

SOUTHBANK CENTRE

ARTISTIC RENTALS PROMOTER GUIDE

Royal Festival Hall

This document also forms part of Southbank Centre's Rental Agreement
Valid from: 1 April 2017 – 31 March 2018

Abbreviations:

Royal Festival Hall – RFH

Southbank Centre – SC

AUDITORIUM CAPACITY

RFH 2,780 seats (2,745 with extended stage, less a further 234 seats without choir stalls)
2,745 seats with extended stage in place (N.B. default position is without extended stage)

Please note that the Queen Elizabeth Hall and Purcell Room will be closed for refurbishment and maintenance from mid-September 2015 until Spring 2018

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INCLUDED IN YOUR HIRE

Venue

- Backstage areas and dressing rooms
- Basic standing lighting rig providing standard white concert lighting (details available on request)
- Use of black drapes (N.B. this can incur additional crew costs)
- One piano (or organ, in RFH) on request and subject to availability
- Two tunings per event by a SC approved piano tuner, by arrangement with Production
- Heating and lighting
- Cleaning and standard security of the venue

Staffing and services

- Two technicians, allocated as per the show requirements plus a manager in a supervisory role
- Event Manager, allocated 3 months prior to the event
- Ticketing services and ticket sales reporting
- Stewarding
- Ticketing and foyer sales staff
- Cloakroom attendants (for main auditoria events only)

Marketing

- A dedicated Marketing contact, allocated 3 months prior to Event
- Event listing on Southbank Centre website
- An entry in SC's monthly print listings, subject to copy deadlines being met
- For RFH shows only - inclusion of flyer in leaflet racks (from one month prior to your Event), subject to compliance with SC branding guidelines
- Inclusion in SC Members on sale email and one appearance in a regular SC email
- Opportunities to promote via SC social media
- Exit flyering opportunities (strictly subject to availability) and access to SC postal data

CONTRACT, DEPOSIT AND SETTLEMENT

Contract ('Rental Agreement')

When a booking is confirmed a Rental Agreement will be issued along with a request for payment of a deposit. The Southbank Centre reserves the right to charge 100% of the hire fee as a deposit. You will also be issued with paperwork relating to Foreign Entertainers Tax, PRS and Bank details. Please ensure these are returned promptly in order to avoid delays to settlement payments.

SC are unable to put an event on sale unless we have a signed Rental Agreement from the promoter and the deposit is paid. SC reserve the right to withdraw a Rental Agreement if it is not received within 10 days of the date of issue.

SC reserves the right to withdraw a date offer or Rental Agreement should a project change materially in artist or repertoire.

Settlement

Whilst we will endeavour to make all ticket settlements within 14 days of the event (or the last performance thereof), no Artist settlements should be made until you have received a full and final settlement statement from SC Finance. If you require sales summaries before this date, these can be requested periodically from our Ticketing Services team, but these are not final and can go either up or down. Settlement to Artists should not be made by you on the basis of such interim sales summaries and if so made will be at your sole risk.

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GETTING YOUR EVENT ON SALE

Upon event confirmation you will be assigned an Event Assistant who will issue a contract, ready-reckoner and on sale documentation and work with you to put your event on sale. Any specific on sale date requests can be discussed with the Artistic Rentals team or your Event Assistant.

While we will endeavour to get your event on sale according to your date request, please bear in mind the on-sale process may take 10-15 days during busy periods. Therefore please inform us of preferred on-sale dates as soon as possible.

At approximately 3 months prior to your event you will be allocated an Event Manager and Marketing Officer who will be able to advance your event and provide marketing support.

What we need from you to go on sale:

- **Signed contract and deposit payment**
- **Completed Go Live form**
The Go Live form requires you to outline details on confirmed artists, programme, ticketing information, discounts, ticket agency allocations, notification of any adult content, age restrictions/recommendations, special effects, approximate timings, latecomer policy.
- **Copy**
Up to 250 words of copy which will be edited to SC house style and/or be adapted to different copy lengths (to be included in Go Live form). Please ensure the copy is accurate at the outset, as later amendments can take up to 3 working days to action. The first sentence needs to be under 15 words long and work as a suitable summary of the event. This is because this line appears as a standalone strap in search results describing the event.

Please do not send press releases.

- **Completed Ready Reckoner ticket pricing map**
You will be sent a template of the Ready Reckoner ticket pricing map for your venue with different price band options by the Artistic Rentals team.
- **Images**
At least 2 hi-res landscape_images for use on our website, minimum resolution of 72dpi, 1260 x 1260 pixels. To be considered for print, the images need to be a minimum of 300dpi. These can be submitted directly to your Event Assistant or via our Digital Asset Management System, Bynder, details of which can be found on page 4.

Please note that we cannot accept images that include logos, words or composite images.

- **Video clips (optional)**
Video clips can be included on your event listing on the website. Please supply your Event Manager or Marketing contact with ready edited clips video clips (maximum one minute in length, mov, avi, mpeg, flv or wmv format). These can also be provided as Youtube links, which we can embed in your event page. Where possible, we will also use these assets for social media. Please note you can either display up to three images or one image and one video to your event page.

Please be aware that the information you supply via the Go Live form and Ready Reckoner will form the basis of the event listing and SC must be informed immediately of any subsequent changes to the artist/repertoire or event copy.

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Permission for usage of images and videos is your responsibility and we cannot credit photographers on our website. In providing any image to Southbank Centre, you warrant that you own the right to that image and you authorise Southbank Centre to use it for promotion of your event and for subsequent display on our website in perpetuity for archive purposes. You further agree to indemnify Southbank Centre against any claims made by any third party in respect of such use.

Please refer to our Event Copy and Image Guidelines (Appendix 5) for more details.

Uploading your images:

At Southbank Centre we use an online platform to store images called Bynder. In order to send us your selected images you can upload them directly to Bynder, which saves time and ensures a smooth process of gathering documents required to put your event online. Prior to sending the images please ensure that the file name contains the date and title of your event.

To upload the image(s) please visit <https://bynder.southbankcentre.co.uk>. At the bottom of the page you'll find a box with the symbol of a cloud with upward arrow. Please click it to open a window where you can select the images you'd like to upload, or simply drag the files into the browser window. A number of fields will appear:

- The email address of the recipient (please enter here the email address of your SC contact)
- Your email address
- A message (please add any additional information regarding your files, i.e. image credit)

Once the upload bars turn green and you fill in the required fields, click on 'Send Files' and you will receive a confirmation message and an email.

Income potential & pricing

In order to calculate the income potential of your event you can use our Ready Reckoner ticket pricing map, which can be obtained from your Event Assistant or the Artistic Rentals team. We recommend that your pricing strategy reflects your knowledge of your audience and an awareness of the pricing of other similar events at the SC (please refer to the SC website).

We reserve the right not to accept either very low or very high ticket prices. Hires on commission based deals will be required to clear their ticket prices in advance with the Artistic Rentals team.

The Ticketing Services team will be able to offer further advice: ticketingservices@southbankcentre.co.uk / 020 7921 0804.

Southbank Members priority booking

It is a contractual obligation to Southbank Centre to include a priority booking period for SC Members. This is an effective sales channel to ensure the success of the event. Southbank Centre Members are an integral part of ticket sales for Southbank Centre events. In comparison to regular ticket buyers, Southbank Centre Members spend on average 3 times more than non-Members in ticket value and in the number of tickets booked per performance. For high-demand performances, Members ticket purchases can represent as much as 40% of venue capacity.

Priority booking statistics have indicated the effectiveness of SC Members in driving a high sales value over a short period of time for Southbank Centre, specifically over the priority booking period. The priority booking period required must be a minimum of 24 hours prior to the general on-sale and must precede any third party pre-sales.

Performing Rights Society – PRS

The Promoter is liable for the full PRS charge where applicable. SC will deduct this from the settlement and pay PRS directly. PRS royalties are incurred by all qualifying copyright works performed at SC. Copyright in works generally

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exists for the life of the composer plus 70 years after his or her death. However, new editions of old works may also incur PRS royalties.

If full programme details are not made available to us, your programme will be treated as chargeable and the appropriate royalty charged to you. In the event that we under-calculate the amount due to PRS we shall invoice you for the additional amount, which shall be due within 30 days of the date of our invoice to you. Any overpayment will be reimbursed to you within 30 days of our being so notified by the PRS.

