

STAFFORD BOROUGH COUNCIL

STAFFORD MARKET SQUARE USAGE POLICY

1. Introduction

- 1.1 The Market Square is the focal point of Stafford Town Centre. It is a place where all residents and visitors to Stafford can undertake a variety of activities, be entertained, enjoy shopping and leisure activities or sit and watch the world go by. It is a valuable public open space in the heart of the town.
- 1.2 It is important to ensure that any entertainments or activities in the Market Square enhance the image of the town. It is also important to ensure that in relation to activities and movement of vehicles that public safety is not compromised.

2. Objectives

- 2.1 This policy relates to the designated Display Area within the Market Square (see Appendix 2). The objectives for the use of the Market Square are:
- To enhance the image of Stafford as the County Town
 - To facilitate and encourage appropriate events and entertainment
 - To accommodate a range of activities
 - To support local businesses
 - To support local community and voluntary groups
 - To ensure a safe environment for visitors
 - To link into the general management of the Town Centre

3. General Policies

- 3.1 Vehicle access will only be permitted to the Market Square for market traders and other users before 10:00am or after 4:00pm October to April or 5.00pm May to September. The Council reserves the right to permit vehicles to enter and exit the Market Square within these hours for specific Council purposes.
- 3.2 Written evidence of fully comprehensive vehicle insurance is required.
- 3.3 Maximum gross vehicles weight is 7.5 tonnes within the Display Area.
- 3.4 No more than one booking will normally be permitted on the same day, e.g. when the Farmers Market is in operation in the Market Square, no other event is permitted unless special consideration is granted.

- 3.5 All bookings for Stafford Market Square are to be made through Stafford Borough Council Regeneration Services.
- 3.6 For all commercial and not-for-profit activities, written evidence of Public Liability insurance cover for a minimum of £2,000,000 is required to confirm the booking.
- 3.7 A photo or drawing of the stand/display may be requested to accompany the booking form with a sample of any promotional literature if applicable.
- 3.8 The Council will not be liable for any loss or damage to any equipment or goods belonging to or under the control or custody of the booked users of Market Square.
- 3.9 All entertainment in Market Square must be booked at least 14 days in advance through Stafford Borough Council who organise a programme of events for each calendar year. An appropriate licence must be obtained and it is up to each user to ensure that they have the appropriate licences; this may include a music licence.
- 3.10 Only markets agreed by Stafford Borough Council are permitted in the Market Square.
- 3.11 Delegated authority is given to the Head of Regeneration to approve bookings that differ from the policy in exceptional circumstances.
- 3.12 Council or Council-sponsored events at weekends will be given priority over other bookings for community and voluntary groups or commercial organisations, which should be scheduled for weekdays wherever possible.
- 3.13 If a license is required for street collection, music, dancing or alcohol it is the organiser's responsibility to obtain this from the Licensing Section at Stafford Borough Council.
- 3.14 A charge may be made for street cleansing for all applicable bookings.

4. General Code of Conduct

- 4.1 The general code of conduct for all users of the Market Square to abide by is:
 - All to provide a Risk Assessment of their activities and any interactions with the general public
 - Display area permit to be displayed at all times
 - The sale of goods or services is only permitted in connection with a cultural or community event or as part of one of the markets unless special permission is granted by the Market Facilities Co-ordinator.
 - Food may only be sold at any event subject to the approval of the authorised environmental health officers
 - Activities will not normally be allowed within 5 metres of any of the shop frontages of the Square and within 2 metres of the steps to the Shire Hall

- Any users must only use the size of area requested as per the booking form
- Any users must refrain from any activity if requested to do so by an authorised officer of Stafford Borough Council or the Police
- You must not stand/sit or spread out your equipment so as to cause obstruction to pedestrians, entrances/exits to shops and other premises, to shop window displays, to street furniture or flower displays
- Amplifiers and loud speakers may only be used at reasonable levels so as not to cause a nuisance.
- All users must not say or do anything that could pressurise or harass people and must not engage in manipulative sales techniques with members of the public
- Entertainment should only take place between the hours specified in the booking confirmation
- All market stalls/ displays must be of a standard acceptable to Stafford Borough Council to enhance the look of the Market Square

