

SOUTHBANK CENTRE



BRAND ACTIVATION AT SOUTHBANK CENTRE

Introduction

Southbank Centre offers three locations across a fantastic central London site for brand activation.

With an average footfall of more than 71,000 people per day, this is an unrivalled place in which to promote your brand.

Our three locations have different personalities and have the potential to be turned into experiential marketing activities for a variety of products and brands.

Our iconic London location and high visitor numbers to our site will ensure quality engagement with your brand and product.

Our previous clients have been: Adidas, Burt's Bees, BMW, Cadbury, Disney, Hellmann's, NatWest, Qantas, Samsung, Santander and Virgin Holidays.

Look through our sites and see what our locations have to offer.

Contact our team to speak about your activity on:
020 7921 0702 or send an email to brandactivations@southbankcentre.co.uk





Queen's Walk

This prime location is close to the London Eye and offers views towards Westminster and across London.

Key facts

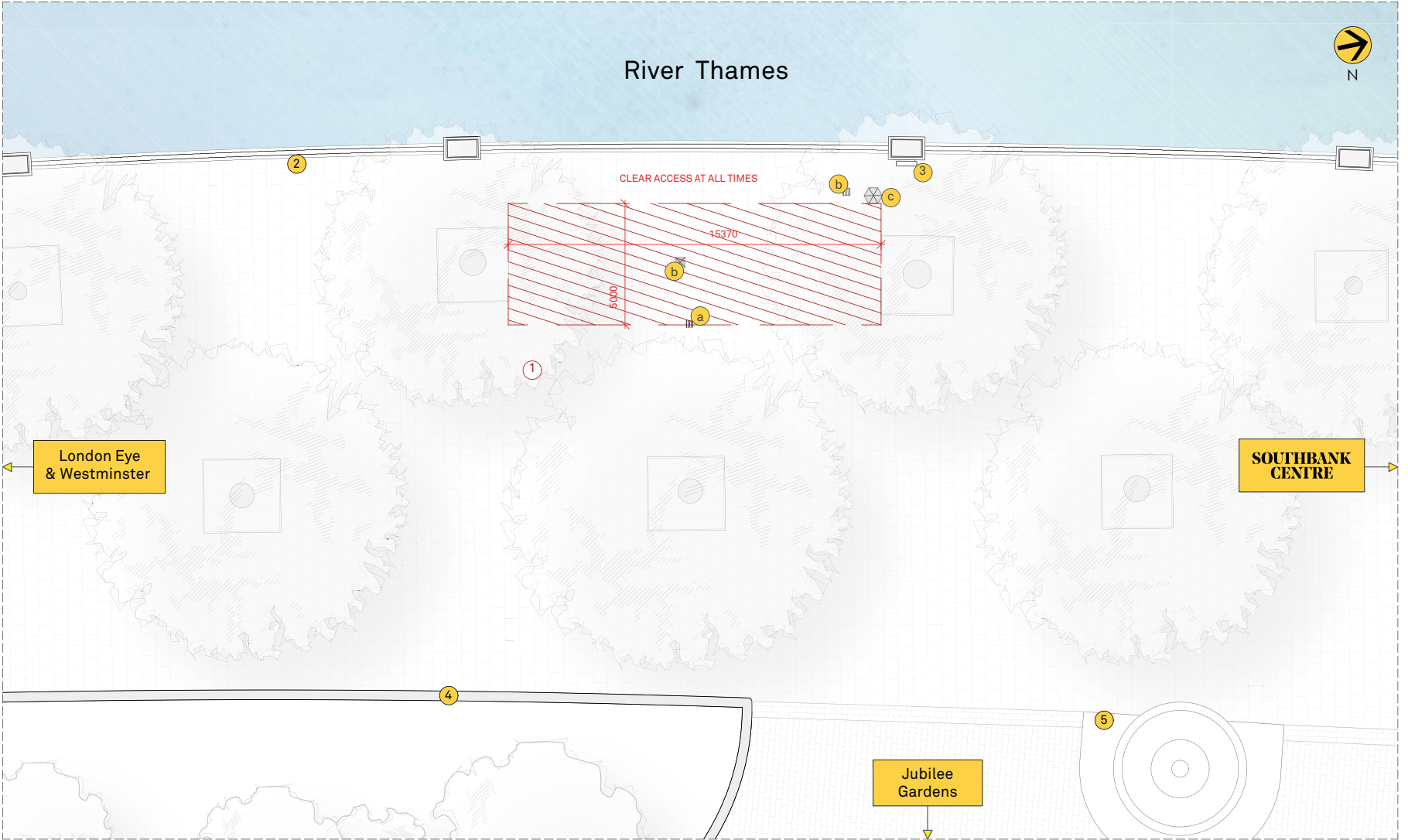
Dimensions of location:
16m x 5m

