

**STREET TRADING**

**APPLICATION**

**FOR A**

**PROMOTIONAL SPACE**

Promotional Space

Terms and Conditions

Promoters and event managers who wish to use the promotional spaces within the City Centre will need to comply with the following conditions:

**Activities**

City of Wolverhampton Council must approve all event activities and small-scale events **in advance.**

The following activities are **NOT**permitted; if in doubt please check with the Markets Service: street.trading@wolverhampton.gov.uk

* Financial and legal services, Cash for gold.
* Firms offering No Win/No Fee/Accident claims services.
* The distribution of any leaflets within the promotional space **unless** you have applied for a Distribution of Free Printed Material Consent. These are available for short term use (£50 for a daily consent and £100 for a 7-day consent from [Licensing Services](https://www.wolverhampton.gov.uk/licences/street-trading/handing-out-printed-material).
* The use of posters/flyposting to promote events/activities - this will lead to the cancellation of your booking without refund and prosecution by Wolverhampton City Council.
* Direct debit charity collectors.
* Promotions of tobacco, vaping, alcohol, gambling, sex establishments.
* Distribution of alcohol even if free.
* Use of any amplification devices.
* Religious, Political or Extremist.
* Sales and/or exchange/collection of monies or personal finance details.
* Sale of anything from the promotional space – contact licensing@wolverhampton.gov.uk
* The promoter is responsible for ensuring that **all** necessary licences for the promotion are obtained and approved by Licensing or Transportation (Network Coordination) Services prior to the event.
* **Promoter must not encroach outside of the permitted area.**

**Locations and Timings**

* All promotions and activities must take place in the promotional space specified; any obstruction outside of this area will be required to be removed. Maps and plans will be provided.
* Promotional activities will normally be allowed between the hours of 08:30 hours – 17:00 hours
* Additional vehicles will not be allowed to park on site.
* Promoters shall remove any vehicle or all or part of the promotion’s activity for an identified period

at the request of an authorised officer of the Council or a police officer.

* For Car Parking information visit [www.wolverhampton.gov.uk/parking](http://www.wolverhampton.gov.uk/parking) Please be mindful of height restrictions.
* For Bus Lane Enforcement information visit [www.wolverhampton.gov.uk/buslanes](http://www.wolverhampton.gov.uk/buslanes)
* There is controlled access for the pedestrianised areas of the City Centre. Promotional vehicles and associated vehicles will be permitted entry into the pedestrian zone between 06:00 hours – 08:30 hours (morning) and 17:00 hours – 22:00 hours (evening) only. More information is available from [www.wolverhampton.gov.uk/pedestrianzone](http://www.wolverhampton.gov.uk/pedestrianzone)
* For loading purposes only in the City Centre, a Loading Bay is located in Lichfield Street outside Barclays Bank on Queen Square.

**Application Procedure**

* The application must be submitted at least one full calendar month before the date of the event.
* There is no provision for booking on the day of the event and booking confirmation cannot be taken over the telephone.
* The application must be accompanied with evidence of Public Liability Insurance, minimum cover of £5 million.
* It must also be accompanied by a **Hygiene Certificate** if appropriate and a **Risk Assessment** (mandatory), plus any other documentation outlined in the Document Check List at the end of this Application Form.
* **Risk Assessments** should include:
* The consideration of any flammable substances (their storage etc)
* Control measures identified to reduce the risk of the vehicle being used as a measure of attack, and measures to mitigate against violent persons
* The consideration of handling cash and the time of trading
* Display stand/s, equipment or temporary structures

More information on the Risk Assessments can be found in the [City of Wolverhampton Council Street Trading Policy April 2023](https://www.wolverhampton.gov.uk/sites/default/files/2023-01/Street%20Trading%20Policy.pdf)

* After selecting the desired promotional space, the style and suitability of the promotion or activities need to be approved by City of Wolverhampton Council Markets Services.
* Markets Services will consider the size of the vehicle or stand as appropriate, number of persons involved, nature and length of the promotion/ activity, the impact of the activities on the surroundings, conflict of interests with surrounding retailers, and availability of space.
* City of Wolverhampton Council has the right to refuse or relocate promotions; the Council’s decision will be final.

