

# OPPORTUNITIES TO PROMOTE YOUR BUSINESS IN CARLISLE



## Introduction

Carlisle is the economic capital of the Borderlands region encompassing 500,000 people which includes large parts of Cumbria, southern Scotland, and the Lake District. Carlisle is a place with entrepreneurial spirit and is poised for significant growth in the coming years.

Located next to the M6, on the West Coast Main Line, the city and its region are aiming to further grow its already successful diverse business base, while actively encouraging new business.

Whether it's a business, commercial or residential opportunity, Carlisle offers enormous potential for those who want to be part of a growing city.

The city offers an excellent shopping experience and there are great places to eat and drink, day, or evening. Carlisle's pedestrianised city centre offers a great platform to promote your business or service and offers a great space to host your event right in the heart of the action.

## Opportunities for your business

### Carlisle City Centre

Carlisle city centre is a perfect place for you to reach out to new and existing customers. With a weekly footfall of around 35,000 it is the perfect place to get your brand, product or service noticed. A variety of pitches and locations are available.

### Civic Centre Digital Banner

The 15-metre-long digital banner on Carlisle's Civic Centre is perfect if your business has an event, promotion or would like to increase brand awareness. A variety of slots are available with a price point for every budget. Around 230,000 vehicles drive past every week making this the perfect place to get your message out.



Images courtesy of: Jonathan Becker Photography; D&H Photography and Stuart Walker Photography.

## Application to Hold an Event in Carlisle City Centre

For your request to hold a promotion or event in Carlisle City Centre to be considered can you please complete and return this application form. If you have any queries regarding the completion of this form, please contact a member of the Events Team by calling **01228 817200** or email **Events@carlisle.gov.uk**