PRS is charged on 100% of box office receipts net of VAT. Rates at April 2017 are 4.8% for classical (tariff LC) and 3% for non-classical (tariff LP) on net sales. Please note that this is for guidance only; rates are set by PRS and are subject to review.

Transaction and postage fees

Transaction fees are charged to customers for all bookings made through SC. These fees are made per transaction and not per ticket and vary according to the mode of sale. From 1 July 2017, sales made by telephone will incur a charge of £3 as these channels are more labour intensive to run, while those booked online have a charge of £2.50. Tickets purchased in person at SC are exempt from the transaction fee. As part of their membership benefits, SC members do not pay a transaction fee, whatever method of sale they choose.

From 1 July 2017, a postage charge of 75p will be made per phone and online booking for customers wanting their tickets sent to them.

Credit card commission

100% of all credit and debit card charges made on gross ticket sales will be payable by the Promoter.

Complimentary tickets

Promoters have a maximum number of allocated complimentary tickets. These include press tickets. The standard press ticket seat positions will be held from the outset unless otherwise informed at the point of on sale (please refer to Appendix 4). Please note that the Promoter is responsible for the allocation and distribution of their complimentary and press tickets.

- RFH – 150 tickets (recommended distribution: 120 Promoter, 30 Press)

Complimentary tickets must not be offered for sale in any capacity by the Promoter other than by returning unused tickets to SC Ticketing Services for sale.

A final guest list and confirmation of any unused complimentary seats to be released for sale should be emailed to Ticketing Services and Ticketing Duty Managers in excel format no later than 3.5 hours in advance of the performance start time.

Final guest lists and releases for weekend events can be sent to Ticketing Services and Ticketing Duty Managers up to 4pm on the Friday before. After this time it should be sent to the Event Manager and Ticketing Services Duty Managers no later than 3.5 hours in advance of the performance start time so it can be passed to the Ticketing Duty Manager on duty at the ticket desk for processing. Our guest list template must be used if SC is managing your guest list.

If your event is on a commission-based deal, the value of any tickets used over the contractual allocation will be subject to 13.5% ticket commission of the full price.

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Ticket Exchanges, Returns and Refunds

Southbank Centre's terms and conditions of sale state that tickets may be exchanged for another event or returned for a credit voucher up to 48 hours prior to the event start time. No exchanges or returns to credit vouchers are permitted within 48 hours of the event. Should an event be sold out Southbank Centre will accept tickets returned for resale up to the start of the event on the understanding that no credit will be returned the customer if they are not resold. Tickets returned by the promoter will be sold before those returned by customers.

The promoter will be liable for refunds should they be issued as a result of an amendment to or cancellation of the event. Southbank Centre retains the right, in discussion with the Promoter, to issue credit vouchers or a refund to original method of payment in very exceptional circumstances.

House seats and Venue holds

For all events held in the RFH, a standard set of complimentary SC House Seats will be allocated to SC and must be excluded from the financial capacity of each Hall. Venue holds are controlled by the Ticketing and Visitor Experience team for dealing with seating issues pre-show and will be paid for if required or sold at full price if not required.

- RFH – 40 House Seats + 36 Venue Holds

Please note that the Goodman Box in the RFH is held for exclusive Southbank Centre use and may not be sold to customers.

Please see Appendix 4 for a comprehensive list of SC's House Seats and Venue Holds, explaining their position and purpose.

Development holds

In your Go Live form, you will be asked if you would you be happy to allocate a batch of tickets for sale at full price to Southbank Centre Development team for corporate sponsors and groups. If not purchased, the tickets will be automatically released 4 weeks prior to the Performance date and put back on general sale

Please see Appendix 4 for a comprehensive list of SC's House Seats, Venue Holds and Development Holds, explaining their position and purpose.

Amendments

Amendments to events already on sale to the public that are outside the control of the Promoter (i.e. replacement of an Artist due to ill-health), and amendments that do not require ticket holders to be informed will be carried out free of charge by SC.

Where there is an amendment made by the Promoter and ticket holders must be informed, Southbank Centre reserve the right to charge the Promoter for the time and resource involved, with a minimum charge of £100 per notification, to be determined on a case by case basis and in accordance with SC resources.

Southbank Centre reserves the right to contact its customers in the event of a material change being made to an event. The Head of Ticketing will make the final decision as to whether audience members need to be informed. Amendments may take up to three working days from initial communication to flow through to the SC website.

Southbank Centre retains the right, in discussion with the Promoter, to issue refunds to customers as a result of an amendment to publicised details.

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Sales reports

SC Ticketing Services team can email sales summary reports in PDF format on a regular basis as required. Please email ticketingservices@southbankcentre.co.uk or call 020 7921 0804 to arrange this.

Concessions policy

This policy standardises concessions across all events at Southbank Centre:

- Concessions: 25% off (limited availability)
- A limited allocation of concession tickets is available for recipients of Universal or Pension Credit, full-time students and ages 16 and under. Tickets are sold on first-come-first-served basis, and once sold, no further tickets are available by any method of booking. Appropriate cards to be shown. Please note discounts cannot be combined.
- Applicable to a minimum of 2% of house. If you would like to increase the proportion of the house available at the concessionary rate please contact your Event Manager.
- Applicable to all price ranges, except Price Band A (top price). You will have the option to extend concessions to apply to the top price band should you so wish – please indicate this to the Artistic Rentals team when going on sale.

It is possible to set up additional discounting such as specific promotions, at the rate of your choice, but these must be in addition to the concessions policy outlined above and must be publicised as 'discounts' or 'promotions' rather than 'concessions'.

All promotional material for your event must publicise the availability of concessions in addition to full price tickets. The standard text for this purpose is: Concessions 25% off (limited availability).

Group bookers can be eligible for ticket discounts of up to 25% although the offer will vary according to the terms of the specific show or event booked and the nature and size of the group. A group consists of 10 or more people unless otherwise stated.

Wheelchair spaces and pricing

Wheelchair spaces are placed throughout the Hall in the RFH, QEH and PUR. To adhere to the principles of the Equalities Act, wheelchair spaces should be priced in incremental bands from the bottom price up where multiple price bands are in place.

Depending on the production requirements, wheelchair seats will be priced to meet accessibility needs. The SC Ticketing Services team can provide you with advice on how best to price wheelchair spaces.

Access Scheme

SC is legally bound to ensure 'reasonable access' to all patrons, and the Access Scheme is there to help ensure that we comply. The Scheme is the way in which eligibility for concessionary ticket prices is determined and how we ensure that we can market information to the relevant audiences.

These discounts are unlimited but only available to those who are registered with the Access Scheme and apply equally to all events at SC. The data on the Access List is checked and monitored annually and there are now approximately 3% of patrons on our database listed as members.

Patrons who have a specific seating requirement but don't need to bring a companion receive 20% discount.

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Companion seats

Patrons who need to bring a companion to an event are entitled to a free companion ticket. It is not possible to limit the number of companion tickets for an event as this would risk non-compliance with the principle of reasonable access.

Wheelchair seats

Wheelchair spaces are available to book for patrons who require the use of a wheelchair. This tickets comes with a free companion seat.

For further information on the Access Scheme please email accesslist@southbankcentre.co.uk.

Assisted performances

As a service provider Southbank Centre is legally obliged to make reasonable adjustments to the facilities, goods and services provided. We are committed to providing assistance at events and performances (audio description, captioning, British Sign Language Interpretation, speech to text reporting). This ensures that as wide a range of customers as possible can access our artistic programme.

If you feel that the event you are planning would be suitable in an assisted format or would like further advice please do discuss with your Event Manager.

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FRONT OF HOUSE INFORMATION

Inclusive with each space, appropriate to the capacity of your event, are:

- Stewarding
- Ticketing and foyer sales staff
- Cloakroom attendants (for auditoria events only)
- Heating and lighting
- Cleaning and security of the venue

Additional Southbank Centre staffing

In some cases, for licensing reasons, it will be a condition of contract that additional staffing is provided, for example, for public open rehearsals or any onsite event with more than 20 people in attendance. As the licence holder, the final decision rests with SC and any additional staff booked will be recharged to the Promoter.

It may also be necessary for additional Ticketing Services staff members where there are large guest lists (120 or more) managed by SC Box Office, or where there are unusually large agency allocations. In these circumstances it will be necessary to book an additional member of staff to manage those collections by customers on the night of the concert and this charge will be discussed and passed on to the Promoter.

