

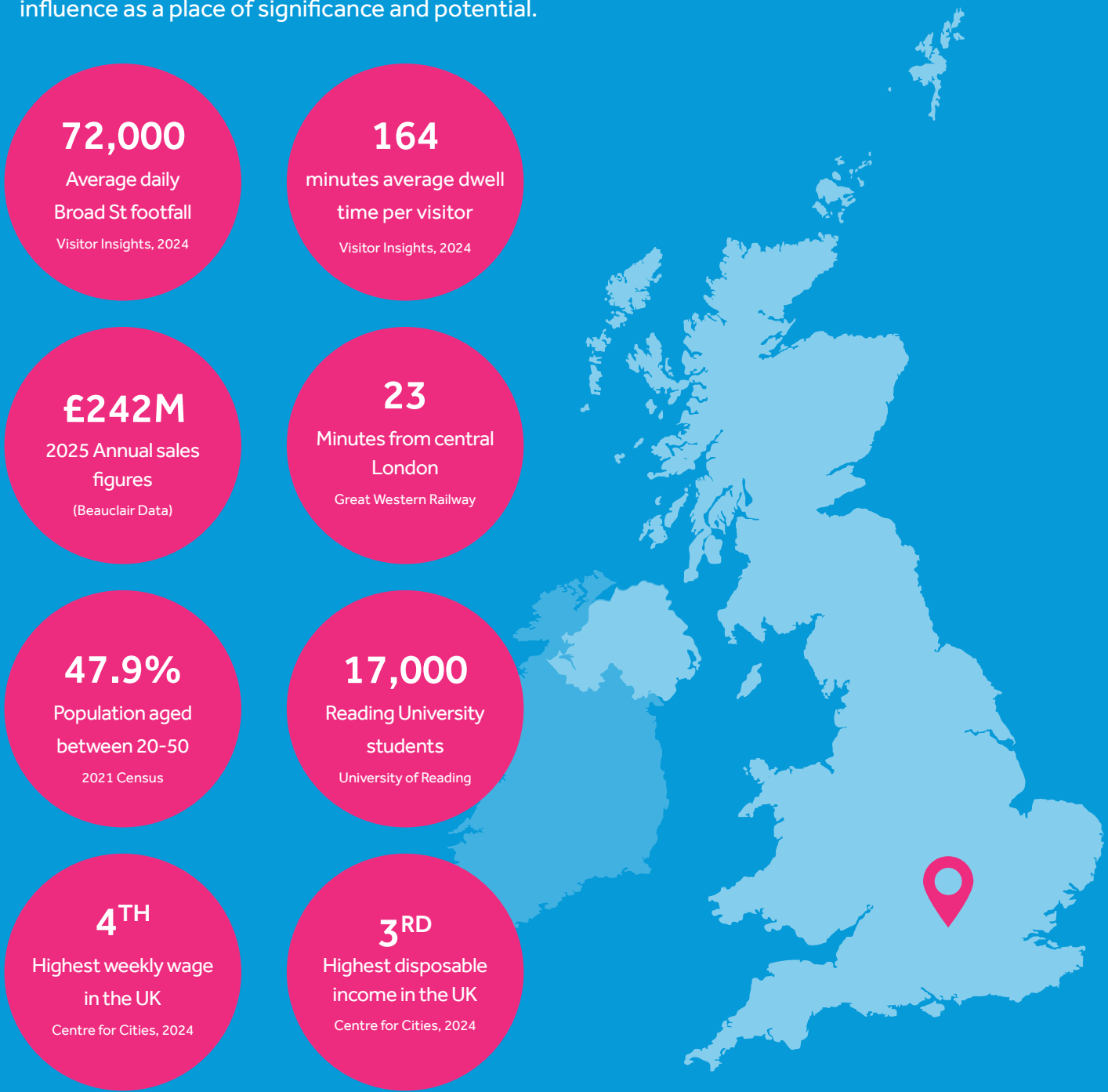
SHOWCASE YOUR BRAND IN READING

Your guide to planning the perfect promotional event



TOWN CENTRE FIGURES

Reading: capital of the Thames Valley, a global technology town with international businesses and an international community, set within stunning countryside and on the doorstep of one of the greatest capital cities on earth. A place of rich history and HQs, culture and connectivity, leadership and learning; Reading radiates regional influence as a place of significance and potential.



