



Commercialisation Pack 2022



Contents

	Page No
General Information	3
Coopers Square Site Locations and Rates	4
Application Form	5
Schedule of Bookings	6
Commercialisation Location Site Plan	7
Coopers Square Area Plans	8-9
On Site Commercialisation Regulations	10-11
Fire Risk Assessment Form	14
Risk Assessment Form	15
Fire Evacuation Plan	16
Acceptance Declaration	17

General Information

Coopers Square

Coopers Square Shopping Centre is the dominant scheme in Burton upon Trent, Staffordshire and the retail focal point of the town centre. The scheme hosts more than 9.5million shoppers each year and provides 37,750 Sq M of covered retail space all on one level and has 1,050 parking spaces.

The scheme consists of over 70 retailers and is anchored by Marks & Spencer, Primark and Boots. Other retailers include NEXT, River Island, New Look, H&M..

Demographics

The geographical location of the centre attracts regular custom from Lichfield, Tamworth, Mickleover, Willington, Swadlincote, Uttoxeter and Derby as well as Burton.

Coopers Square's customer profile shows a strong bias to family orientated ACORN groups with high levels of frequent shoppers averaging at 60 visits per year.

Survey results show that there is a high concentration of high spending shoppers who are between the age of 25 and 44 and the 45+ age group.

Coopers Square has a total catchment population of 1,225,921 with a shopper population of 134,910.

Coopers Square shoppers' total catchment by ACORN's category profile shows that 18% is from secure families, 12% is from flourishing families and 11% is from wealthy executives. These three dominant "department store" shopper groups account for a combined 41% of the catchment population. This compares to a 29% national average.

Coopers Square population shows that the core population is 96,100, secondary population is 28,000 and the tertiary population is 13,600.

Commercialisation Site Locations and Rates

Sizes for Main Square P1,2,3 and 4			
Site	Size	Power	Note
P1 or P4	4.2m x 4.5m	Yes 13 amp	Please note: There is a pillar in the middle of the spaces.
P2 or P3	4.2m x 4.5m	Yes 13 amp	
Rates for Main Square exc. VAT			
	1st January 2022 – 7 th November 2022	8 th November 2022 – 31 st December 2022	
Per week	£650.00	£850.00	
Individual Day Rate	Sun-Wed £120, Thurs-Sat £200	Sun-Wed £156, Thurs-Sat £260	
Sizes for P5,P6,P7,P8,P9,P10 and P11			
Site	Size	Power	Note
P5 and P6	2.5m x 5m	No	
P8	2.5m x 5m	No	
P7, P9, P10 and P11	2.5m x 5m	No	

Rates for P5,P6,P7,P8,P9,P10 and P11 exc. VAT			
	1st January 2022 – 7 th November 2022	8 th November 2022 – 31 st December 2022	
Weekly P5, P6, P7, P9, P10 and P11	£460.00	£510.00	
Individual Day Rate	Sun-Wed £100, Thurs-Sat £184	Sun-Wed £120, Thurs-Sat £204	
Weekly P8	£550.00	£650	
Individual Day Rate	Sun-Wed £110, Thurs-Sat £190	Sun-Wed £130, Thurs-Sat £230	
Info for Mall Entrances			
Site	Size	Power	Note
Charity Collections & Leafleting	1 distributor / Collector per door entrance	No	This is confined to the public areas of Coopers Square Shopping Centre. There may be a maximum of 4 distributors / Collectors at any given time no other additional equipment may be brought on site due to the limitations of the area. The Centre Management request that leaflets are only given to shoppers wishing to partake in the promotion. This is to ensure discarding is kept to a minimum for health and safety reasons (slip hazard).
Rates for Mall Entrances			
	1st January 2022 – 7 th November 2022	Note	
30 Days	£100.00	Please note that these will be required to be taken within the year.	
Individual Day Rate	£20.00		
Cancellation Fees			
More than 3 weeks prior to your booking date	£0.00	A booking is made when the signed commercialisation pack has been returned and confirmation from the Centre has been made in writing. All Cancellations must be made in writing.	
3 – 2 weeks prior to booking date	50% of invoice		
1 week or less prior to booking date	Full cost of Invoice		
Please Note:			
<p>Registered Charities are charged at the standard rate Monday to Saturday but there is no charge for promotional space on Sundays (where available) or charity collections on the door entrances any day of the week.</p> <p>We do not supply any equipment.</p>			

