

# **SOUTH BANK CENTRE**

**Brand activations**

# Promote your brand at the Southbank Centre

We have four high-footfall locations in central London, offering experiential marketing opportunities for a variety of brands all year round.

Our previous clients include: Adidas, Starbucks, Disney+, McDonald's, Burberry, Uber, Moncler, 7UP, Subway and Vodafone.

—  
Please contact us to arrange a site visit today:  
[events@southbankcentre.co.uk](mailto:events@southbankcentre.co.uk) or call **020 7921 0702**



# OUR SPACES

Speak to our team:  
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or call 020 7921 0702

Queen's Walk  
Southbank Centre Square  
Builder's Yard  
Riverside Royal Festival Hall



# Queen's Walk

Located on the riverfront, against the backdrop of the London Eye, Westminster and the Houses of Parliament.

## Key facts

Dimensions of location: 16m x 5m

Costs: £9,000 + VAT per day (Mon – Sun)

Available: 6am – 12 midnight – additional hours available at cost

Power and water: subject to availability and at additional cost

Generators are permitted

Music volume: 68/70 dB

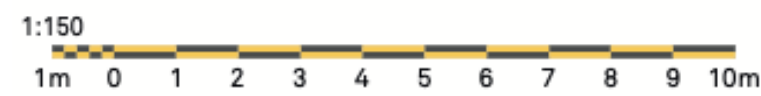
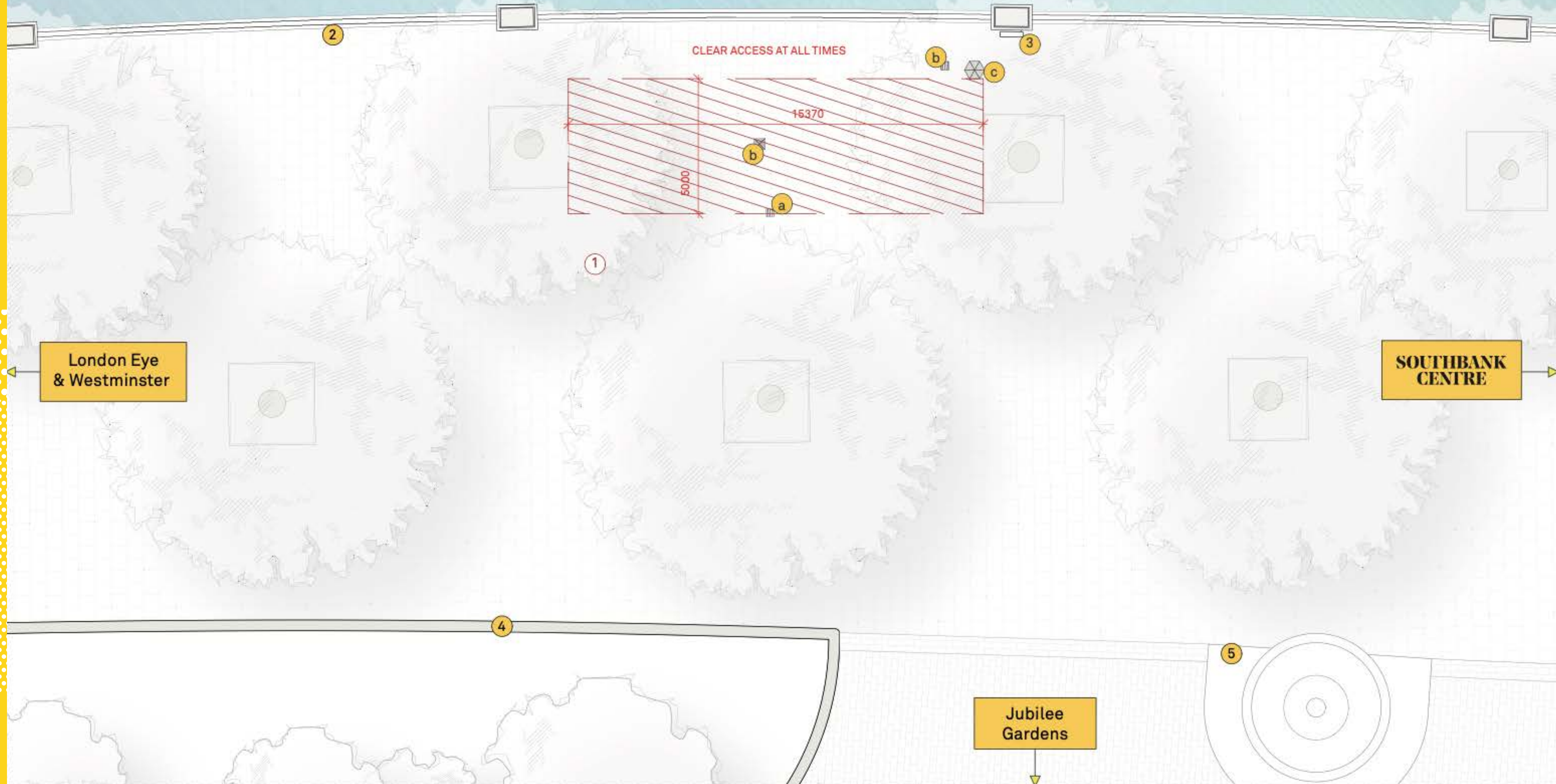
Average weekday footfall is approx 2,450 people per hour