TOP LOCATION

Brilliantly located on key East, West, North and South transport routes, Reading has long been a vibrant and prosperous commercial centre, with the M4 and Heathrow Airport on the doorstep, the Elizabeth Line connecting directly to central London. Reading Station is one of the UK's busiest transport interchanges, welcoming over 16,000 passengers daily. In 2024, the town centre saw approximately 26 million visitors, with Broad Street – its main high street – attracting an average daily footfall of 72,000.

BOOMING ECONOMY

Reading's population has increased to 174,200 in recent years, with 47.9% residents aged between 20-50. It's also home to the globally ranked University of Reading, enrolling a total of 17,000 students from all over the world. One of the UK's most affluent areas (ranked on PROMIS), Reading's recent accolades include The Sunday Times' Top 10 places to Live, EY's fastest economic recovery ranking and 4th highest weekly wage in the UK (Centre for Cities).

LEADING RETAIL DESTINATION

Reading is also one of the UK's top retail destinations, boasting a brand-packed high street as well as three vibrant shopping centres including The Oracle, which attracts over 13 million visitors annually. Its main entrance leads onto Broad Street East. Broad Street Mall at the opposite end of the main shopping area has recently transformed into a retail and social hub, offering leisure activities, co-working space, a new independent cinema, and has an entrance onto Broad Street West. Harris Arcade is an Art Deco gem located between Town Hall Square and Reading Station, and is home to some of Reading's wonderful, independent retailers.

THE SPACE

With a variety of prime promotional spaces available in the heart of central Reading, you can be sure your brand will achieve maximum visibility in one of the UK's most diverse and vibrant places which draws in 26 million visitors annually. Our four main locations offer a total of 39 promotional spaces which can be tailored to suit your business' need, ranging from as little as 3x3m spaces for smaller events, to larger 9x3m areas for full-scale promotions.

1a 1b 1c BROAD STREET

The main shopping street in Reading, there are a total of 39 promotional spaces along Broad Street, which is divided into three areas: Broad Street East, Broad Street Central and Broad Street West.

2 MARKET PLACE

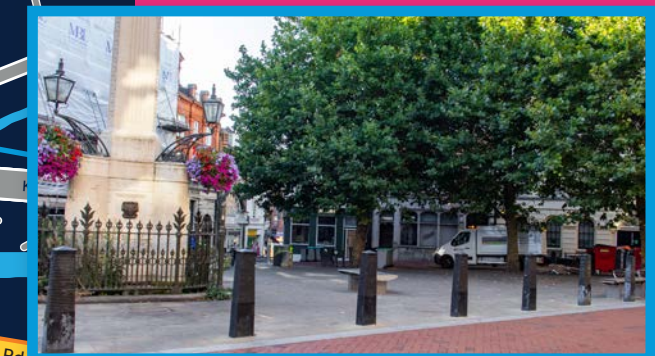
Market Place is located at the eastern end of Broad Street, nestled between some of Reading's thriving bars and restaurants. It is also the walkway through to Reading's historical Abbey Quarter and Victorian park, Forbury Gardens.

3 TOWN HALL SQUARE

Located outside Reading's renowned Town Hall, Town Hall Square backs on to Friar Street, home to many of Reading's vibrant nightlife and evening venues.

4 READING STATION

Reading Station forecourt places your brand directly in front of thousands of daily visitors and commuters, outside one of the UK's busiest railway stations.



THE IMPACT

Reading town centre has played host to some of the UK's leading brands, using its vibrant promotional spaces to connect with thousands of residents, workers, and visitors every week.

