

CAERDYDD
CARDIFF

CARDIFF CITY CENTRE PROMOTIONS
2021

WELCOME TO CARDIFF

In partnership with Cardiff Council, our city dressing portfolio offers you an affordable opportunity to build your brand or raise awareness of your business, event or promotional activity to the visitors, commuters and residents of Cardiff, the Capital City of Wales.

CARDIFF HAS
BEEN THE CAPITAL
OF WALES SINCE
1955



**22 MILLION
PEOPLE**

VISIT
CARDIFF
EACH YEAR
SPENDING



 POPULATION OF THE
CARDIFF CAPITAL REGION IS

POPULATION
OF CARDIFF IS
362,800

 **40 MILLION**
ANNUAL FOOTFALL

OVER **600**
RETAIL OUTLETS



 **£ 1.2 BILLION**
DAY-TIME ECONOMY

Host City for Events

- London 2012 Olympics
- Rugby World Cup
- Volvo Ocean Race
- Heineken Cup
- Six Nations Rugby
- Autumn Internationals
- Speedway GP
- International Cricket
- RHS Flower Show
- Concerts
- Graduations
- Spring, Summer and Winter markets

Key Venues

- Principality Stadium
- Cardiff Castle
- Cardiff City Stadium
- Wales Millennium Centre
- Motorpoint Arena
- Sophia Gardens Cricket Grounds
- St David's Hall
- New Theatre
- Cardiff Central Market
- St David's Shopping Centre
- Victorian and Edwardian Shopping Arcades

Key Stores

- Apple
- Disney
- Dune
- Fat Face
- Flannels
- Hamleys
- H&M
- HMV
- Hollister
- House of Fraser
- Hugo Boss
- Jack Wills
- John Lewis
- M&S
- New Look
- Next
- Primark
- Reiss
- River Island
- Superdry
- Urban Outfitters
- Vivien Westwood
- Victoria's Secret
- Zara

Cardiff City Dressing
Campaigns are delivered in
partnership with Bay Media.



CONTENTS

2	Welcome to Cardiff
4	Leafleting & Sampling
5	Queen Street & Churchill Way
6	Working Street
7	St John Street
8	St Mary Street
9	The Hayes
10	FAQ's



LEAFLETING & SAMPLING

Cardiff City Centre

Guidelines

- Food samples must be bite size only. Drinks no larger than 150ml.
- You are only permitted to leaflet/ sample in the areas/streets assigned to you by City Centre Management, this can be found on your permit.
- You are allowed up to a maximum of 6 people on each day.
- Please provide a copy of your permit to every member of staff- you may be asked to present a copy to Cardiff Council staff or South Wales Police on the day/s of your activity.
- You are permitted to walk along pedestrianised areas offering your flyers/ samples to passers by.
- You are not allowed under any circumstances to stop people or obstruct their path. You are permitted to offer a flyer/sample and indicate to a passer by what it contains, if people are not interested- you must leave them alone.
- You must manage your litter- if your flyers/ samples are found to be discarded or disposed of on our streets, you could be fined by the Cardiff Council Cleansing team.
- Under no circumstances are you permitted to set up an activity site or stationary leafleting/sampling location- you will need a different permit for this activity.
- Shouting and loud music are strictly prohibited.
- If you are found to be breaking any of the above rules, Cardiff City Centre Management, Cardiff Council and/or South Wales Police reserve the right to stop your activity and remove you. City Centre Management and Cardiff Council staff patrol the streets on a daily basis, we will also be monitoring you on CCTV.

Contacts

City Centre Management Tel: 029 20873826

South Wales Police Tel: 02920 222 111



1. QUEEN STREET & CHURCHILL WAY

Queen's Street & Churchill Way are the busiest streets in Cardiff. Queen's Street sees 28million people annually. Churchill Way joins directly on to Queen's Street, the latter is home to several giants of the retail world, Next, M&S, Top Shop, River Island, Boots and HMV amongst others. Advanced booking is highly recommending for Queen Street sites.

