



Bournemouth Town Centre & Seafront Promotional Space

Contact: The Events Department, Town Hall Annexe 1st Floor, St

Stephens Road, Bournemouth, BH2 6EA

E-mail: events@bcpcouncil.gov.uk

Tel: 01202 451897

Fax: 01202 451743

Please submit the following upon application:

- **Events Application Form (page 10 of this document)**
- **Risk Assessment Form (page 14 of this document)**
- **A copy of your £5 million Public Liability Insurance**
- **If applicable, contractor Risk Assessments and Public Liability Insurance**
- **If applicable, a Street Collection Licence and Leaflet Distribution Licence**

Bournemouth Town Centre and Seafront Promotional Space

Total Centre Footfall:

2012: 450,000 weekly peaking at 510,000 from 22nd July – 3rd September *as verified by an automated customer counting service.*

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

Demographics:

Resident population of Bournemouth is 168,100

Ratio: 51.6% female

Average age: 41

Opening Hours:

Monday to Saturday: 9.00 - 17.30

Sunday: 11.00 – 17.00

Additional Information:

TV area: Meridian, BBC South

Local radio stations: Heart FM, Fire 107.6 FM, BBC Radio Solent,
Wave 105, Sam FM, The Bay 102.8 FM, Hope FM

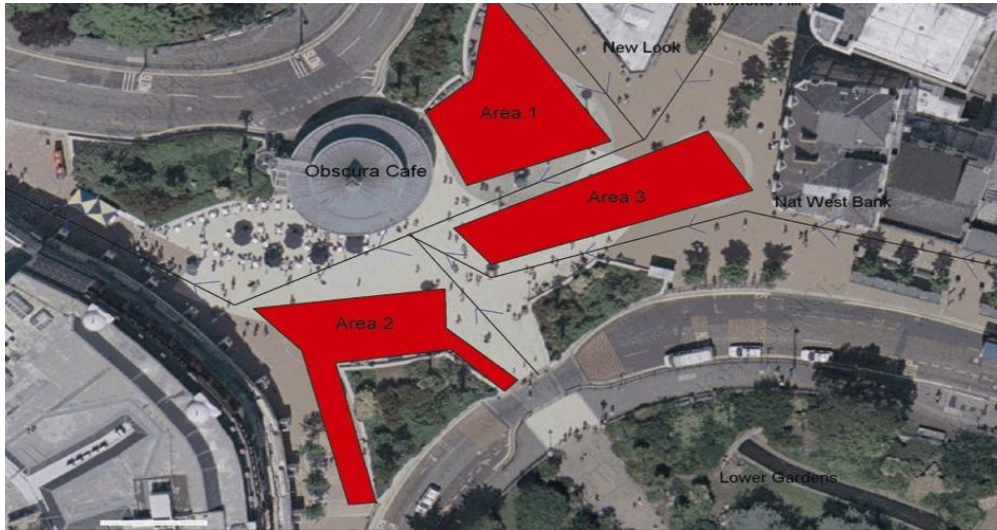
Local Newspaper: Bournemouth Daily Echo

COSTINGS FOR PROMOTIONAL SPACES ARE QUOTED ON APPLICATION.

Please note that there are special rates for registered charities.

Promotional Sites

Bournemouth Square



Triangle



Pier Approach



Sites Available:

Site	Max height (m)	Max Width (m)	Max length (m)
Bournemouth Square Area 1	2.5	15	15
Bournemouth Square Area 2	2.5	10	5
Bournemouth Square Area 3	2.5	5	10
Pier Approach	2.5	10	60
Triangle	2.5	20	29

Please note the following exclusion policies apply for promotional spaces:

- No vending machines
- No photo booths
- No permanent structure
- No collections can be done in Pier Approach without appropriate accompanying entertainment

Vehicle 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 Borders.

For Pier Approach, vehicle access is via the red gate adjacent to Hot Rocks off Exeter Road (BH2 5AA).

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.

Please ensure that all vehicles accessing the site display their hazard lights and move at a maximum speed of 5mph.

Vehicles on site for loading and storage

Vehicles cannot remain on site unless they are an integral part of the promotional display. Vehicles required for re-stocking, including chiller-vans, are also not allowed on site other than at the beginning and end of each day. If on-site storage is required, exceptions may be made for small chiller-units or low vans (c.1.8m height) provided they can be discretely placed behind the main display, that they are effectively hidden by a branded marquee or equivalent and that they are not moved during the day.

Any larger vehicles will require banksmen when accessing the sites. Banksmen will also be required for use of forklifts etc at any time during set up or breakdown.

A lorry park is situated less than 5-minutes from the Town Square at Queens Road (please see map below) and while vehicles are not allowed onto the site during the day for re-stocking etc, they can generally park nearby for loading and unloading.



