



START UP

Pop-Up Space

Terms and Conditions

(2025–26)

This guidance has been created to help Pop-Up participants understand what the offer includes and what is required to take part.



START UP

www.ncl.ac.uk/careers/startup

November 2025

Introduction to Pop-Up

The Pop-Up Space is a dynamic retail and creative showcase area on Level 1, King's Gate, designed to highlight, inspire, and support entrepreneurial activity across Newcastle University as part of the START UP offer.

Our mission is to surface the next generation of innovative product-based businesses through retail exposure, storytelling, and START UP support.

Pop-Up gives participants the opportunity to engage with and utilise a free retail space in a prime location on campus and the city to launch, sell and showcase product-based businesses. Participants will be able to access to a programme of support surrounding the opportunity from initial idea concept to launch and beyond.

This ensures that each user is not only given space to trade or trial ideas but also receives the guidance to grow confidently and sustainably.

As the space is primarily retail-focused, product-based businesses will be prioritised. It is expected that participants will own any Intellectual Property (IP)

The space will be shared with the Newcastle University Students' Union (NUSU) Official Merchandise Shop, creating a vibrant hub of student and graduate enterprise by generating increased footfall to benefit NCL founders.

We are also working to establish exciting partnerships with local retailers such as NE1 and John Lewis to strengthen the support and provide pathways into city spaces beyond the Pop-Up.

Some of our legacy clients and businesses may also make appearances and collaborate with Pop-Up!



Pop-Up Offer 2025-26

Pop-Up has two distinct offers for users to engage with 'The Retail Offer' and 'The Showcase Offer'

The Retail Offer	The Showcase Offer (no sales)
Who is it for?	
UK Registered businesses actively engaged in the START UP Offer who are: 1. Current Newcastle University students (UK) 2. Recent graduates (within 2 years of graduation) Established Business requirements: • Businesses must align with Newcastle University values • Businesses must be actively engaged with the START UP Offer and be working with a Business Adviser • Businesses must comply with relevant regulations for the product or market and hold any necessary licences • Businesses must be registered with HMRC, operating in the UK and able to provide a Unique Taxpayer Reference (UTR), or Company number. • Businesses must have a minimum of £5million Public Liability Insurance (PLI). Guidance will be provided • Businesses must operate using a cashless payment system. Guidance will be provided. • Businesses participating in the Pop-Up event agree to take part in media and public relations activities, as well as post-event evaluations. This includes sharing feedback on their experience, income generated, and sales performance during the event Note for International Students: Due to UK Home Office visa restrictions, international students are unable to work in a self-employed capacity or engage in business activity. The Visa Team guidance can be found here . Students can still engage with the Pop-Up Space through the Showcase Offer and engage with the START UP Offer. Further information can be found here.	Pre start businesses actively engaged in the START UP offer who are: 1. Current Newcastle University students (UK and International) 2. Recent graduates (within 2 years of graduation) Pre Start Business requirements: • Businesses must align with Newcastle University values • Businesses must be actively engaged with the START UP Offer and be working with a Business Adviser. • Must comply with relevant regulations for the product or market and hold any necessary licences Note for International Students: International students are eligible to take part in the Showcase Offer, as it does not involve registering a business, commercial trading or self-employment

What is included in the offer?	
The Retail Offer	The Showcase Offer (no sales)
• Free use of dedicated retail space to located in a high-traffic area on campus and in the city. No commission or sales cut, 100% of sales go directly to you- the University takes no stake in your business. • Opportunity to launch, display and sell products from space. • Maximise your Pop-Up Fund. Low level grant funding for pre revenue starts to support with purchase of stock and visual merchandising for first Pop-Up event. • 121 Business Support • <u>START UP events and workshop offer</u> including our ShopFront mini series brining in experts from the region to support with in person selling, visual merchandising etc. • Inclusion in a supportive entrepreneurial community connect with fellow student and graduate founders, share experiences, and build your network.	• Free use of dedicated showcase space located in a high-traffic area on campus and the city. • Opportunity to engage with the space to: ◦ Conduct market research ◦ Display prototypes or early-stage products ◦ Raise brand or profile awareness • Run interactive sessions, such as: ▪ Pop-up workshops ▪ Live demonstrations ▪ Public-facing events • 121 Business Support • START UP events and workshop offer including our ShopFront mini series brining in experts from the region to support with in person selling, visual merchandising etc. . • Inclusion in Pop-Up marketing campaigns (where appropriate) • Inclusion in a supportive entrepreneurial community connect with fellow student and graduate founders, share experiences, and build your network.

START UP Grant Funding

1. Maximise Your Pop-Up Fund

If you are actively engaged with the Pop-Up offer and will be taking part in a Pop-Up event then you will be able to apply for up to £100 to help you get the most out of the experience.

This small fund is designed for pre-revenue start-ups to help with initial costs. It is a great opportunity to make your Pop-Up space stand out, attract customers, and test your business in a real retail setting.

