



Sheffield City Centre Promotional Spaces

**City Centre Management
Streetscene & Regulations**

May 2025



Promotional Spaces within Sheffield City Centre

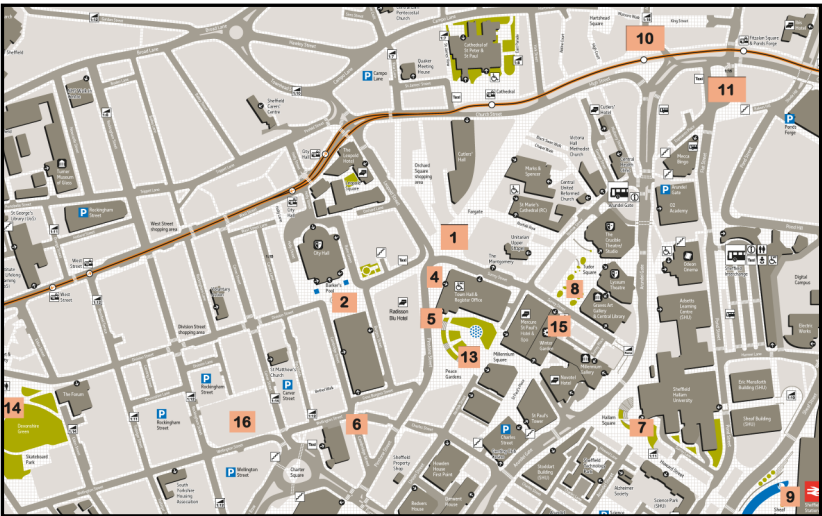
Sheffield is one of England’s greenest cities and home to one of the wealthiest areas in England and Wales outside of London and the South East. An international city, with two world-class universities and over 60,000 students, Sheffield competes on a global stage, attracting talented people, inward investors, major events and tourists. Sheffield holds the Purple Flag status recognising it’s vibrant and diverse mixture of entertainment and culture, and continues to acquire Green Flag status for quality of green space management and is widely known as The Outdoor City.

As Sheffield’s Heart of the City Project (that’s £470 million of redevelopment across the city centre) is transforming the city, several new venues have opened including Swedish brand **Fjällräven** —their second only dedicated UK store — on Charles Street, and independent menswear retailer **Yards** on the corner of Charles Street and Pinstone Street. Premium fashion retailer **The Cream Store** is the most recent to be announced, taking up a letting on the corner of Charles Street and Cross Burgess Street with new bars and shops announcing soon.

Which Space?

We offer a selection of sites in prime city centre pedestrianised locations, providing your brand with the opportunity to reach a large and diverse audience. City Centre Management will support you throughout your event and our award winning City Centre Ambassadors are also on hand to provide help and support throughout the day between 8.00am and 6.00pm.

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Fargate

Size: 30m x 20m (A)
15m x 10m (B)

Gradient: 1:40

Power: 32a (Site A only)

Footfall

Weekday c. 45,000

Saturday c. 55,000

Description

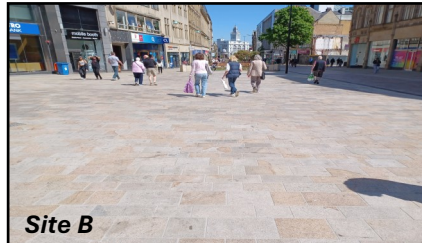
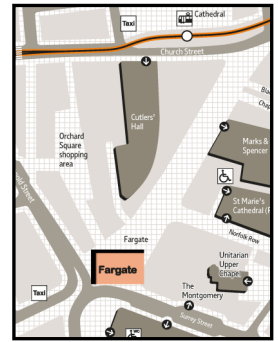
Fargate is the first completed section of the regeneration, and the main gateway for pedestrians into the Heart of the City. With cafés, shops and bars, it is within easy reach of the Peace Gardens and just a few minutes to the main high street retail outlets in the city centre. It also has the highest footfall of 40,000 per day on average and around 50,000 on Saturdays. The pedestrianised spaces run from High Street to Barker's Pool and Town Hall Square to the Peace Gardens.

Note: Fargate has barriers, and a Traffic Regulation Order (TRO) in place from 10.00am – 6.00pm.

Access and Directions

Drive onto the area via the dropped pedestrian kerb and unload before 10.00am.