# Queens Walk Activation Space

Scale 1:150

River Thames



### Site Features

- ① Activation Space - (15370x5000 Footprint Shown)
- ② Handrail - 1015mm High
- ③ Lifebuoy
- ④ Low Boundary Wall
- ⑤ Flagpole

### Services

- a Drain - 300x300mm Footprint
- b Mains Access - 410x410mm Footprint
- c Thames Water Manhole - 710mm Width

Vehicle access to this space is via Royal Festival Hall Slip Road. Vehicles must not exceed max speed of 5mph along Queen's Walk.

## Floor plan

Floor plan measurements are for illustrative purposes only. We recommend that independent measurements are taken for total accuracy. CAD plans are available on request.

# Southbank Centre Square

This area between Waterloo Station and the Royal Festival Hall catches the commuters, and is where we host our busy food market. Available Monday – Thursday, this open space is ideal for brand activations.

## Key facts

Dimensions of location: 15m x 7m

Costs: £9,000 + VAT per day (Mon – Thu)

Available: 6am – 12 midnight – build & de-rig timings need to be monitored due to residents close by

Power and water: subject to availability and at additional cost

Generators are permitted

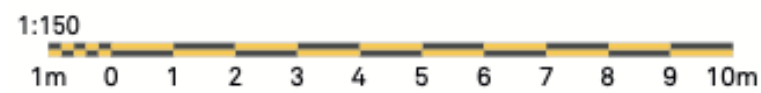
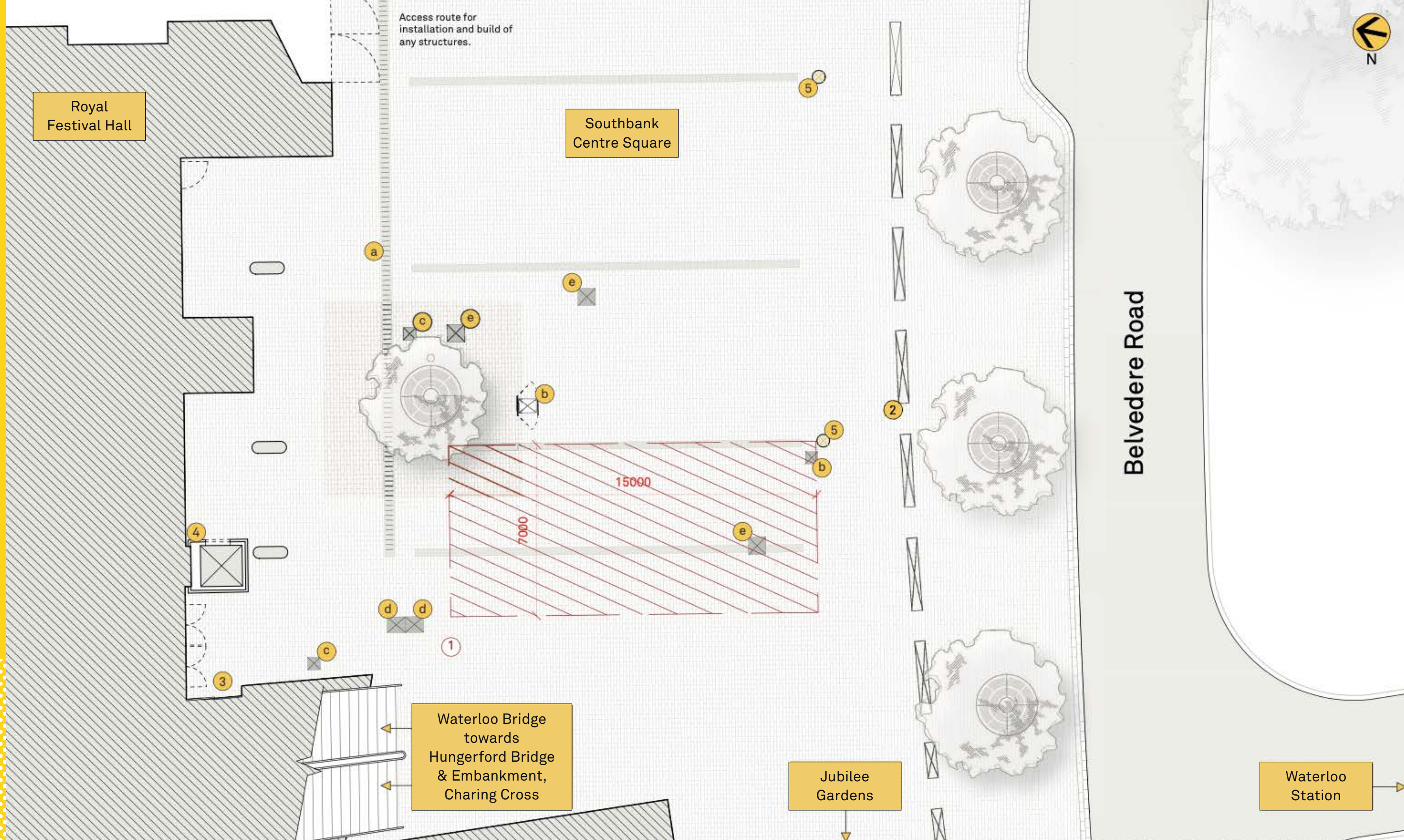
Music volume: 65 dB