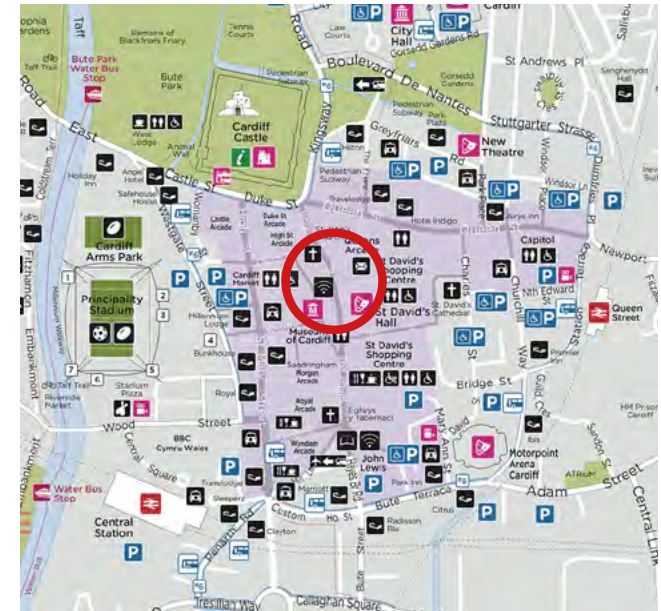


Site	Dimension	Price Mon	Price Tues	Price Wed	Price Thur	Price Fri	Price Sat	Price Sun	Price Mon-Thu	Price Fri- Sun
QS1- Opposite Barclays Bank	5m x 4m	£850	£850	£850	£850	£1,000	£1,250	£850	£3,000	£3,000
QS2- Opposite M&S	7m x 5.5m	£1,000	£1,000	£1,000	£1,000	£1,250	£1,500	£1,000	£3,500	£3,500
QS3- Opposite Clarks	5m x 4m	£850	£850	£850	£850	£1,000	£1,250	£850	£3,000	£3,000
QS4 – Opposite Newlook	5m x 4m	£850	£850	£850	£850	£1,000	£1,250	£850	£3,000	£3,000
QS5 – Opposite McDonalds	5m x 4m	£850	£850	£850	£850	£1,000	£1,250	£850	£3,000	£3,000
CW1 – Churchill Way	13m x 9m	£1,000	£1,000	£1,000	£1,000	£1,250	£1,500	£1,000	£3,500	£3,500

FOOTFALL Monday: 75,000 Tuesday: 72,000 Wednesday: 65,000 Thursday: 77,000 Friday: 100,000 Saturday: 125,000 Sunday: 75,000

2. WORKING STREET

Working Street connects two of the busiest areas of Cardiff City Centre, Queen's Street and the St David's Shopping Centre. The street itself is also home to its very own shopping facility, as well as one of Cardiff's most popular venues, St David's Hall. Working Street houses two of Cardiff's largest activity sites, W1 (15m x 7m) and W3 (12m x 3m). These giant spaces provide the perfect location for buses, trailers and promotion vans.



Site	Dimension	Price Mon	Price Tues	Price Wed	Price Thur	Price Fri	Price Sat	Price Sun	Price Mon-Thu	Price Fri- Sun
W1 – Opposite Queens Arc Steps	15m x 7m	£1,000	£1,000	£1,000	£1,000	£1,250	£1,500	£1,000	£3,500	£3,500
W2	5m x 3m	£850	£850	£850	£850	£1,000	£1,000	£850	£3,000	£3,000
W3 – outside park	12m x 3m	£1,000	£1,000	£1,000	£1,000	£1,250	£1,500	£1,000	£3,500	£3,500

FOOTFALL **Monday:** 65,000 **Tuesday:** 50,000 **Wednesday:** 45,000 **Thursday:** 60,000 **Friday:** 75,000 **Saturday:** 95,000 **Sunday:** 65,000

3. ST JOHN STREET

St John Street is perfectly situated in the heart of Cardiff City Centre. A link-way to all the major retail and tourism attractions, this street will ensure both maximum exposure and a wide mix of potential customers. This street is awash with a mix of retail traffic flow- Cardiff Central Market, Queens Street, High Street, Queens Arcade and the St David’s Shopping Centre are all within 200 meters.



