

An aerial photograph of Liverpool, UK, taken at dusk. The city is illuminated by warm streetlights and building lights, contrasting with the deep blue and purple tones of the twilight sky. The River Mersey flows through the city, with several boats docked at the waterfront. Key landmarks like the Royal Liver Building and the Liverpool Museum are visible. The overall scene is vibrant and captures the city's maritime heritage and modern architecture.

# PROMOTE IN **LIVERPOOL**

LET THE WORLD SEE YOUR BRAND ON A GLOBAL STAGE

# Global

## A city visited and seen around the world by a community of billions

Over the next 12 months, Liverpool's world class major events programme is set to shine a global media spotlight on the city, attracting over **30.8 million visitors** for the **Liverpool Pride**, **Comic Con Liverpool**, **River of Light**, **Christmas Markets**, **Harlem Globetrotters**, **Randox Grand National**, **Taylor Swift and Taste Liverpool Food and Drink Festival**.

### A Global Brand

Liverpool is a city of stories where the pavements crackle with energy and creativity comes as standard. The **5th most visited city** in the UK 2019, attracting **67 million visitors**, Liverpool's visitor economy is worth **£4.9 billion** supporting over **55,500 jobs** and continues to develop as a major growth sector, bringing both economic benefits and reputational advantage to the city region.

### The Global Game

Liverpool is a sport city - from the **Vitality Netball World Cup** and **Rugby League World Cup** to the **Randox Grand National** and the **World Gymnastics Championship**.

As for football, **3.5 billion people** watch the game, over **260 million** play it and almost half the world's population is interested in it, the sport has created a truly global community. Home to two Premier League teams and global superstars, **Liverpool FC** alone generated a **£497 million** boost to the local economy, whilst **Everton FC's new stadium** is predicted to deliver a **£1 billion economic injection**.

### A World Class Major Events City

Liverpool's year as European Capital of Culture 2008 kick started a cultural renaissance which continues to this day. From the **Royal de Luxe Giants** attracting **1.3 million visitors** to **Cunard's 'Three Queens' 175th anniversary celebration**, captivating audiences across the world.

A definitive music city, Liverpool stages internationally acclaimed events that transform the entire city as a creative backdrop, capture hearts and imaginations, excite global media and invite brands to engage with millions of visitors.



# Power

A powerful marketing platform, reaching a global audience

## Reach A Global Fanbase

As scousers, we like to shout about our city and about you. What sets us apart from other core cities is our unique access to established extensive marketing channels, amplifying brand reach and engagement.

**29m digital audience** | **80,000 database** | **2.2m web users** | **622,000 social media followers** | **87.4m social media impressions**

## Connect With The Community

We are all about long term strategic brand partnerships. The city council, politicians, universities, students, local businesses, developers, visitors, residents and landowners, we are all united behind a single purpose, for Liverpool to be the most exciting city in the UK - and simply the best place for brands to activate.

## Get Ready To Play

Our city dressing inventory is as impressive and as grand as it gets. Not only do we own hundreds of outdoor banner sites at all major gateways and routes throughout the city, we have our own digital platforms, incredible buildings, city activation spaces and highway - a 360° immersive creative solution.





# EUROVISION

SONG CONTEST  
UNITED KINGDOM  
LIVERPOOL 2023

- THE BIGGEST LIVE TV AND ONLINE EVENT
- MOST SUCCESSFUL EUROVISION SONG CONTEST EVER STAGED
- 162 MILLION VIEWERS - WITH RECORD BREAKING ONLINE ENGAGEMENT AND MUSICAL IMPACT ACROSS EUROPE AND BEYOND
- OVER 500,000 VISITORS TO THE CITY CENTRE
- 250,000 VISITORS TO THE EUROVISION VILLAGE ON THE WATERFRONT
- 22 MILLION SOCIAL MEDIA IMPRESSIONS
- 55 BILLION VIEWS IN APP ON TIKTOK OF #LIVERPOOL

**BBC**

**EBU**

# 360° Creative Solution

## The power of brand activation

Brand interaction and experiences designed to engage with hundreds of thousands of visitors.

We bring your brand to life, forming long-term emotional connections with fans and consumers.

