

Sampling/Promotions and On-Street Promotional Activations: -

Dublin City Council accepts applications for commercial sampling and promotional activations on the public domain. The application process for these type of activations is set out below: -

General Protocol for Sampling/merchandising: -

- The Litter Management Office must approve any items being distributed/ sampled before the Event Section can agree a location for sampling. You can contact the LMO by e-mail: LMO@dublincity.ie or by Tel: (01) 222 5349/4243/4226
- Bookings will only be accepted and recorded on receipt of completed application form.
- Applications/requests for promotional activations for duration of more than two consecutive days at any one location will not be accepted.
- Products must be a sample size – products that are available for retail sale are not sample size. Food samples must be not be full portion sizes.
- Brand to Hand sampling: - the following types of mobile containers are acceptable for brand to hand activations:-

- Hand held trays-



- Mobile tubular wheelie bins - Sample photo,



Not permitted:-

- no dumper bins allowed



- Where additional infrastructure is required as part of sampling/promotional activation e.g. tables/vehicles/gazebos etc., the **Small Scale Outdoor Events/Promotions Application Form must be completed also.**
- No sampling to take place at traffic junctions or pedestrian crossing zones
- Promotional activity must cause no interference to vehicular or pedestrian traffic. Pedestrian access must be maintained at all times and there must be no obstruction of access or egress to retail or other premises.
- Noise levels must not be at a level to cause a nuisance.
- No car parking spaces can be used for promotional purposes.
- Any vehicles should be parked legally and in designated paid parking bays.
- The applicant **must** notify all business/residents in the vicinity where the activation is taking place.

Timelines: -

- Applications for brand to hand sampling/promotional activations will be accepted no less than 15 working days prior to date of promotion. For large scale events i.e. concerts/major soccer, rugby etc applications must be submitted no less than **20 working days** in advance of the event.
- Applications for promotional activity that require additional infrastructure will be accepted no less than 20 working days prior to date of promotion.
- If the information is incomplete or the applicant wishes to make changes after the form has been submitted, more time will be required to process the application.

Locations for sampling/promotional activities: -

Main locations used: -

Northside: -

- Smithfield Plaza
- Wolfe Tone Park Jervis Street (re-development works planned for late 2018)
- North Earl Street
- Campshires Docklands Area

Southside: -

- South King Street (Please note:- No **vehicles** are permitted on South King Street for any type of event/promotional activation).
The area permitted for promotional activations/events on South King Street is at the Mercer Street end, behind the bollards
- Barnardos Square
- Campshires Docklands Area.

Please note other city centre locations can be considered for promotional activations, but will be assessed on a case by case basis for suitability.

Fees: -

Fee Schedule for Commercial on-street activations

Promotions/Sampling Fees

Category	Fee + VAT @ current rate applies
Commercial Promotional/Merchandising/Sampling Activity	€250.00 + VAT per day
Additional Infrastructure	€100 + VAT additional charge per hour €1,000 + VAT (maximum charge per day for additional infrastructure)
Waste Management Permit Charge per day (Vat exempt)	€250.00

Cancellation Policy Sampling/Promotions: -

- Fees are non-refundable, if applicant decides for any reason not to go ahead with the activation after payment is received.
- The applicant must give 48 hours notice to the Events Section should they wish to cancel activation. The full fee applies if 48 hours' notice is not received by the Events Section to cancel activation.
- If bad weather is forecast for the date of the proposed activation and the full fee has been paid by the applicant, consideration can be given to an alternative date, within a day or two of the proposed date, subject to location availability. If it is rescheduled outside of that timeframe it will be treated as a new application and the full fee applies.
- If rescheduling a date for activation, a new application is required within the timelines set for sampling/promotional applications.

Invoicing: -

- You will be invoiced in full for the dates submitted on the form, subject to approval being granted.
- Once the application has been processed an invoice will issue which must be paid in advance of the activation taking place.

Payment options below:

- On-line by credit card by clicking the link at the end of invoice.
- By Credit Card by phone calling 01 222222
- By EFT our Bank Account Details are as follows: -
 - AIB Dame Street, Dublin 2
 - Swift Address is AIBKIE2D
 - IBAN: IBAN IE41 AIBK 9320 8680 1345 97
 - Sort Code: 932086
 - A/C No: 80134597
- When making the payment please email remittanceEFT@dublincity.ie and cc events@dublincity.ie

- The invoice number must be quoted when paying using any of the above options.
- Once the application has been processed and approved and payment in full has been made, a decision notice will issue with conditions attached relating to the promotion.