Application Form

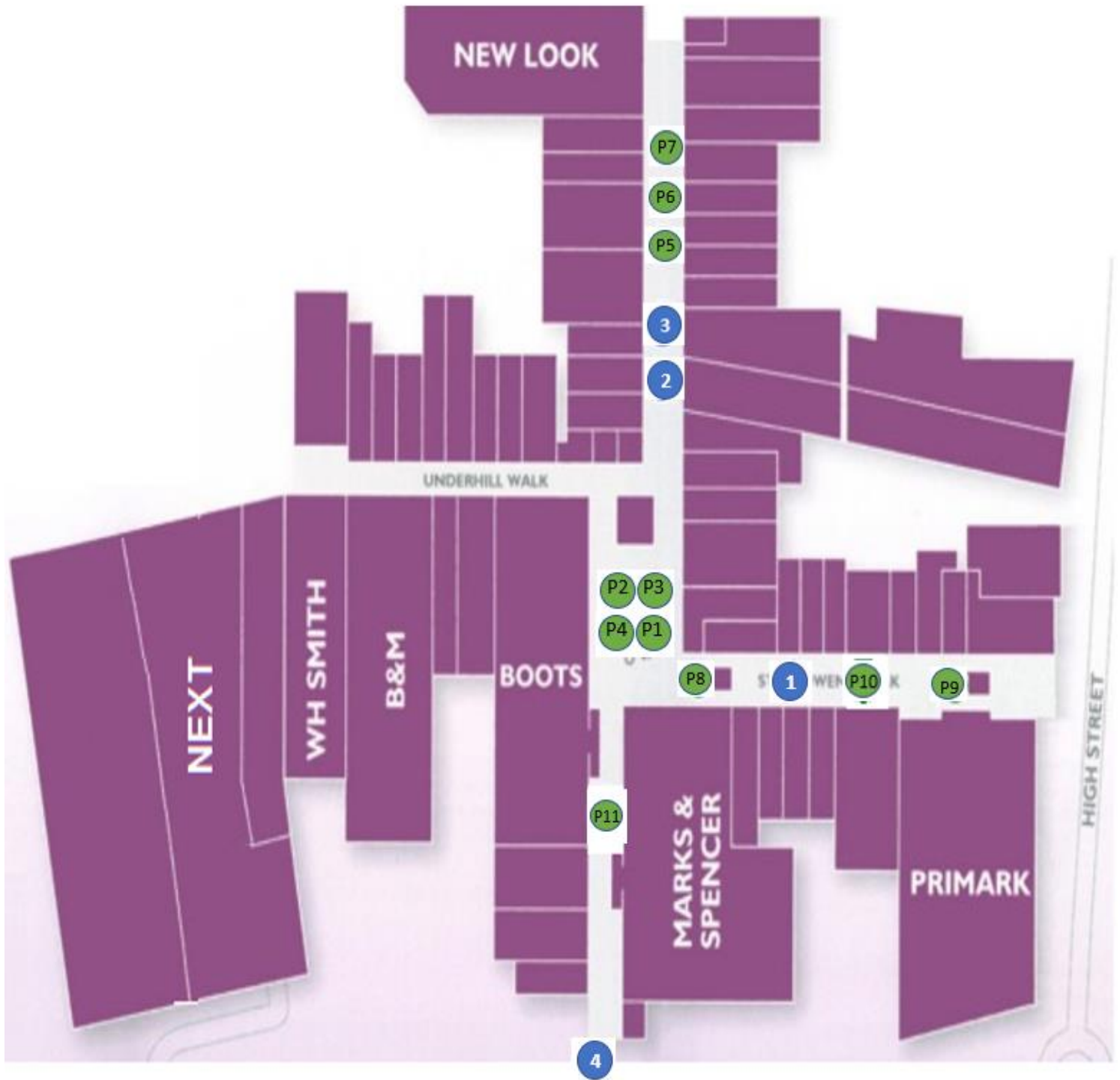
Commercialisation User Information			
	Head Office / Agency Details	Promotion Contact Details	
Company Name			
Address			
Post Code			
Contact Name			
Telephone Number			
Fax Number			
Mobile Number			
E-mail Address			
Website URL			
Registered Charity No			
<u>Billing Information</u>			
Company Name:			
Invoice Address:			
Post Code:			
Accounts Contact No:			
Email Address:			
Purchase Order Number (if applicable)			
How would you like to receive your invoice?	Post	Fax	Email
Description of your promotion and merchandise.			
(If you have never utilised Coopers Square before please supply images of your promotion, including any stands and accessories to the promotion)			
List of items that will be brought on site.			
(eg make of vehicles, tables, chairs, pods, display boards, leaflets, etc.)			
How many staff members will be on site?	On Site Contact Name and Number.	Will you be doing any Media Coverage?	
		Yes	No
What is the size of your promotion?	Length	Width	Height (2m max.)
Deadline Date to be Returned by:			
<p>Please note: If we do not receive the relevant documentation by the deadline date, we will assume that you no longer want the space and may offer it to another exhibitor without notice! It takes approximately 3 weeks to organise and confirm a booking. This booking application form must be completed in full and forms part of the contract between licensor and licensee.</p>			