Address: via Church Street | S1 1QF



Barker's Pool

Size: 10m x 15m

Gradient: 1:25

Power: 34amp x 2; 13amp x 2

Footfall

Weekday c.22,000

Saturday c.30,000

Description

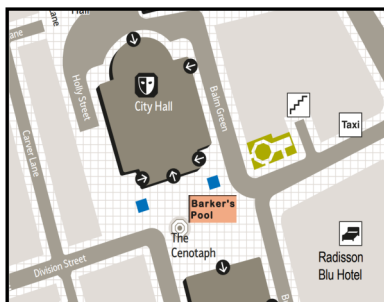
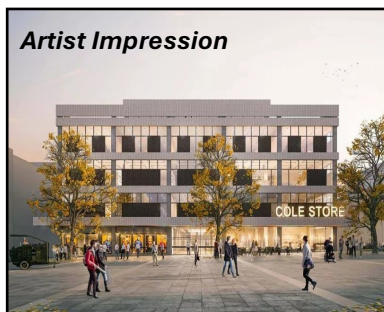
Large square in the heart of the city and gateway that links the Devonshire Quarter – the hub of city's independent retail and bars popular with students – with the City Hall concert venue. Current plans to transform the former Cole Brothers building will see the space turn into a mixed-use entertainment, leisure and retail venue.

Note: Barker's Pool has a Traffic Regulation Order (TRO) in place from 8.30am – 4.30pm.

Access and Directions

Access to the site is between the bollards. The activity space is situated below the Cenotaph.

Address: via Holly Street | S1 2JA



Town Hall Square

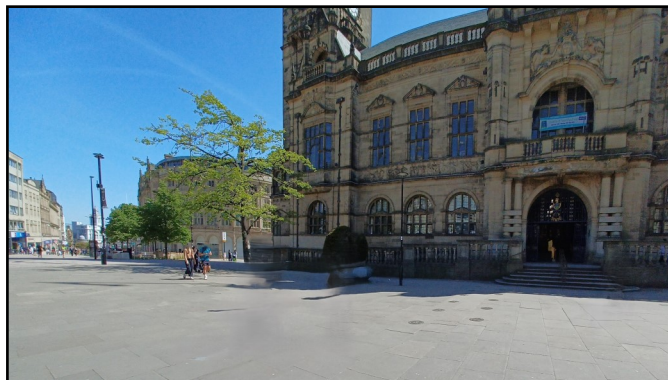
Size: 10m x 10m

Power: 16amp

Footfall

Weekday c. 40,000

Saturday c. 50,000



Description

Large space to the left of Town Hall steps in the heart of the city and links Fargate and the Peace Gardens, it is one of our more popular sites picking up footfall from all directions.

Note: Town Hall Square has a Traffic Regulation Order (TRO) in place from 10.00am – 6.00pm.

Access and Directions

Via Charter Row, Fitzwilliam Street and Pinstone Street bollards, and unload before 10.00am.

Address: via Fargate | S1 1QF

Pinstone Street

Size: 8m x 4m

Power: NO

Footfall

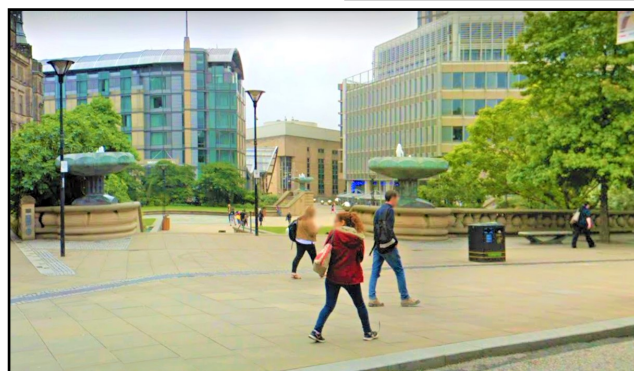
Weekday c. 40,000

Saturday c. 50,000



Description

Scheduled for regeneration in 2025, the current space to the right of Town Hall is nestled between the Peace Gardens and the new Radisson Blu Hotel in the heart of the city, and sits on the main spine of the city centre, it is one of our more popular sites.



Note: Traffic Regulation Order (TRO) in place from 10.00am – 6.00pm.

Access and Directions

As above, continue to the Town Hall, then onto the area via the dropped pedestrian kerb and unload before 10.00am.

Address: via Pinstone Street | S1 2HN

Charles Street/Cambridge Street

Size: 8m x 4m

Power: NO

Description

Charles Street is a newly refurbished pedestrianised space filled with shops and cafés such as Sostrene Grene, Marmadukes and Fjällrävens. The space is next to the Cambridge Street Collective and Leah's Yard food halls and on the route from Barker's Pool to Pinstone Street, and The Moor.