Event Guidelines

Want to organise a Promotion in Bournemouth Town Centre or Seafront?

Whether it is a small community initiative or a large commercial promotion in Bournemouth Town Centre we would like to hear from you. With plenty of space within The Square, Bournemouth Town Centre is the ideal location for a wide range of activities and events.

To apply to use the space

1. Phone or e-mail to check availability and provisionally book promotional space.
2. Complete and return the attached application to the Events Department **giving all the detail requested** about your event. Please include: proposed date, time, location, set-up and content.
3. On receipt of your application form we will confirm availability and price.
4. If your application has been successful, a letter of agreement will then be issued to you detailing our terms and conditions. You will need to sign and return the confirmed agreement in order to secure your booking.
5. If you would like to make a collection for your chosen charity as part of your event you will need to obtain a street collection licence. A valid Street Collection Licence must support any Charity collections, full details can be found at <http://www.bournemouth.gov.uk/Business/Licensing/CharitableStreetCollections.aspx>
Proof of this licence will need to be given 2 weeks before you can operate on your allocated date.
6. If you would like to distribute leaflets/flyers as part of your event you will need to obtain a leaflet distribution licence. Leafleting is permitted at events in the Town Centre, subject to you obtaining a permit. Applications can be obtained from; <http://www.bournemouth.gov.uk/Business/Licensing/GivingOutLeaflets.aspx>
Proof of this licence will need to be given 2 weeks before you can operate on your allocated date.
7. **Please do not confirm arrangements or commit yourself to anything costly until a letter of agreement has been issued.**

What about Health and Safety?

We require the following paperwork to be sent with the application form

- A comprehensive and approved risk assessment, a template of which is enclosed. If you have a preferred format then please feel free to submit this. For further information on risk assessments, please refer to the Health and Safety Executive (HSE) website - www.hse.gov.uk/risk/practice.htm.
- A copy of your **£5 million** Public Liability Insurance. If you don't have Public Liability insurance, you may qualify for cover under the Council's own Insurance (subject to specific requirements). Please contact us directly to discuss this further.
- A Risk Assessment and Public Liability Insurance for all sub-contractors to the event or promotion e.g. entertainers, DJ's, staging, marquees etc.
- Any caterers will also need to provide a Risk Assessment and Public Liability Insurance along with their Food Hygiene certificates and details of where their business is food registered. We will require this a minimum of **10 working days** before the event date.

You may be required to forward copies of test certificates for electrical items brought onto site following the issue of your Letter of Agreement.

Terms and Conditions

1. Application

A contract between the client and BCP Council will come into existence upon the receipt of a formal Letter of Agreement. This contract will incorporate these Terms and Conditions.

2. The use of the promotional space

Please Note:

For displays within these promotional sites the client will arrange all necessary installation and removal and will be responsible for any resulting damage or alteration to the structure or decoration of the promotional space.

3. Charges

If there are less than 14 days before commencement of the period contracted by the client for use of the promotional space, then payment is required immediately on receipt of the Letter of Agreement being received by the client. If a booking request is made within 48 hours of the booking taking place, a bankers draft or cash may be requested. Full payment must be received prior to coming onto site.

4. Prohibited activities

BCP Council has total discretion (without having to give any reason) to refuse permission for the exhibition of any advertisement or display, and may require any advertisement or display to be removed at any time if it considers it to be offensive or illegal. In that event, the Client will still remain liable to pay the agreed charges.

5. Entry to promotional space

The client shall arrive on site and set up by 9.00 and **not** clear the promotional space before 17.30 during the contracted period for the purpose of installing, operating and dismantling its display. Breakdown at the seafront must not begin before 18:00.

The promotional space may for operational reasons need to be changed without notice.

Access is via Bourne Avenue (BH2 6DT) vehicles can pull onto the pedestrian area adjacent to Tesco.

6. Clients obligations

The Clients will:-

- Comply with all applicable laws and regulations

- Be responsible for obtaining all necessary licences and consents for the advertisement or display
- Comply and submit any relevant photographs, proof of Public Liability Insurance and methodology of promotion upon request
- Ensure its advertisement or display conforms to the terms of the contract
- Not cause any nuisance to other users or retailers within Bournemouth Town Centre
- Be responsible for the risk of loss or damage to all items and materials brought by it into the promotional space
- Ensure that it has adequate Public Liability Insurance with a minimum indemnity of £5 million in respect of the use and occupation of the promotional space, and will produce evidence of such insurance to BCP Council upon request
- Not obstruct access to the promotional space
- Provide PAT testing certificate where applicable on demand
- Provide a Fire Certification where applicable on demand
- Remove all advertising and display items and material by midnight at the end of the last day of its contracted period. Any such items and material then remaining may be removed by BCP Council at the cost of the client. If any material remaining at the promotional space is not collected by the client within seven days from the end of the contract period it will become the property of BCP Council and may be disposed of
- Will be responsible for the collection of all litter associated with the event. A cleaning charge will be levied if the site is not left as found.
- Depending on the nature of the event if the activity leads to additional work from the cleansing teams, in terms of more collections, then there will be additional costs.