Schedule of Booking/s

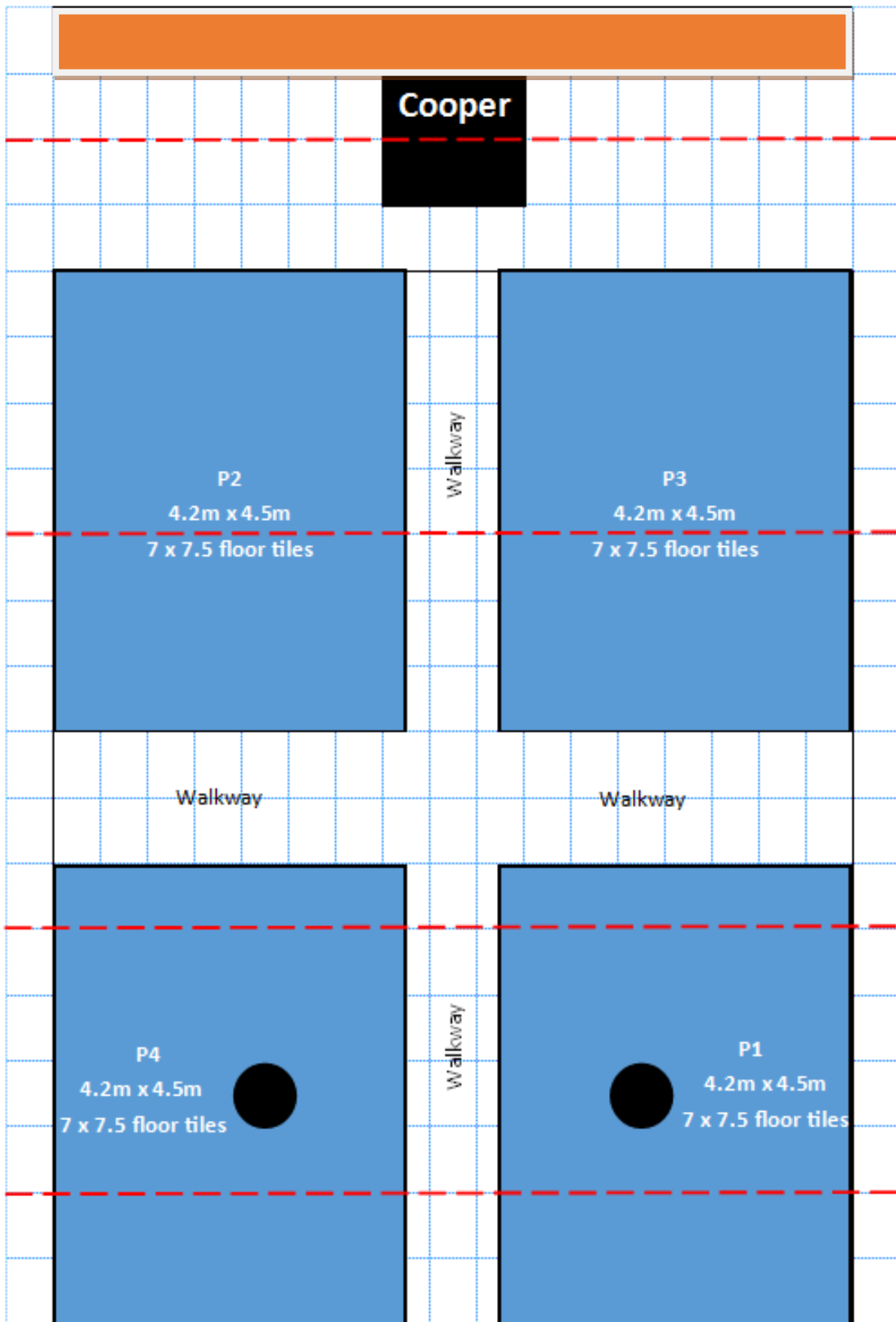
Please tick your preferred option							
(Please note:- we will try and accommodate your request but can not guarantee that you will get the space you requested)							
	Site						Notes
Promotional Space	P1	P2	P3	P4	P5	P6	This is confined to the stipulated size of the promotional areas of Coopers Square. The Centre Management request that all promoters work within the confines of the space provided due to health & safety reasons. The promotion must be manned at all times within our trading hours, Monday to Saturday 09:00 to 17:30 and Sundays 10:00 to 16:30
	P7	P8	P9	P10	P11		
Leafletting / Coin Collection							This is confined to the Door Entrances of Coopers Square Shopping Centre. There may be a maximum of 4 distributors at any given time no other additional equipment may be brought on site due to the limitations of the area. The Centre Management request that leaflets are only given to shoppers wishing to partake in the promotion. This is to ensure discarding is kept to a minimum for health and safety reasons (slip hazard).