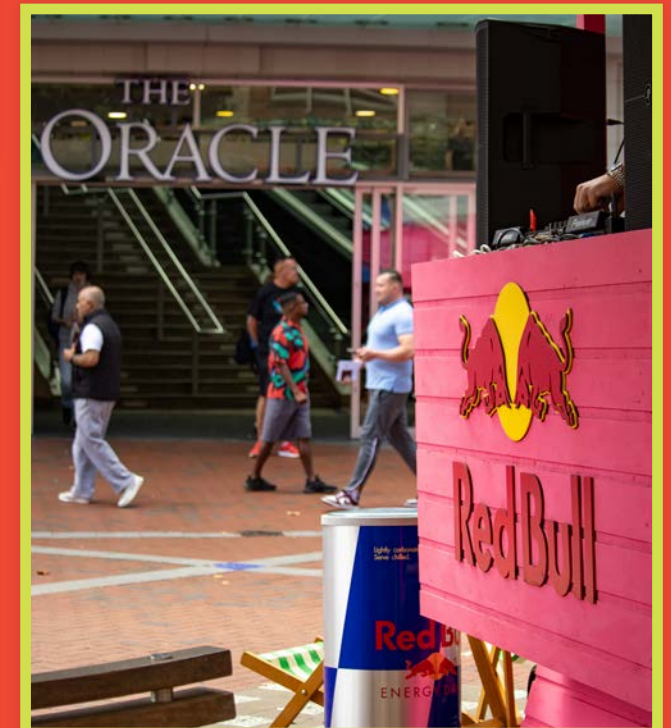
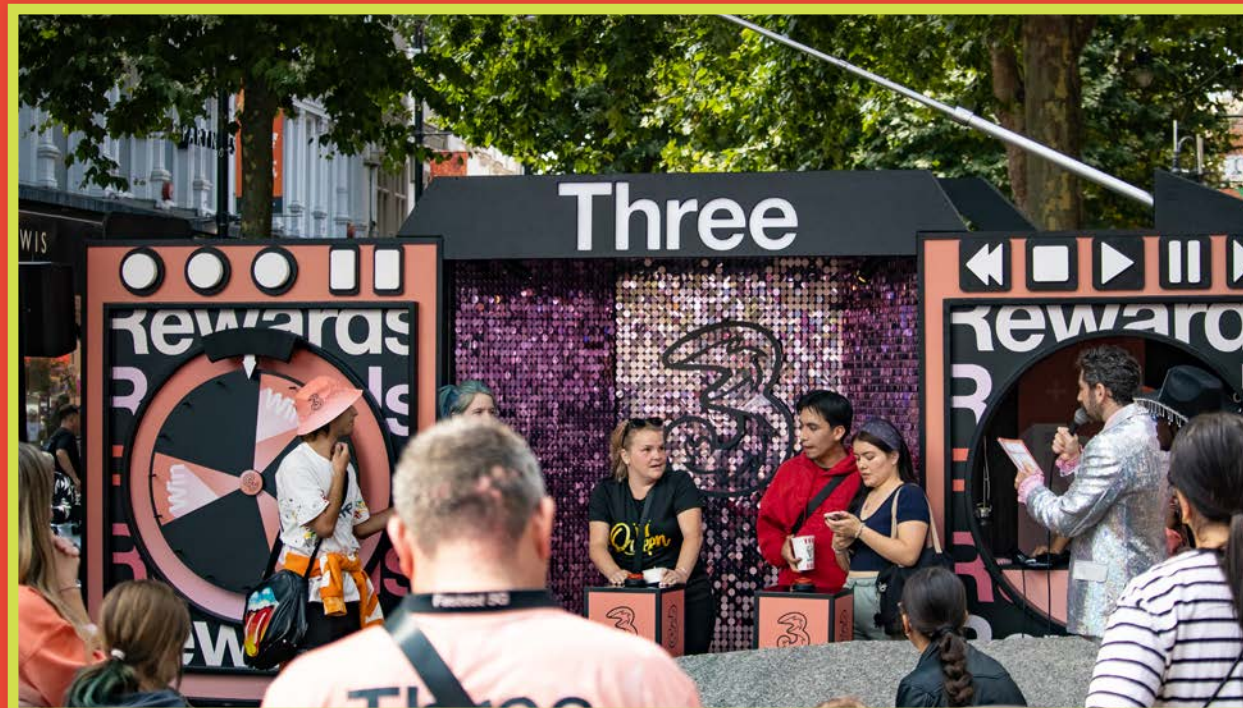
Whether it's a high-impact product launch, experiential marketing campaign, or pop-up event, Reading offers an ideal environment for brands looking to connect with target audiences and make a memorable impression in one of the South East's busiest retail and commercial hubs.