**Vehicles/Trailers/Stands**

* You must operate within the designated promotional space as detailed in the maps provided. Vehicles and trailers with **only fully branded/corporate livery** are **only** permitted to be parked on Queen Square, City Centre.
* Details of the vehicle size and registration number are to be entered on the application form. Vehicles not registered will be liable for a Penalty Charge Notice.
* No vehicle can be parked on Dudley Street, City Centre other than for loading and unloading during permitted times (see Access Map for location and timings).
* If your vehicle or stand requires side stabilisers you need to provide metal plates or block timber to protect limestone paving on QS2, DS1 and DS2. The area around the stabilisers needs to be adequately protected to prevent injuries by being coned or barriered off.
* Generators are only permitted if they are of a“super silenced” type (fume-free) and all electrical equipment must be PAT Tested (if requested, a copy certificate must be presented prior to activity).

**Behaviour**

* Promotional staff will be expected to behave in a polite and respectful manner, never say or do anything that could pressurise or harass people, use manipulative techniques, confuse or mislead the public.
* Repeat bookings will not be given where we witness behaviour such as shouting, smoking on the stand and dropping litter.
* Any complaints received must be recorded and copied to City of Wolverhampton Council. Any complaints received by City of Wolverhampton Council will be passed onto the named person completing the application form.
* Litter must be removed during and after the event.
* A member of staff must always be visible during the time of promotion and not leave a stand or trailer unmanned.
* All members of staff must wear organisation ID cards at all times whilst onsite.
* City of Wolverhampton Council has the right to ask the promoter to leave site if any of the clauses within the Terms and Conditions or the Risk Assessment are not adhered to.

**Payment, Refunds and Cancellations**

* Payment for promotional spaces must be made after submission of your application in order to confirm your booking. Payment will be taken over the phone by credit / debit card by calling **01902 551155**. Non-payment will result in the cancellation of all agreed bookings.
* No refunds will be given if promoters fail to turn up due to inclement weather or for any other reason.
* City of Wolverhampton Council reserves the right to cancel bookings at any time due to planned or unplanned events, utility works etc. and offer an alternative date; where no date can be agreed a refund will be offered but no compensation will be payable for loss of any business.
* Promotional space must be booked in advance; if not booked, promoters will be charged the appropriate daily fee or will be required to clear the highway. If you fail to clear the space, officers from Wolverhampton City Council may assist in enforcement.
* **Please note:** there is **no day rate charge** for registered charities, although a discounted administration fee will be payable on submission of application.

Application for a

Promotional Space

**City of Wolverhampton Council,** Market Services

City Centre Market, Temple Street, Wolverhampton WV2 4AN

*Telephone Number:* **01902 551155** *Email:* ***street.trading@wolverhampton.gov.uk***

**Notes:**

* Please complete all sections fully
* Please email your completed application form, plus any associated document evidence to street.trading@wolverhampton.gov.uk

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| --- |
| Please provide details of the location of the promotional space you are applying for, within the boundaries of City of Wolverhampton:       |

**1 Applicant Details**

Booking Organisation:

Registered Charity: Yes [ ]  No [ ]  (if **Yes**) Registered Charity Number:

Name of Principal Contact:

Contact Address:

Post Code:

Organisation Telephone Number:

Principal Contact Mobile Number:

Principal Contact Email Address:

Website Address:

**2 Event Details**

Name of Company on Site:

Name of Responsible Person on Site:

Activity / Event Title:

Proposed Days and Dates of Event:

Proposed Activity Times: (see Access Information)

Full description of ALL activity to be carried out on site:

Your Intended Target Audience:

Expected Number Of People To Attend:

Public Liability Insurance for £5 million: Yes [ ]  No [ ]  (if **Yes** evidence is required)

You will need to provide a Risk Assessment (covering the unit and activities). Please confirm if one has been carried out:

Yes [ ]  No [ ]  (if **Yes** evidence is required)

**3 Vehicle, Trailer or Unit Details**

Will you require a vehicle parked on the space

during the event (other than to set up / break down)? No [ ]  Yes [ ]

Please complete this section if using a static vehicle, trailer or unit.

