

Blaenau Gwent County Borough Council

Town Centre Commercial Bookings Policy

Regeneration Service

Blaenau Gwent County Borough Council
Municipal Offices
Civic Centre
Ebbw Vale
NP23 6XB



TOWN CENTRE COMMERCIAL BOOKINGS POLICY

1. Purpose

- 1.1 The purpose of this policy document is to set a transparent framework for the charging protocol and redistribution of income, relating to commercial bookings within the town centres.

2. Introduction

- 2.1 Within the Corporate Improvement Plan (CIP) and Single Integrated Plan (SIP) there is a commitment to support the vitality and vibrancy of town centres, which is also supported by the Blaenau Gwent Local Development Plan (LDP). The Council is committed to ensuring that opportunities to regenerate its town centres through various initiatives are maximised, subject to available internal and external resources.
- 2.2 Promotional stands advertising the services of external companies frequently occupy space within Blaenau Gwent town centres. To date, an informal bookings process has operated in the absence of a formal policy.
- 2.3 This policy provides the framework for dealing with town centre commercial promotional bookings and the associated opportunity to generate income. In addition, the policy provides the mechanism for any income generated through this process, to be re-invested back into town centre initiatives.
- 2.4 The policy introduces a formal charging tariff for the five Blaenau Gwent town centres (Abertillery, Blaina, Brynmawr, Ebbw Vale and Tredegar) and a process for the redistribution of income received

3. Policy Objectives:

- 3.1 The town centre commercial booking policy enables the Council to;
- Manage the number of promotion stands on the public highway
 - Prevent public nuisance, as a result of multiple promotion stands
 - Control the type of promotion stands occupying the town centres
 - Generate an income from town centre commercial bookings
- 3.2 The policy extends to cover the councils ability to re-distribute the income generated to:
- Directly support town centre activities
 - Award funding to eligible external partners which lead activities that contribute to Improving the vitality and vibrancy of our town centres

4. Principles of the policy

4.1 Commercial bookings

4.1.1 Town centre commercial bookings are defined within this policy as:

“a company or organisation wishing to advertise or promote their service/product offering via a “pitch” on the public highway within a town centre”.

Examples include, but are not limited to: energy organisations, telecoms and internet providers and registered charities.

4.1.2 Certain exemptions relating to the type of promotions permitted within the town centre apply, in order to protect the interest of Blaenau Gwent residents and visitors e.g. pay day loan lenders, political groups and religious groups.

4.1.3 The policy does not extend to include street trading as this is defined as selling or exposing or offering for sale, any article (including any living thing) in a street and is covered by a separate policy and.” (Street Trading Policy).

4.1.4 All bookings will be subject to an application process which will require the applicant organisation to evidence their public liability insurance, risk assessment documentation and to sign an agreement of associated terms and conditions.

4.1.5 The charging tariff is shown in the table below and is subject to an annual review. Private companies are liable for the full charge; however, a discretionary rate will be applied in the case of not for profit organisations and charities. No fee will be applied to information or public services promotions e.g. cancer screening.

4.1.6 The policy will apply 7 days per week, including market days.

Town	Daily rate (£)	Location
Abertillery	40	Church Street
Blaina	40	High Street
Brynmawr	40	Market Square
Ebbw Vale	50	Bethcar Street
Tredegar	40	Commercial Street

*Exact locations are identified on plans and form part of the terms and conditions

4.1.6 The commercial bookings will be managed by the Regeneration Service and a Support Officer will be responsible for the administration

of all aspects of the process, to include enquiries, bookings, confirmation and invoicing.

4.2 Re-distribution of income

4.2.1 Income generated through commercial promotions will be made available to support external partners in delivering services/activities within any of the five town centres.

4.2.2 The amount of funding available to support activity will equate to the income generated via commercial bookings from the specific town centre.

4.2.3 Funding will be awarded retrospective to securing income from the approved commercial bookings and will be determined on a quarterly basis; any unspent funds will be carried forward to the next quarter.

4.2.4 Where surplus funds exist at the end of the financial year permission to carry forward to the next year will be sought.

4.2.5 Any group or organisation delivering town centre services or activities are eligible to bid for funding, from the funds available, subject to meeting key criteria:

- The group/organisation is formally constituted
- The group/organisation has a bank account
- The group/organisation is “not for profit” with charitable/community aims

4.2.5 The group/organisation must clearly demonstrate the benefits of the identified activities/services improving town vitality and vibrancy of our town centres and any wider community benefits:

- Increasing town centre footfall
- Reducing the number of vacant units
- Increasing the number of new business start-ups/town centre businesses
- Improving town centre offering

4.2.6 Projects delivered through or supported by local town centre business forum/chamber of commerce will be given priority, reflecting the business forums core aims and objectives.

4.2.7 Distribution of the income to groups or organisations will be subject to an application process. Applications will be assessed, through an agreed process, by a Business Development Officer based within the

Economic Development Unit and approved by a senior officer (Team Leader, Team Manager or Service Manager).

Policy review date: March 2016