



# **Bournemouth Town Centre & Seafront Promotional Space**

**Contact: The Events Department, Town Hall Annexe, St Stephens  
Road, Bournemouth, BH2 6EA**

**E-mail: [events@bournemouth.gov.uk](mailto:events@bournemouth.gov.uk)**

**Tel: 01202 451718**

**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 22<sup>nd</sup> July – 3<sup>rd</sup> 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

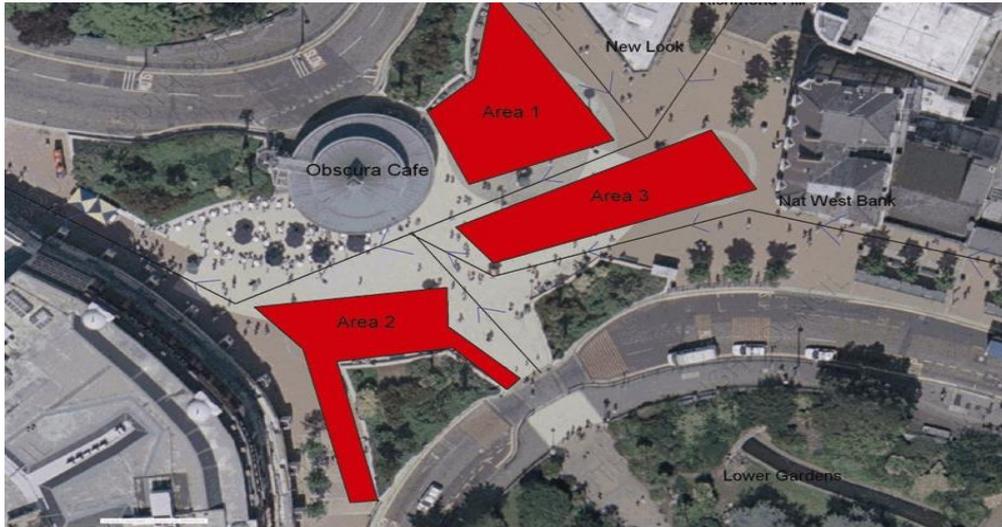
Local Newspaper: Bournemouth Daily Echo

**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



## Waterfront



### Sites Available:

Site	Max height (m)	Max Width (m)	Max length (m)
<b>Bournemouth Square Area 1</b>	2.5	15	15
<b>Bournemouth Square Area 2</b>	2.5	10	5
<b>Bournemouth Square Area 3</b>	2.5	5	10
<b>Pier Approach Triangle</b>	2.5	20	29
<b>Waterfront</b>	2.5	25	52

### 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 and Waterfront, 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.

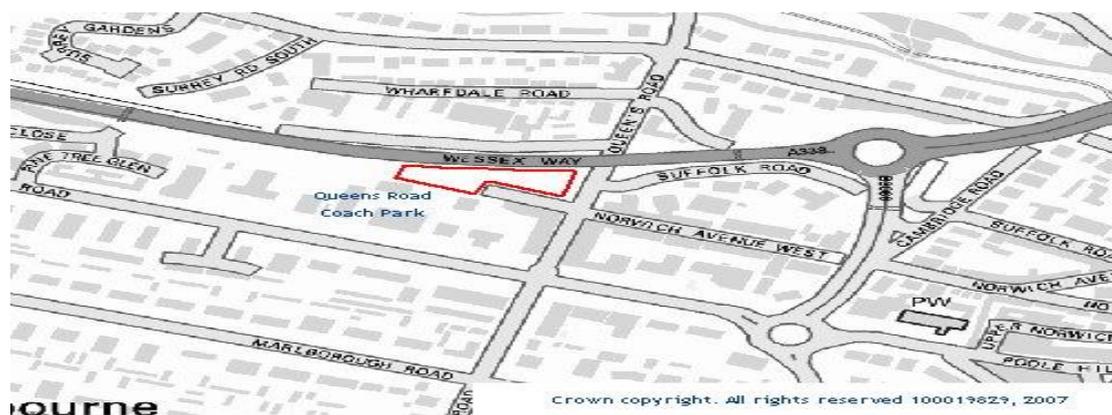
Please ensure that all vehicles accessing the site display their hazard lights and move at a maximum speed of 5mph.

