

# SHOWCASE YOUR BRAND IN READING

## Reading Event Space Guide



READING

# THE PLACE

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.

**84,000**

Average daily town  
centre footfall  
2022, Visitor Insights

**144**

minutes average dwell  
time per visitor  
2022, Visitor Insights

**13.1M**

Visitors to The Oracle  
Shopping Centre  
2022, The Oracle

**22**

Minutes from central  
London  
Great Western Railway

**47.9%**

Population aged  
between 20-50  
2021 Census

**23,000**

Reading University  
students  
University of Reading

**4<sup>TH</sup>**

Highest weekly wage  
in the UK  
2021 Centre for Cities

**5<sup>TH</sup>**

Small city of  
the future  
2020/21 FDI Rankings



## 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 - and home to one of the busiest railway stations in the UK, with an exit and entry footfall of 16,000 per day. In 2022, Reading town centre attracted over 30.7 million visitors, with an average daily footfall of 84,000.

## BOOMING ECONOMY

Reading's population has increased to 174,200 in recent years, with 47.9% residents aged between 20-50. It is also home to the globally ranked University of Reading, enrolling a total of 23,000 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 PwC's Good Growth Index, ranking Reading in the top 5 UK cities for economic growth.

## 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 over 30 million visitors annually. Our four main locations offer a total of over 40 promotional spaces which can be tailored to suit your business' need, ranging from as little as 3x3m spaces for smaller events, to larger 22x6m areas for full-scale promotions.

## 1a 1b 1c BROAD STREET

The main shopping street in Reading, there are a total of 40 promotional spaces along Broad Street, which is divided into three areas: Broad Street East, Broad Street Central and Broad Street West.

## 2 MARKET PLACE

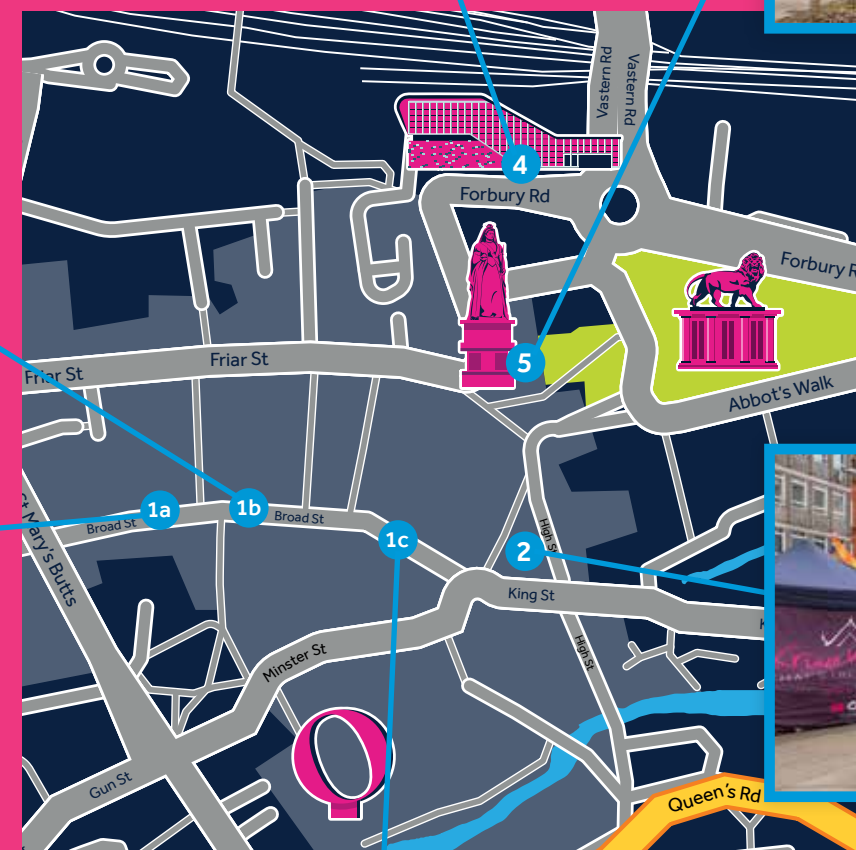
Market Place is located at the eastern end of Broad Street, nestled between some of Reading's thriving bars and restaurants. It is also the walkway through to Reading's historical Abbey Quarter and Victorian park, Forbury Gardens.

