



Community Awareness Promotion Information

COMMUNITY AWARENESS PROMOTION POLICY

Criteria - Community Awareness Promotions only:

- Festival Place provides an area, free of charge, within the Centre for these events. To qualify you must be a non-profit making organisation.
- We are able to accommodate four Community Awareness Promotions per month.
- Only organisations holding Public Liability Indemnity Insurance for £5,000,000 may apply for permission to promote within Festival Place.

Procedure:

1. If possible please allow a minimum of 1 month prior to the event for your application to be processed.
2. Information is available upon request from Ann Noonan on 01256 360138.
3. Complete the Application Form, enclosed Risk Assessment Form and return with a copy of your Public Liability Insurance to Ann Noonan, Management Secretary, Centre Management Suite, 1st Floor Paddington House, Festival Place, Basingstoke, RG21 7LJ.
4. Take time to read the following information. If you require clarification at any point please do not hesitate to contact Ann on 01256 360138.

Community Awareness Promotions

Set up / take down

- **Set up of the stand must be completed before 9:00am with no exceptions and the stand must be manned from 9:00am until 5:30pm.**
- The unit we are providing for you will be positioned on Queen Anne's Walk, near the Shear Beauty store.
- Whilst setting up please practice due diligence in all matters regarding Health & Safety to both yourselves and visitors to the Centre.
- If you are parking in the Festival Place Car Park, the most convenient area to park is in Area B. Once parked, take the lift to the Upper Ground Level. Before starting your promotion you should either report to the Management Suite Reception (open Monday to Friday at 08:00am) which is on the 1st Floor of Paddington House (entrance via the double brown doors between TK Maxx and the Eurochange stores) or by contacting our Duty Manager on 01256 326022 or report to the Information Desk which is adjacent to the H Samuel and Marks & Spencer stores.

Please note we do not give free or discounted parking for promotion staff.

- Once your promotion has finished, please notify the Duty Manager that you are leaving so that the unit may be safely removed from the Mall and for Health & Safety purposes should there be an evacuation.

Visual Standards

- Festival Place will provide a unit (see picture below) for your use if required, this would be for the duration of the promotion. Please note that we **do not** allow trestle tables of any kind or provide chairs.
- A cupboard is incorporated in the unit for extra leaflets & personal belongings.
- The unit must be used with care and we would expect the unit to remain in the same condition throughout the promotion.
- The only advertising materials permitted on the unit will be leaflets and/or show cards no larger than A4. Any photographic images must be in frames and no larger than A4.



Staffing Standards

- A member of staff is to be present at all times – between 9:00am and 5:30pm.
- Promotions must be ready before the Centre opens.
- No smoking, eating, drinking or reading of newspapers is allowed whilst on the promotion. There are a number of restaurants, café's and public seating areas around the Centre that can be used for rest breaks.
- We ask that you use your mobile phone only in an emergency.

Facilities available

- If you require the services of a cleaner, First Aider, Security or Duty Manager during your promotion, please contact the Information Desk which is situated adjacent to the H Samuel and Marks & Spencer stores or call our reception on 01256 326022.
- The nearest toilets are situated on the Lower Level between the Dolland & Aitchison and Herbal Inn stores or in Core 3 and the entrance to these facilities is between Lloyds Bank and the Zara store.
- Should you encounter any situation that puts you or your colleagues at risk, be aware that the area is monitored by CCTV and assistance will arrive as soon as possible.

What to do next

1. Complete the Application Form and Risk Assessment forms.
2. Send completed documents to Ann Noonan, Management Secretary, along with a copy of your Public Liability Indemnity cover.

Feedback

- Your feedback on how well your promotion went is useful to us for future planning so we would be grateful if you could let us know either by ringing Ann on 01256 360138 or e-mailing your comments and feedback to Ann at www.ann.noonan@festivalplace.co.uk.

We look forward to working with you and trust that your time in the Centre will be both enjoyable and successful!!

**APPLICATION FOR COMMUNITY AWARENESS PROMOTION
AT FESTIVAL PLACE BASINGSTOKE**

How did you find out about promoting your group in Festival Place (please specify) _____

GENERAL INFORMATION:

Group Name: _____

Address: _____

Telephone: _____

Fax: _____

Contact Name: _____

Job
Title: _____

DETAILS OF EXHIBITION/DISPLAY: A stand will be provided for your use.

Provisional Date(s)

1 _____

2 _____

3 _____

Nature of
Promotion

Awareness Day

Leaflet

Distribution

Power

Public Liability Certificate

Risk Assessment

Supporting Information i.e. leaflets

Please provide full details of
proposal:

We agree to abide by the conditions on which permission is granted and that the stand will be manned between the hours of 9:00am and 5:30pm.

Signed: _____

Date: _____

Please return to: **Ann Noonan, Centre Management Suite, 1st Floor Paddington House,
Festival Place, Basingstoke Hampshire RG21 7LJ**