Please allow a minimum of three weeks' notice to arrange additional staffing. There is a minimum call time of 3 hours for both Non-Ticketing Hosts and 4 hours for Ticketing Hosts; please refer to SC's Artistic Rentals Rate Card for more details on Hosting costs.

Receptions

If available, other spaces at Southbank Centre can be hired for receptions, as part of your main auditorium event. The rates below are for standard reception times, between 17:00-23:00.

• Level 5 Function Room	£370
• Level 5 Function Room (with PA and operator)	£650
• Sunley Pavilion / Level 3 Function Room	£135

These costs are for the space only, and do not include staff, catering or security costs. Additional charges may be incurred if your event runs beyond the agreed curfew of 22:30. Please contact your Event Manager for more details.

Reception catering

Catering must be provided by one of SC's approved catering companies. A list is available from your Event Manager. If you supply your own drink at a private event corkage charges may apply by arrangement with your selected caterer.

Programme selling

The facility fee for selling programmes is 20% + VAT of the total value of gross programme sales, for which SC will provide programme sellers. The minimum commission payable is as follows:

- RFH £240

In order to comply with our auditing procedures, all programme monies have to be banked after the performance via SC's Visitor Experience team. Income due will only be paid via the concert settlement. It is the Promoter's responsibility to ensure that this information is passed to a third party if applicable.

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Settlement and Payment for programmes will normally occur within 7 days of your event by bank transfer. Please note that no cash settlements will be made on the night. It is the Promoter's responsibility to ensure that this information is passed on to a third party if applicable.

Event Merchandise

UK distributed product

In the case of books, CDs and DVDs, Foyles is currently SC's authorised concession and have exclusive right of first choice to sell UK Distributed product on our site in relation to all SC events.

If you have a UK distributor for books, CDs or DVDs you should contact Foyles directly to make arrangements for sale. The contact is Hannah Hedges, Events Co-Coordinator, phone 07807 259 340, or email hannah.hedges@foyles.co.uk. All merchandise sold by Foyles will be subject to their standard commission rates.

Non-UK distributed product

SC allows the sale of non-UK distributed items and other merchandise in our venues, such as t-shirts and posters, (strictly related to the performance). There are two options available to Promoters for the sale of such products. Please ask your Event Manager to send you a Event Merchandise form to complete for your preferred option (see below), which SC must receive no later than 3 weeks prior to your event.

When the form is returned, SC's Finance department or our Visitor Experience team will take payment and provide you with a VAT Invoice as receipt of payment.

We are unable to proceed with merchandise selling unless either the full Pitch rate (Option 2) or the minimum commission charge (Option 1) has been paid up front, at least 48 hours prior to your event.

N.B. If a third party has been contracted by you to sell merchandise on your behalf it is your obligation to inform that third party of these conditions.

Option 1: SC sells on behalf of Promoter/ Artist for a Commission

Southbank Centre sells on your behalf	Merchandise % commission rate	Minimum commission charge to be applied per event
RFH	25%	£125 + VAT
Function Rooms and foyer spaces		£48 + VAT

SC will provide trained Merchandise Hosts on the following conditions:

- Assistant Duty Managers (ADM) must be informed of all products and pricing within a minimum of 5 days prior to the event, in order to programme tills and provide accurate stock-takes. This can be done via your Event Manager.
- Goods need to arrive on the day of the event, no later than 3pm, for the attention of 'Assistant Duty Manager'. Please liaise with your Event Manager regarding the delivery of your merchandise.
- Your stock will be counted by the ADM and Hosts before and after the selling period and confirmed with you, and a settlement invoice detailing your sales and our commission will then be sent to you along with your remittance. Your merchandise settlement will be paid by bank transfer.

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Please note that cash is not paid out on the day of the event. We endeavour to arrange merchandise settlement and payment within 7 days of the event.

Option 2: Promoter/ Artist sells for themselves for a pitch rate

Flat pitch rate (Promoter sells themselves)	Fee (per event)
RFH	£235 + VAT
Function Rooms and foyer spaces	£26 + VAT

The following equipment will be provided only once payment of the pitch fee has been made:

- Merchandise desk
- Sign holders
- Back display boards
- Programmable till (if requested)
- Mannequins (if requested)

SC can provide staff to help at your pitch if requested 3 weeks in advance at an additional cost of £12.50 + VAT per hour / per person with a (minimum shift 3 hours).

SC are not able to provide any PDQ machines. Promoters need to provide their own cash float and mobile PDQ machines if required.

Drinks IN / OUT policy

Southbank Centre encourages all promoters to allow drinks into our auditoria for their performances to enhance the customer experience. It is understood however that for some types of events (e.g. classical music) it may be preferable to have a No Drinks Policy. Visitor Experience will assume that drinks are allowed into the auditoria for all non-classical events unless the Event Manager has been informed otherwise 3 weeks prior to the event.

Promoter and artist sponsors

Any sponsors associated with the Promoter, the Artist or the Performance will be subject to SC's sponsorship guidelines. These should be requested from your SC contact at the earliest opportunity. Please refer to Appendix 2 for more details.

All requests for assistance with Development delivery are to be directed in the first instance to Southbank Centre Corporate Development: Tel: [+44 \(0\)20 7921 0609](tel:+442079210609); Email: georgina.cooksley@southbankcentre.co.uk

Charitable activities

Southbank Centre does not offer any opportunities for third party charitable fundraising on site. In essence this means no collection buckets, fundraising activity or direct solicitations or gifts in any public or foyer areas on site.

We are unable to offer branding opportunities for charity organisations within public foyer spaces. Branding is possible within privately hired spaces and the auditoria, although this must be done via the artist / company and agreed with Marketing and Development before committing.

Cloakrooms

The main cloakroom in the RFH foyer is available to patrons free of charge. From September 2017 there will be a charge for patrons of £1 per item.

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The cloakroom opens one hour prior to auditoria events and closes 15 minutes after; the cloakroom can be opened outside auditoria events on request with at least 3 weeks' notice and is then subject to an additional charge. Items are left at customers' own risk, and SC does not accept responsibility for lost or damaged items.

Additional staffed coat racks for private functions can be provided at a cost of £12.50 per hour, with unstaffed racks available free of charge. Any staff required after 23.00 will incur overtime charges and after 23:30 taxi charges will also be incurred.

Cleaning and portage

Whilst general cleaning is carried out by Southbank Centre and individual events will be serviced accordingly, any extraordinary circumstances related to an event may incur additional charges. This may also be the same for additional portage requirements or work outside of general hours (0800 – 2300).

Safeguarding

We aim to provide safe participatory and creative opportunities for all the children, young people and vulnerable adults who use Southbank Centre. SC have recently reviewed their policies and processes and which apply to all staff, Board members, volunteers, artists and anyone working on behalf of Southbank Centre. Please see Appendix 6 for full details of SC's safeguarding policy.

Security

The RFH Artists' Entrance has 24 hour security on duty. Standard security teams are on site 24 hours a day, covering the main buildings during opening hours and the 21 acre outdoor area.

If additional security is required in the auditorium or back of house for your event, this should be booked through SC's preferred and approved list of security suppliers, available from your EM. Use of any external security company must be agreed in advance. Promoters in conjunction with your Southbank Centre Event Manager will need to fulfil a security risk assessment for your event, which will be used to identify suitable staff numbers, as well as provide insurance cover.

In some cases, to comply with licensing and health and safety regulations, it will be a condition of contract that additional security is necessary. As the licence holder, the final decision rests with SC. The cost of all additional security staff will be recharged to the Promoter. Any security staff required after 23:00 may incur overtime charges and taxi charges.

Security arrangements are subject to any change of operational requirement or a change to the threat / risk level. Please contact your Event Manager at the earliest opportunity to determine whether additional security is required for your event.

Start time and overrunning on contracted time

Once contracted and on sale any deviations from the contracted start time will not be permitted.

The Royal Festival Hall buildings close at 23:00 daily. Performances in the auditoria of both buildings, as well as related foyer activity must finish no later than 22:30 in order for Security and Front of House staff to clear the building by close-down at 23:00 at the latest. The Promoter will be liable for costs of overtime and taxi charges owed due to:

- 1) Front of House staff, Event Managers and additional security booked who are required after 23:00 due to company members, audience or artists remaining in the building
- 2) Production staff and crew required after 23:30 due to over-running events or get-outs

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- 3) Technical staff required for performances running beyond 23:00, the services of whom are available between the hours of 08:00-23:00 Please refer to the SC Artistic Rentals Rate Card for full details of early, late and overnight call costs.