No of Days	Period of Booking From	Period of Booking To	Fee (Ex VAT)
		Total (Ex VAT)	

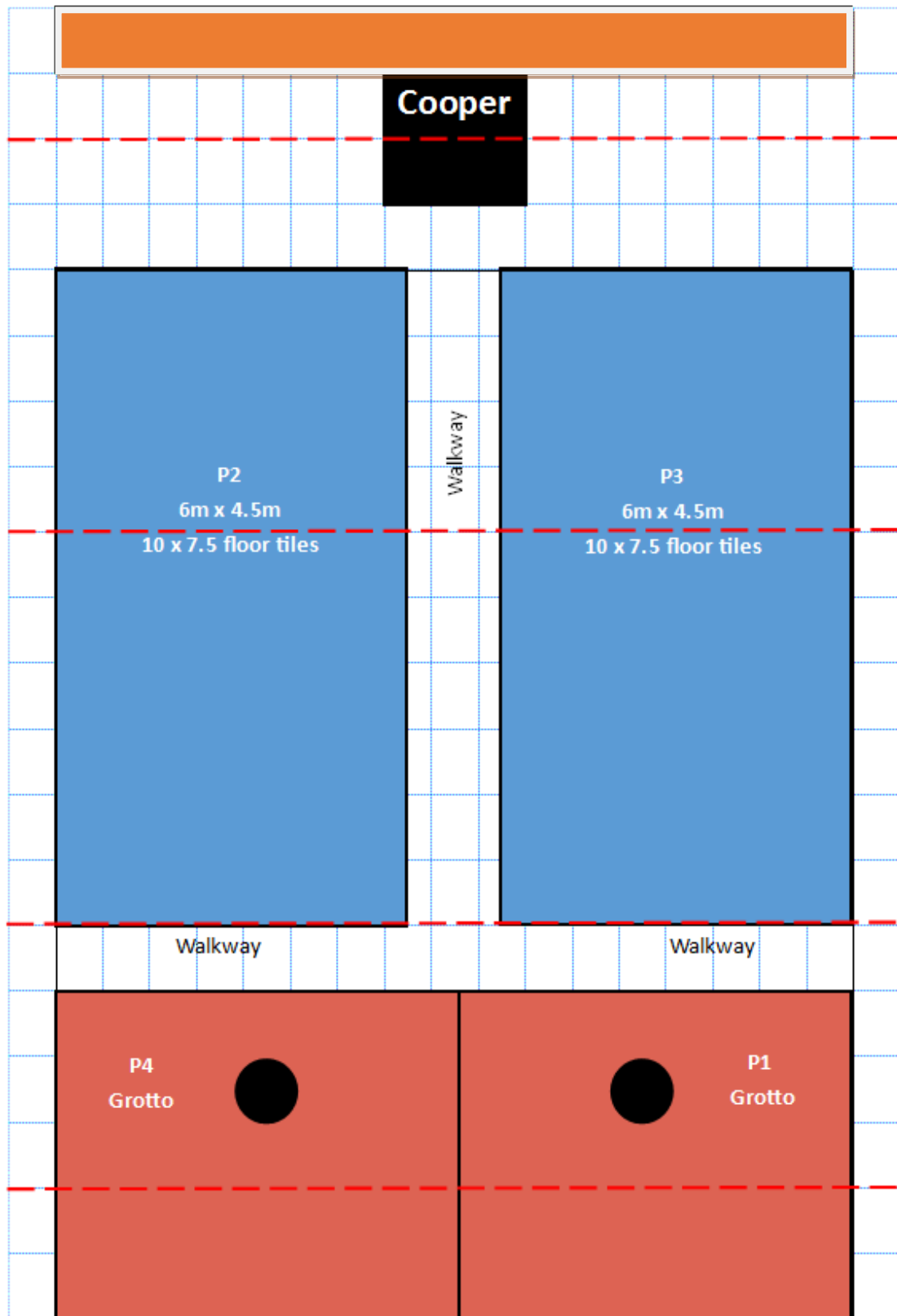
Commercialisation Location Site Plan



Coopers Square Area Plan



Coopers Square Christmas Area Plan



COOPER'S SQUARE SHOPPING CENTRE ON SITE COMMERCIALISATION REGULATIONS

Pre-Arrival

- No display or exhibition equipment may be installed, nor may any promotional activity commenced until all paperwork and all agreed fees have been paid in full.
- No equipment, table or display will be supplied by the Owners and none shall be used unless approved by the Centre Manager.
- The validity of the exhibitor licence shall be restricted to the dates shown and nothing stated or expressed or implied in the license agreement or site regulations shall be construed as granting Security of Tenure.
- Access arrangements must be made the week prior to your booking, to do this please call 01283 536906.

Setting Up

- **On Arrival**
 - A representative must report to the Security Office prior to the erection of any display or stand to be signed in.
 - Please bring your confirmation documents and area plan must be presented to the security officer on duty.
- **Setting Up**
 - Set up times for an exhibitor other than vehicles (see section below), Monday to Saturday is between 8am - 9am and on Sundays from 9.30am - 10am.
 - If earlier access is required or you wish to set up on the Sunday evening for Monday arrangements **must** be made the week prior to your booking with the management office.
 - All stalls, display stands, and equipment must be in place fully assembled **within the allocated area** prior to commencement of the trading day Monday to Saturday at 9am and Sundays by 10am. **Extending outside of your allocated area could result in your expulsion from the centre.**
 - The Company name and address on any stall, or vehicle or exhibition stand must be displayed clearly.
