicable.
11. Applicants must provide feedback on the project regarding support received including post programme evaluation.
12. Participation on the programme will be reviewed on a bi-monthly basis to ensure that participants are progressing in line with the programme activities and objectives. If progress is deemed inadequate project partners reserve the right to withdraw the offer of support.



13. Participants must be willing to participate in promotional activities (online/offline) associated with the Pop Up Shop Programme
14. Only one application allowed per new business.
15. The Panel reserve the right to explore any data in the public domain and request additional information to satisfy authenticity.
16. The Panel reserves the right to reject any application in its absolute discretion where there are inaccuracies or the panel cannot verify information.
17. The Panel will assess all applications received to ensure eligibility, capability to deliver and ability to participate in the programme and reserves the right to reject any application on this basis.
18. Applications will be scored according to an established assessment criteria (see Section 4)
19. The grant is made on the strict condition that in the event the funds are not deployed to the specified project, the offer will be withdrawn. Any financial liabilities to suppliers/providers arising from this action will transfer to the applicant.
20. Applicants must not have a criminal record, current bankruptcy or current debt charges.
21. Applicants must fall within current state aid thresholds. De Minimis forms will be required upon successful application.

3. The Application Process

- The RE:IMAGINE POP Up Shop Opportunity will be awarded through a competitive application and pitching process
- Applicants are required **to answer all questions** in the application form which shall be scored as per the Scoring Criteria outlined in Section 4. Incomplete applications will be rejected.
- A total of 6 places (5 in Derry and 1 in Strabane) are available throughout the duration of the programme.



4. Scoring criteria

- The application will be assessed against five criteria

Criteria	Weighting	Maximum Score
1. Provide an overview of your business and product you intend to sell	8	40%
2. Provide a description of the market opportunity	4	20%
3. How will you use the opportunity to develop your business over the next 12 months?	4	20%
4. How will your business impact positively on the economy of Derry & Strabane?	2	10%
5. What inspired you to start your own business?	2	10%

- Each question will be scored according to established criteria shown in the table below:

Band	Comments
5	Fully detailed evidence provided, very minor concerns on detail, relevance or complexity
4	Detailed evidence provided, some concerns on detail, relevance or complexity
3	Reasonable evidence provided, lacking in detail, relevance or complexity
2	Limited evidence provided, significant concerns on detail, relevance or complexity
1	Little or no evidence provided, very significant concerns on detail, relevance or complexity
0	Failed to submit details or to address question