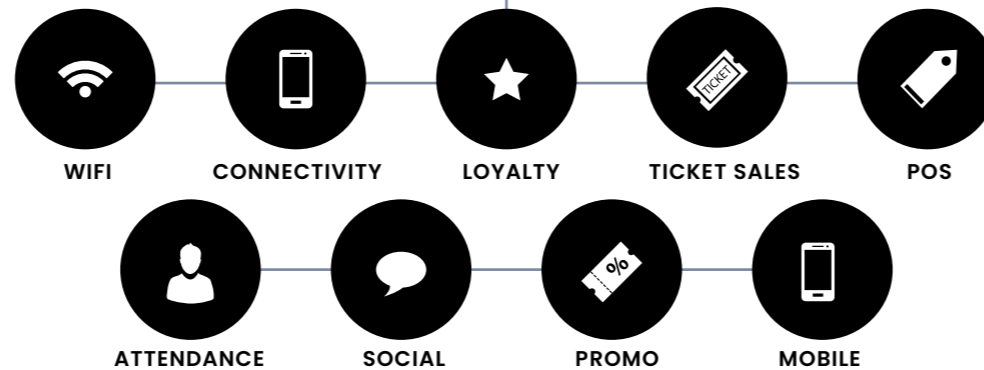
EVENT DAY APPLICATION



MAJOR EVENTS



HOSPITALITY



MEDIA



EXPERIENTIAL

# Welcome To

Liverpool is the most filmed city outside of London with film injecting a £40 million economic boost economic boost in the last 2 years



BATMAN. PHOTOGRAPH BY @ALSTIRLINGUK

# Gotham City



**Time 2**  
Bella Ramsey, Tamara Lawrance and Jodie Whittaker (Picture: BBC)



**Littlewoods Film and TV Studios**



**Film Stars Don't Die in Liverpool**  
Credit Eon Productions and Lionsgate

## A Film City

The birthplace of Hollyoaks and home to Lime Productions, our Film Office is the oldest in Europe generating an economic impact of **£11.5m** per annum supporting thousands of jobs in the creative, hospitality and retail sectors. It is about the grandeur of city architecture, the drama and romance of the waterfront, the internationalism of the cultural offer and the warmth and hospitality of its people. Liverpool doesn't stage productions, it hosts them.

## Ambitious

In 2021, **Littlewoods Film and TV Studios**, a **£54 million capital development** is set to open with major global production companies' bookings in place bolstered with a **£2 million Content Fund** to drive skills, new jobs and support the development of a world class creative and digital hub. From **Netflix** to **Warner**, Liverpool has fast become the choice of destination for filming.

## The Ultimate Stage Backdrop

**The Batman** | **The Responder** | **Time** | **Secret Invasion** | **Help** | **The Ipcress File** | **Outlander** | **Bolan's Shoes** | **Sexy Beast** | **The Tower** | **Funny Woman** | **Maternal** | **Beaumont** | **Captain America** | **Nolly** | **Fantastic Beasts** | **Archie** plus many more...

# Event City

**50.11 MILLION**

DAY VISITORS

**37 MILLION**

DAYS

**31M**

VISITORS

**5.83 MILLION**

STAYING VISITORS

**74%**

HOTEL OCCUPANCY

**£2.6 BILLION**

VISITOR SPEND

\*SOURCE: STEAM 2023



**RIVER  
OF  
LIGHT**

**LIVERPOOL  
feels like  
Christmas.**

21 - 22 Oct

22 Oct

27 Oct - 5 Nov

December

**LIVERPOOL  
CHINESE  
NEW YEAR**

THE ORIGINAL  
**HARLEM**  
GLOBETROTTERS



Jan 2024

21 Feb 2024

11 - 13 April 2024

May 2024

13 - 15 June 2024

Sept 2024

# Get Ready To Play

Experiential City Rights

1st July 2023 – 30th June 2024

## ENTITLEMENTS / RIGHTS PACKAGES

EXPERIENTIAL SITE	SIZE	RATE CARD PER DAY
Clayton Square	3m x 3m	£1200 + VAT
Lord Street	3m x 3m	£1200 + VAT
Whitechapel	3m x 3m	£1200 + VAT
Paradise Street	3m x 3m	£1200 + VAT
Church Street (Outside Lloyds Bank)	5m x 5m	£1500 + VAT
Holy Corner (Outside Next)	5m x 5m	£1500 + VAT
Lime St Piazza	10m x 5m	£1800 + VAT
Church Street/Parker Street	10m x 10m	£2000 + VAT
Derby Square (Sat and Sun only)	20m x 20m	£2200 + VAT
Williamson Square	25m x 20m	£2500 + VAT
St Georges Hall Piazza	75m x 20m	POA
Pier Head	100m x 20m	POA