 - All display equipment for which approval is granted must be free standing and supported on feet not likely to cause damage to the floor tiles. No posters, banners or other materials or equipment may be attached to or hung from any part of the building structure including pillars, walls, canopies etc. and to ensure that any goods sold or displayed are not of an offensive nature and are of a quality that will not reflect adversely on the Centre, its tenants or the Owners.
 - Not to obstruct or interrupt the free flow of pedestrian traffic within the Centre.
 - Cable runs or hazard warning tape is to be used on cabling.
- **Vehicles**
 - Set up times for a vehicle is between 8am – 8.30am from Monday to Saturday and 10am - 10.30am on Sundays.
 - Access for vehicles is via St. Modwens Walk entrance only.
 - A vehicle, brought into the centre is restricted to 7ft x 8ft [2.34m x 2.44m] and must be transported into position manually. **UNDER NO CIRCUMSTANCES MAY VEHICLES BE DRIVEN UNDER THEIR OWN POWER IN THE MALLS OR CENTRAL SQUARE.**
 - Fuel tanks must be emptied prior to entering the Centre except for the minimum amount required to return the vehicle to a local base.
 - Appropriate drip trays and fire extinguisher must be provided by the Licensee.
 - To refrain from bringing any vehicle into the Centre at any time except where it has been agreed beforehand with the Centre.

Trading

- **Exhibitions, Demonstrations and Promotional Stands**
 - Must be staffed at all times.
 - Keep within the allocated display area, failure to do so could result in your expulsion from the centre.
 - Keep the display area and immediate vicinity clean and tidy and free from litter, and to provide adequate receptacles for rubbish/litter arising out of the use of the space and remove such rubbish daily. Please do not use the bins on the mall and take all rubbish away with you every night.
 - Comply with all requirements of the Centre Manager issued in the interests of proper operation of the Centre.
 - **Not** permit any person under the age of 18 to trade or exhibit or promote unless supervised at all times by a person over the age of 18 years.

