

# BOURNEMOUTH

## PROMOTIONAL SITE PACK



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# Bournemouth Square

Situated in the heart of Bournemouth, the Square is often a popular choice for promotional activity.

Whether it's a low key information stand or a large scale activation, there is plenty of space and options for every venture.

## Site Information

### WATER

Standpipe located on Site 2.

### ACCESS

Vehicle access for Town Centre sites is to the rear of the Obscura Cafe via Bourne Avenue (BH2 6DT) – pull onto the pedestrian area adjacent to Tesco.

## FOOTFALL FIGURES

### TOTAL CENTRE FOOTFALL:

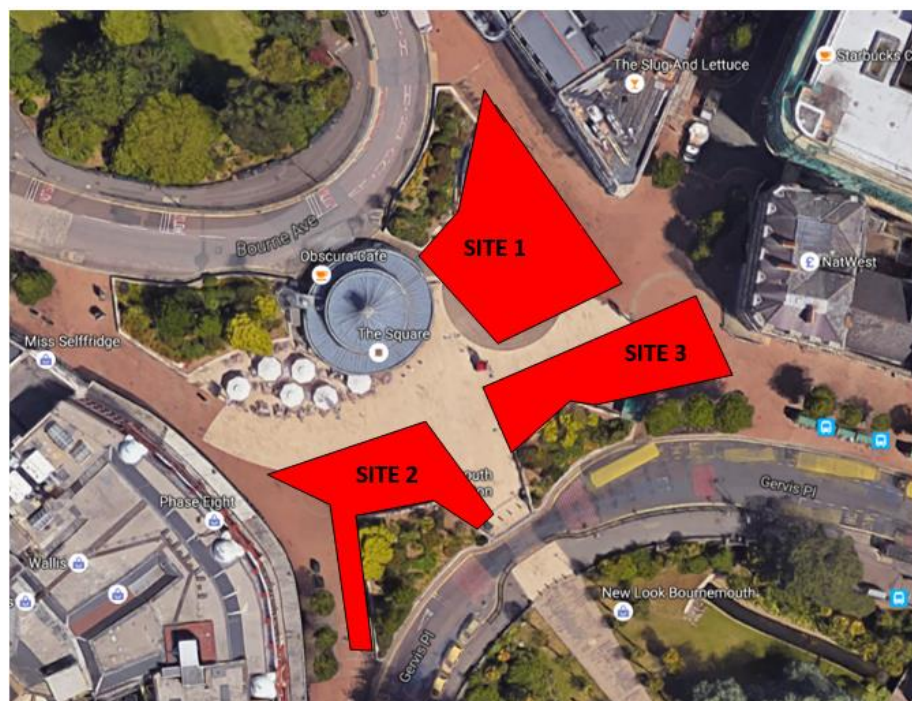
2015: 450,000 weekly peaking at 539,000 from 26<sup>th</sup> July – 1<sup>st</sup> August as verified by an automated customer counting service.

The overall figures for this year's footfall have so far had an increase of 54% compared to last year's figures at this current time.