Bespoke packages including digital marketing and multi day rates can be discussed.  
Seasonal charges apply – 20% increase on rate card





# Terms and Conditions

## 1 Background

**1.1** Under the brand 'Promote in Liverpool', Liverpool City Council manages the largest number of event spaces and media assets in Liverpool City Centre. These spaces are available to hire for the purpose of company promotion, event promotion and brand activity.

This document outlines City Centre promotional spaces policy, charging policy and procedures and appended list of the conditions of use of the spaces.

**1.2** It is important Promote in Liverpool have consistent and clear procedures for the granting of consents in these public areas. This will enable more effective management of these areas and ensure that, as public spaces, any activity that takes place should

bring benefit to existing businesses and the public and cause minimal disruption. If there is disruption then you may be asked to leave the site.

**1.3** All promotions/events will be considered by Promote in Liverpool in the light of the agreed spaces policy and the conditions of use

## 2 Spaces Policy

**2.1** All the spaces managed by Promote in Liverpool (detailed in para 1.1) will be available for advance booking for promotions, events and entertainment booked with a minimum 2 week notice period (4 weeks for food and drinks promotions).

**2.2** Only promotions/events, which don't detract from the vitality and

vibrancy of the city centre, will be approved by Promote in Liverpool. This is at Promote in Liverpool's discretion.

**2.3** Use of promotional spaces will normally be considered on a first come first served basis, provided that the promotion/event meets the requirements of the spaces policy, priorities and condition of use. Promote in Liverpool, in certain circumstances, may initiate changes to the venue and/or conditions of use. Notification of this will be in writing and where possible an alternative venue will be sought. All such decisions will be final.

**2.4** The specific area(s) available for the promotion/event will be determined by Promote in Liverpool, in consultation with other relevant

Council departments where appropriate.

**2.5** All promotions/events should comply with all relevant legislation and policy including health and safety, environmental health and highways, and the event organiser should provide all documentation required including public liability insurance and RAMS.

**2.6** It is an offence to leaflet in the borough of Liverpool. Leaflets may be displayed only as part of an organised event. The city centre is monitored by Liverpool City Council Street Nuisance Teams and fines will be issued. Sample goods are permitted with bookings, products that may damage the environment are not permitted (i.e.) chewing gum, stickers etc.

**2.7** The promotion/event should not affect pedestrian flows, public safety, the general environment or the interests of surrounding businesses, services or residents and should not be of nature that could cause offence to the users of the city centre.

**2.8** All promotions/events must comply with the requirements of the Police, other emergency services and other key multi-agency partners who assist with the co-ordination of events in the city as appropriate.

**2.9** All promotions/events must comply fully with the up to date list of Conditions of Use for City Centre Promotional Spaces

**2.10** A fee will be charged for all promotions/ events. An invoice will be raised at the time of licence issue.

**2.11** Previous use does not guarantee future permission of use of a city centre space.

**2.12** Promote in Liverpool reserves the right to refuse any promotion/event permission to book the city centre promotional spaces, and reserves the right to terminate any consent or stop any event which is in progress, should the applicant not conform to the licence agreement or the activity differs from those outlined during the booking process. Any booking fee paid will not be returned should the event be terminated in such circumstances.

# Food & Drink Promotions

**3.1** The direct selling of goods, services and products will not be permitted. Sites are used purely as promotional services.

**3.2** Alcohol products cannot be sold outside, they can only be sampled. The samples can only be served within an enclosed area (the use of barriers is fine), and a sample size cup needs to be used. If this is a can, they need to be opened prior to being given out. The sample must be consumed before leaving the enclosed area, and Challenge 25 should be in places and numbers of samples regulated before being given out. We also recommend security are on site to enforce all of the strict alcohol sampling rules.



# Charging Policy

**4.1** A fee will be charged for all promotions/events. This fee structure per site is detailed on the next page.

**4.2** An Invoice will be sent no later than 48 hours after you have confirmed the booking. Our payment terms are prior to the event date or 30 days after the date of the invoice, whichever occurs first.