- **Not** use any form of public address system or voice/music amplification in a noisy or rowdy fashion. **Not** engage in any activity or to sell any goods or items other than those specified in the agreement.
- In the case of a trading concession the Licensee undertakes to operate the business on such days as are agreed during normal trading hours (please check with the centre management what these are).
- Trading/promoting/exhibiting outside of normal trading hours is not permitted.
- **Staff must**
 - Sign in and out each day at the security office.
 - Wear some form of identification whilst working in the Centre.
 - Be smart and courteous and must not consume alcohol or smoke whilst working in the Centre
 - Please note that abusive behaviour, aggressive sales, etc. will not be tolerated and will result in your removal from the centre.

Dismantling

- **Vehicles, Exhibitions, Demonstrations and Promotional Stands**
 - On your last day of exhibiting, demonstrating or promoting your stalls, display stands and equipment are to be dismantled at the end of the trading day (after 5.30pm for exhibitions and after 6pm for vehicles).
 - Failure to remove your exhibition, demonstration, vehicle or promotional stand at the end of the licence period will result in a fee being charged for the inconvenience, removal and or storage of your stand.
 - Please ensure that the space is left in a clean, tidy, safe and satisfactory condition.
 - To make good any damage howsoever caused as a result of the promotions activities.

Additional

- **Health & Safety**
 - In the event of the Fire Alarm sounding all activity is to cease immediately. Staff manning the display must leave the Centre without delay if instructed to do so and report to the Fire Marshall at the Assembly point marked on the attached plan.
 - The use of petrol, diesel or gas-powered generators is strictly prohibited. Electric power may be made available by prior arrangement with the Centre Manager. In such cases, **all electrical equipment used must be P.A.T. tested**, cables must be protected and secured by an appropriate method by such means that they do not create a potential hazard and a compatible fire extinguisher must be supplied. Any stand/promotion with combustible items either as part of the stand or goods being promoted must have a compatible fire extinguisher.
- **Coopers Square Staff**
 - Please do not use the Security and Cleaning staff for your own personal use.
 - Please be courteous to all our staff, fellow promoters and shoppers as abusive behaviour, aggressive sales, etc. will not be tolerated and will result in your removal from the centre.
 - We ask you to comply with all regulations made by the Owners or the Centre and to accept as final and binding their decision in the event of a dispute.
 - To indemnify the Owners and Centre against all costs, claims and damages of whatever nature resulting from usage by the Licensee of the space.
 - This Licensee shall be determinable with immediate effect by the Centre in the event of any breach of these terms and conditions or if he considers it is necessary to terminate in the interests of the Centre or its tenants generally.
 - The Owners and/or the Centre reserve the right to alter the venue of the space at any time or to cancel these arrangements without notice, in the event that circumstances dictate such action is necessary. Neither the Owners nor the Centre will accept any liability for any abortive costs or other losses, which may arise as a result thereof.
 - The licensee agrees to abide by any instructions given by the Centre Management and/or Security Officers and to leave the centre immediately if requested to do so.
- **Cancellations**
 - All cancellations must be made in writing (telephone calls will not be accepted)
 - Please endeavour to make cancellations a minimum of three weeks prior to use of the commercialisation site to avoid a cancellation charge.

I have read and agree to ensure that all those who utilise the centre's commercialisation site will adhere to the onsite regulations