Site	Dimension	Price Mon	Price Tues	Price Wed	Price Thur	Price Fri	Price Sat	Price Sun	Price Mon-Thu	Price Fri- Sun
T1 – Opposite Halifax	6m x 2m	£850	£850	£850	£850	£1,000	£1,000	£850	£3,000	£3,000
T2- Opposite Market	6m x 2m	£850	£850	£850	£850	£1,000	£1,000	£850	£3,000	£3,000

FOOTFALL **Monday:** 65,000 **Tuesday:** 50,000 **Wednesday:** 45,000 **Thursday:** 60,000 **Friday:** 75,000 **Saturday:** 95,000 **Sunday:** 65,000

4. ST MARY STREET

Steeped in history and situated in the heart of Cardiff City Centre, St Mary Street is the main route into the Principality Stadium, Cardiff Castle and the famous Victorian Arcades. On event day this area of Cardiff comes alive and benefits from an approximate footfall of *140,000 people (*this figure relates to Wales 6 Nations home rugby games played in the daytime).

Activity sites in this area are perfect for large promotion vehicles.



Site	Dimension	Price Mon	Price Tues	Price Wed	Price Thur	Price Fri	Price Sat	Price Sun	Price Mon-Thu	Price Fri- Sun
SMS1	15m x 4m	£500	£500	£500	£750	£750	£1,000	£500	£2,000	£2,000

FOOTFALL Monday: 25,000 Tuesday: 20,000 Wednesday: 20,000 Thursday: 30,000 Friday: 45,000 Saturday: 55,000 / +100,000 (Event Day) Sunday: 20,000

5. THE HAYES

The Hayes is perfectly situated in the heart of Cardiff City Centre. A link-way to all the major retail and tourism attractions, this street will ensure both maximum exposure and a wide mix of potential customers. This street is awash with a mix of retail traffic flow from John Lewis, St David's Shopping Centre and the Victorian Arcades.



Site	Dimension	Price Mon	Price Tues	Price Wed	Price Thur	Price Fri	Price Sat	Price Sun	Price Mon-Thu	Price Fri- Sun
W2	5m x 3m	£850	£850	£850	£850	£1,000	£1,000	£850	£3,000	£3,000

FOOTFALL Monday: 65,000 Tuesday: 50,000 Wednesday: 45,000 Thursday: 60,000 Friday: 75,000 Saturday: 95,000 Sunday: 65,000

6. FAQ'S

At what times can I have vehicle access to the site?

You can set up your site between midnight and 10am, all vehicles must be removed from the site before 10am. All vehicles must drive to and from the site (5mph speed limit) with hazard lights on at all times.

Is electricity available on site?

Electricity is only available on our Churchill Way site.

Is there access to water on site?

Water access is not available on any site.

Can I arrange for a member of Cardiff Council to meet me on site?

A member of Cardiff Council can meet you on site- please contact us for more information.

Can a pre site visit be arranged?

A pre site visit can be arranged with City Centre Management- this is highly recommended for larger activity/promotion sites.

Do I need to arrange insurance for the site?

You will need to supply public liability insurance and a risk assessment to City Centre Management at least fourteen days prior to the activity/promotion date.

Can I collect money on site?

Yes, you will need to contact the licensing team at Cardiff Council for a street collector license - Tel: 029 2087 1852

How do I make a payment?

An invoice will be sent to you by Cardiff Council. A purchase order will need to be sent to us at the time of booking. A cheque may also be sent to us, made payable to Cardiff Council and received at least fourteen days prior to the booking date.

What confirmation will I receive?

A confirmation email will be sent to you when payment or a purchase order number has been received.

Who do I call if I have any problems?