What The Fund Can Be Used For

You can use the fund to make your Pop-Up look and feel more professional, for example:

- Branded display materials (stands, shelves, signage, tablecloths, décor)
- Content Creation (lighting or props to enhance your visual merchandising)
- Marketing materials (business cards, flyers, postcards, price tags)
- Stock for your Pop-Up event

What It Can't Be Used For

To keep things fair and focused, the fund can't be used for:

- Paying yourself or anyone else for time worked
- Public Liability Insurance – this is a requirement to take part in Pop-Up
- Business registration costs (like Companies House fees or trademarks)

These are all standard business setup costs, so the fund is focused instead on helping you enhance your Pop-Up presence and create a great customer experience.

2. START UP Grant Funding

Each academic year there is a Grant Funding opportunity for businesses to apply for. This is not exclusively part of the Pop-Up offer but clients at the appropriate stage will be able to apply. Please find further information below and sign up to our [START UP Newsletter](#) for updates or check out our [START UP Grant Funding](#) webpage.



Conditions of Use

1. General Rules

- Businesses cannot use the University as their registered business or company address.
- Participants are expected to actively engage with 1:1 coaching support and the wider START UP offer to access the Pop-Up benefits.
- Standard Pop-Up opening hours are Monday–Friday, 1000–1600, unless specific out-of-hours events are arranged.

2. Facilities & Setup

- The Pop-Up provides shelf display options, tables, and chairs for sales set-up, as well as a payment point (participants must use their own log-in – guidance provided). All displays must be set up safely and securely.
- Layout and setup will follow risk assessment and health & safety requirements.
- Users are responsible for their own stock and display while using the Pop-Up Space or storage.
- The University will not accept responsibility for any theft or accidental damage.
- Participants must provide refund and returns information in line with the Consumer Rights Act 2016.
- Public Liability Insurance (PLI) is required — even though the University holds its own PLI, all third-party businesses must also have their own cover for Pop-Up.
- The Pop-Up Space must be kept clean and tidy and left in good condition after use.
- Limited storage may be available on request, subject to availability.

3. Payment & Transactions

- The University operates a cashless campus — all sales must be cashless transactions to the business bank account.
- The Pop-Up will provide cashless card readers if required with guidance on use.

4. Safety & Compliance

- All activities must comply with University fire, safety, and access policies.
- All accidents, damages, or issues must be reported to the START UP Team immediately.
- Delivery and storage queries can be raised with the team, but delivery access and storage cannot be guaranteed.
- Prohibited items and activities:
 - Naked flames or heat-producing equipment
 - Animals or pets
 - Alcohol products or sales
 - Food production, cooking, or baking (due to unsuitable facilities)
- For permitted food and drink sales, all allergens and ingredients must be clearly displayed.

Media & PR

- Newcastle University's START UP team reserves the right to publish information relating to the Pop-Up, including:
 - Successful applicants' names, degrees, and graduation years
 - Testimonial quotes
 - Sales and profit information
 - Business information such as business name, summary, and URLs
- This may be shared via press releases, case studies, and video content on the University website and social media.

6. Intellectual Property (IP)

- Participants must confirm they own the Intellectual Property (IP) associated with their business.
- Participants are wholly responsible for protecting their IP and should avoid disclosing information that is commercially sensitive without appropriate safeguards. Please discuss this with your Business Adviser.

7. Artwork & Display Policy

- A section of the Pop-Up is available to display artwork from creative clients, especially work connected to or inspired by the North East.
- While Newcastle University supports the right to freedom in artistic expression even when it is controversial, provocative or offensive to some, artwork and visual displays must:
 - Not include unlawful content e.g. content that is discriminatory, incites violence, depicts child abuse or defames or harasses individuals.
 - Be reviewed and approved by the START UP Team before installation

8. Product Safety & Compliance

- All products sold or displayed in the Pop-Up space must meet UK safety standards and consumer protection laws, including (but not limited to):
 - Toys and costumes – UKCA or CE marked, meeting fire safety regulations
 - Clothing – Properly labelled and compliant with flammability regulations (especially for children)
 - Electrical items – PAT tested and compliant with UK safety regulations
 - Cosmetics and skincare – Must follow UK Cosmetic Product Safety Regulations
 - Food and drink (if permitted) – Must be registered with the local authority and meet hygiene standards

By participating, you confirm that:

- All products are safe, legal, and appropriately labelled
- Handmade or upcycled goods meet applicable safety criteria
- Products for children are clearly labelled and tested where required

The START UP Team reserves the right to request proof of compliance or remove any item that poses a potential safety risk.

9. Privacy Notice

- The Newcastle University Careers Service must collect your personal data to:
- Process and record your Pop-Up participation
- Make you aware of other opportunities from the Careers Service and its trusted partners

Data collected: Your name, student number or date of birth, email address, and business details. Your personal data will be processed under the contract between you and the University for the START UP programme. For more information on data management, your legal rights, and the University's Data Protection Officer contact details, visit: [Data Protection Policy | Newcastle University](#)

10. Contact and Bookings

To engage in START UP Support please book an initial appointment via mycareer.ncl.ac.uk

To express interest in using the Pop-Up Space, please complete our online Expression of Interest (EOI) form: [Pop Up Expression of Interest Form](#)

For general information on [START UP](#) and the offer. Further Information Newcastle University reserves the right to amend all details of this opportunity at any time and change the Terms and Conditions without notice. If you have any questions about START UP Pop-Up, please email: careers@ncl.ac.uk