.....
A person duly authorised for and on behalf of:
The promoter

.....
Date

Coopers Square Fire Risk Assessment

COMPANY NAME	
ADDRESS	
DATE ASSESSMENT CARRIED OUT	
NAME OF ASSESSOR	
SIGNATURE OF ASSESSOR	

FIRE ESCAPE	YES	NO	N/A	UNSURE
Are the means of escape route kept clear of obstruction				
ELECTRICAL EQUIPMENT				
Have staff been instructed in the correct use of electrical equipment, recognition of faults and how to report faults				
Are all electrical repairs carried out by an electrician				
Has all portable electrical equipment been PAT tested				
Is electrical equipment switched off when not in use				
Is all electrical equipment fitted with fuses of the correct type and size				
Are all electrical extension leads kept to a minimum length and checked regularly to ensure they remain in a safe condition				
END OF DAYS ACTIVITIES				
None essential equipment turned off and unplugged				
All rubbish and waste removed from the stand/display				
All combustible and flammable materials/products stored safely				
Are arrangements in place to rectify any of the faults found above				
INSTRUCTION AND TRAINING				
Are staff trained at least every 6 months on the actions to take in the event of a fire				
Does training include the importance of general fire precautions and good housekeeping				
Are all staff instructed in the fire procedures for Coopers Square Shopping Centre. (Ref. On site procedures.)				
Are records kept of fire instruction and training				
FIRE PREVENTION				
Are all combustible materials kept clear of heat Sources				
Are flammable substances and combustible materials suitably stored and quantities kept to a minimum				
Are there any accumulations of rubbish, waste paper or other materials which could catch alight				
Is the display/stand treated in any way to be fire retardant				
Are the goods being displayed/sold treated in any way to be fire retardant				
Are staff encouraged to report potential fire risks				

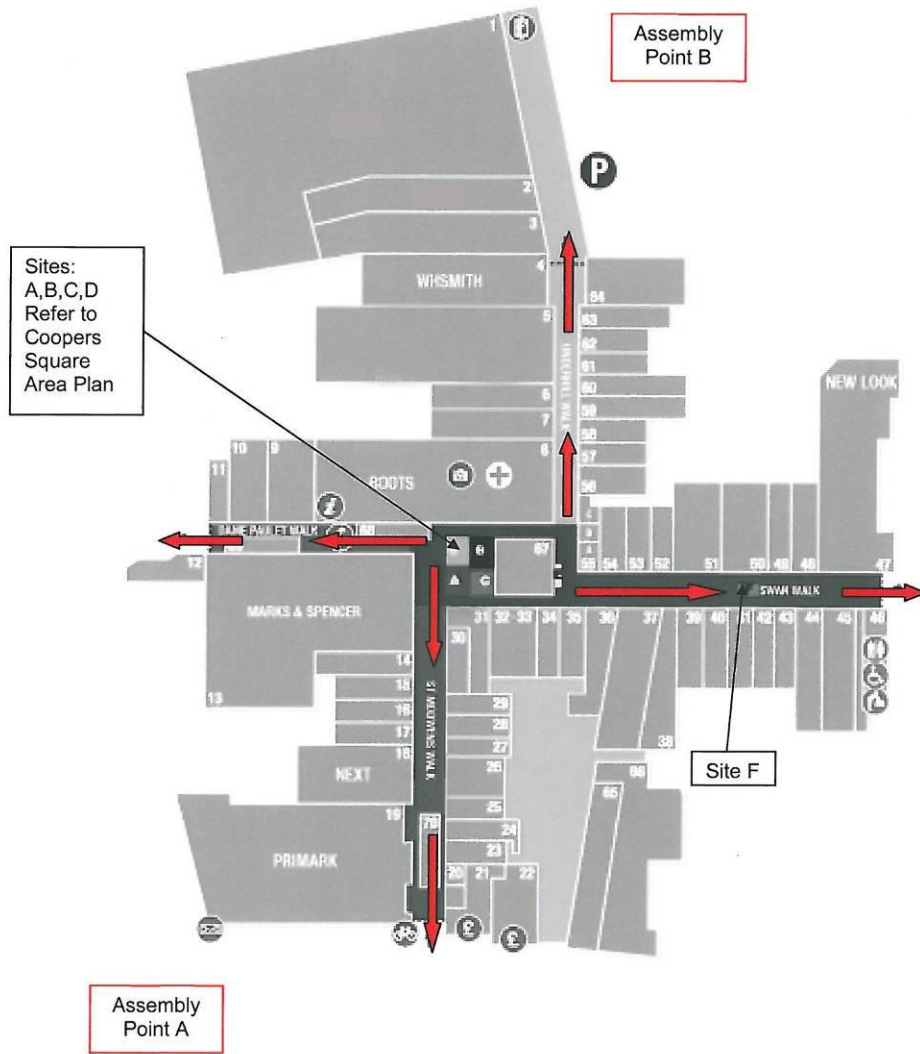
Coopers Square Risk Assessment Form

PLEASE COMPLETE IN BLOCK CAPITALS (PHOTOCOPY MORE SHEETS IF REQUIRED)