## 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 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.

## SMALL EVENTS

Brand Awareness/Sampling	Small Gazebo 3x3m	£500 per day plus VAT
Business Improvement District	Small Gazebo 3x3m	£250.00 per day plus VAT
Charities corporate (DD sign up)	Small Gazebo 3x3m	£250.00 per day plus VAT
Local charities including churches (non-profit)	Small Gazebo 3x3m	£60 per day plus VAT

## MEDIUM EVENTS

Brand awareness/sampling (Max. 5 people)	Medium Gazebo 4x4m	£800 per day Plus VAT
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## LARGE EVENTS

Brand awareness/sampling (Max. 5 people)	Gazebo, branded car minibus, van or any other vehicle that takes over 4m space	£1.200 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](http://reading.gov.uk/business/licences/charity-collection-licence)

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



# BOOKING AGREEMENT FORM

Please complete the attached form and email back to REDA@reading.gov.uk

Contact name:

Email:

Organisation name & address:

Charity number: (if applicable)

Work tel:

Mobile:

Name & mobile telephone number of the person responsible on the day:

Please select your preferred location:

- ☐ Broad Street West Superdrug
- ☐ Broad Street East Sainsburys
- ☐ Market Place
- ☐ Broad Street Central M&S
- ☐ Reading Station
- ☐ Town Hall Square

Date(s) of event:

Times of event

to

Event description:

(please provide a full description including: purpose, features, set-up & dimensions of structure/display)

Vehicles & registration numbers:

(for onsite vehicles only)

## BOOKING AGREEMENT

I, the undersigned, have read the attached conditions and agree to be bound by them, to pay all fees and charges, and to adhere to this Booking Agreement, which, once countersigned by Reading’s Economy & Destination Agency (REDA), is my authority to proceed.

Signed (Hirer)

Date: Signed (Authorising) Date



# 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 demand all bookings must be made as early as possible. Enquiries at short notice may not be possible.

## USE OF VEHICLES

- Clients are permitted to use vehicles to transport event equipment on and off site. This must be done before 10am and after 6pm.
- While we give clear access and egress instructions, we will not be responsible for any breaches of highway regulations made by clients.
- All support vehicles must be parked off-site for the duration of the event. Parking arrangements are the responsibility of the client.
- 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 in some instances and 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.

## USE OF AMPLIFICATION AND ELECTRICAL EQUIPMENT

Permitted in some instances and must be declared at the time of booking. All electrical equipment should be PAT tested and all items listed in the booking agreement.

## 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 prior to the event at the Due Date. If the payment is not received after the Hirer received the invoice, REDA shall have the right to cancel the booking immediately.

## 3 CANCELLATION

- 3.1 Cancellation of bookings must be in writing and the effective date will be the receipt of such information by the Events Executive at REDA.
- 3.2 On cancellation of the booking the Hirer shall be liable to pay the whole of the fee together with any additional expenses incurred by REDA to the discretionary power of the Events Executive to vary this provision in appropriate cases.
- 3.3 Hirers who do not take up their commitment for any reason or fail to notify the Events Executive in writing of cancellation shall forfeit any fee paid and shall be liable to REDA for the whole of the fee together with any additional expenses incurred by REDA.

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 or any equipment or other property of the Council whether forming part of the hire or not.

5.3 The property of the Hirer and the Hirer’s agents must be removed at the end of the period of hire or by a time and date to be agreed with the Marketing & 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 recording of any kind of the Event during the period of hire without the prior written consent of REDA. Any consent given by REDA may be subject to such condition, including as to 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](http://Visit-Reading.com/book-space)