

Market Stall Days: Pop-Up Policy for Unity Place

Purpose and Objectives:

Our primary purpose of allowing pop-ups in Unity Place is to foster a sense of community and wellbeing within the building and provide building occupants with access to local and relevant products and services. Any pop-ups should enhance the lives of the local building and community, promote high-quality and well-operated businesses, and encourage contributions to the community through discounts, savings, or charitable donations from sales and activity.

Definitions

Public Space (Ground Floor)

Activations in this space are for public and building users and should be inclusive of all audiences and users of the space. Often this will include experience led pop-ups, showcases, arts or exhibition pieces, local engagement, and community activations. The activities should not conflict with contractual business streams operating within the building and cannot include the sale of food and drink unless organised by Restaurant Associates.

To request activations in this space, please complete the [form here](#).

Requests will go to the Unity Place Placemaking and Events Team for review

Eligibility:

1. Any individual or organisation is eligible to apply for a pop-up in the building.
2. Website link, person information and organisation must be provided as part of the application and will be reviewed on submission.
3. Strictly no pyramid selling is allowed.
4. Vendor should have their own payment or subscription device (as required).
5. Food and beverage brands are not allowed in public areas other than those contracted to the building.
6. All brands must be genuine, selling legal products in consideration with the reputation of the company.
7. Products offered must align with the preferences of the public and building's audiences.

Scheduling and Duration:

1. Pop-ups will only be operating when scheduled and will be organised by the Placemaking Team
2. The core operating hours for pop-ups are from 10:00 AM to 4:00 PM, but exceptions can be made based on the offer and needs.
3. Competing stalls will not be scheduled at the same time.
4. Any deliveries must be prebooked with the main contact via the booking in system.

Allocation Process:

1. A selection committee, in partnership with Unity Place Placemaking, Centre Management and Santander, will determine which suppliers are allowed to operate.
2. The fee structure for stall space will be determined based on the product, purpose, or commerciality and may take the form of an employee saving, donation to the selected charity directly.

Unity place

3. Community, charity, and local initiatives will be offered preferential rates and options.

Rules and Regulations:

1. The visitor must sign the vendor agreement, agreeing to ensure compliance to Unity Place ethics.
2. Suppliers are expected to engage positively with the audience.
3. All external visitors must have public liability insurance, and any electrical equipment to be plugged in must be PAT tested and certified.
4. Unity Place is a smoke and vape free building and no visitors must smoke on site.
5. No parking is available on site. Any supplies and materials must be bought in.
6. Goods deliveries can be made to site, providing this is booked in with the key contact.
7. For building user and public space activations, toilets are available on the ground floor and not the office floors due to access controls.
8. Liability insurance must be provided electronically at least 14 days before.
9. All donations promised and made to charity must be evidenced: both takings and the donation if a % is agreed at least 3 working days after the event.

Marketing and Promotion:

1. Unity Place will communicate the presence of pop-ups to building users through Unity Place building channels and direct tenant communications via the approved communications channels, using a digital first approach.
2. Brand logos, information, and descriptions can be provided to Unity Place and used on the basis of promotion to building users.
3. Suppliers should bring their own signage and collateral for the stall, confined to the stall area only.
4. The supplier or brand can use Unity Place in their own marketing and social channels but must not use tenant brands (e.g. Santander or x+why) without their explicit permission.

Feedback and Evaluation:

1. Feedback from users and building tenants will be collected during and after the visit and be reviewed for future applications.
2. Success will be measured by user engagement, the number of visitors, and alignment with brand, charity, and community values that support local initiatives.
3. Negative disputes will be communicated to the stall operators and may be considered for future applications.

Contact Information:

1. The Unity Place Marketing and Guest Services Community team will serve as the main point of contact.
2. Standard cancellations from Unity Place will be made no later than 3 business days, but unforeseen circumstances may result in short notice cancellations only if necessary.
3. Normal cancellations will be made within 7 days by either party.