Average weekday footfall is approx 2,200 people per hour



# Southbank Centre Square Activation Space

Scale 1:150



## Site Features

- ① Activation Space - (15000x7000 Footprint Shown)
- ② Concrete Security Barriers
- ③ Artists' Entrance
- ④ Lift Access
- ⑤ Street Lights

## Services

- a Drain - 400mm Width
- b Power Outlet
- c Mains Access - 510x510mm Footprint
- d Mains Access - 640x740mm Footprint
- e Mains Access - 700x700mm Footprint

Access to the Artists' Entrance and Lift should be maintained and kept clear.  
 Access to Spiritland to be maintained  
 Weight limits apply on the Square.  
 Vehicle access to this space is via Queen Elizabeth Hall Slip Road.

## Floor plan

Floor plan measurements are for illustrative purposes only. We recommend that independent measurements are taken for total accuracy. CAD plans are available on request.

# Builder's Yard

An urban, covered location under Hungerford Bridge, providing a big space for larger-scale projects.

## Key facts

Dimensions of location: 29m x 11m

Costs: £9,000 + VAT per day (Mon – Sun)

Available: 6am – 12 midnight – additional hours available at cost

Power and water: subject to availability and at additional cost

Generators are permitted

Music volume: 70 dB



© Two By Two Photography



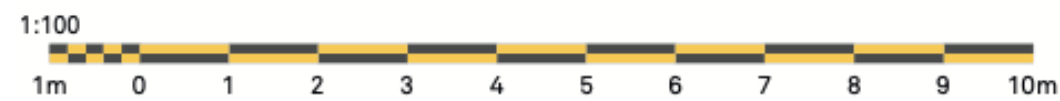
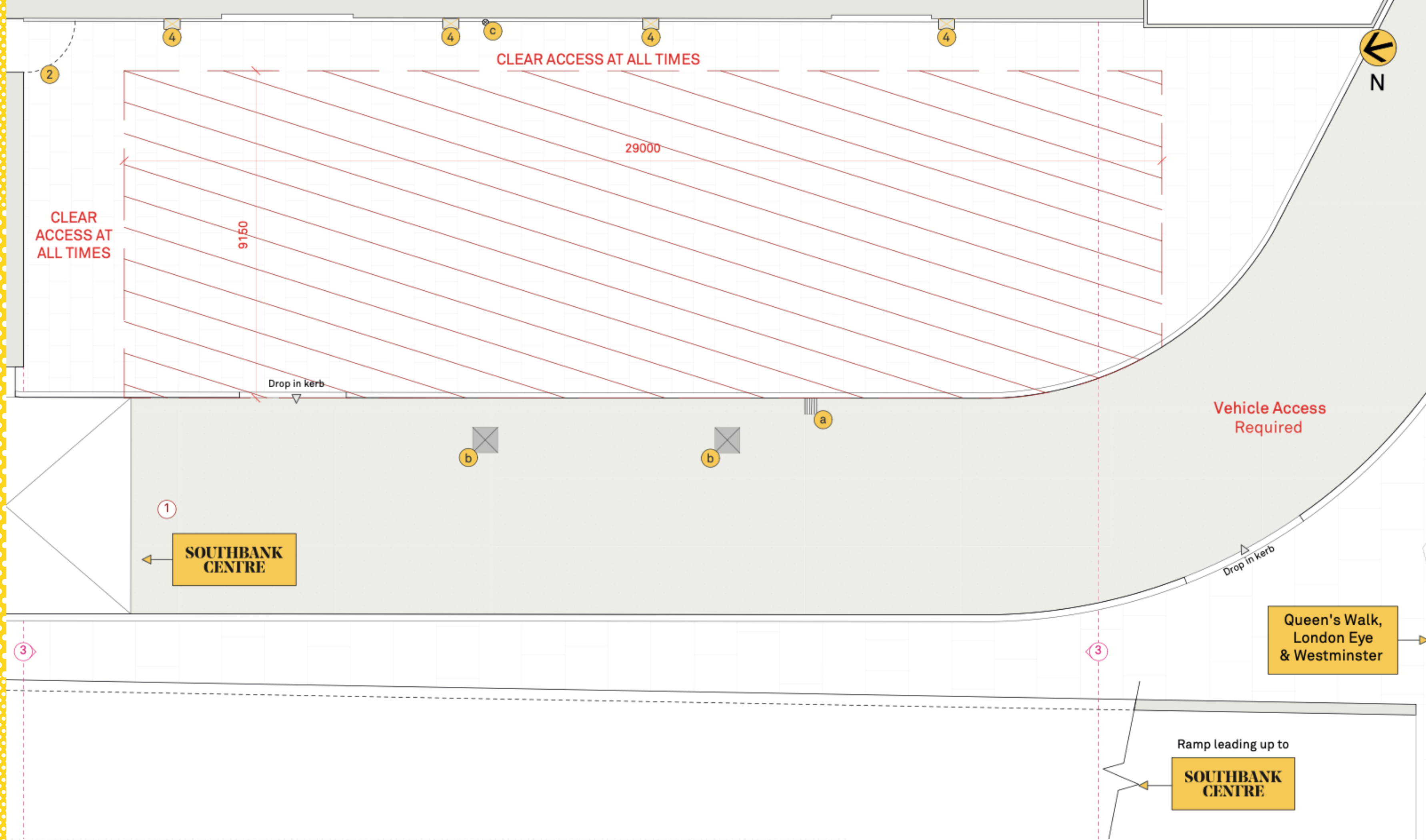
© Starbucks



© Two By Two Photography

# Builders Yard Activation Space

Scale 1:100



### Site Features

- ① Activation Space - (29000 x 9150 Footprint Shown)
- ② Storage Access
- ③ Hungerford Bridge Overhead
- ④ Wall light

### Services

- a Drain - 350x450mm Footprint
- b Mains Access - 700x700mm Footprint
- c Waste Pipe

Vehicle access to this space is via Festival Hall Slip Road.

## Floor plan

Floor plan measurements are for illustrative purposes only. We recommend that independent measurements are taken for total accuracy. CAD plans are available on request.

# Riverside Royal Festival Hall

Located opposite the Royal Festival Hall, this busy stretch of the Thames offers the perfect location for brand activations and promotional activity.

## Key facts

Dimensions of location: 5m x 3m

Costs: £7,000 + VAT per day (Mon – Sun)

Available: 6am – 12 midnight – additional hours available at cost

Power and water: subject to availability and at additional cost

Generators are permitted.