## 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](http://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 Bournemouth Borough 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**

Bournemouth Borough 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 Bournemouth Borough 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 Bournemouth Borough 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 Bournemouth Borough 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 Bournemouth Borough 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.



**Bournemouth Borough Council - Events Application Form 2015**

Please complete this form including as much detail as possible. If you have any queries please contact the Events Team on 01202 451718 or email at [events@bournemouth.gov.uk](mailto:events@bournemouth.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:
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**Expected number  
of people  
attending \***

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\* Please note the health & safety requirements we require will be dependent on these numbers.

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**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

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## 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.

	<b>Yes</b>	<b>No</b>
<b>Plays</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Films</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Indoor sporting events</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Boxing or Wrestling Entertainment</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Live music</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Recorded music</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Performances of dance</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Facilities for making music</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Facilities for dancing</b>	<input type="checkbox"/>	<input type="checkbox"/>

**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;

	<b>Yes</b>	<b>No</b>
<b>First Aid</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Toilets</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Marquees</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Caterers</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Traders</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Generators</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>SIA Security</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Stewards</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Stage</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Public Address System</b>	<input type="checkbox"/>	<input type="checkbox"/>

**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](http://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 Team  
Bournemouth Town Hall Annexe  
St Stephen's Road  
Bournemouth  
BH2 6EA

Or email to [events@bournemouth.gov.uk](mailto:events@bournemouth.gov.uk). For any queries please call 01202 451718.



**Bournemouth Risk Assessment: Health and safety Management**

Please tick the options that apply during your event/promotion

No.	Hazard or Risk	Tick if yes	No.	Hazard or Risk	Tick if yes
1	Access difficulties		22	Night time operations	
2	Alcoholic drinks		23	Noise concerns	
3	Animals		24	Portable tools above 110V	
4	Special props/tools		25	Sources of radiation	
5	Audiences/ Stewarding/special needs		26	Risk of infection	
6	Compressed gas/cryogenics		27	Scaffolds, working platforms etc	
7	Confined space e.g. mines, sewers		28	Smoking	
8	Crowds, public, civil unrest		29	Special needs e.g. elderly, disabled	
9	Children/ young people		30	Special affects e.g. snow, smoke, dry ice, rain	
10	Camera operations: cranes, cables, steadicam		31	Stunts	
11	Use of derelict buildings		32	Vehicles/motorcycles- filming of or filming from etc	
12	Electricity e.g. generators, ground cables		33	Water e.g. work in or near	
13	Environmental-waste disposal: liquids or solids		34	Weapons	
14	Excavation		35	Weather- extremes of	
15	Explosives/pyrotechnics/firewo rks		36	Possibility of violence	
16	Physical/psychological effects		37	Work at a height: e.g. cliff tops	
17	Fire procedures		38	Manual handling	
18	Flammable material		39	Lifting equipment e.g. fork lift truck	
19	Flying e.g. aircraft, balloons, parachutes		40	Lasers/strobe effects	
20	Food preparation		41	Other:	
21	Hazardous substances e.g. dust, fumes, oils, vapours		42		

**Bournemouth Tourism Risk Assessment: Health and Safety Management cont.**

Company Name:			
Contact Name:		Contact No:	
Description of activity:			
Date:			
Help/ assistance/ first aid requirements:			
<p><b>Hazards/Risk</b>                  Please use ticked hazards to state who is at risk, the risks that are identified, and the means that will be put in place to minimise risk.</p>			
Hazard No.	Who is at risk? (Public, participants etc.)	Main risks identified	Means to minimise risk