**4.3** Promote in Liverpool reserves the right to charge additional fees at any time if additional staff time is spent on

administration and monitoring of events. The event fee could be increased by up to three times the amount to cover these extra costs.

**4.4** Additional fees can and will be charged should the Promote in Liverpool incur additional cleansing costs as a result of the promotion/event, then an appropriate retrospective charge will be levied to the consent holder along with any appropriate administration fees.

**4.5** We operate a designated charities space at Paradise

Street at a discounted rate. Charities requiring any other event space should contact Promote in Liverpool.

**4.6** The Promote in Liverpool reserves the right to vary the fee charged.



# Space Information

## Whitechapel

Whitechapel leads off from the main High Street in Liverpool city centre and continues onto an area which is renowned for its high end national and independent boutiques stores. There is a constant high footfall for this area due to the Central location.

Size: 3m x 3m

Fully pedestrianised 10am - 6pm

Average weekly footfall is 140,000  
Average Saturday footfall is 39,500

## Holy Corner/Church Street (Outside Next)

Holy Corner plays an important role in connecting all major Liverpool city centre's high streets: Church Street, Lord Street, Whitechapel and Paradise Street. Holy Corner guides visitors to many different areas of the City and is an area with very high footfall.

Size: 5m x 5m

Fully pedestrianised 10am - 6pm

Average weekly footfall is 215,000  
Average Saturday footfall is 40,000

## Lime Street Piazza

Lime St Station is major gateway into the City Centre connecting Liverpool with the rest of the UK with just under 20 million passengers passing through each year.

A hub for commuters, shoppers and visitors to the city, this is a great location to showcase your brand with the backdrop of the stunning neoclassical Grade 1 listed building St Georges Hall and Liverpool Media Wall which offers a 360 creative solution. Following recent site developments, the area is now pedestrianised extending dwell time.

Size: 10m x 5m

Fully pedestrianised 10am - 6pm

Average weekly footfall is 380,000  
Average Saturday footfall is 70,000

## Church Street

Church Street is the main area for shopping in Liverpool city center with major retailers running either side. Church Street plays an important role in the city's High Street by linking all other popular streets, squares, transport links and popular squares together. Its offers two options for activity.

It offers two options for activity:  
Junction with Parker St 10m x 10m  
Outside Lloyds Bank 5m x 5m

Fully pedestrianised 10am - 6pm

Average weekly footfall is 380,000  
Average Saturday footfall is 70,000



## Williamson Square

Right in the heart of Liverpool city centre, you will find Williamson Square which is our largest and most diverse site. The Square is a pedestrianised shopping district and right on the doorstep is St Johns Shopping Centre and Radio City Tower. The site can act as a blank canvas for any brand or experiential activity.

Size: 25m x 20m

Fully pedestrianised 10am – 6pm

Average weekly footfall is 167,000  
Average Saturday footfall is 29,500

## Clayton Square

Clayton Square is based in the heart of Liverpool city centre, and is the first area that commuters, tourists and local shoppers reach when arriving from either Lime Street Station or Liverpool Central station. Clayton Square acts as gateway to the rest of the city centre and leads directly onto the main high street, Church Street.

Size: 3m x 3m

Fully pedestrianised 10am – 6pm

Average weekly footfall is 177,000  
Average Saturday footfall is 32,000

## Lord Street

Lord Street is a continuation from Church Street and Holy Corner, with major retailers, cafés and restaurants running along either side. It bridges the Retail & Leisure District into the Commercial District, with a mixture of shoppers, employees and tourists from different parts of the City. It's the ideal place for roaming promotions.

Size: 3m x 3m

## Paradise Street (Charity Site)

Paradise Street leads off from Holy Corner, and lies between two busy shopping districts, Church Street and Liverpool One. The constant high footfall from both popular areas, is the perfect place to attract large audience for your promotion.

Size: 5m x 5m

Fully pedestrianised 10am – 6pm



# Booking Procedures

**5.1** Promotions that will be considered by Promote in Liverpool for city centre event spaces will include: Product Sampling | Experiential Activation | Charitable Supporter Acquisition | Promotional Roadshows / Activities

**5.2** Event spaces cannot be pre-booked for the purposes of co-ordinating a public assembly (this term includes demonstrations).