Car parking

There is no car parking on site but the National Theatre car parks and Cornwall Road car parks are a short walk away. Larger touring vehicles may be parked in the SC Production Arch, where equipment can be unloaded into the Loading Bay. Space is limited and must be booked in advance via your SC Production Manager.

Blue Badge Holders

Alternative parking for Blue Badge holders visiting SC can be found at the National Theatre Car Park. Parking tickets can be exchanged for a free car park pass at the RFH Ticket office on level 2 on proof of a Badge. Cornwall Road Car Park is a little further away but also free to Blue Badge holders.

Royal Festival Hall Drop Off Point

For Blue Badge holders and those with access requirements, we have a Drop-off point in the QEH slip road off Belvedere Road. It is located outside the main entrance to the RFH which faces the HG and is signposted. The glass lift is situated at this entrance and will take you to all floors including step free access into the auditorium.

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TECHNICAL, PRODUCTION AND BACK OF HOUSE

Inclusive with each space are:

- Basic standing lighting rig providing standard white concert lighting (details on request)
- Use of black drapes (staffing costs may apply)
- One piano (or organ, in RFH) on request and according to availability
- Piano tuning, by arrangement
- Two technicians – allocated as per the show requirements plus a Manager in a supervisory role. Depending on the specific technical requirements for your event, please note that Lighting, sound and AV technicians would normally be counted as additional technicians. Please confirm at an early stage with your Event and Production Manager.

Please see the 2017-18- SC Rate Card for full details on Production costs.

Depending on the specific technical requirements for your event, please note that Lighting, sound and AV technicians would normally be counted as additional technicians. Please confirm at an early stage with your Event and Production Manager.

Staffing

The services of technicians are available between the hours of 08:00 and 23:00. Additional costs will be incurred outside these hours. You may also incur taxi costs for production staff working after 23:30 and beyond. Please refer to the Arts Rentals Rate Card for full details of early, late and overnight call costs.

To ensure appropriate staffing, we require 8 weeks' notice for all technical requirements. Failure to provide 8 weeks' notice may incur additional costs. Once staff have been specified, any additional staff required will be charged back to the Promoter. Advice on the levels of staffing required is available from the production department. It is our obligation to ensure that crew have adequate breaks. These can be flexible but should be discussed with your Southbank Centre Production Manager.

Promoters are advised to note that the inclusive staff levels may not necessarily be sufficient to stage their event effectively. As part of SC's Health and Safety policy, a minimum of two production staff must be on site for any post show or overnight get-out at an additional hourly cost. NB: Cancellation of crew can incur costs.

Approved and in-house contractors

SC has a list of approved contractors for sound, lighting, AV, crewing and rigging available on request from the production department. These contractors all have proven compliance with SC Production Codes of Practice and Health and Safety Policy. Details on application for approved status are also available from the Production Department.

Health and safety

All promoters shall conduct their undertakings at SC without any risk to the health, safety and welfare of anyone who may be affected by their actions.

It is the responsibility of all promoters to abide by SC Production Codes of Practice and Health and Safety Policy

It is the responsibility of the promoters to notify SC of and make provision to mitigate for any hazards that they wish to bring to SC

Risk assessments

It is a legal requirement (Management of Health and Safety at Work Regulations 1999) that all risks to health or safety are assessed and that all significant risks are recorded. Promoters are solely responsible for providing suitable and sufficient, documented risk assessments for what they are planning to do at the venue at the earliest possible stage

SC reserves the right to adjust the costs listed in this Promoter Guide at any time
All prices listed are exclusive of VAT, which will be charged at the prevailing rate
All information correct at Aug 2017

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preferably four weeks in advance of, and no later than one week before, the first rehearsal. SC can supply a risk assessment template for guidance on request.

Should a risk assessment not be provided by the promoter in a timely manner as outlined above, it is at the discretion of SC whether the Performance can be permitted to go ahead.

Electrical equipment and rigging

It is the responsibility of all Promoters to ensure that all electrical equipment brought into SC premises at the Promoter's behest have a current PAT test certification (within the last year as a minimum) and that items are clearly labelled as such.

Any rigging or access equipment supplied by the Promoter must have current certification and copies of such certificates must be forwarded to the Production Manager upon signing of the contract. Any rigging undertaken on SC premises must adhere to the current SC Production Codes of Practice, guidelines and relevant Health and Safety requirements.

Where external suppliers / contractors are brought on site they must supply a risk assessment and method statement specific to the job that they are working on as well as their company Health and Safety policy.

Your Production Manager will be pleased to assist with any queries in relation to the above.

Naked flame policy

Southbank Centre has an overall policy of no naked flame on site. In certain circumstances however, if all other options have been considered and the risk is low, with sufficient control measures proposed, its use may be considered following full consultation with Production and Health and Safety. In this event a SC host will be required to supervise throughout the event, the cost of which will be recharged to the Promoter.

If real flame is requested then Promoters will ensure that the event risk assessment details all proposed control measures. The Health and Safety team will then vet and approve the risk assessment or request further information until they are satisfied that the activity presents a manageable risk.

In all cases naked flame must be sited away from curtains, fabrics and soft furnishings and people. A security person with a fire extinguisher will be required to be on hand where a residual risk remains.

Special effects

Smoke effects, strobes, pyrotechnics, flying, and lasers can only be used when under the control of people competent in that activity.

The Production Manager is to be consulted in advance that any such effects are to be used and a specific risk assessment will need to be provided for each effect being proposed.

There are some areas of SC where the use of smoke effects and pyrotechnics is forbidden. Your Production Manager will inform you of these areas. People involved in the production/event must be warned in advance that smoke effects are to be used in order to ensure they have sufficient controls in place to manage the risk.

Accidents, incidents, near miss

It is the Promoter's duty, while on our site, to report any accidents, incidents and near misses to SC site management so that a full investigation can be made and steps taken to rectify any potential hazard.

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Lighting

Open white stage lighting is included in all auditoria. In the interests of sustainability, full stage lighting will be turned on no earlier than 20 minutes before the start of rehearsals.

Standard lighting desk in all venues is the GrandMa2 - Light. Other control desks are available upon request; your Production Manager will be able to advise on availability and further details.

All venues have a standing lighting rig, including both generic lanterns and moving heads. For details and costs of lighting packages, please get in touch with your Southbank Centre contact.

Any further lighting requirements will need to be discussed with a Production Manager, who will be able to give an accurate idea of crewing and cost.

Amplified shows

Please refer to the document: *RFH sound coverage and PA rigging advice*. This contains essential information for Promoters of Amplified Shows for Royal Festival Hall shows and can be provided by your Event Manager.

Sound and lighting levels

Please notify SC as soon as possible at booking stage if you anticipate any exceptionally loud sound levels for your event. SC is an open plan and multi-purpose venue and managing sound levels is of the utmost importance. If SC is not notified prior to contracting, we reserve the right to reduce sound for the event on the day as required so as not to materially affect the building or its fixtures, or the health of employees or public.

Authorisation must be sought from SC before use of strobes, lasers, pyrotechnics, haze/smoke, excessive sound levels in rehearsal and performance. Any proposed alteration to approved technical requirements shall be notified to SC immediately who may give or withhold approval to such changes in its absolute discretion. Please refer to the document *RFH sound coverage and PA rigging advice* (available from your Event Manager). This contains essential information for Promoters of amplified shows at the Royal Festival Hall and is available on request.

Piano / organ

SC owns a number of grand pianos from a variety of manufacturers. These pianos are located throughout the venues, and are voiced to the specific auditorium to which they are attached.

If required, a piano/organ will be provided free of charge for your event as well as two tunings per event by a SC approved piano tuner. Please contact the Production team at least 8 weeks in advance to request a piano/organ, as well as any requests for pitch raising or piano preparation (price on application).

Artists' Bar

The RFH backstage Artists' Bar can be opened and staffed during your events. Times should be booked no less than one month in advance, and charges may apply. Please contact your Event Manager for more details.

Back of house catering

Depending on your requirements, there are various options for catering backstage. There is a Green Room available in each venue which is equipped with a kettle and refrigerator. If you intend to cater for a large number of people or bring in an external caterer, you must contact your Event Manager in advance as there are some licensing and facility restrictions around this.