COMPANY NAME	
ADDRESS	
DATE ASSESSMENT CARRIED OUT	
NAME OF ASSESSOR	
SIGNATURE OF ASSESSOR	

HAZARD	HAZARD SEVERITY RATING*	HAZARD PROBABILITY RATING**	PERSONS AT RISK	CONTROLS TO MINIMISE RISK
<p>Look only for hazards that could reasonably expect to result in significant harm under the conditions in your work area. Examples: Slipping/tripping, Chemicals, Moving parts of machinery, Pressure systems, Vehicles, Electricity, Dust, Fumes, Manual handling, Noise, Lifting operation</p>	<p>1 – Negligible 2 – Marginal 3 – Slightly dangerous 4 – Dangerous 5 – Very dangerous</p>	<p>1 – Remote possibility of harm 2 – Slight injury, minor first aid 3 – Some injury, not too serious 4 – Serious injury or damage 5 – Could cause death or wide spread injuries</p>	<p>No need to list individuals by name, just think about groups of people doing similar work or who may be affected. Examples: Members of the public, Maintenance personnel, Operators, Cleaners, Staff, People with disabilities, Children, Visitors, Inexperienced staff, Volunteers, Other exhibitors</p>	<p>List all the precautions taken for the hazards listed: Do they meet the standard set by legal requirements? Comply with recognized industry standards? Represent good practice? Reduce risks as far as is reasonably practicable? Have you provided: Adequate information, instruction and training? Adequate systems procedures? If you have then you need to indicate the precautions that you have in place. Where the risk is not adequately controlled indicate what more you need to do.</p>

Coopers Square Fire Evacuation Plan



Acceptance Declaration

I here by agree that I have read and understand the Terms and Conditions outlined in this document as well as the Health and Safety Documentation and agree to be bound by them, and pay the fee outlined in the document. I have not altered; deleted or amended any section of this contract.

Date	
Signature	
Print Name	

PLEASE DO NOT FORGET TO ATTACH THE INFORMATION BELOW WHEN RETURNING THIS COMMERCIALISATION BOOKING FORM TO:-

**FAO:- Kim Bowater, Commercialisation Bookings,
19 St Modwens Walk, Burton upon Trent, Staffordshire, DE14 1HL**

Valid Copy of Public Liability Insurance Certificate (Please Note: Your insurance must be £5million or over)
A valid copy of your Electrical Test Certificate (Please note: This only applies If you are utilising our electricity supply. You will require an electrical test certificate even if your equipment is less than a year old)
Supporting information such as leaflets, images of your commercialisation stand,

If it is not possible to attach a copy of your public liability insurance and electrical certificate at the time of the due date, please return all the other necessary documentation by the due date. Your Public Liability insurance and Electrical Certificate (if applicable) needs to be sent before your event takes place in Coopers Square Shopping Centre. **Failure to do so will result in the delay of finalisation. Without a Public Liability Certificate, we cannot allow you to exhibit in Coopers Square Shopping Centre and without an Electrical Certificate, we cannot provide electricity.**

If you have any queries or concerns please contact the Centre Administrator

- If the Centre Administrator is unavailable please contact the Centre Manager.
- We are sure that we have a space that would suit your requirements. We look forward to you visiting Coopers Square Shopping Centre.
- Bookings can be discussed Monday to Friday 9am to 5pm on **01283 536906**.

<h2>For Office Use Only</h2>				
Documentation				
	Yes	No	Exp Date	
Application Form				
Booking Schedule				
Completed On site regulations				
Completed Licence Agreement				
Completed Fire Risk Assessment				
Completed Risk Assessment Form received				
Completed Acceptance Declaration				
Valid Copy of Public Liability Insurance Certificate				
Valid Copy of Electrical Test Certificate				
Billing Information				
	Yes	No	Date	Invoice No
Invoice requested				
Invoice Sent				
Payment received				
Cancellation of Commercialisation booking				
Written Notification Received				
Written Notification Sent				
Date Received / Sent				

Contact Information

Phone, 01283 743873

E-mail, info@coopers-square.co.uk

**Address,
Commercialisation Bookings,
Coopers Square Management Office
19 St Modwens Walk,
Burton upon Trent,
Staffordshire,
DE14 1HL**