

SWINDON

Town Centre



Promotional Space

...available for hire!



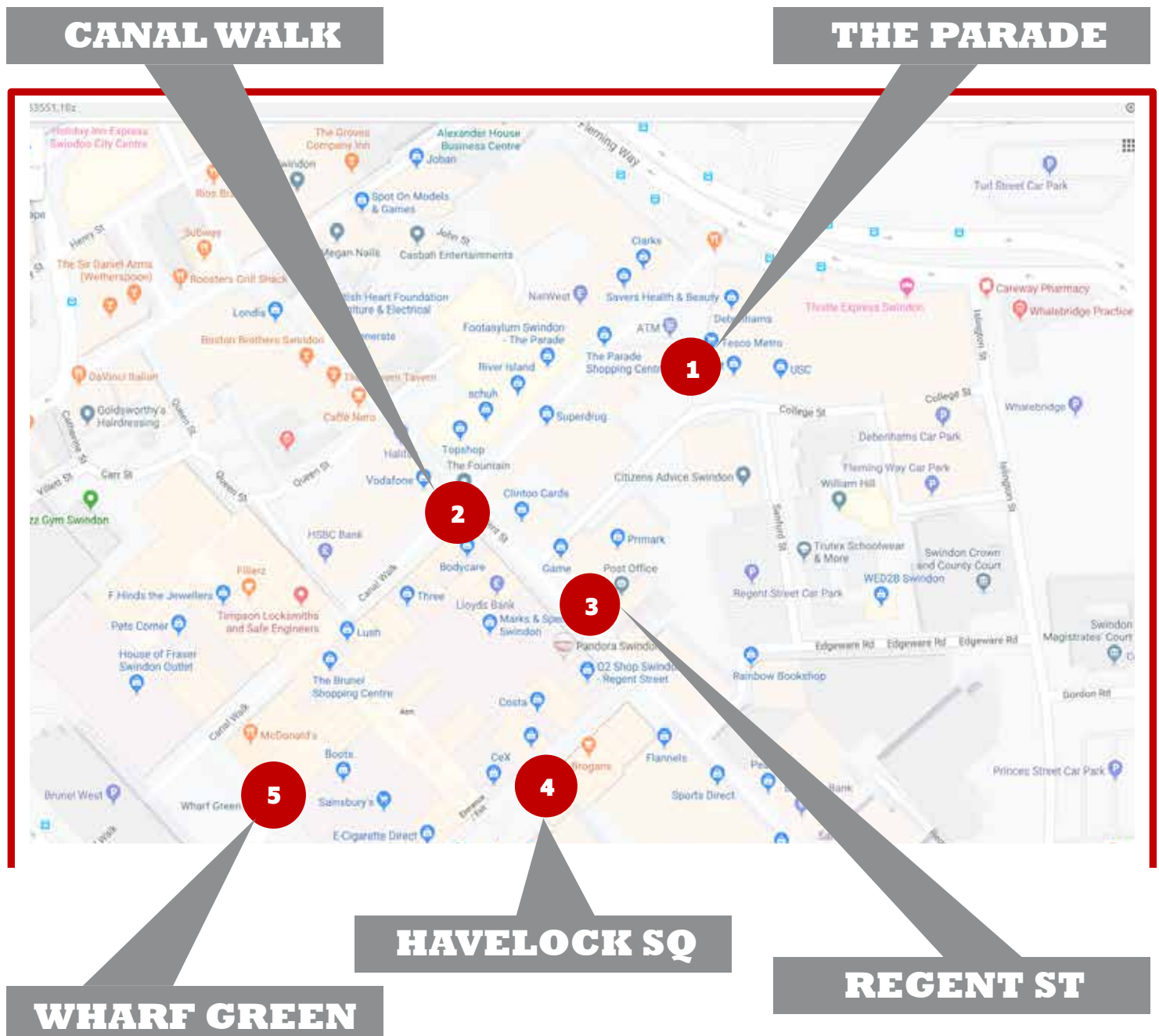
Welcome to Swindon Town Centre

Swindon town centre offers a superb variety of commercial promotional space, available to hire throughout the year.

InSwindon BID Company manages the public realm areas within Swindon town centre and has the facility of five promotional space sites available for hire from just **£200 + VAT** per day.

A perfect opportunity for commercial, non-profit organisations and charities to promote your brand, product or service to an average of 200,000 weekly visitors to Swindon town centre. This brochure details each of the promotional spaces available to help you decide which area suits your needs.