Please note: Vehicles are only allowed on site if fully branded / corporate livery.

Brief description (e.g. colour, design):

Make and Model:

Overall size (height x length x width):

Size of canopy projection (if applicable):

Counter height from floor (if applicable):

Registration/Distinguishing Number:

Vehicle MOT Expiry Date:

Does your vehicle have side stabilisers? Yes [ ]  No [ ]  - if **Yes**, see Terms and Conditions

Is a portable generator to be used? Yes [ ]  No [ ]

If **Yes** - The use of portable generators are subject to prior agreement and if permitted must be encased in an appropriate cover and secured to prevent movement of the unit.

**Access to our 4 Promotional Spaces**

There is controlled access for the pedestrianised areas of the City Centre. Promotional vehicles and associated vehicles will be permitted entry into the pedestrian zone between 06:00 hours – 08:30 hours (morning) and 17:00 hours – 22:00 hours (evening) ONLY.

More information is available from [www.wolverhampton.gov.uk/pedestrianzone](http://www.wolverhampton.gov.uk/pedestrianzone)

For loading purposes ONLY in the City Centre, a Loading Bay is located in Lichfield Street outside Barclays Bank on Queen Square.

For information:<http://www.wolverhampton.gov.uk/buslanes>

**5 Restrictions and Other Requirements**

Will you be distributing printed material? No [ ]  Yes [ ]  If **Yes**, see Terms and Conditions

Will you be handling food? No [ ]  Yes [ ]  If **Yes**, see Terms and Conditions and please provide a **Food Hygiene Certificate**.

If you are using a vehicle display stand/s, equipment or building any temporary structure that will remain on site please give details. You will also need to provide a **Risk Assessment** for this.

**Declaration**

**I acknowledge that I have checked the information given on this application form to the best of my knowledge and believe it is correct.**

**I shall accompany this application with all necessary documents and acknowledge that all documents must be submitted to** **street.trading@wolverhampton.gov.uk** **before my application can be processed (please refer to Documents Check List below).**

**I will notify you immediately if my unit / vehicle details change.**

**I acknowledge that the promoter is responsible for ensuring that all necessary licences for the promotion are obtained and approved City of Wolverhampton Council Licensing or Markets Services prior to the event.**

**I acknowledge that I have read and will adhere to the Terms and Conditions if my application is accepted.**

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| --- | --- |
|  Signature of Applicant:        | Date:   /  /     (DD/MM/YYYY) |

**THE INFORMATION GIVEN MAY BE HELD IN MANUAL OR COMPUTERISED FORM AND WILL BE SUBJECT TO THE PROVISIONS OF THE DATA PROTECTION ACT 1998.**

**This authority is under a duty to protect the public funds it administers, and to this end may use the information you have provided on this form for the prevention and detection of fraud. It may also share this information with other bodies responsible for auditing or administering public funds for these purposes.**

**For further information, see:**

[**http://www.wolverhampton.gov.uk/article/3057/Fraud-and-Corruption**](http://www.wolverhampton.gov.uk/article/3057/Fraud-and-Corruption)

**Document Check List**

Please ensure you provide the following documentation with your application.

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| --- | --- | --- |
| **Document Reference** | **Document** | **Included** |
|  | **Completed and signed application form** |[ ]
|  | **Risk Assessment**  |[ ]
|  | **3 X photographs of the trailer, unit, or vehicle** proposed for use from all sides (showing front, rear and side) |[ ]
|  | **The make and model of any generator to be used** (if applicable) |[ ]
|  | **Proof of food registration** (if a food business) |[ ]
|  | **Public liability insurance certificate** (minimum £5 million) where relevant will be required. |[ ]

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| --- |
| **For Office Use Only** |
| Date Payment Received:       |
| Amount:       |
| Method of Payment: Cash [ ]  Cheque [ ]  Cheque No       |
| Initials:       |
| Receipt No:       |
| Receipt Issued By:       |