Catering backstage will require risk assessments and some areas are not suitable for frying or any naked flames. Your Event Manager will advise you of any restrictions.

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Please ensure that all spaces are left clean at the end of your event and any additional equipment brought in by yourselves or your subcontractors is removed. Any deep-cleaning or additional rubbish removal required, over and above standard cleaning, may be recharged.

Artist catering

Visiting caterers are required to provide relevant documentation including a signed SC Unapproved Caterers Agreement (available from your Event Manager), current PLI certificate (£10m minimum coverage), HACCP document (no more than 1 year old), Risk Assessment, PAT test certificates for catering equipment and copies of food hygiene & catering qualification certificates. If you wish to book a caterer already registered with the venue please request an Approved Caterers list from your Event Manager.

A Touring Kitchen is available on site, but please note that this is on ground level, next to the Production Arch and any food cooked will need to be transported 3 - 5 floors in the goods lift to the serving area. A recce is advised for any caterers wishing to use the Touring Kitchen.

Alternative food prep areas are available in the Level 4 Wardrobe Room Kitchen (connected to a serving area for up to 25 people) and Level 5 Function Room kitchen (connecting to a serving area for 50+ people). Caterers are expected to provide their own equipment in these areas (including fridges, microwaves, ovens, chafing dishes) and frying or hob top cooking is strictly prohibited. All electrical equipment brought on site must have a current PAT test certificate and power requirements must be provided no less than 4 weeks before the event. A temporary power supply is likely to be required for heating equipment, and installation costs will be charged back to the Promoter.

Backstage access for disabled people

SC aims to be a sector leader in accommodating Artists and technicians with disabilities. Please contact your Production Manager to discuss stage access. Your Event Manager can provide details on backstage facilities at the RFH, including accessible dressing rooms, wheelchair access, parking and personal emergency and evacuation plans.

Policies and guidelines

Copies of the SC Production Codes of Practice, approved contractors, technical specifications etc are available either as hard or electronic copies and are available on request from your Event Manager. The SC Production Codes of Practice is also available to download from <https://www.southbankcentre.co.uk/about/artistic-hire/promoter-guidelines>.

Please ensure that your company Technical / Production Manager is alerted to these Production Codes of Practice and SC's technical specifications and has made contact with the relevant SC Production Manager at least 8 weeks prior to the event.

Production equipment

Equipment availability should be discussed directly with your SC Production Manager. If you require equipment that is not in stock, the SC Production Department may be able to arrange for it to be hired. The full cost of hire, including transport, will be recharged to the Promoter.

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MARKETING YOUR EVENT

Please read this section in conjunction with the Branding Guidelines document that can be found at <https://www.southbankcentre.co.uk/about/artistic-hire/promoter-guidelines>.

How Southbank Centre can help market your event

While the overall marketing of the event is your responsibility, Southbank Centre are happy to provide guidance where possible.

All events are allocated a Marketing contact, who can provide guidance from 3 months prior to your event, and we strongly recommend that you liaise with your Marketing contact as early as possible once handed over. They will be able to provide advice on how your event can be promoted through SC channels. We aim for this staff member to be your point of contact throughout the relationship. If this is not possible, we will ensure that there is a full handover to ensure a smooth transition.

SC monthly listings

Your event will be listed in the relevant SC monthly listings. SC's monthly listings is an easy to navigate short-form listings guide, and we print around 20,000 copies of the listings each month and these are displayed on site. Print deadlines and circulation of proofs will be sent to you by your Event Manager, but in general the deadline for copy is eight weeks before diary publication (see Appendix 3).

Print

Due to the number of events we host every year, space on our leaflet racks is under pressure. For RFH concerts, we are generally able to display your A5 leaflets for one month prior to your event on Level 2 of the RFH, and the guidelines are that we would need 1000 flyers for onsite purposes. Please do discuss this with your marketing contact before sending any marketing material and please do not send flyers any earlier than one month prior as we are unable to store or display them.

As we prepare our venues for opening post-refurbishment please note that we will be reviewing our policy for leaflet display and locations of racking across the RFH building. We will keep all promoters informed if there are any changes to the above provision.

Please note that we don't have the facility to display any posters on site.

SC website

Southbankcentre.co.uk receives several million page views a month and approximately 500,000 visits per month. We provide a full page listing on the website which contains text, an image and easy links to book tickets for every event. Video clips can also be added. Your event will be listed on SC's website from the events on sale date. Logos or any images with text on are not used on the website and we cannot link to any external sites from our website.

E-bulletins

We send out a number of e-bulletins to our customer database, based on their email preferences and past booking data. These include music, dance & performance, visual arts, literature, family events and free events. We will include your series/event once in the most relevant one of these, provided your event is on sale eight weeks prior to the event date. In addition, SC Members will also be contacted about your event by email as part of the priority booking scheme.

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Exit flyering

Exit flyering achieves an effective, targeted approach for print onsite. There are opportunities for you to use your promotional material and we encourage you to explore opportunities by looking at future programming onsite and discussing this with your Marketing contact at least eight weeks in advance of your event. Any materials will need to meet our branding guidelines, detailed below. If you wish to exit leaflet/seat slip an event promoted by anyone other than SC, please contact your Marketing contact as the Promoter of the event you wish to target will need to confirm their approval. Please be aware that exit flyering is strictly subject to availability, and we cannot guarantee that opportunities will be possible.

Southbank Centre data-sharing policy

Southbank Centre is committed to implementing the Arts Council requirements on sharing customer booking data with other relevant Arts Council organisations in a way that complies with the Data Protection Act and best practice. We will also share data on the same basis with other non-ACE funded organisations providing a Data Sharing Agreement is signed by the organisation.

We are unable to allow any other data collection on site for third parties, outside of ticket booking data.

Southbank Centre employ an opt in option for the customer to agree to receive information from the artist or company they are booking for. When a customer books a ticketed event at Southbank Centre and opts in to data sharing, and where we have a data sharing agreement in place with the promoter, we will send the customer's name and contact details via a secure portal to the promoter once financial settlement has taken place. We can't provide past information prior to the customer opting in, as this would contravene the DPA 1998.

For further details and to please contact data-sharing@southbankcentre.co.uk

Mailings

In order to promote your event at Southbank Centre, you are able to access to our database for print mailing purposes for no additional charge as part of the hire agreement. Data can be selected by previous attendance, art form, interest categories, geo-demographics and booking patterns. However as we do not reuse data more than twice within the same month for contacting customers by mail, please book in your mailing with your marketing contact as early as possible and at least 6 weeks in advance. While there is no charge for use of the data, the cost of the mailing will need to be covered by the Promoter.

When using Southbank Centre customer data for direct mail it will need to be processed via our resident mailing house to ensure compliance with our non-disclosure agreement surrounding the use of our confidential customer data. Currently, our approved mailing house is Romax. In line with our data protection policy, all mailings go out on SC letterhead, in SC envelopes and are signed by SC. The use of logos in addition to the Southbank Centre logo will not be approved.

Social Media

We have a strong social media presence. Our facebook, twitter and YouTube channels receive a high level of following and can prove a great way to interest people in our activity. Content for these channels is based on editorial relevance, and as we have a very high volume of events happening at Southbank Centre at any one time we can't guarantee that we can tweet or facebook every request. Please discuss any opportunities surrounding social media with your Marketing Officer, in particular if you have high quality images, sound clips and video clips which will help engage audiences.

Southbank Centre branding guidelines

All promotional material relating to an event held at SC, irrespective of its planned usage, needs to meet our branding guidelines and be signed off by SC. These are clearly outlined in the Promoter branding guidelines that can be downloaded from <https://www.southbankcentre.co.uk/about/artistic-hire/promoter-guidelines>. From this webpage you can also download logo material. If you need assistance, require technical advice or support please email your Marketing contact.

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Please be aware that we are currently updating our branding guidelines and we will communicate with any promoters if this impacts the materials they are producing.

SC reserves the right to veto marketing materials – including mailings to the database – that do not meet our branding criteria. Please allow us a minimum of three working days when submitting proofs of posters, leaflets, adverts and programmes for sign off.

Your marketing material should contain SC events only. The only exceptions to this are tour print and adverts where an SC event appears as part of a collection of events. Please note that no other event within a 50-mile radius of SC can be listed on the same piece of promotional material as an SC event, regardless of format.