Music volume: 68/70 dB

Average weekday footfall is approx 2,000 people per hour



© Pete Woodhead



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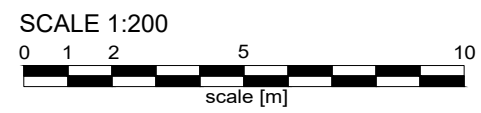
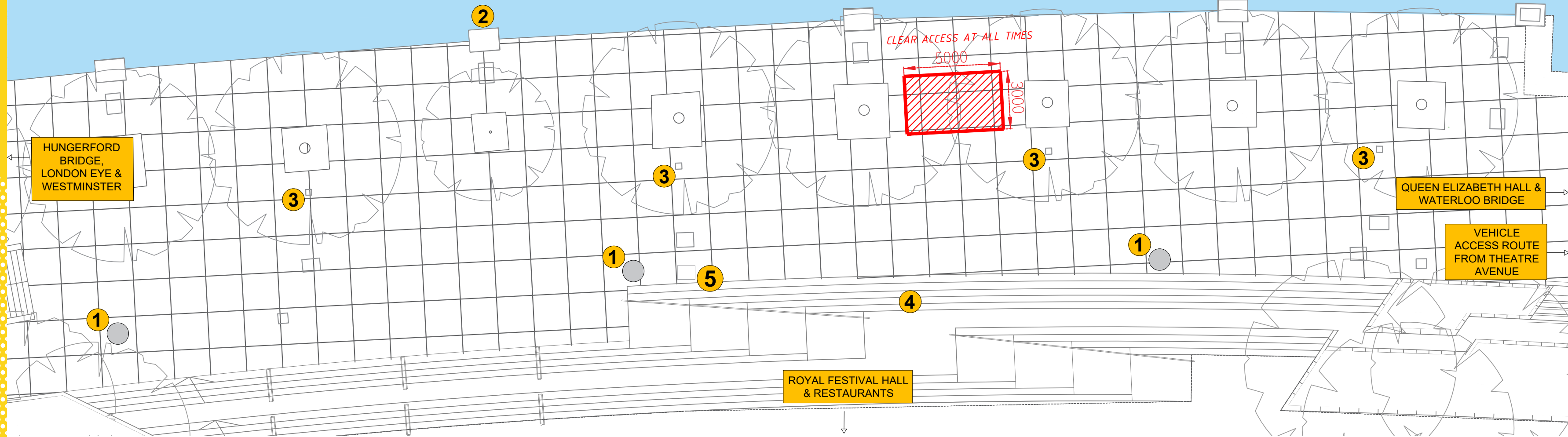