**5.3** Requests to book event spaces will initially be considered by Promote in Liverpool against: the details of the promotion /events contained in the initial enquiry against the Conditions of Use. Other factors; e.g. size and nature of event for the particular space requested, alternative spaces may be suggested to the promoter if a particular space is considered inappropriate.

**5.4** If considered suitable against these criteria. A provisional booking will be made subject to final confirmation. There is no commitment

to reserve the space at this point.

**5.5** Promote in Liverpool will send the organiser a link to the online application form for booking the promotion/event on an event space, copies of the Conditions of Use for City Centre Promotional Spaces, and any other relevant information, including an indication of the fee payable.

**5.6** The application should fully detail the proposed promotion /event, with confirmation from the promoter that the Conditions of Use will be adhered to, and should be submitted with details of any necessary public liability insurance and other documentation to confirm compliance with appropriate environmental health or other legislation.

**5.7** Events spaces and dates are not provisionally held until the booking form has been completed.

**5.8** Should a confirmed booking be subsequently cancelled or a promoter fail to turn up on the day, a charge of

100% of the full fee will be payable. This also applies to registered charities.

**5.9** On receipt of the application form and further details, Promote in Liverpool will consider whether the promotion/ event continues to meet the initial criteria, and is deemed suitable. If so, consultations with other multi-agency partners may be initiated. Partners consulted may include City Council departments, the emergency services, the Health and Safety Executive, public transport and car park operators and city centre businesses.

**5.10** Promote in Liverpool will initiate the raising of the appropriate invoice and issue the consent letter. Any other relevant parties will be advised as appropriate.

**5.11** All event documentation as requested by Promote in Liverpool, including a risk assessment or method statement (if requested) is required 14 days in advance of the

promotion/event, and must be signed off by all parties concerned. Failure to return this documentation in time may result in the cancellation of the provisional booking.

**5.12** Please be aware that none of the event spaces provide a power source.

# Appendix A

## Conditions Of Use For Promote In Liverpool Spaces

Event Organisers booking an event space managed by Promote in Liverpool must take into consideration the conditions detailed below under the following headings:

**Site Protocol | Health & Safety | Access & Egress | Vehicles | Insurance | Fees | Cancellation | Leaflet distribution | Noise | Public Assemblies | Equal Opportunities**

Failure to abide by these conditions at any time prior to or during a booked event may result in an event being cancelled and will have a negative implications for the event organiser(s) as regards any proposed future booking(s).

### Site Protocol

**1.** The letter of consent granted by Promote in Liverpool must be available for inspection by any officer

of Liverpool City Council, on the day/s in question.

**2.** Direct selling of goods is not permitted at any Promote in Liverpool site

**3.** Any display must be safe, tidy and attractive, to the satisfaction of the Promote in Liverpool. Attaching or placing signs, banners or other items on or to street furniture, or the highway surface will not be permitted. Please submit copies of any promotional /display materials with the booking form.

**4.** If a consent holder is asked to move his / her location by the Council, Police or Fire Service, he/she will immediately comply with that request.

**5.** The consent holder will be responsible for the reasonable cost of repair to the highway or street furniture if damage is caused by his/her event.

**6.** The consent holder will be responsible for the satisfactory

behaviour of any employees or other people involved in the event who shall also comply with these conditions.

**7.** Petrol generators will not be allowed. Details of any other type of generator, such as silent diesel generators must be submitted for approval by Promote in Liverpool and must be covered by PLI.

**8.** Activities will be positioned within the perimeter of the designated space so as to cause minimum disruption of pedestrian movement and no obstruction to shop frontages or city centre businesses.

**9.** The consent holder or his/her activities shall not cause any nuisance or annoyance to any other users of the event spaces or occupiers of adjacent land or buildings.

**10.** Litter, generated as a result of any activity, including leaflets / samples / products promoted, must be minimised during the event and removed from the event space and a 50m surrounding area by the consent

holder both during and at the end of the activity. Should the consent holder fail to adhere to the above they may also be served with fixed penalty or abatement notices. Should Promote in Liverpool incur additional cleansing costs as a result of the promotion / event, then an appropriate retrospective charge will be levied to the consent holder along with any appropriate administration fees.

### Health And Safety

**1.** All activities must meet all current Health and Safety legislation, for example all cables on site must be adequately covered or preferably positioned well above head height.