From interactive installations to eye-catching pop-ups, the town centre has welcomed a wide range of brand activations that turn heads and spark conversation. Here are a few examples of how brands have made use of the space to create engaging, high-footfall campaigns in the heart of Reading.

DON'T TAKE OUR WORD FOR IT

Reading's central location, strong footfall, and diverse demographics make it a natural choice for brand engagement. From tech and finance to food, retail, and entertainment, companies of all shapes and sizes have repeatedly chosen Reading as a key destination for their promotional activity.



THE RATE

We offer a wide variety of promotional event space and pricing, depending on your brand’s requirements. The rate card below details our pricing by event size and activity.

Brand Awareness/Sampling	Small Gazebo 3x3m	£550.00 per day plus VAT
Business Improvement District	Small Gazebo 3x3m	£300.00 per day plus VAT
National charities (DD sign up)	Small Gazebo 3x3m	£275.00 per day plus VAT
Local charities including churches (non-profit)	Small Gazebo 3x3m	£72.00 per day plus VAT

MEDIUM EVENTS

Brand awareness/sampling (Max. 5 people)	Small Gazebo 4x4m	£880.00 per day Plus VAT
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LARGE EVENTS

Brand awareness/sampling (Max. 5 people)	Gazebo, branded car, bus, minibus, van, or any other vehicle that occupies more than 4m of space	£1,300.00 per day plus VAT
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*NOT-FOR-PROFIT AND CHARITIES

The fees for not-for-profit organisations may be increased for larger scale activities where additional management time and/or facilities are required.

Registered charities that wish to carry out a street collection must obtain a permit from Reading Borough Council’s Licensing Department at: reading.gov.uk/business/licences/charity-collection-licence

Note all fees must be paid in full prior the event.



Ready to bring your brand to life in one of the South East’s most dynamic town centres? Whether you’re planning a one-day activation or a multi-day campaign, securing your space in Reading is simple.

HOW TO BOOK

Complete the online booking form = tell us more about your event or promotion – including dates, type of activity, and set-up requirements.

Submit required documents - you’ll need to upload or send the following:

A copy of your Public Liability Insurance

A Risk Assessment relevant to your activity

Please email these to: Kureen Mapp at Kureen.mapp@reading.gov.uk

We’ll Review and Confirm - once we’ve reviewed your submission, a member of the team will get in touch to confirm availability, discuss any further requirements, and finalise the booking.



Scan the QR code or visit: Visit-Reading.com/book-space

T&Cs

PUBLIC LIABILITY INSURANCE CERTIFICATES

A detailed risk assessment and evidence of current Public Liability Insurance cover (minimum £5 million) must be submitted with the booking agreement.

NOTICE PERIOD

Due to high demand, all bookings should be made well in advance. We may not be able to accommodate enquiries made at short notice.