**Name of organisation:**

**Name:**

**Address:**

**Postcode:**

**Telephone number:**

**Dates, times and details of proposed promotion or event. Please list all equipment/gazebos etc.**

**By signing this form, I agree to abide by the terms and conditions set out in this application.**

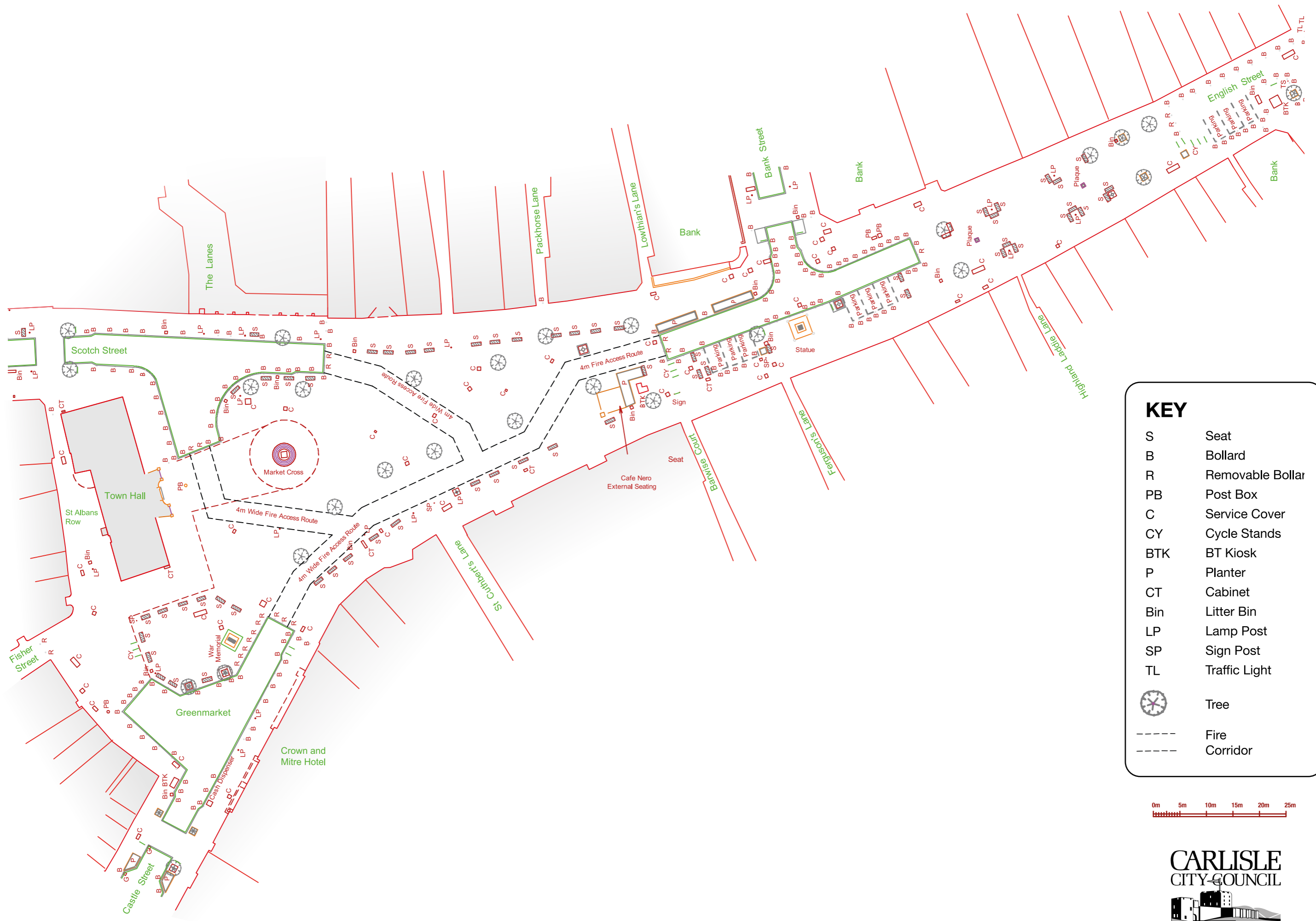
**Signed**

**Print Name**

Please return this form with proof of PLI, ELI (£5 million and £10 million respectively) and Risk Assessments at the address below at least six weeks prior to the promotion/event date.

**City Centre Officer, Community Services Directorate, Civic Centre, Rickergate, Carlisle, CA3 8QG**

Information on how we collect, share and use personal information is contained within our privacy statement which can be found at [www.carlisle.gov.uk/Privacy-Statement/Events-PrivacyStatement](http://www.carlisle.gov.uk/Privacy-Statement/Events-PrivacyStatement)



**KEY**

S	Seat
B	Bollard
R	Removable Bollard
PB	Post Box
C	Service Cover
CY	Cycle Stands
BTK	BT Kiosk
P	Planter
CT	Cabinet
Bin	Litter Bin
LP	Lamp Post
SP	Sign Post
TL	Traffic Light
	Tree
- - - -	Fire Corridor
- - - -	Corridor



## Terms and Conditions

Only promotions or events that have been given specific written approval by the City Centre Management may take place.

- The City Centre Management reserves the right to cancel or amend any application without recompense other than to offer alternative arrangements.
- Applicants must provide all the appropriate documentation no later than six weeks before the event date, unless otherwise agreed by the City Centre Management.

### **Pedestrian Zone - Vehicle Access**

Within the pedestrian zone access and loading/unloading is restricted to the hours indicated below:

**Scotch Street** - Between 7am to 10.30am and 4.30pm to 7pm.

**Bank Street** - Before 11am and after 4.30pm.

**Greenmarket** - 24 hours per day.

Please note:

- a) That there is no provision for parking; this includes contractor vehicles, in the above streets.
- b) Vehicle access to other parts of the pedestrian area is prohibited by a vehicle exclusion order.

### **Street Trading**

The City Centre and its environs have been adopted by the City Council as a “Prohibited Street” for the purposes of street trading under the Miscellaneous Provisions Act 1982. The extent of the prohibited zone is indicated on the attached plan.

The following activities are exempt from the Street Trading Prohibition:

- a) Anything in place by Royal Statute (i.e. Great Fair).
- b) The Council’s right to hold a market or fair under the Market Charter.
- c) Newspaper Sellers.
- d) Periodical Sellers.
- e) Peddlers.

### **Sound Amplification**

The byelaws relating to Good Rule and Government apply to any equipment using sound amplification. It should be kept to an acceptable level as directed by the City Centre Management. For more information see our ‘Guide to Busking in Carlisle’, which is available on the Carlisle City Council website.

## Sale or Distribution of Food

Should the “Great Fair”, the “Market Charter” or other relevant legislation be invoked which would involve the sale or distribution of food then the promotion or event organisers must consult with Environmental Services Section regarding any special condition which may be imposed.

**The event organisers shall have a Public Liability and Employers Liability Insurance in force to cover the promotion or event. This policy shall cover £5 million and £10 million respectively.**

The event organiser shall take all possible steps to ensure that apparatus (bollards/seats/access hatches) belonging to the Statutory Undertakers (Local Authority/United Utilities etc) are not damaged and that access to apparatus is always available when required.

The promotion or event organiser shall be responsible for keeping the area used for the promotion or event clear of rubbish and litter during the promotion or event and for making any arrangements for cleaning up and removal of all rubbish after the promotion or event. If the organiser wishes that the Council does this on their behalf, then he should make the arrangements with Waste Services. There will be a charge for this service. Contact **01228 817200** or email **waste@carlisle.gov.uk**

If any of the details relating to the proposed promotion or event change then the City Council must be informed so that the effect of any changes can be assessed.

You shall indemnify the Council against any loss, damage, injury or expense incurred by you from any cause whatsoever, including all third party claims, arising from or in any way associated with or as a result of your promotion or event.

The name, address and telephone number of an Event Lead Officer shall be provided in case urgent contact is necessary.

If requested to do so by the City Centre Management, or Officers deputising for the City Centre Management, you shall be required to remove any equipment associated with the promotion or event from the highway.