5. Specific User Groups – additional guidance

5.1 Community/ Voluntary Groups/ Public Agencies - Information & Advice

- Non political government and health organisations:
 - Are welcome to book to exhibit information.
 - Official ID must be displayed at all times
- Political/ Lobby organisations:
 - All political and lobby organisations are permitted to book to use the Market Square providing that:
 - They meet the general policies
 - The Police have no objections on Public Order grounds to any one organisation using the Market Square
 - Only one organisation is permitted in the Display Area on any one day; and are not permitted when any other activity is taking place

5.2 Charity Collections

- Coin collections
 - Permitted on Saturdays only with the appropriate permit from the Licensing Section
 - Official ID must be displayed at all times
 - Maximum of one charity collection in the Display Area at any one time
 - Maximum of 3 fundraisers in the Display Area at any one time; however, where children are collecting, a relevant number of supervisors are also permitted.

- Face to face/ direct debtors
 - Only Public Fundraising Regulatory Association member charities are permitted
 - The appropriate permit must be obtained from the Licensing Section
 - Maximum of 12 bookings per year, once a month Monday – Thursday
 - Official ID must be carried and displayed at all times
 - A bib, tabard or jacket highlighting the charity must be worn at all times
 - Maximum of 2 canvassers in the Display Area
 - Canvassers should be positioned in such a way to offer an adequate “comfort zone” to those users of the Market Square who choose not to engage with them and at a minimum of 5 metres away from the shops/premises entrance so as not to deter people from entering

5.3 Market Researchers are not allowed in the Display Area

6. Security/ Health & Safety

- 6.1 The hirer must undertake a risk assessment for the event and ensure that all participants and contractors comply with all relevant health and safety legislation or any other guidelines relevant thereto at all times during the event and while preparing and clearing the Venue for the event.
- 6.2 The hirer is responsible for all public health and safety aspects of the event prior to, during and subsequent to the event.
- 6.3 The hirer must undertake to indemnify the Council and keep the Council at all times fully indemnified from and against all actions proceedings claims demands costs awards and damages however arising directly or indirectly as a result of the use of the venue for the event.
- 6.4 Organisers of events have a legal responsibility to ensure the Health, Safety and Welfare of any employees, volunteer helpers or contractors involved in arranging the event and to the public and participants attending. This should be ensured by carrying out a detailed risk assessment (see 6.1 above). All hazards associated with the event should be identified, the level of risk assessed and appropriate action taken to reduce these risks to an acceptable level. All events must comply with recognised safety standards and must take all reasonable precautions to ensure the event takes place safely.
- 6.5 A formal record should be kept of the risk assessments and a copy sent to Stafford Borough Council with the booking form. Failure to do so will result in the cancellation of the event.

7. Rates to Hire the Market Square Display Area

- 7.1 The current rates are included at Appendix 1. These are reviewed on an annual basis by the Borough Council.
- 7.2 Income from Market Square use will be put towards events and activities in the town centre for the benefit of residents and visitors.

8. Complaints

- 8.1 Any complaints should be forwarded in the first instance to the Head of Regeneration. Any escalation of a complaint should be forwarded to the Chief Executive in line with the Corporate Comments, Complaints and Compliments Procedure.

9. Damage

- 9.1 The user of the Display Area will be liable for any damage to public property. This includes paving, bollards, floral displays, litter bins, benches and other street furniture. In addition, the Council reserves the right to pursue an appropriate claim to recover any uninsured losses.

10. Appendices

Appendix 1 - Market Square Hire Charges
Appendix 2 - Display Area plan

APPENDIX 1 to the Market Square Usage Policy

Market Square Hire Charges from 1 January 2012

Saturday Charges - per day

Commercial Activities	Not-for-profit Activities	Charities	
Up to £330	£166	£13.00	

Sunday - Friday Charges - per day

Commercial Activities	Not-for-profit Activities	Charities	
£168	£83	£13.00	

These hire charges are VAT exempt.

Weekly rates are negotiable.

Street Cleansing - The actual cost of cleaning to Streetscene (minimum £100 if applicable)

Cancellations - If a booking is cancelled within 14 days of the event, 100% cancellation charges apply. If a booking is cancelled more than 14 days before an event a £35 administration charge will be applied.

Fees will be increased annually by the headline rate of inflation, unless determined otherwise by the Council.

APPENDIX 2 to the Market Square Usage Policy

The Designated Display Area