Cardiff Council City Management operating hours 8-4pm Tel: 029 2087 3826

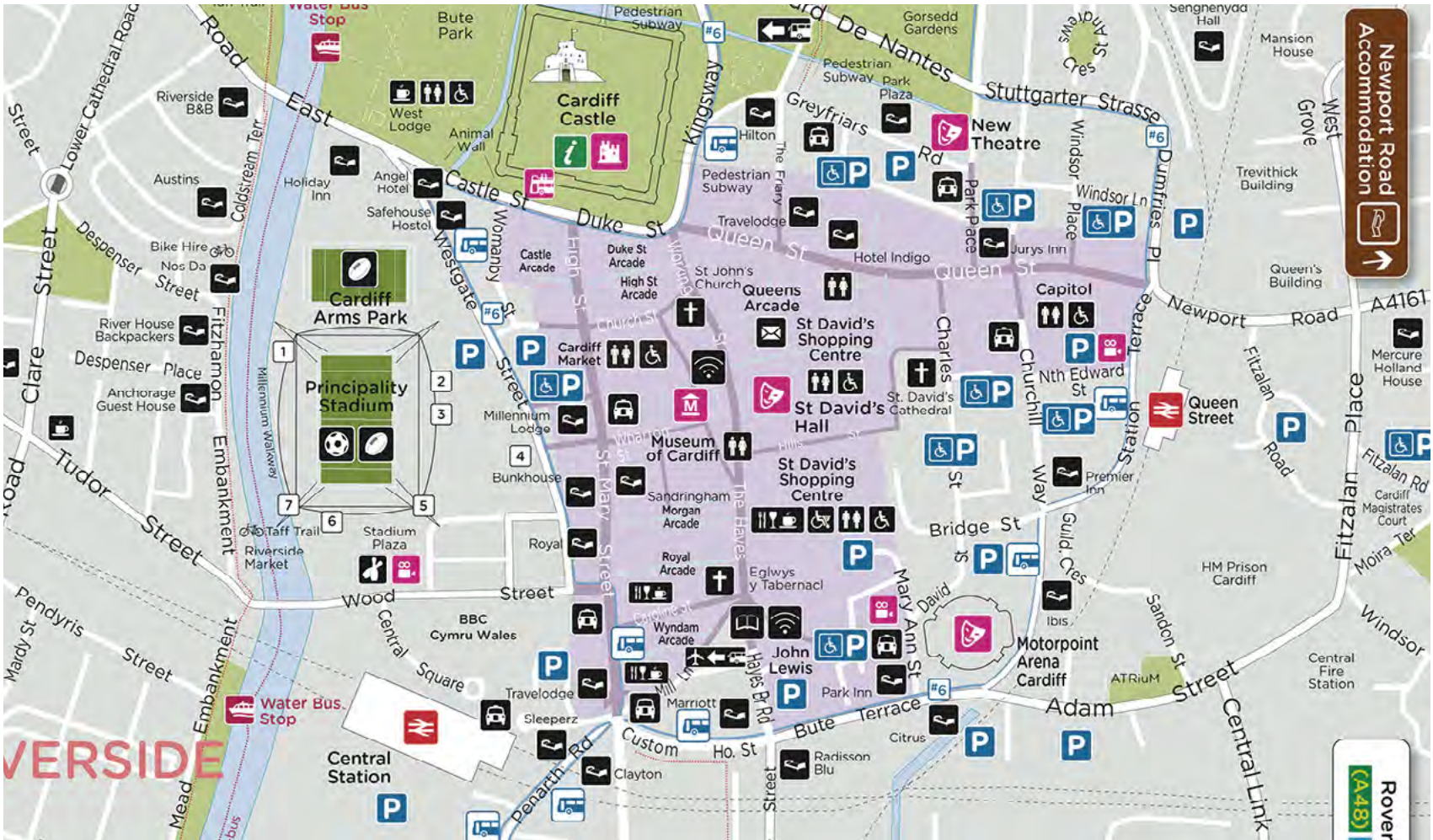
In urgent circumstances please call 07811 413774

