

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 minor events 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 with infrastructure or 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. **Application forms** can be submitted in one of the following manners:
 - a. e-mail to: **LMO@dublincity.ie**
 - b. Tel: (01) **222 5349/4243/4226**
 - c. Post to:

**Dublin City Council,
Litter Management Office,
Eblana House,
Marrowbone Lane,
Dublin 8.**

4. All merchandisers must provide designated recycling bags/bins 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-visible 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. Time Bands

Sampling/Merchandising will be allowed during the hours of:-

7:00 to 10:00am and 4:00pm to 7:00pm

(MAYBE ADJUSTED FOR CERTAIN EVENTS)

11. 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.

12. Charges:

Sampling/Merchandising Permit Fee: €250 per day

Plus €250 (plus current VAT rate) per day for site rental (Events Unit)

** Position of additional infrastructure for promotional purposes is charged at €100 per hour (plus current VAT rate) Maximum daily infrastructure charge €1000 (plus current VAT rate)*

Total will be invoiced by the Events Unit (total payment can be made on the one invoice and must be paid prior to the promotion/event)

13. 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 permitted hours the Council reserves the right to revoke their permit.

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.

14. 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 permit.

- 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 visible 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/bins provided and return them to meeting point at the end of the activity.
- 6 **DO** be respectful to any other vendors and businesses within your working area.