USE OF VEHICLES

- Clients are strictly permitted to use vehicles for transporting event equipment on and off site only before 10am and after 6pm. No vehicle access will be allowed outside of these times.
- While we provide clear instructions for site access and exit, we are not responsible for any breaches of highway regulations committed by clients.
- All support vehicles must be parked off-site for the duration of the event. Parking arrangements are the responsibility of the client. Nearby parking is available at The Oracle Shopping Centre and Broad Street Mall.
- Vehicles which form part of the promotion or event must be fully branded, and must be declared as part of the activity at the time of booking.

USE OF GENERATORS

- Generators are permitted but must be declared at the time of booking. When using a generator, the event organiser must provide drip trays, spillage kits and fire extinguishers.
- All generators must be super-silenced and be powered by diesel. For public safety, generators must be securely cordoned off using high-visibility safety barriers that comply with local authority or site regulations.

USE OF LPG CYLINDERS

- LPG cylinders must not be placed within 1 metre of fire hazards, including:
- Operating equipment (e.g., generators, heaters, cookers) Flammable marquees, tents, or gazebos. Or other flammable or combustible materials.

STORAGE & HANDLING (LPG)

- Cylinders must be stored upright and secured to prevent tipping.
- Only trained and authorised personnel may connect or disconnect cylinders.
- All cylinders must be checked for leaks, damage, or defects

FOOD HYGIENE

- All stall operators must hold a current Food Hygiene Rating Certificate of 3 stars or above.

- Copies of certificates must be provided prior to trading.
- Each stall must be equipped with a basin with running water and soap.

FOOD ALLERGIES

- Stallholders must clearly display allergen information for all food and drink items sold.
- Written allergen information must be available on request.

USE OF AMPLIFICATION AND ELECTRICAL EQUIPMENT

- Electrical equipment is permitted in some instances and must be declared at the time of booking. All equipment must be PAT tested, and a full list of items must be included in the booking agreement.
- Please note that any use of amplification must not cause a disturbance to surrounding businesses or create a nuisance to the public. Sound levels must be kept within reasonable limits at all times.

1 DEFINITIONS

- 1.1 “Due Date” means the date when the Hirer has received the invoice from Events Executive.
- 1.2 “Location” means the site to be used within Reading town centre as specified on the Booking Agreement.
- 1.3 “Event” means the purpose for which the location has been booked.
- 1.4 “Hirer” means the representative of the organisation booking the “Event” who pays any fees due.
- 1.5 “Events Executive” means the Events Executive for the time being of REDA (Reading’s Economic & Destination Agency) or any employee appointed by REDA to carry out the duties which would otherwise have been carried out by the said Events Executive.

- 1.6 “Council” means Reading Borough Council of Civic Offices, Bridge St, Reading, Berkshire RG1 2LU
- 1.7 REDA means town centre management authority that acts on behalf of Reading Borough Council.

2 PAYMENT

- 2.1 Payment of all fees must be made in full on or before the due date stated on the invoice. If payment is not received by this date, REDA reserves the right to cancel the booking with immediate effect. Please note that once payment has been received, no refunds will be issued.
- 3 CANCELLATION
- 3.1 Cancellations must be made in writing at least 7 days prior to the event date. Upon cancellation, the Hirer shall remain liable for the full booking fee, as well as any additional expenses incurred by REDA. The Events Executive reserves the right to vary this provision at their discretion in appropriate cases.

