



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 Noonan on 01256 360138.

Community Awareness Promotions

Set up / take down

- **Set up of the stand must be completed before 9am with no exceptions and the stand must be manned from 09:00am until 5:30pm.**
- The unit we are providing for you will be positioned on Queen Anne's Walk, near Shear Beauty.
- 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 between TK Maxx and the Mobile Phones Direct stores) by contacting our Duty Manager on 01256 326022 or report to the Information Desk which is adjacent to the Zara and Monsoon stores.

- 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 for your use, this is for the duration of the promotion - see picture (now painted silver).
- The unit is fitted with 2 x A2 frames (one either end) for you to display promotional posters.
- 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 09:00am and 5:30pm.
- Stands must be ready to operate before the Centre opens.
- No smoking, eating, drinking or reading of newspapers is allowed whilst on the stand.
- We ask that you use your mobile phone only in an emergency.
- As there are many restaurants, café's & public seating areas around the Centre we ask that you do not eat or drink whilst manning your promotion.

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 Monsoon and Zara stores.
- The nearest toilets are situated on the Lower Level between the Dolland & Aitchison and Herbal Inn stores or in Core 3 opposite the Information Desk.
- 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.

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 Details

PAT Certificates

Supporting Information i.e. leaflets

Risk Assessment

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 09:00am and 5:30pm.

Signed: _____

Date: _____

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

RISK FORM 1	QUEEN ANNE'S SQUARE, FESTIVAL PLACE, BASINGSTOKE - COMMUNITY AWARENESS PROMOTION RISK ASSESSMENT FORM
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Key to Assessment	LOW = 1 Minor impact / damage quickly repaired	MEDIUM = 2 Moderate impact / partial loss of operations	HIGH = 3 Disaster / total loss of ability to operate
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HAZARD Potential Source of a Disaster	PERSONS / PROPERTY AT RISK Name (or title) & Location of Person / Place at Risk	RISK Probability of Occurrence	SENSITIVITY Impact of The Loss	Notes Any Other Applicable Information or Method of Controlling The Risk
Means of Escape potentially restricted whilst running small events, or placing equipment on Queen Anne's Square.	Members of the Public, Employees, Shop staff, Contractors.	1	3	No promotional equipment larger than 2.5 Metres in width and 2.5 Metres in length will be used in Queen Anne's Square. A minimum width of 2.5 metres will be maintained from the shop fronts at all times. The alternative means of escape from the shop units will be inspected and the results recorded if it is anticipated that Any promotions or event may attract a crowd or queue.
Increased risk of Fire due to the potential of flammable materials being used whilst running an event or promotional stall on Queen Anne's Square.	Members of the Public, Employees, Shop staff, Contractors.	1	3	Organisations using flammable cooking materials such as cooking oil will have suitable fire fighting equipment to hand to deal with any problems. Any Propane or Butane Gas cylinders will have British Standard regulators fitted and will be kept away from the naked flame and away from the public.
Slight increased Fire loading if power is being used.	Members of the Public, Employees, Shop staff, Contractors.	1	3	All equipment will be PAT tested by the organiser prior to being set up. All equipment will be run of a protected RCCD supply.
Possibility of Slip, Trip, or Fall Hazards if the promoter/organiser is selling or giving away foodstuffs or handing out leaflets etc.	Members of the Public, Employees, Shop staff, Contractors.	1	3	If numbers dictate, additional cleaners will be brought in to keep the area clean. Organisers will also have a housekeeping regime in place. All cables will be kept out of the way or covered if required.

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Possible risk from obstructions when displays are in place.	Members of the Public, Employees, Shop staff, Contractors.	1	1	Displays will be erected outside trading hours, once erect, they will be inspected by a competent person to ensure they are safe. Where possible, rope barriers will be used to further minimise the risk.
Risk of violence to displays involving the exchange of money or collecting for charity organisations	Collectors.	1	2	Specific risk assessments will be requested for any activity that involves collecting money. The collectors will be assigned to collect in well light, and very public areas, the Shopping Centre has a CCTV scheme in place and employs a team of Security Officers. Any high-risk activities will not be permitted.

Signed By:	On behalf of	on
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