CONTACT

Booking enquires

Cardiff City Centre Management
Citycentre@cardiff.gov.uk | 029 2087 2826

7. SITE MAP



Promotional Activity Booking Form

T: 029 2087 3825 E: citycentre@cardiff.gov.uk

*Please fill in this application and return to the City Centre Management Team

*Your event will be assessed on the basis of its suitability for Cardiff City Centre

*Your event can be rejected for any reason given by the City Centre Management Team or Associated Organisations

*This Application Form, along with any Supporting Documentation must be returned via e-mail to The City Centre Management team no later than 2 weeks before your event (unless otherwise agreed by the City Centre Management Team). Failure to cancel given the required notice will result in the full booking rate being charged.

*The return of the complete booking form acts as confirmation of the booking.

1.0 APPLICATION TYPE

**Please put an X in all the boxes that are associated with your event*

Promotion Space

Leafletting

Sampling

2.0 CONTACT DETAILS

**Please provide contact details for the event organiser/agency*

Contact Name:

Telephone:

Organisation:

Email:

Organisation Address:

3.0 INVOICE DETAILS

**Please only provide 'Invoice Address' if different to address provided in Section 1.0*

**Payment must be made 7days prior to your event (unless otherwise agreed by the City Centre Management Team)*

**If payment is not made, your event will be cancelled*

Invoice Address:

P/O Number:

4.0 ACTIVITY INFORMATION

**Please provide as much event detail as you can at this stage*

Date:

Location/Site Ref:

Event Footprint (L x W x H):

Brand/Organisation Name:

Event Description:

On Site Contact:

Arrival (Date & Time):

Event Live (Date & Time):

Event Close/Take-down (Date & Time):

5.0 WASTE

- *Please fill in this section if you are leafletting and/or sampling as part of your promotion
- *All waste must be taken away from site by yourselves unless provisions are made below
- *You will receive a fine if you leave waste behind

Waste Bin Collection:

Please indicate here if you require us to provide you with a waste bin – 1100ltr Mixed/Recycling Bins available

Waste Management:

Please indicate here how you propose to manage your waste/discarded leaflets

6.0 VEHICLE ACCESS

*Vehicle Access is permitted between the hours of 0000hrs and 1000hrs with all vehicles to be removed by 1030hrs – If you have any vehicles (including promotion vehicles) staying on site after 1030hrs or need access outside of the permitted hours (e.g. for a take-down) please fill in the sections below

*If vehicle details are unknown at this stage please leave this section blank and return the Application to the City Centre Management Team forwarding vehicle details on when available – either via a fully completed Application Form or via e-mail to the City Centre Management Team

Vehicle 1

Vehicle Registration:	Vehicle Make & Model:
Entry Time/On-Site Times:	

Vehicle 2

Vehicle Registration:	Vehicle Make & Model:
Entry Time/On-Site Times:	

Vehicle 3

Vehicle Registration:	Vehicle Make & Model:
Entry Time/On-Site Times:	

Vehicle 4

Vehicle Registration:	Vehicle Make & Model:
Entry Time/On-Site Times:	

7.0 HEALTH & SAFETY

*Health & Safety Documentation must be submitted either with this Application Form or no later than 2 Weeks before your event

*Please enter X in relevant box/s

	Attached with Application Form	To Follow
Terms & Conditions (Promo Space Only)		Separate form provided by Cardiff Council
Public Liability Insurance (All Activity)		Must be at least £5million cover
Risk Assessment (Promo Space Only)		Must be provided for all Promotion Space bookings
Method Statement (Promo Space Only)		Required only if stated by Cardiff Council
Food Safety Certificate (Promo Space &/or Sampling)		Must be provided for all events that have Food & Beverages being produced on site – Not required for items given out that have factory sealed packaging
Distributed Literature PDF		Please provide a PDF Copy of any literature/leaflets that will be distributed during your promotion
Leafletting/Sampling Guidelines		Please enter an X here to indicate you have read and understood our Leafletting & Sampling Guidelines



CAERDYDD
CARDIFF