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# Riverside Royal Festival Hall

Scale 1:200

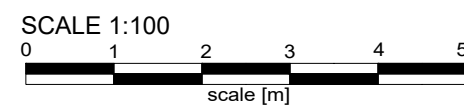
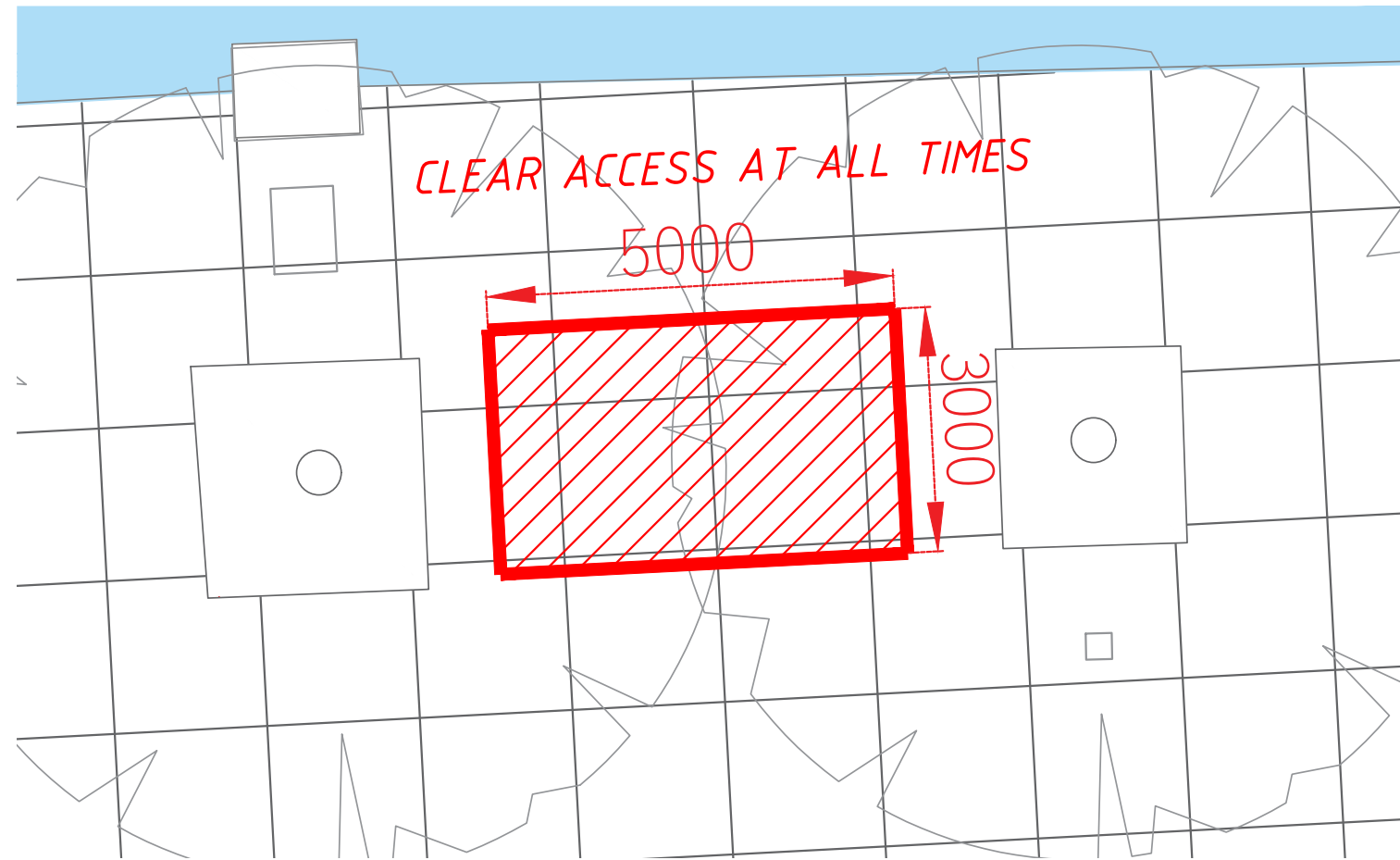
# R I V E R T H A M E S