Available:
Monday – Sunday

Costs:
£6,300 + VAT per day (Mon – Thu)
£7,350 + VAT per day (Fri – Sun)

Power and water:
Subject to availability and at additional cost.
A generator can be brought to this location.

Queen's Walk Site Plan



SOUTHBANK CENTRE

Queens Walk Activation Space
Scale 1:150

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.

1:150
1m 0 1 2 3 4 5 6 7 8 9 10m

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 location shares the site of the very popular Southbank Centre Food Market, which runs Friday – Sunday.

Available Monday – Thursday for brand activation.

It captures a high footfall thanks to people walking from Waterloo Station into central London via Hungerford Bridge and the Golden Jubilee Bridge – the busiest footbridges in London.



Key facts

Dimensions of location:

15m x 7m

Access to Spiritland restaurant and Royal Festival Hall Artist's Entrance must be kept clear and visible.

Available:

Monday – Thursday
(Southbank Centre Food Market runs across this site Friday – Sunday)

Costs:

£6,300 + VAT per day (Mon – Thu)

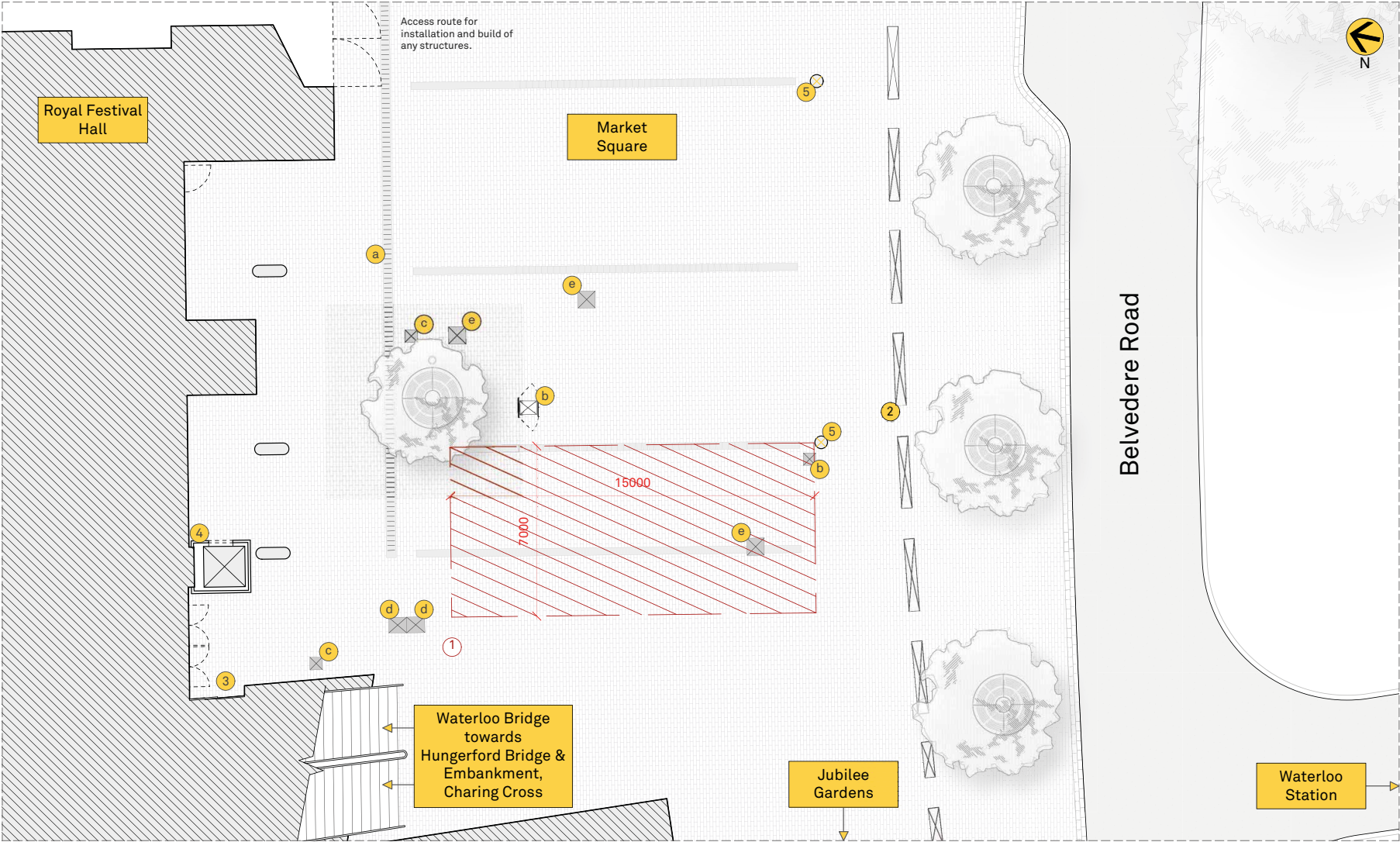
Power and water:

