

Dublin City Council

Protocol for Sampling/Merchandising

In order to distribute sample products/merchandise companies must apply to Dublin City Council to obtain a permit.

Protocol for Sampling /Merchandising

1. **An application form** .(Appendix 1) to obtain a permit for sampling/merchandising activity at a minor event in the administrative area of Dublin City Council must be submitted to the City Council not less than 15 working days before it is proposed to carry out such activity. Applications for a permit for sampling/merchandising at a major event i.e. concert, GAA/Soccer/Rugby match etc. must be submitted not less than 20 working days before the event. Dublin City Council will acknowledge the receipt of application within 5 working days. A decision regarding the issue of the permit will be made 5 working days before the event.
Late applications will not be considered
2. The **application form** must include the following information:
 - a. All details set out in attached Appendix 1 –
 - b. A detailed Litter Management Plan
 - c. A Health and Safety Statement
 - d. An on-street Risk Assessment to include a statement that the requirements in attached Appendix 2 –“ will be complied with and that all of the people involved in the distribution of sampling or merchandising are briefed in relation to its contents and all other relevant Health and Safety issues.
 - e. A current Tax Clearance Certificate.
 - f. A sample of the product. (where appropriate)
3. **Applications forms** must be submitted in one of the following manners:
 - a by e-mail to: **events@dublincity.ie**
 - b.by Fax to: (01) **2222366**
 - c.by post to:
Dublin City Council
Culture, Recreation and Amenity Department
Events and Tourism
Block 4, Ground Floor,
Civic Offices, Wood Quay, Dublin 8.
4. All merchandisers must provide designated recycling bags on the day of a sampling/merchandising activity
5. Team Leaders must carry a copy of the permit with them on the day of the activity and produce when requested by Authorised Persons from Dublin City Council.
6. All distributors must wear a high-viz uniform while sampling/distributing merchandise.
7. Please note that applications involving leaflets/fliers will be **not** be accepted
8. All merchandisers must hold relevant Public Liability Insurance.

9. Sampling/Merchandising will not be authorised at the following sites

**O'Connell Street
Henry Street
Grafton Street**

10. Please note you will only be allowed to stand/park at an agreed location on the street
Permits are not granted for areas close to pedestrian crossings or for staff working in traffic to avoid causing obstruction and also to ensure the health and safety of staff.

11. Charges:

Category	Fee + Vat @ current rate applies
<u>Commercial</u> <u>Promotional/Merchandising/Sampling Activity</u> Charge Per Day (please note there is an additional charge for a Waste Management permit of €250.00 for sampling/promotional activity. <u>Position of additional infrastructure for promotional purposes.</u> Additional charge per hour Maximum Charge per Day	 € + Current VAT rate applies 250 100 1000

12. Conditions of consent:

a. Consent cannot be granted if:

- (i) the applicant is unsuitable by reason of misconduct;
- (ii) There has already been sufficiency of persons to whom consent has already been given in the required locations

- (iii) There is a risk of danger or unreasonable inconvenience to members of the public
- b. Consent shall be limited to the hours deemed suitable according to the requested location
 - c. The consent holder should not allow the area to be obstructed in any way.
 - d. Proof of consent must be produced on demand by Authorised Persons from Dublin City Council or an Gardaí.
 - e. Consent applies to samples/merchandise distributed by the holder.
 - f. Distribution must only take place at the consented location, and between the times specified in the consent
 - g. If the consent holder does not have anyone distributing from their consented location during the licensed hours the Council reserves the right to revoke their licence.
 - h. Distribution must only take place by the consent holder or her/his sole agent.
 - i. The consent holder must ensure that the surrounding area is kept free of any litter generated by their event for 100 metres in any direction at all times.

13. **TERMS AND CONDITIONS**

- 1 **DO NOT** obstruct pedestrians, commuters or traffic.
- 2 **DO NOT** board any buses or other forms of public/private transport, products should NEVER be placed on these vehicles.
- 3 **DO NOT** leave samples in restaurants, cafes, shops even if the owner has requested you to do so.
- 4 **DO NOT** distribute products while on train station or LUAS property.
- 5 **DO NOT** hand out more than one product per person unless otherwise requested.
- 6 **DO NOT** give products to car drivers in moving traffic.
- 7 **DO NOT** forcefully distribute products
- 8 **DO NOT** give any samples to school children.
- 9 **DO NOT** leave your distribution point unattended at any time. You must be with 50 metres of your assigned point at all times.
- 10 **DO NOT** dispose of waste in bins or by any other means other than handing to people or handing to the van drivers at the end of the activity
- 11 **DO NOT** dump any sample products — this is regarded as gross misconduct and may result in the withdrawal of your **permit**

The **OFFENCES** above are very serious, so therefore if committed will lead to withdrawal of **licence**.

- 1 **DO** co-operate with Dublin City Council officials at all times
- 2 **DO** be conscious of people with disabilities.
- 3 **DO** wear a high viz uniform during the activity.
- 4 **DO** keep your distribution neat and tidy. Ensure all ties and packaging are removed from the site.

- 5 **DO** keep the area around you free from litter. Collect any discarded products / samples which you may see on the street and place in the waste bags provided and return to the meeting them to meeting point at the end of the activity.
- 6 **DO** be respectful to any other vendors and businesses within your working area.

APPENDIX 1

For Office Use only : Permit No.

1. Name/Address of Applicant

Name: _____
 Address: _____

2. Contact Details of person dealing with application

(if different from above)

Name: _____
 Address: _____
 Tel No: _____
 Mobile Phone Number: _____
 Email address: _____
 Fax Number: _____

3. Contact details of person supervising the distribution of the material (this person must be contactable by mobile phone at all times when the material is being distributed)

4. Location where material will be distributed

5. Dates(s) on which the material is to be distributed

6. Times during which it is proposed to distribute material

7. Number of people distributing the material

8. Number of items to be distributed

9. Describe the nature of the material to be distributed

10. Describe how the material will be distributed (e.g. handing to passers by, leaving at locations)

11 .Public Liability Insurance Policy

Public Liability Insurance details: _____
 Policy Number: _____
 Expiry Date: _____
 Name of Insurance Company: _____
 Name of Insured: _____
 Amount Insured: _____

I agree to ensure that the distribution of this material will be carried out in compliance with the provisions of the Dublin City Council Litter Prevention and Control Bye-laws 2008, the Waste/Litter Management Plan and any conditions imposed by Dublin City in relation to this permit.

Signed:

Block Capitals _____
Title: _____

APPENDIX 2

HEALTH AND SAFETY INFORMATION SHEET In relation to the distribution of samples/products

The principal hazard associated with distribution of samples/products etc. is that of slip/trips. This commonly results in **physical** injury to those in the immediate vicinity. Most of these hazards arise from the following groups of hazards:

Incorrect specification, poor maintenance, electric shock, manual handling injuries, traffic hazards, slips, trips and falls, falling objects /material.

Any person involved in the distribution of samples/products etc. in the public domain must be suitably trained and be fully competent in distribution procedures.

- 1 take suitable and sufficient measures to prevent an employee or other person falling a distance liable to cause personal injury.
- 2 take suitable and sufficient measures to prevent equipment, materials or other objects falling a distance liable to cause injury to persons or damage to property.
- 3 Take suitable measures to prevent the creation of litter which could lead to slips/trips.
- 4 provide appropriate training and instruction or take additional suitable and sufficient measures to prevent so far as is practicable any employee or an other person falling a distance liable to cause personal injury.

End