If tour print or adverts refer to multiple venues and the other venues' logos are being used, we expect our logo and our Ticket Office number and URL to be featured. If not possible, then our venue name in just type will suffice, but our Ticket Office number and URL must be prominently included.

For audio adverts, the venues should be referred to as 'Southbank Centre's Royal Festival Hall', 'Southbank Centre's Queen Elizabeth Hall' and 'Southbank Centre's Purcell Room'. The Southbank Centre logo should be used for TV and audio-visual adverts.

No data collection is permitted in any way including on freesheets/flyers. Southbank Centre reserve the right to request that the number of third party websites and social media handles listed be limited and Southbank Centre should always appear in the top level of the hierarchy.

Programmes & freesheets

At Southbank Centre we are committed to informing and engaging our audiences in our performances. If you decide to produce an event programme or freesheet, this should include SC branding and a statutory paragraph about SC and needs to be signed off by SC's Marketing team, and comply with our branding guidelines (see page 19).

Please note that, as with other promotional materials, no other event within a 50-mile radius of SC is ever to be listed on a programme or freesheet to be distributed at an SC event, nor is any data collection permitted.

External web links and social media handles are not to be included without sign off from your Marketing Officer.

Informative programme notes must be provided and should include the translation of texts performed during the concert. Southbank Centre reserves the right to veto any programme content and freesheet materials if they don't meet SC branding guidelines.

Please note, that if an event is part of a Southbank Centre festival, season or series, the promoter will need to adhere to guidelines set by SC for programmes and freesheet print standards across that particular festival/season/series.

Delivery of your promotional print & programmes

Please email information regarding delivery of your material including number of fliers plus expected delivery date in advance to your Marketing contact, and printdeliveries@southbankcentre.co.uk. Your Marketing contact will then email a Print Delivery Form which will need to be completed and included in your delivery. Packages must be clearly marked with quantity and instructions. This will ensure that they are safely and correctly stored.

Delivery address:

Assistant Visitor Experience Managers Level 1 Print Room
Royal Festival Hall
Southbank Centre
Belvedere Road SE1 8XX

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Deliverers should contact Assistant Visitor Experience Managers on 020 7921 0757 to personally take delivery of print. We require at least five days advance notice that material is arriving, and ask that it arrive between 09:00 – 17:00 Monday – Friday. SC is unable to receive print deliveries at weekends. Your promotional print must be delivered at least five office days in advance of agreed usage. Programmes should arrive before 3pm on the day of the event.

Press releases

Any press releases relating to your event at SC must be signed off by the Press Office before being issued to the media. The Press Office requires at least 3 working days to approve press releases. Please give advance warning and send to press@southbankcentre.co.uk copying in your Event Manager.

Media Listings

Where appropriate, we will include information on your event in our own press materials, for example listings releases, and distribute this to our press lists. However, inclusion will be decided on a case-by-case basis. If any journalist contacts a member of SC Press Office, we will forward their request on to the promoter, or their PR contact if provided.

Press ticket allocation

The standard press seat allocations will be held on the box office system unless you stipulate otherwise. However, the promoter's press tickets are the promoter's own responsibility and are held as part of your complimentary promoter holds allocation.

Promoters should send through one guest list (your Event Manager will send you a guest list template for completion). On this you should specify which seats are for press - as often press holds are pairs at the end of the aisle; however it is at the Promoter's discretion how to use their press holds. If SC receives press requests our press team will forward them onto the promoter.

The promoter has responsibility for allocating all their own guest and press list, if you require specific seats then this should be noted on the guest list form, otherwise SC will allocate them into the available holds.

SC Press Office will not confirm/deny any press tickets direct with journalists and will not log any ticket requests. The SC Press Office will not book in any press tickets or attend the box office to give out these tickets.

For further press-related enquiries please get in touch with SC Press Office at press@southbankcentre.co.uk or on 020 7921 0888.

Photography / filming

If you would like to organise filming or photography during rehearsal, please contact the Press Office and the Event Manager in advance so that arrangements for photography and/or filming passes and liaison with Visitor Services can be made. Any photography or filming during performances needs prior arrangement between the promoter, SC Press Office and your Event Manager and filming is generally discouraged due to distraction to the audience.

If you wish to film or audio record your performance for archive or commercial purposes please refer to the filming section in the Southbank Centre Arts Rentals Rate Card for details as well as facility fees and packages available.

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RECORDING, FILMING AND BROADCASTING

Press photography / filming

If you would like to organise filming or photography during rehearsal, please contact the Press Office and your Event Manager in advance so that arrangements for photography and/or filming passes and liaison with Visitor Experience can be made. Any photography or filming during performances needs prior arrangement between the promoter, SC Press Office and your Event Manager and filming is generally discouraged due to distraction to the audience.

Audio / video recording for commercial, promotional or archive purposes

You are welcome to bring your own crew to record a performance at Southbank Centre, as long as you have artist consent, which you must arrange separately. Permission to film or record is at the discretion of Southbank Centre and must be approved in writing prior to the event. There may be occasions where it is not possible to film or record owing to limited time in the venue for technical rigging therefore please advise us at the point of booking if you wish to record or broadcast the event.

Any filming or audio recording of rehearsals or performances in Southbank Centre - including the public spaces - will incur a facility fee which is in addition to any technical costs incurred. A separate facility fee contract will be prepared and must be signed prior to the event. Please see the SC Artistic Rentals Rate Card for further details.

Where a box office commission is payable to Southbank Centre, we reserve the right to charge the promoter for seats taken off sale due to camera and operator positions for both audio and video capture.

Southbank Centre camera / recording package

Southbank Centre has the in-house facilities and crew to film events or performances on request. Please note that all necessary artist rights and permissions must still be gained by the Promoter.

The package includes the use of remote cameras as the primary, with additional 'manned' cameras where necessary which allows quick setup times and minimises sight line issues. All cameras are professional Panasonic full HD systems. Our standard format is 1080i50 and all primary recording is Quicktime/ProRes 422. You will receive all media created after receipt of payment.

Please see SC Artistic Rentals Rate Card for further details on packages and prices.

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SOUTHBANK CENTRE CONTACTS

Event Manager	As allocated 3 months prior to Event
Marketing Officer	As allocated 3 months prior to Event
Head of Artistic Rentals and Partnerships	020 7921 0936
Senior Coordinator, Artistic Rentals & Partnerships	020 7921 0710
Production / Technical	020 7921 0737
Security Enquiries / Booking	020 7960 5207
Ticketing Services	020 7921 0804
SC Ticket Office (bookings)	020 3879 9555
Press Office	020 7921 0888
Finance	020 7921 0841
Southbank Centre Switchboard	020 7960 4200
Southbank Centre Address	Southbank Centre Belvedere Road London SE1 8XX southbankcentre.co.uk

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APPENDICES

Appendix 1 – ROMAX

The step-by-step mailing process follows. Letters and inserts need to be approved by your Marketing Officer before data is sent to Romax. We suggest you allow five days for your letter to be signed off with SC/Romax.

- 1) Agree your mailing plans with SC.
- 2) Send your requirements (as below) to Romax (cc in your Marketing Officer):
 - *Job Name/Title:*
 - *Approximate Quantity:*
 - *Special Data Instructions (deduping etc):*
 - *Letter (generic or personalised):*
 - *Enclosing Method (Envelope or polywrap):*
 - *ALL Items AS AGREED WITH SC being inserted (include sizes and expected delivery dates please):*
 - *Preferred Despatch Date:*
 - *Postage (1st/2nd class):*
 - *Send internationals - yes or no, priority or economy:*
 - *Promoter contact and telephone number responsible for the job:*
 - *SC contact and telephone number:*
 - *Special Instructions:*
- 3) Send draft letter + Romax mailing reference number + planned inserts to your Marketing Officer for sign off. Once letter & insert plans are signed off, SC will send the data to Romax.
- 4) Romax sends you a quote, fulfils the mailing and invoices you directly.

Romax contact details:

Unit 1, City Cross Business Park, Salutation Road, Greenwich, London, SE10 0AT
0845 644 1892 or sales@romax.co.uk

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Appendix 2 - SOUTHBANK CENTRE PARTNERS AND THEIR SPONSORS / PARTNERS

1. General / Definition

1.1 This policy applies to all sponsors, promoters, partners, donors and funders who support the visiting artists for those events which take place in the Royal Festival Hall, Queen Elizabeth Hall and Purcell Room.

