



FAQ's

WHAT IS CLICKS AND MORTAR?

It's a campaign to open up empty shops on High Streets, in shopping centres, markets and malls, and fill them with small businesses. It's about offering online sellers the opportunity to test trade through physical retail, at a price you can afford, and within a time frame you can manage.

WHO IS RUNNING IT?

The campaign is being run by small business network, Enterprise Nation. Enterprise Nation supports people to start and grow their own business through online advice, live events, and national training campaigns.

WHO ELSE IS INVOLVED?

We're partnering with complementary brands that can support you. They are Amazon, Direct Line for Business to provide insurance, and Square for Payment and Point of Sale technology.

WHERE IS IT?

The campaign launches with a first shop in Manchester, with nine more shops to follow around the UK.

HOW DO I GET INVOLVED?

Being a tenant of a popup shop involves paying a small sum to secure your space for a fortnight. We're able to afford these spaces because a number of businesses pay a small amount to crowd fund the cost of rent and/or rates.

You will be provided with physical retail space (average of 2 square metres), a license agreement, space in which to host a customer event and lots of positive PR! You'll also get access to business support throughout with tips on visual merchandising and attracting footfall into the shop.

HOW MANY BUSINESSES WILL BE TRADING IN THE SHOP?

This depends on the size of the shop but we're hoping to accommodate 10-20 businesses all at one time.

WILL I HAVE TO BE IN THE SHOP AT ALL TIMES?

Ideally, we like the founders to be in the shop and commit to opening hours (which will be confirmed as part of your moving in pack) but you can also have an arrangement whereby you work on a rota basis with a fellow trader.

Supported by



HOW MUCH STOCK WILL I NEED?

You will need to bring sufficient product for a fortnight of sales.

HOW DO I ACCEPT PAYMENT FROM CUSTOMERS?

All tenants have the option to take card payments with Square. Through our partnership you'll get your own Square Reader and Dock to keep, and your first £1,000 of processing free of charge. If you already have your own existing payment device, then that's fine to use that instead.

CAN SOMEONE ELSE REPRESENT ME IN THE SHOP?

Yes, this is fine, but do make sure they know how to answer questions about the products on sale!

DO I NEED INSURANCE?

Yes, you will need public liability insurance which protects you in the event of a customer making a claim. We have partnered with Direct Line for Business to provide this to you if you are not already protected.

WHAT NEXT? TO APPLY, SIMPLY COMPLETE THE QUESTIONS BELOW.

Contact Elaine Boyle with
any questions at
elaine@enterprisenation.com

Name	Do you currently sell on Amazon Marketplace?	YES	NO
Business name	Have you sold in a physical setting before?	YES	NO
URL	Can you commit to trading in the shop for a fortnight?	YES	NO
Description of products	Do you have sufficient stock for a fortnight of sales?	YES	NO
	Do you have valid public liability insurance?	YES	NO