

PopUp Norwich FAQ

What is the rental period?

A minimum of 1 week and maximum of 3 months (although you could then re book if there is space).

How much does it cost?

A standard space Approx. 3m² is £240 a week. There are some cheaper options at the back of the store, but these will only be released once the front (units 1-7) is full.

Do you offer discounts for long term rent or for occupying a larger space?

That is a possibility. If you want multiple spaces, longer than four weeks or both a discount might be possible. Tell us what you want and we can look at it for you.

Do you offer discounts for charities?

Unfortunately not, we are operating this at cost as a benefit to businesses in the city.

How do I book?

Complete the booking form, available on the PopUp Norwich website. We will review the application and send a Licence for you to sign. Once we receive the signed Licence we will countersign and return with a booking confirmation.

Can I select my exact unit within the PopUp Shop?

We ask for you to give us your preferences and will do our best to accommodate.

Please note: we will only release units 8 - 12 once the front part of the store is fully occupied, therefore we recommend that at least one of your preferences is for units 1 - 7.

How far in advance can I book?

It's in the nature of a PopUp shop that we may be asked to move out at a month's notice by the landlord. We will release dates around the beginning of each month for the following month e.g. around 1st May we will release bookings for June with the caveat that the landlord can require us to move out in 30 days.

When does the rent need to be paid?

We must have cleared funds 7 days before the start of your occupancy. You can pay weekly in advance thereafter i.e. if you book 3 weeks, the rent would be due weekly with the first payment 7 days before you move in.

What is included in the price?

- Business Rates
- Water, electricity and other utilities
- Wi-Fi
- Credit Card terminal

What is NOT included in the price?

Insurance. While the building is insured, we recommend you take out your own:

- Contents Insurance
- Public Liability Insurance

Credit Cards, how will that work?

Each trader will be responsible for making their own arrangements for cash and credit card handling.

What are the trading hours?

The shop will be open Monday 10:30 – 17:30 and Tuesday to Saturday 09:30 – 17:30 with late night opening on Thursday until 19:30. Trading outside these times, including Sunday trading can be agreed with tenants.

When can I move in?

Change over day is Monday and new tenants will be allowed early access in order to set up the unit.

Will I need to be there every day?

It may be possible to make arrangements with fellow tenants to cover for each other, but that is a matter of local negotiation. Norwich Business Improvement District (BID) cannot be responsible for your unit and stock in your absence.

How will PopUp Norwich be marketed and promoted?

We will create a brand for PopUp Norwich and provide all tenants with a pack to enable them to use the brand and logo.

There will be significant marketing support from Norwich BID and VisitNorwich, (which is operated by Norwich BID) including launch PR and ongoing social media campaigns. We would encourage all tenants to undertake their own marketing initiatives to promote PopUP Norwich.