Subject to availability and at additional cost.
A generator can be brought to this location.

Installation:

As a residential building is close to this site, noise levels during build must be monitored.

Southbank Centre Square Site Plan



SOUTHBANK CENTRE

Southbank Centre Square
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 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

Offering a uniquely covered location under Hungerford Bridge, this large space offers lots of potential for dynamic and exciting experiential marketing activities.



Key facts

Size of activation: 29m x 11m

Available: Monday – Sunday

Cost:

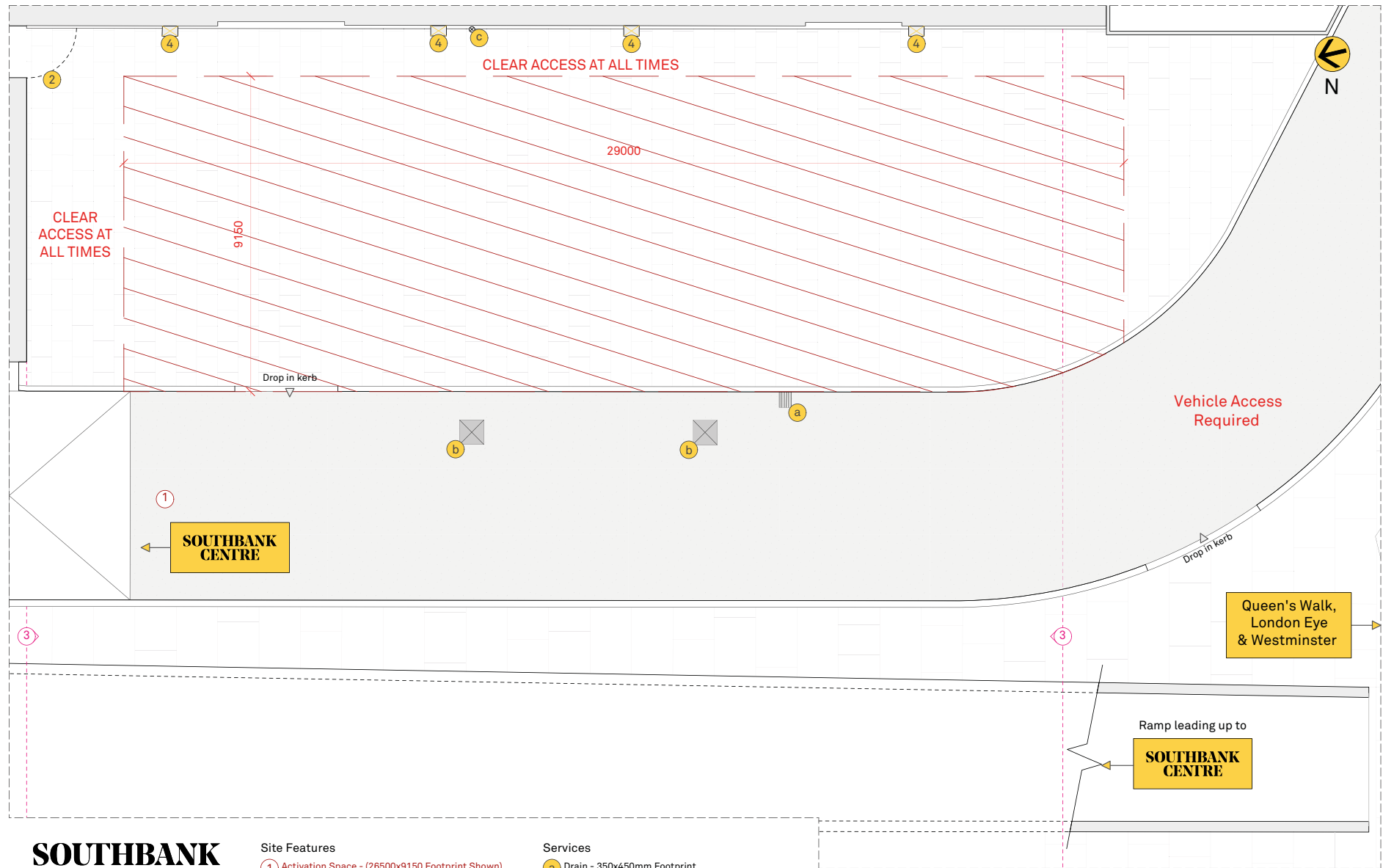
£6,300 + vat per day (Mon – Thu)

£7,350 + vat per day (Fri – Sun)

Power and water:

Subject to availability and at additional cost.
A generator can be brought to this location.

Builder's Yard Site Plan



SOUTHBANK CENTRE

Builder's Yard Activation Space
Scale 1:100

Site Features

- ① Activation Space - (26500x9150 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 Royal Festival Hall Slip Road. Can we add the arrow to Southbank Centre on the left hand side



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

Useful information and key facts

Southbank Centre is a vibrant central London location with lots taking place across our site. Please note that buskers, artistic events and installations take place at all points of the year. Please speak to your Event Manager if you have any queries.

Food and beverage sampling

All food and beverage products at brand activations are subject to approval by Southbank Centre.