7. Indemnity

The Client will indemnify BCP Council against all claims, damages, and expenses made or awarded against it arising from either:-

- the clients use of the promotional space, or
- The content of the advertisement or display.



Events Application Form 2019

Please complete this form including as much detail as possible. If you have any queries please contact us on 01202 451897 or email at events@bcpcouncil.gov.uk

Cost:

There will be a charge for holding an event on council land. This charge is dependent on the size, duration, and requirements for the event. An exact cost will be advised on receipt of the application form.

Name of event

Organisation applying (and charity number if applicable)

Contact name

Address

Email

Contact numbers

Space required
(include site map where possible)

Date

Arrival and departure time

Arrival:	Departure:
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Event start and finish time	Start:	Finish:

Expected number of people attending *	
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* Please note the health & safety requirements we require will be dependent on these numbers.

Overview of the event - Please provide a detailed overview of the event including what the purpose of the event is. Please include entertainment, traders and equipment onsite

LICENSABLE ACTIVITIES

The following activities are ‘Licensable’ under the 2003 Licensing Act. Please tick the appropriate box to confirm whether your planned event will include any of these activities. If you answer ‘yes’, please provide further details in the box below.

	Yes	No
Plays	<input type="checkbox"/>	<input type="checkbox"/>
Films	<input type="checkbox"/>	<input type="checkbox"/>
Indoor sporting events	<input type="checkbox"/>	<input type="checkbox"/>
Boxing or Wrestling Entertainment	<input type="checkbox"/>	<input type="checkbox"/>
Live music	<input type="checkbox"/>	<input type="checkbox"/>
Recorded music	<input type="checkbox"/>	<input type="checkbox"/>

Performances of dance

Facilities for making music

Facilities for dancing

Supply of alcohol

Details of Licensable Activities: Please give full details about your licensable activities including style of music and performances, noise prevention you will put in place, number of bars, alcohol management control – Use additional paper if required.

EVENT INFRASTRUCTURE

Please tick the appropriate box to confirm which of the following infrastructure you will be bringing onto site;

Yes

No

First Aid

Toilets

Marquees

Caterers

Traders

Generators

SIA Security

Stewards

Stage

Public Address System

Details of Event Infrastructure: Please give full details and numbers about event infrastructure for example number of first aiders, type of stewards (paid, volunteers) – Use additional paper if required.

Event promotion:

Would you like your event to be added onto the Tourism website event listings – www.bournemouth.co.uk ? Y / N

If yes, then please complete the box below with a description of the event as you would like it to appear online. Please include details of event timings, location, entry fees, contact details and any other relevant information.

Please return your completed form to:

Events Department
Town Hall Annexe 1st Floor
St Stephen's Road
Bournemouth
BH2 6EA

Or email to events@bcpcouncil.gov.uk. For any queries please call 01202 451897.

Risk Assessment Guidance

Guidance

What is a Risk Assessment and why do you have to complete one?

A risk assessment allows you to consider whether you have taken the correct precautions to protect yourself, your staff, participants, general public and/or property from any harm befalling them/it as a result of your activity.

The purpose of a risk assessment is to make sure as far as possible that no one or nothing gets hurt or damaged as a result of your event, promotion or filming/photography.

What do I have to do?

You will need to assess your activity and:

1. Identify any hazards/risks *example- weather*
2. Identify who might be at risk *example - event participants*
3. Evaluate the specific effects of the hazard *example – High winds lead to structures becoming unstable*
4. Highlight the measures to minimise risk *example – all structures will be adequately weighted and removed in high winds*

Things to remember

A lot of the time your activity may be low risk, however there will always be some risks to consider so please always complete the assessment. Think about things that you are doing already - often you are taking steps to minimise risk naturally without even thinking about it.

Things to consider

We have outlined some of the common hazards that effect outdoor events as a starting point for you.

- Weather
- Crowds
- Dealing with members of the public
- Fire
- Vehicles
- Water
- Heavy Lifting
- Cash handling
- Children/Young People
- noise

Risk Assessment Template

Event/Promotion Name:		Description of Activity:		
Name of person completing assessment:		Date completed:	Review Date:	Signature:
Hazard	Who is at Risk?	Main Risk Identified	Measures in place to minimise risk	