Access and Directions

Exit the M1 (J33) and travel to the end of the Sheffield Parkway. At the large roundabout (Park Square Roundabout) take 4th exit onto Commercial Street. Continue up Commercial Street through 2 sets of traffic lights and follow the road to the left onto Arundel Gate. Keep in the left hand lane and at the roundabout turn left onto Furnival Street, and 3rd left onto Arundel Lane. At the end of the road, veer right and turn onto the site.

Address: via Pinstone Street, Cross Burgess Street | S1 2HS

Howard Street

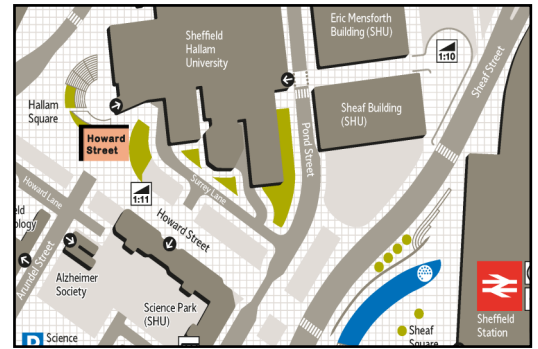
Size: 8m x 4m

Power: NO

Description

Part of Sheffield's award winning Gold

Route, it is the main walking gateway from the train station to the city centre, and hosts Sheffield Hallam University. The space is situated at the top, flatter part of the street in front of Hallam Square bicycle racks.



Note: Access to the rear of the University from Arundel Street should be maintained at all times.

Access and Directions

The site is at the end of Arundel Street (which crosses Howard Street) and is situated in front of the bicycle racks.

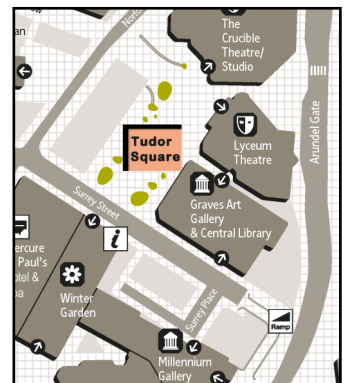
Tudor Square

Size: 10m-15m x 28m

Power: 63a, 3ph

Footfall

Daily c. 35,000



Description

In the heart of Sheffield's cultural quarter, surrounded by four theatres, five art galleries, café bars and the stunning Winter Garden. Throughout the year it is a platform for the many events held in the city centre and is home to the World Snooker championship. Located on the main walking route from Sheffield Station and Sheffield Hallam University to the city centre and within easy access of the City's major retail areas.

Note: The space comprises roughly the top half of the square, starting from the bollards at Surrey Street down to the access space between the Central Library and Lyceum Theatre.

Access and Directions

There are barriers, and a Traffic Regulation Order (TRO) in place from 10.00am – 12.00am. Turn left into Tudor Square, just past the Crucible Theatre. Drive into the square and veer right to the top where you can see the Winter Garden.

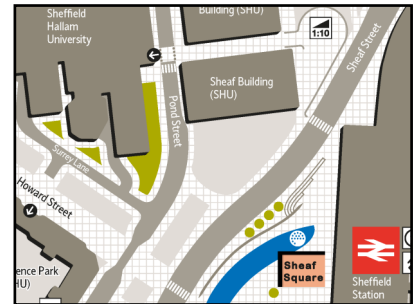
Address: via Norfolk Street | S1 1DA

Sheaf Square

Power: NO

Description

Situated outside the Train Station this area is a beautiful landmark with fantastic water features; our 'Welcome to Sheffield' gateway. Close to the Cultural Industries Quarter, Digital Campus, Sheffield Bus Interchange and Sheffield Hallam University, the contemporary-style public space incorporates exciting water features, art installations and seating areas, along with new road layouts and a public transport interchange.



Access and Directions

Drive past the taxi rank and go through the bollards onto the Square.

Address: via Cross Turner Street | S2 4AB

Angel Street, Castle Square

Size: 8m x 4m

Power: NO



Description

Angel Street is on the main thoroughfare from High Street to King Street, and Castlegate which houses 'Department', a collection of various independent businesses within the rejuvenated Castle House building.

Access and Directions

From the M1 (J33) continue to the end of the Sheffield Parkway (A57), keep in the right-hand lane and when it splits follow the road markings for city centre. At the large roundabout (Park Square roundabout) take the 4th exit into Commercial Street. Bear right into the filter lane at the top of Commercial Street through the bus gate into Angel Street. The consent site is on the left in front of Watkins Walk.

You must be parked up and in position on site by 8.30am and there is no vehicle movement allowed from the site until 5.30pm.