**2.** Necessary firefighting equipment must be provided and be readily available.

### Access And Egress

**1.** Vehicle movement to and from the City Centre promotional spaces must only take place within the hours permitted by the relevant Traffic Regulation Orders. These hours are

normally 6.00pm to 10.00am within the pedestrian precinct (Monday to Sunday). Exceptions to this apply when specific Police consent has been given, or the organiser has been instructed to move by the Police or City Council.

**2.** Some spaces require bollards to be removed to gain access to set up and hold promotions/events. Promote in Liverpool must be aware of your proposed arrival and departure times to enable the bollards to be removed in a timely manner.

## Vehicles

**1.** Vehicle users must comply with Police advice that states: “Whenever a vehicle is driven upon footway areas it should be guided by another person so as to inhibit excessive speed and prevent conflict with any pedestrians in the vicinity”. Their advice is given without prejudice and would not absolve any person from criminal or civil liability.

**2.** The hirer will pay for the removal of oil marks or fuel spillages if caused by vehicles used as part of the set up or delivery of an event.

**3.** Vehicles used for towing or transporting units or equipment to a site must be removed from the site before the event commences. All trailers must be disconnected from the towing unit. The only vehicles allowed on site during the activity are those for which the application has been made for and express consent given, these must be branded vehicles which form part of the event/promotion.

**4.** Any vehicular movement on site must be taken with proper provision for public safety. No vehicle is to remain on the area outside the agreed time without permission. Staff associated with the activity are not permitted to park privately owned vehicles on the spaces.

**5.** All vehicles must be removed from site and the site must be left clear at the end of each day.

**6.** Suitable spaces that are able to accommodate vehicles will be determined by Promote in Liverpool, shown on a plan and shall be strictly adhered to.

**7.** Any cabling from an event vehicle must be sited in line with current Health and Safety legislation.

## Leaflet Distribution

**1.** It is an offence to leaflet under the Liverpool City Byelaws. Where the event includes the distribution of printed material, for example leaflets, flyers or any printed format, these must be displayed for members of the public to take themselves. Any distribution of printed material must

be restricted specifically within the booked event space.

**2.** All litter must be collected and removed within a 50m radius by the consent holder during and after the event. Failure to adhere to this may result in the consent holder being served with fixed penalty or abatement notices. Should the incur any additional cleansing costs as a result of the promotion/ event, then an appropriate retrospective charge will be levied along with any appropriate administration costs.

## Fees

**1.** A fee will be charged for all promotions/events, unless authorised by Promote in Liverpool to use the event free of charge.

## Noise

**1.** The consent holder will ensure that sound levels generated by his/her event are reasonable and do not cause any noise nuisance to other businesses, residents or members of the public in the vicinity. If a complaint is received by Promote in Liverpool or

the Council, immediate corrective action must be taken.

## Cancellation

**1.** Should an event be cancelled after a letter of consent has been issued, an administration charge up to the full hire fee for the space will become payable.

**2.** Promote in Liverpool reserves the right to cancel or withdraw any consent, at any time prior to the date in question.

**3.** Consent holders may be required to curtail or cancel an event on the day, in the circumstances of emergency or other authorised legitimate access requirements for which no satisfactory alternative access arrangements can be made.

**4.** Where the event organiser does not abide by these Policies and Procedures or the activity is not contained within the agreed event space, Promote in Liverpool reserve the right to stop the event while it is in progress. Fees will not be returned should this occur.

## Insurance

**1.** The consent holder will indemnify Promote in Liverpool against all actions, costs, claims and demands that may result from his/her use of the highway under the consent granted by the Promote in Liverpool.

**2.** The consent holder will provide proof of public liability insurance in the sum of at least £5,000,000 with an insurance company.

## Public Assemblies, Political Parties And Religious Organisations

**1.** Promote in Liverpool Promotional Spaces are not pre-bookable for public assemblies (this term includes demonstrations) or political parties

**2.** This does not impede the right to freedom of speech. Please contact City Centre Management if you have a query.

## Filming

**1.** Any filming on or around Liverpool City Council land, buildings, facilities & public highways including activation spaces will require permission.





# Don't Take Our Word For It



# Contact

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Culture  
**LIVERPOOL**

MARKETING  
**LIVERPOOL**