You shall agree that you will make no claim against the City Council for any loss, damage or expense arising from, or in connection with the said promotion or event, unless the same is directly caused by the Council, their agents, contractors or employees.

No equipment, stages, vehicles etc related to the event shall be positioned on site without first obtaining approval from the City Council.

No excavations or fixing are permitted in the City Centre.

If considered appropriate the City Council may impose further conditions related to specific events.

The precise location of the event will be mutually agreed between the applicant and the City Council.

# Events - City Centre and Green Spaces Privacy Notice

This privacy notice is relevant to Carlisle City Council Events (city centre and green spaces) and explains how and why we collect, use and protect your personal information.

## **This notice refers to information provided by:**

- Those participating in and providing events in Carlisle city centre and council green spaces
- Meeting attendees (including visitors)
- People who contact us via any medium
- Website users.

## **What Carlisle City Council Events (city centre and green spaces) does**

The City Council provides events and event spaces in Carlisle city centre and council owned green spaces. It supports the council priorities to; further develop sports, arts and cultural facilities to support the health and wellbeing of our residents and; Continue to improve the quality of our local environment and green spaces so that everyone can enjoy living, working in and visiting Carlisle. The main office for data functions are carried out at our base – Carlisle City Council, Civic Centre, Carlisle CA3 8QG.

## **What information do we collect and process?**

To allow third parties to take part in events in Carlisle city centre and green spaces, we may collect from you, necessary personal data. “Personal Data” is information about you which, either on its own or when connected with other data, allows us to identify you as an individual customer to provide you with our services. The personal data we hold may include the following:

- Your full name and contact information (address, town, postcode, email and phone number)
- Your calls and correspondence with us
- Your feedback
- Images (photos or videos) for marketing purposes
- Information about how you use our website
- We do not collect any special or sensitive information from.

## **What allows us to collect your personal information?**

Under data protection legislation, we are permitted to use your information because one or more of the following lawful bases for processing applies:

- the processing is necessary for the council to meet its legal obligations;
- the processing relates to powers invested in the Council in relation to its statutory duties;
- the processing is necessary for a contract we have with you, or because you have asked the Council to take specific steps before entering into a contract with us; or
- it is in our legitimate interests. In this case the council has a legitimate interest in building a case to enforce regulatory law in the public interest, defend itself in the course of litigation or to reclaim possession of council property or assets.

## **How do we collect your personal data?**

Personal data may be collected by filling in forms or by contacting us by post, phone, email or otherwise, enquire about our services or liaise with us in order to address your enquiry.

- Via our website, we may automatically collect technical data about your equipment, browsing actions and patterns. Please refer to our cookie policy for more information.

Please note that you are under no obligation to provide us with your personal data, but not providing certain data could prevent you being able to use our services and participate in Carlisle City Council events in Carlisle city centre and green spaces.

## **Why do we need your personal information and how do we use it?**

Carlisle City Council, in respect of events in Carlisle city centre and green spaces processes personal data about you for a number of purposes, including:

- To prepare documentation for you in order to provide our services
- To complete accommodation bookings
- For the hire of our facilities
- For internal record keeping (to be able to respond to any enquiries)
- To make an appointment with you to hold external meetings
- To comply with legal obligations
- To remind or update you of progress relating to your enquiry
- To help us improve the services we offer
- To include on licenses, permits and tickets.

We use “legitimate interest” as a lawful bases for processing in all cases.

This list is not exhaustive and may be updated from time to time. We do not ‘trade’ in your personal data and will not sell or rent your details.

## **Who will your personal data be shared with?**

Carlisle City Council may share information with third party suppliers as required for external services (e.g. event ticket agencies or accommodation providers), however this will only be for the contract we are carrying out at that time.

We may disclose specific information upon lawful request by government authorities, law enforcement and regulatory authorities where required or permitted by law. Your personal information will not be transferred to, stored or otherwise processed outside the UK. Your information will never be sold on to third parties.

## **How long will we keep your personal information?**

The council will keep your personal information for as long as it is necessary for the purposes stated and in accordance with its retention schedules. This will be governed by both legal requirements and operational needs.

## **Your rights are:**

- To be informed
- To access your personal information
- To have inaccurate personal information rectified
- To have personal information erased
- To restrict processing of your personal information
- To obtain and reuse your personal information for your own purpose
- To object to the processing of your personal information
- To not be subject to decisions based solely on automated means, including profiling.

Right to lodge a complaint with the UK Information Commissioner’s Office (ICO).

Should you be unhappy with the way Carlisle City Council has handled your personal information, we encourage you to let us know so that we can look into this for you and provide a response. Should you then wish to lodge a complaint with ICO you can contact them at: Website: <https://ico.org.uk/>

**Address:** Information Commissioner’s Officer, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

**Email:** Casework@ico.org.uk

**Telephone:** 0303 123 1113