Address: via Commercial Street & Arundel Gate | S1 2GH

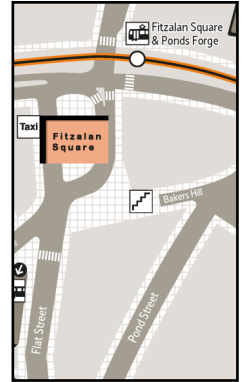
Fitzalan Square

Size: 8m x 8m

Power: NO

Description

Recently redeveloped, Fitzalan Square is on the main pedestrianised thoroughfare from the Supertram to the Bus Station, and University buildings.



Access and Directions

Bear left on to Flat Street and enter the space on the left.

You must be parked up in position on site by 8.30am and there is no vehicle movement allowed from the site until 5.30pm.

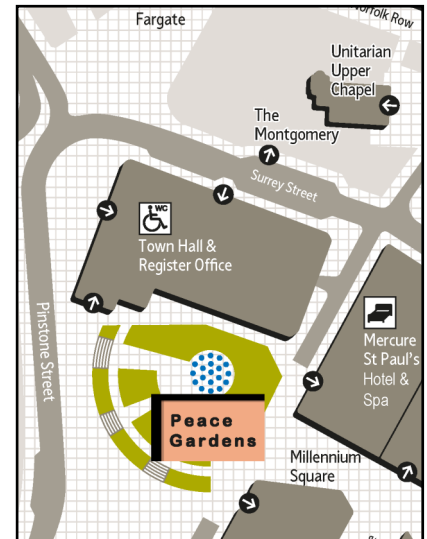
Address: via Commercial Street & Flat Street | S1 2AZ

Peace Gardens

Power: 16amp sockets

Description

The beautiful, award-winning Peace Gardens, adjacent to the Town Hall and Winter Garden is in the heart of the city centre nestled on the main thoroughfare between Fargate, Barker's Pool and Pinstone Street areas, and overlooked by the stunning new Radisson Blu Hotel. Spectacular dancing fountains, water features and elegant lawns make this an oasis for locals and visitors alike. Adjacent retail and leisure includes bars, cafés and restaurants, the space is host to large events, including Food Festival and Sheffield by the Seaside, and has held various brand activations.



Note: Due to the nature of the space and surroundings only exclusive events will be allowed use of the site.

Access and Directions

Access the site via the dropped bollards.

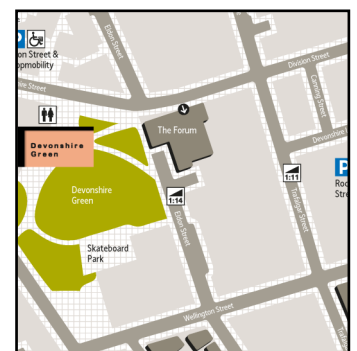
Address: via Norfolk Street | S1 2JF

Devonshire Green

Power: No

Description

Devonshire Green is located in one of the trendiest parts of the city centre favoured by students. Combining a large, banked lawned area the Green is a popular place to meet. It is a key green, open space approximately 1.5ha in size and consists of a central grassed area landscaped to create an amphitheatre that can be used for a variety of activities and events, and a network of tree lined footpaths across the area connecting the shopping area and route into the heart of the city centre with adjacent residential on the periphery. There is also a sizable hard standing space for markets and events.



Access and Directions

The entrance to the site on the right (opposite Broomhall Street) and enter via the dropped bollard; veer left and drive up to the hard-standing space.

Address: via Fitzwilliam Street | S1 4HX

Sheffield Winter Garden

90 Surrey Street | Sheffield | S1 2LH

A truly stunning space in the heart of Sheffield city centre the Winter Garden really is a venue unlike any other.

Situated in an enviable location, this large temperate glasshouse is on Sheffield's Gold Route linking the train station with the Peace Gardens and Millennium Square, the Millennium Gallery and the Mercure St. Paul's Hotel & Spa. Close to Sheffield Hallam University and Sheffield Theatres and within walking distance of over a 1000 hotel rooms, the Winter Garden makes a great addition to a multi venue event or offers that wow factor for a standalone occasion.



element to your event.

Evening Hire (Venue only)

The Winter Garden's forte is the pre-dinner drinks events as well as gatherings for drinks and canapés and has been host to some of the city's most prestigious events including BBC's World Snooker reception and studio, a Vivienne Westwood exhibition, gigs and a host of other corporate clients for product launches, networking and welcome receptions. The venue can be hired in conjunction with the Millennium Gallery or the Mercure St Paul's Hotel & Spa, both of which are interlinked to increase capacity or include an extra

Times

The space can be hired from 6.00pm – 9.00pm, and includes setup and clear away time. Extra time can be added at the booking stage for an additional fee.