Decisions: -

- This decision notice must be signed and a copy of the signed notice can be scanned and returned by email to events@dublincity.ie
- A copy of the decision notice must be kept on-site at all times for the duration of the activation.
- The applicant must satisfy themselves that the person responsible for drawing up and implementing their Health & Safety Statement and Risk Assessment Plan for their event, is competent to do so. Sole responsibility lies with the Event Organiser to ensure that all elements of plans are carried out as stated in the documentation submitted to Dublin City Council for the duration of the event.
- Dublin City Council bears no responsibility for the management or safety management of the event/promotion.
- Payment of the appropriate charge for the use of the public domain for promotional/commercial activity **must** be made prior to the promotion taking place.
- Dublin City Council or An Garda Síochána reserves the right to suspend any or all proposed activities being held in the public domain for reasons of public safety, congestion or nuisance or any other reason.
- Dublin City Council reserves the right to cancel or withdraw consent at any time.
- Dublin City Council, or An Garda Síochána, have the right to terminate approved events on the day it takes place in the event of any breaches of the conditions of use, or if such termination is deemed in the interest of public safety. Any such termination would be without any claim or liability on the statutory bodies.
- Dublin City Council may require the applicant to curtail, relocate or cancel an event on or before the booking date, in circumstances of emergency or other legitimate access requirements for which there is no satisfactory alternative arrangement that can be made

Where such action is anticipated you will be advised verbally as well as in writing, by the Events Section. The utmost effort will be made to ensure that your event /activity can go ahead.

Restrictions: -

Consideration is not given to sampling/Promotion relating to: -

- Alcohol products
- Gambling

Promotions are prohibited at the following locations: -

- O'Connell Street/O'Connell Bridge
- Henry Street
- Grafton Street

All other locations can be considered, however, Dublin City Council reserves the right to refuse permission at any location if they are not deemed suitable for any reason.

Please note no applications are accepted for sampling/promotional activations for the month of December. Applications may be submitted in December for activations planned for early January. Applications may not be accepted for sampling/promotional activities at certain times or at certain major events if deemed necessary by Dublin City Council or Statutory Agencies.

Any decision notice will only apply to roads and pavements under the control of Dublin City Council, private property and land owned by other statutory bodies are not included in a decision notice.

Dublin City Council Parks:-

For sampling/promotions/events taking place in Dublin City Council Parks or beaches please contact Paul Mooney, Parks Department on 01 222 3366 Or email parkevents@dublincity.ie

Locations not under DCC management: -

Please note the following locations are managed by the Office of Public Works (Ph. 01 475781):-

- St. Stephen's Green Park and footpath around St. Stephens Green Park.
- Phoenix Park
- Iveagh Gardens
- Garden of Remembrance

Fitzwilliam Square is privately managed by Abacus Property Management

The following areas in the Docklands are privately managed by Apleona Management
permits.irl@apleona.com

- Grand Canal Square
- Section of Custom House Quay/Northwall Quay Campshires
- Campshires Sir John Rogersons Quay

Wooden Bridge Clontarf – Bridge and Wall managed by Dublin Port.

Temple Bar Area contact Melissa Nolan admin@templebar.ie for use of

- Meeting House Square

Temple Bar Square contact DCC Licensing Section Patricia Colfer patricia.colfer@dublincity.ie

Charity Collections: -

A Charity Collection permit from the Superintendent of the Garda Station where the collection is taking place must be applied for and granted in order to carry out an on-street charity fundraising event.

Charity collections that involve the sale of goods please contact Dublin City Councils Casual Trading Section by email at casualtrading@dublincity.ie

Applications received for charity events will only be accepted from registered charities and must submit a copy of their registered charity number.

Protest Marches/Political Campaigns/ Demonstrations: -

- Organisers must contact the relevant Garda Station in the area where the proposed march/demonstration is due to take place.
 - North side of city contact store.street.events@garda.ie
 - or South City pearse.street.events@garda.ie