1.2 For the purposes of this policy, sponsors/ donors and funders includes cash (including public funding), media and 'in-kind' deals, which receive reciprocal benefits commensurate with the value of their support.

1.3 All Development partnerships should comply with UK government and EU restrictions and exclusions. Additionally Southbank Centre reserves the right to decline any partnerships which could present potential reputational risk to Southbank Centre or jeopardises the organisation's integrity.

1.4 Partnerships and Sponsorships with any beer, cider or ice-cream brands are not permitted.

1.5 All requests for assistance with Development delivery to be directed in the first instance to Southbank Centre Corporate Development: Tel: +44 (0)20 7921 0609; Email: georgina.cooksley@southbankcentre.co.uk

2. Accreditation

2.1 Onsite – Foyer, public and outdoor spaces

- All foyer areas and public spaces across the site are to be kept clear of all branding and third party sponsorship accreditation.
- Southbank Centre signage and way-finding system to be used to direct guests to receptions. Penguin stands on Level 2 must use text only; all stands from Level 3 upwards may include partner logos.
- Sampling, leafleting or showcasing sponsor product is not permitted.
- In the instance of a private space being hired by a partner or promoter, third party branding is permitted within the room.

2.2 Auditorium

- Seat slipping and exit-entry leafleting can be arranged if requested no later than 14 days before the event. Print must be cleared with Southbank Centre prior to distribution. **Please note that seat slipping is only available in the Queen Elizabeth Hall and the Purcell Room.**
- A light projected display (gobo) displaying the sponsor name / logo may take place 1 hour before and 1 hour after the performance and during the interval only.
- Goody bags containing leaflets or showcasing sponsor product are not permitted at any public event.

2.3 Announcements

- Reasonable sponsor acknowledgements in front-of-house announcements can be requested no later than 1 week before the event.

2.4 External

- Royal Festival Hall is a Grade 1 Listed Building (the same as Westminster Abbey) and therefore subject to legislation in relation to advertising and promotion. Light projected displays (gobos) may not be projected onto external walls / area.

2.5 Demo tent

- If a demo tent is in place for an event or festival, a sponsor logo may be placed on signage inside and must be placed to the rear of the demo tent.

3. Print

3.1 Southbank Centre produced print

- No partner or sponsor may receive a logo credit on any Southbank Centre print.

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3.2 Programmes

- Where programmes are produced by Southbank Centre the funder may receive a line credit, subject to Southbank Centre guidelines if they have provided products or services between the value of £250 - £10,000. This will need to be approved by the Development team.
- Requests to make bespoke 'wraps' for the programmes to be given to a funder's guests will be considered. The wraps to be at the partners' or sponsors' expense, and their design is subject to Southbank Centre approval.

3.3 Publicity (freesheets)

- A line credit for a partner or sponsor may be placed on Southbank Centre produced freesheets if they have provided products or services between the value of £250 - £10,000. This will need to be approved by the Development team.

3.4 Promoter/partner produced material

- Freesheets or items produced by the partner can be distributed at the event subject to the following Southbank Centre branding guidelines and approval:
 - a) All freesheets and brochures should include Southbank Centre branding.
 - b) Material that promotes non-Southbank Centre events will not be allowed on site.
 - c) Product placement is not allowed on any publicity material.

4. Website

4.1 Partner and /or sponsor logos or line credits are not permitted on the website.

5. Ticketing

5.1 An agreed allocation of best stalls can be reserved for a sponsor. Full payment to be made 2 weeks before tickets goes on sale to the public.

5.2 Sponsor name credits are not permitted on tickets.

6. Charitable Activities

6.1 Southbank Centre does not offer any opportunities for third party charitable fundraising on site. In essence this means no collection buckets, fundraising activity or direct solicitations or gifts in any public or foyer areas on site.

6.2 We are unable to offer branding opportunities for charity organisations within public / foyer spaces.

Branding is possible within privately hired spaces and the auditoria, although this must be agreed in writing via the artist / company and agreed with Marketing and Development.

7. Hospitality

7.1 Subject to availability, entertaining rooms can be reserved for sponsor receptions for two hours prior to performances, subject to prevailing hire charges.

7.2 Where entertaining rooms are reserved these spaces can also be offered to a sponsor.

7.3 Details of venues, capacities, access restrictions and liquor licence are available via:

<http://www.southbankcentre.co.uk/venues/venue-hire>

7.4 Catering for all receptions must be selected from the list of Southbank Centre approved caterers, available via: <http://www.southbankcentre.co.uk/venues/venue-hire>

7.5 Programmes can be ordered in advance but no later than 24 hours before performance and delivered to the sponsor reception.

7.6 Branding is possible within privately hired spaces, although this must be done via the artist / company and agreed with Marketing and Development before committing

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Appendix 3 – DEADLINES FOR INCLUSION IN SC MONTHLY PRINT LISTINGS

What's On event brochure	Deadline to return on sale documentation, copy and image
April 2017	1 January 2017
May 2017	1 February 2017
June 2017	1 March 2017
July 2017	1 April 2017
August 2017	1 May 2017
September 2017	1 June 2017
October 2017	1 July 2016
November 2017	1 August 2017
December 2017	1 September 2017
January 2018	1 October 2017
February 2018	1 November 2017
March 2018	1 December 2017

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Appendix 4 – SC House Seats and Venue Holds, SC Development Holds, Promoter/Press Holds, Tech Holds

House Seats and Venue Holds

Southbank Centre retains House Seats for our own use for every event in the Royal Festival Hall against which no ticket income is payable to the Promoter. Please note that none of the specific seats listed below can be held as your Promoter or Press complimentary tickets.

In addition to the House Seat holds, please note that additional Venue Holds which are required as part of the standard Southbank Centre House Agreement.

These tickets are to be paid for and not issued as complimentary seats, therefore accommodating both commercial and customer care concerns.

Please note, these venue holds are controlled by Ticketing Services for dealing with seating issues pre-show, VIP to-buy requests and released for general sale, if required, closer to the date of Performance.

Please note that none of the specific seats listed below can be held as your Promoter or Press complimentary tickets. We are also required to hold a reasonable number of escort seats for wheelchair users.

RFH

House Seats (40)

Front Stalls: Row L 32-35, Row M 24-37, Row T 28-33

Rear Stalls: Row CC 34-37

Choir: Row A 53-54

Goodman Box: All seats

Venue Holds (36)

Front Stalls: Row N 28-33

Rear Stalls: Row AA 25-30, Row CC 31-36

Balcony: Row A 33-36, Row B 33-36

Boxes: 4 (4 seats), 31 (2 seats), and 41 (4 seats)

If your event requires any technical seat holds (see below) in these specific locations then the House seats / Venue holds will be relocated appropriately.

Depending on the production requirements, wheelchair seats will be priced to meet accessibility needs.

SC Development Holds

Please notify us if you would you be happy to allocate a batch of tickets for sale at full price to Southbank Centre Development department for corporate sponsors and groups.

If not purchased, the tickets will be automatically released 4 weeks prior to the Performance date and put back on general sale.

The location of these seats would be as follows:

RFH

Front Stalls: Row H28-31, Row N24-27, Row P28-31, Row R28-33, Row S28-29

Promoter/Press Holds

Promoter holds

Please input your permitted amount of Promoter holds into the Ready Reckoner in the locations you wish to hold them. If you do not wish to split your Promoter and Press holds as advised above, it is possible to redistribute these as per your requirements.

RFH - recommended allocation out of 150 comp holds – 120

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Standard Press Holds

Standard Press seats ('S') will be held by SC Ticketing team unless you state you would like to allocate them otherwise in the Ready Reckoner. The Promoter is responsible for allocating and managing their own promoter and press holds. Whilst these are marked as 'S' on the Ready Reckoner, they will be held as part of the total number of permitted Promoter 'P' holds.

RFH - recommended allocation out of 150 comp holds - 30

Standard Press hold positions are as follows:

Front stalls: Row J15-16 & 28-29, Row K 15-18 & 26-29, Row L15-18 & 26-29

Rear stalls: Row BB 15-16 & 36-37, Row CC13-14, Row DD15-16, Row DD 36-39

Tech Holds

If you feel your event does not require some of these holds due to the nature of the set up, please discuss with your Event Manager.

If the technical plans for the show are not 100% clear before going on sale, SC reserves the right to hold all possible tech holds from the outset.