We do not allow alcohol to be given away at any of our brand activation locations due to our licence, however we can consider it if it is a private event with a guest list or is an event that members of the public can book a time slot.

Charities

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

Data collection and on-site marketing

Data collection is not permitted at any of the brand activation locations.

Flyers and anonymous surveys are permitted. Flyers are subject to approval from Southbank Centre and must be shared prior to printing with the Event Manager with two business days for sign off.

Photography

Your Southbank Centre Event Manager must be notified ahead of time of any photography or filming of the brand activation.

We ask you to share photography of the brand activation with us and Southbank Centre may arrange for a photographer to be on site for our own marketing and communication campaigns.

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 Southbank Centre's venue

Method Statement, which includes site specific considerations for Southbank Centre's venue

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)

A wide-angle photograph of the Southbank Centre building in London. The building is a modern, multi-story structure with a light-colored facade and large glass windows. Several flags are flying from the roof. In the foreground, a large, active water fountain with many jets of water is the center of attention, with many people, including children, playing in it. To the right, the London Eye is visible in the background, and a pedestrian bridge crosses over the area. The scene is bright and sunny, with many people walking around the plaza.

Contact us

**Speak to the team about your requirements.
We look forward to working with you.**

020 7921 0702
brandactivations@southbankcentre.co.uk