- ① FLAGPOLE AND FLOODLIGHT
- ② LIFE BUOY
- ③ DRAIN
- ④ STAIRS
- ⑤ POWER SUPPLY

Vehicle access to this activation space is via Theatre Avenue. Vehicles must not exceed max speed of 5mph along Queen's Walk.

Any vehicle over 3 tons travelling onto Queen's Walk will need to put down protection on the paving before it drives to this location.



## Floor plan

Floor plan measurements are for illustrative purposes only. We recommend that independent measurements are taken for total accuracy. CAD plans are available on request.

# Key information

The Southbank Centre is a vibrant central London location with activity taking place across our site.

Please note that buskers, artistic events and installations take place throughout the year.

Please speak to your Event Manager if you have any queries.

## Footfall

Our site is incredibly busy, all year round. Our quarterly footfall averages at approximately 10.4 million visits.

## Sampling

We are unable to permit the sale of goods on our site, only the distribution of free product samples.

All food and beverage products at brand activations are subject to approval by the Southbank Centre. We do not allow alcohol to be given away at any of our brand activation locations due to licensing restrictions.

## Charities

As we are a charity ourselves, we do not allow third parties to fundraise on our site.

## Music

Music restrictions may apply.

## Security

Additional security costs may apply depending on requirements and timings.

## Accessibility

All activations must be fully accessible.

## Data collection

Data collection is not permitted at any of the brand activation locations. Flyers and anonymous surveys are permitted. Flyers are subject to approval by the Southbank Centre and must be shared prior to printing with the Event Manager with two business days for sign off.

## Photography

Please notify your Southbank Centre Event Manager in advance of any photography or filming during the brand activation. Additionally, we may ask you to share your photography/filming of the activation or request permission to arrange a photographer on behalf of the Southbank Centre.

## Documentation

We require the below documentation to be sent at least seven working days before the event, to ensure that our teams can review them and request any amends from your side:

- Public Liability Insurance covering a sum of £10 million or more
- Health & Safety Policy
- Risk Assessment, which includes site-specific considerations for the Southbank Centre's venues
- Method Statement, which includes site-specific considerations for the Southbank Centre's venues
- PAT test certificates for all equipment using electricity
- Proof of competency of electrically skilled person working on the day and a completed Southbank Centre's Electrical Assessment Certificate (if using power or generator)



# Location hire

Contact the Events Team today to discuss  
your requirements.

**[events@southbankcentre.co.uk](mailto:events@southbankcentre.co.uk)**

or call **020 7921 0702**