If you would like any further information, please don't hesitate to contact a member of the **inSwindon BID team** on **01793 485534** or **info@inwindon.com**



Benefits of the Town Centre

Average Weekly Footfall: 205,000 Annual Footfall: 10.7 million Businesses: More than 500

- Swindon's population is just under 222,000 with an estimated growth of 14.5% by 2030.
- Swindon has grown 5 times faster than the English average over the last 4 decades.
- Ranked 8th in the country for average disposable income.
- GVA per head in Swindon is 47% higher than the national average.
- Ranked 8th in the economic ranking of towns & cities.
- 7th in the UK for growth in housing stock.
- Average workforce of 157,000 (aged between 16 and 74).

Annual Events: Festival of Summer, Student Lockdown and Festival of Christmas, including the Big Light Switch On.





The Parade

Swindon Town Centre

A pedestrianised area with block paving. Suitable for larger displays and gazebos.

Site Dimensions: Max 10m x 20m

Electricity: Yes

Seating for public: Yes

Vehicle access: Yes

Promotional Space: From £200 + VAT per day
(see page 7 for details)



'Face-to-face marketing generates new and regular customers'



Canal Walk

Swindon Town Centre

A pedestrianised area with block paving adjacent to the water fountain feature. Suitable for smaller displays and gazebos.

Site Dimensions: Max 5m x 5m

Electricity: Yes

Seating for public: Yes

Vehicle access: Yes

Promotional Space: From £200 + VAT per day
(see page 7 for details)



'Attract your target audience by showcasing your product knowledge face-to-face'

Regent Street

Swindon Town Centre

A pedestrianised area with block paving. Suitable for smaller displays and gazebos.

Site Dimensions: Max 4m x 4m

Electricity: Yes

Seating for public: Yes

Vehicle access: Yes

Promotional Space: From £200 + VAT per day
(see page 7 for details)

*'Live brand experiences
define purchase
decisions'*



Havelock Square

Swindon Town Centre

A pedestrianised area with block paving. Suitable for small markets and displays.

Site Dimensions: Max 10m x 20m

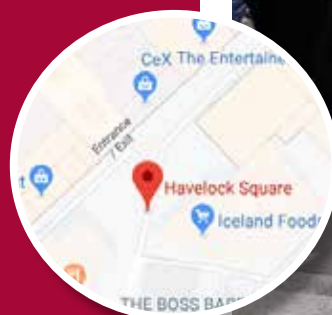
Electricity: Yes

Seating for public: Yes

Vehicle access: Yes

Promotional Space: From £200 + VAT per day
(see page 7 for details)

*'Promotional marketing
brings your brand to life'*





Wharf Green Swindon Town Centre

A pedestrianised area with block paving. Suitable for larger scale events, markets and exhibitions.

Site Dimensions: Max 20m x 30m

Electricity: Yes

Seating for public: Yes

Vehicle access: Yes

Promotional Space: From £200 + VAT per day
(see page 7 for details)

'Face-to-face promotional events build relationships between your brand and target audience'



Booking Information

There are three simple steps to booking your promotional space in Swindon town centre.

1. Select the promotional space and dates that are best suited to your campaign.
2. Contact a member of the inSwindon BID team to confirm availability.
3. Complete the digital booking form.

INSWINDON BID TEAM – Free advice in selecting the best promotional space, footfall, adjacent retailers and requirements. We are here to help you make the right decision for your campaign. Contact us by telephone on **01793 485523**. Alternatively, you can email us at **info@inswindon.com**

STREET TEAM AMBASSADORS: Swindon Town Centre have a team of Street Team Ambassadors to offer you help and advice upon your arrival. Full information will be provided upon booking confirmation.

DAY	RATE (VAT is charged at 20%)
Monday	£200.00 + VAT
Tuesday	£200.00 + VAT
Wednesday	£200.00 + VAT
Thursday	£200.00 + VAT
Friday	£200.00 + VAT
Saturday	£250.00 + VAT
Sunday	£200.00 + VAT
Monday – Saturday	£1100.00+ VAT
Monday – Sunday	£1250.00 + VAT
Leafleting (per person per day – max 4 persons per day)	£25.00 + VAT

PAYMENT TERMS: Payment must be received 14 days prior to the event. Payment can be made through BACS* **SUPPORTING DOCUMENTS:** All bookings are subject to providing a full risk assessment and public liability insurance with a minimum value of £5million. **LICENSES:** All appropriate licenses must be sought through Swindon Borough Council prior to the booking being confirmed. For more information please telephone: (01793) 466331

*All bookings are provisional until full payment has been received and inSwindon have issued a signed consent form. Please note that Swindon Town Centre Management do not allow individual Street Traders unless they are part of an organised market. All registered charities (both local and national) will receive a 50% discount on the daily rates.

SWINDON

Town Centre



in  **swindon**
town centre BID

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