RFH

Side stalls desk tech holds – N.B. small PA – suitable for a talk, or a couple of singers only

Side stalls, Blue Side: Row W30-33

Central desk tech holds – for shows with substantial PA – usually contemporary and big amplified shows

Front stalls: Row R17-27, S 17-27, Row T17-27

Rear stalls: Row AA14-26

Speaker 'sightlines' and stacked speakers on stage – please see 'PA Sound Coverage and PA Rigging Advice' document for further details, available from your Event Manager

Front stalls: Row A5-8 & 36-39, Row B5-7 & 37-39, Row C5-6 & 38-39, Row D4 & 40

Flown speakers sightline holds

Boxes: 1, 2, 7, 8, 25, 26, 34, 35

Ground stacked speakers sightline holds

Side stalls, Green Side: Row W18-27, Row X18-27, Row Y18-27, Row Z16-27

Side stalls, Blue Side: Row W 47-56, Row X 47-56, Row Y 47-56, Row Z 45-56

Choir Stalls holds

The majority of amplified concerts will require the Choir Stalls to be held off sale. As the artist/s and speakers will be directed towards the main auditorium, the audience experience of the event will be affected greatly. The Choir Stalls should be held off sale for all amplified concerts, unless a case can be made by the Promoter that any negative effect of technical equipment on the customer experience will be limited.

IF YOUR EVENT REQUIRES A SCREEN AND PROJECTOR, PLEASE CONTACT YOUR EVENT MANAGER/SC CONTACT FOR DETAILS ON RFH PROJECTOR HOLDS.

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Appendix 5 – EVENT COPY AND IMAGE GUIDELINES

Copy

Southbank Centre copy follows the following guide to both tone and content.

- Write in the present tense ('The composer is performing their new piano work' not 'the composer will perform their new piano work').
- The first line of copy should sum up the event in 100 - 300 characters. Copy appears at various lengths across our website. While event pages can have an opening paragraph of up to 300 characters, this will be edited when appearing in other places on the website: for example, search results.
- Clear understandable web copy should avoid overly long sentences with multiple clauses. A good guide to follow is 'one thought per sentence'.
- Please be aware long event copy (over 250 words) may be divided up by the Marketing Editors under subheadings to help the reader.
- Copy should be clear, concise and in plain English.

Southbank Centre copy avoids empty superlatives ('incredible', 'exciting') and telling people what they will feel ('expect to be amazed and entertained'). We prefer to use interesting description and visual language to draw readers in. Please include as much information about your event as possible within the word limit.

'Southbank Centre' is always two words. Please don't use articles to refer to buildings or for Southbank Centre itself (for example: Royal Festival Hall, not 'the' Royal Festival Hall'; Southbank Centre, not 'the' Southbank Centre). If providing a press release and unable to edit copy, please provide an additional three bullet points indicating the event's unique selling points: eg. 1) Brazilian artist; 2) Performing songs from new album; 3) Suitable for all the family.

Please note: In providing copy for your event at Southbank Centre, you warrant that SC is able to edit the copy as SC sees fit to be deployed across all forms of of promotion including online media, print distribution, press coverage and digital screens/signage.

For more information on Southbank Centre tone of voice and plain English, contact Lucy Peters, Senior Editor or Sevana Ohandjanian, Digital Editor, and Trish Thomas, Head of Digital Engagement.

Images

Please supply one or more image for use on the SC website (following the specifications provided below) and 2 images for Press use which should be the largest size possible to allow us to scale as appropriate for print.

On the Southbank Centre website, images make or break the user experience. Each image should be designed to work within the space, which sometimes makes cropping necessary.

Website tiles are clickable areas which function as the main navigation for users. They need to quickly communicate something exciting, interesting or informative.

- Do not supply images which include text, title treatments, logos or composite images for the homepage or event pages.
- Use images which entice and/or explain what the event/festival is.
- Do not use any overarching festival or series brand ID images as an alternative to event images.
- Crop images to make the most of the detail.
- If you are supplied with an image which is not appropriate, ask for alternatives. Would you click it?
- Avoid repetition
- Please not assign an image as a 'lead image' to more than one event.

Image format requirements

Please supply web images at the following minimum specifications:

Size: 1600x1200 or 1600x1066 pixels

Colour: RGB

Orientation: landscape

Resolution: 72 dpi

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Format: JPG, PNG or TIFF where appropriate

Please note we cannot use images that include text, logos or composite images.

Image credits: Please supply any image credits upon submission to SC; if saving in Bynder, please ensure credits are added to Image Information. This information will automatically pull through to the website.

Image file name

Please ensure files are saved using the following naming convention:

event.start.date(numeric)_event.title_image.credit.details

e.g. 140815_David_Leans_Brief_Encounter_image_credit_mario testino.

When supplying more than one image please highlight which image is the lead image eg.

140815_David_Leans_Brief_Encounter_image_credit_mario testino_Lead_Image

Additional event page files

- If an event page requires additional images, audio or video files to be uploaded to it, you should supply an additional image for each audio/video file.
- Images for each file must be different from one another and also from the main event image. This is to help differentiate the content behind each one.
- Please note the maximum number of media files on an event page is 4. You can have a combination of either:

Up to 3 images in the main carousel area with a video embedded in the main body copy

OR

1 video file in the main carousel area. This video requires an image thumbnail.

With regards to Festival/Series pages, you can have up to 3 images or 1 video (with a thumbnail image) in the main carousel area.

Please note: In providing any image to Southbank Centre, you warrant that you own the right to that image and you authorise Southbank Centre to use it for promotion of your event and for subsequent display on our website in perpetuity for archive purposes. You further agree to indemnify Southbank Centre against any claims made by any third party in respect of such use.

For more detail please go to our Promoter Guidelines section of our website to view our branding guidelines: <https://www.southbankcentre.co.uk/about/artistic-hire/promoter-guidelines>.

Alternatively, contact Lisa-Marie Brown, Website Manager or Trish Thomas, Head of Digital Engagement.

SOUTHBANK CENTRE

Appendix 6 – SAFEGUARDING AT SOUTHBANK CENTRE

Southbank Centre is committed to safeguarding children and vulnerable adults whose welfare is paramount.

We aim to provide safe participatory and creative opportunities for all the children, young people and vulnerable adults who use Southbank Centre. The policy applies to all staff, Board members, volunteers, artists and anyone working on behalf of Southbank Centre.

The purpose of the policy overall is:

- to provide protection for the children who participate in Southbank Centre's activities.
- to provide staff and volunteers with the overarching principles which guide our approach to safeguarding.
- To ensure all Safeguarding elements are considered across the programming, planning and delivery of all activity.

Southbank Centre's Safeguarding Arrangements

We keep children on our site safe by ensuring the following:

- Safer recruitment
- Clear policy and procedures
- Guidance on safe practice
- Staff awareness
- Designated responsible person
- Whistleblowing policy
- Support for staff

Safer recruitment

Southbank Centre ensures that any member of staff, artists or workshop leaders engaged in regulated activity have a DBS check in line with legislation.

Clear policies and procedures

Southbank Centre has a Code of Conduct regarding working with children which states the acceptable behaviour expected when staff work with children. The code also describes unacceptable behaviour.

If children become separated from their parents or carers when visiting our site, we have a clear Lost and Found Children policy. This ensures that DBS checked staff are responsible for looking after the child until they are reunited with their parents or carers.

Guidance on safe practice

We keep children safe by valuing, listening to and respecting them. We ensure our policies and guidelines are managed and reviewed by our Safeguarding Committee on a regular basis. The committee is made up of representatives from various departments across the organisation who have a responsibility for the safety of children.

We ensure we have a safe physical environment for our children, young people, volunteers and staff by applying health and safety measures in accordance with legislation.

Staff awareness

All staff at Southbank Centre are given an induction to our safeguarding policies and those working directly with children are given specific training.

Whistleblowing

We have a grievance and whistleblowing policy which has been written in conjunction with our unions which all staff can have access to.

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Support for staff

Southbank Centre provides effective management for staff through supervision, support and training to ensure the safety and wellbeing of children on our site.

Designated Responsible People

Southbank Centre has identified 3 Designated Responsible People who have specific responsibility ensuring the safety and wellbeing of children who visit Southbank Centre. Their role is also to share any concerns or relevant information with agencies who need to know.

Alison Lodge, HR Director - alison.lodge@southbankcentre.co.uk 020 7921 0725

Shan MacLennan, Deputy Artistic Director - shan.maclennan@southbankcentre.co.uk 0207 921 0768