- 3.2 Hirers who do not fulfil their commitment or fail to notify the Event Co-ordinator in writing of a cancellation shall forfeit any fee paid and remain liable to REDA for the full fee, together with any additional expenses incurred by REDA.
- 3.3 Any substitution, amendment to the nature of the booking, or change to the signed Event Guide must be notified in writing to the Event Co-ordinator, who reserves the right to cancel the booking or amend the fee as deemed appropriate. In the event of such cancellation, the Hirer shall remain liable as stated in clauses 3.2 and 3.3 above.
- 3.4 Substitution and amendments to the nature of the booking must be notified in writing to the Events Executive who reserves the right either to cancel the booking or amend the fee as s/he considers appropriate. In the event of such cancellation the Hirer shall be liable as stated in clauses 3.2 and 3.3. above.
- 3.5 REDA accepts no responsibility for the non-arrival by the Due Date of application forms, remittances or cancellations.
- 4 EMERGENCIES
- 4.1 REDA shall have the right to cancel any booking immediately in the event that the site is affected by an emergency of any kind. REDA will consider refunding part or all of any fees and charges paid and the amount shall be at the sole discretion of REDA.
- 5 USE OF THE LOCATION
- 5.1 The Hirer shall keep the site clean and tidy, and any litter generated by the Event shall be removed by the Hirer.
- 5.2 The Hirer must at all times take good care of the Location and will be responsible for any damage to the Location, or any part of it, and to any equipment or other property of the Council, whether or not forming part of the hire.
- 5.3 The Hirer’s property must be removed at the end of the hire period, or by a time and date agreed with the Events Co-ordinator. REDA accepts no responsibility for any property left at the Location after the hire period.
- 5.4 If the Hirer fails to perform any of its obligations set out in clauses 5.1 to 5.3 above, REDA reserves the right to carry out any such obligations and any costs incurred by REDA in the performance of such obligations shall be borne by the Hirer.
- 6 ASSIGNMENT
- 6.1 The booking shall be personal to the Hirer and the Hirer shall not be allowed to let another person or another organisation use the site whether for the purpose of the booking or any other purpose without the previous written consent of REDA.
- 7 BROADCASTING AND TELEVISION
- 7.1 The Hirer may not carry out, or permit to be carried out, any photography, filming, video recording, taping, television or radio broadcasts, or any other form of recording of the event during the hire period without the prior written consent of REDA. Any consent granted by REDA may be subject to such conditions, including payment, as REDA considers appropriate.

8 ADVERTISEMENTS

- 8.1 No advertising material may be issued, nor tickets sold until such time as a Booking Agreement has been made on payment of the fee.
- 8.2 Any contravention of the Town and Country Planning (Control of Advertisements) Regulations 1984 or any amendments or variation thereto may be deemed a reason for the cancellation of a Hiring or series of Hirings. If there shall be any contravention of these requirements, howsoever, wheresoever and by whomsoever caused, permitted or made then the Hirer shall reimburse or refund to REDA the cost of removing any such unauthorised or illicit advertisements or advertising material.

9 PERMITS AND LICENCES

- 9.1 The Hirer shall ensure and, where requested, produce to REDA on demand, a copy of the Booking Agreement or any other permit or other consent which may be required, whether from REDA or otherwise, before the Event may take place. If any such Agreement or permit has not been obtained, REDA reserves the right to cancel the booking.

10 SELLING

- 10.1 Nothing may be sold from the location.

11 NUISANCE

- 11.1 The Hirer shall ensure, so far as is reasonably practical, that no undue noise, nuisance or obstruction is caused to passers-by or adjoining premises either before, during or after the Event. All reasonable requests by REDA to reduce noise levels or to take steps to reduce nuisance and obstruction shall be complied with immediately. Furthermore, the hirer shall take all necessary steps to ensure that access to or egress from adjoining premises is in no way obstructed whether by equipment, including vehicles, or people attending the Event, whether as participators or members of the public.

12 EQUIPMENT

- 12.1 The Hirer shall ensure that any equipment is clearly marked and used in a manner which will not cause danger or annoyance to members of the public and other users of the site.

13 INDEMNITY AND INSURANCE

- 13.1 The Hirer agrees to indemnify REDA against all claims, actions, demands, proceedings, cost or wards in respect of any loss, damage, injury or death to persons or property engaged by or assisting the Hirer and the Hirer shall take out Public Liability Insurance Cover (£5 million) against such risks and produce evidence of such insurance prior to the Due Date. Failure to provide proof of insurance cover prior to the Due Date will lead to cancellation of the Event.

Visit-[Reading.com/book-space](https://www.visit-reading.com/book-space)



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Reading's Economy & Destination Agency

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Business Improvement District



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