### DEMOGRAPHICS:

Resident population of Bournemouth is 168,100  
Ratio: 51.6% female

Site	Max Width (m)	Max Length (m)
Area 1	15	15
Area 2	10	5
Area 3	5	10





# The Triangle and Commercial Road

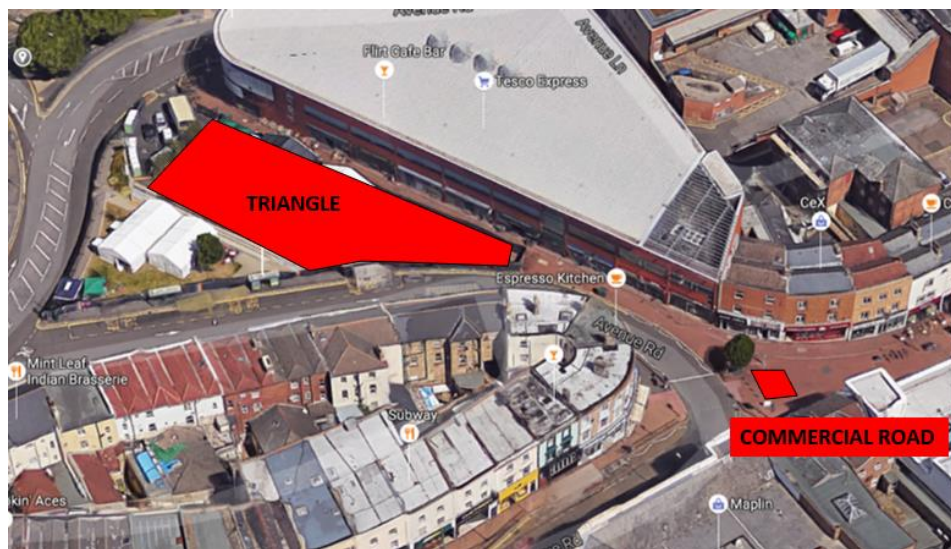


Towards the top of Bournemouth Town Centres sits the Triangle and Commercial Road

This area of Bournemouth is known for its vibrant nightlife and culture, with an array of new businesses and restaurants. The recent renovation of the area makes it a perfect event space, with its auditorium style seating.

Commercial Road sits on the main walkway through the Town and as a result has a high passing footfall. Due to its size its ideal for small promotional activities.

Site	Max Width (m)	Max Length (m)
Triangle	20	29
Commercial Road	7	8



## Site Information

### WATER

There is a standpipe in the Triangle

### ACCESS

For the Triangle, vehicles can access the site from either side of the site via Avenue Road (BH2 5SL) or The Triangle (BH2 5RG). Keys for the bollards can be obtained from the Events Team.



# Pier Approach



Pier Approach site is the perfect opportunity for businesses to showcase their product on a smaller, more intimate scale, alongside Bournemouth's award-winning beaches.

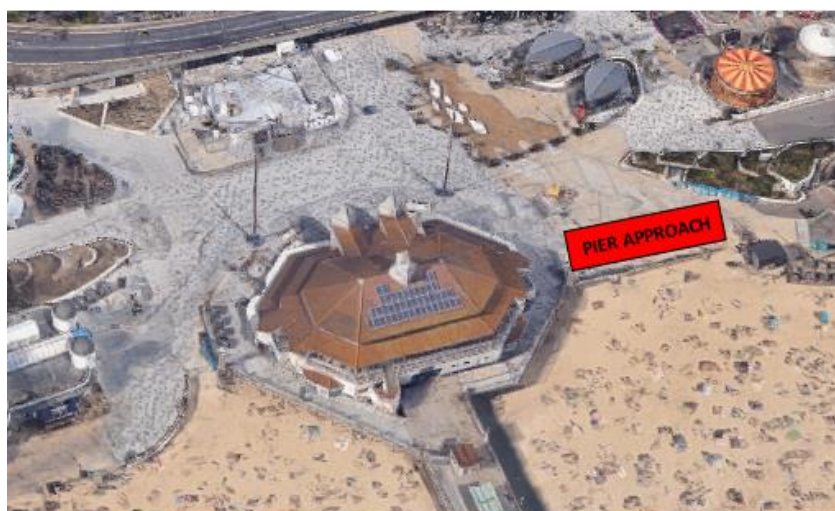
## Site Information

### WATER

There are taps located at Pier Approach, but no standpipe.

### ACCESS

Vehicle access is via the red gate adjacent to Hot Rocks off Exeter Road (BH2 5AA).



Site	Max Width (m)	Max Length (m)
<b>Pier Approach</b>	5	15

If you are interested in hiring any of these spaces, please contact [events@bcpcouncil.gov.uk](mailto:events@bcpcouncil.gov.uk) for prices and availability.