Bookings and enquiries:

angela.gower@sheffield.gov.uk | 0114 2736003

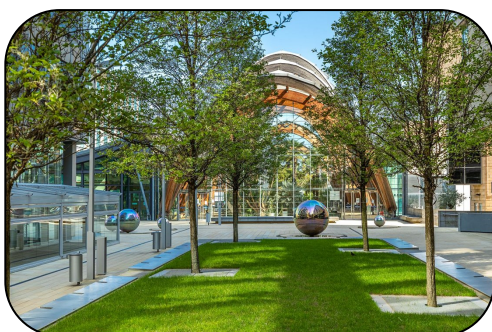
citycentre.management@sheffield.gov.uk | 0114 2736895

Access and Directions to the main, ramped entrance

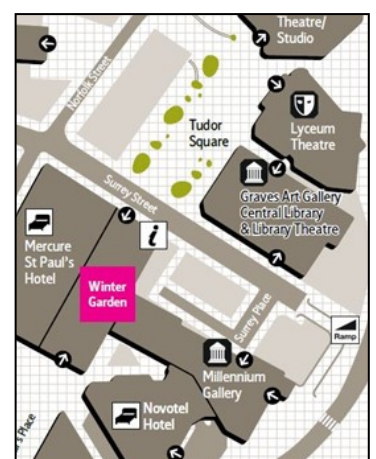
Surrey Street | S1 2LH

Access and Directions to Millennium Square entrance, from Q-Park

Charles Street | S1 2NJ



As above, except when entering Arundel Gate continue on, keeping to the left all the way until you reach the last pedestrian crossing (the Genting Casino will be on your right), then go right at the roundabout and double-back on to Arundel Gate and keep to the left. Turn left onto Charles Street at the Roebuck Tavern and the Q-Park entrance is on the right. Take the lift or stairs down to the St. Paul's Square exit and turn left onto the Square, then right towards the Winter Garden.

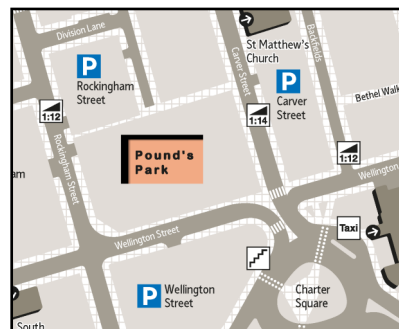
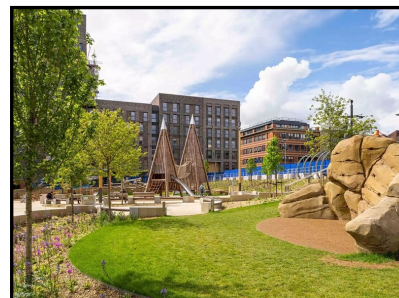


Pound's Park

Power: NO

Description

Pound's Park opened in 2023 and has already won the 'Streetscapes & Public Realm Award' at the Placemaking Awards 2024. It is named after Sheffield's first Chief Fire Officer and located on a former fire station site. It's a popular, family friendly, city centre oasis that offers spaces for play, relaxation and socialising. It comprises a substantial playground with water play features and is surrounded by well maintained landscaping. The site also has a mobile coffee/snack unit and accessible public toilets.



Access and Directions

Access via the bollards on Carver Street.

Address: via Wellington Street | S1 4GE

Roaming Promotions or Sampling

Would you prefer to promote your brand or product to a wider audience rather than use of a static site? You could apply for a Roaming Promotion or Sampling permit that – with the exception of the Winter Garden, Peace Gardens and private ownership areas – covers the entire city centre.

Sheffield has introduced a new [Advertising & Sponsorship policy](#) that includes promotions that we will not support including, amongst others, food and drinks products based on the UK's Nutrient Profile Model. Please click the link below which will help score the products you want to sample, based on its nutritional information label. If it meets the guidelines under the scoring system, we can progress with the booking.

Alternatively, you can send us the Nutritional Label(s) and we will carry out the scoring, then let you know either way if sampling can go ahead.

<https://npmcalculator.cdrc.ac.uk/>

Promoting at Large Events

We hold several large events throughout the year which generate on average an extra 35,000 visitors throughout the city centre, in addition to the usual footfall numbers. You could reserve a site or promote on a roaming basis across the events, which include:

March – The Outdoor City
March/April – Sheffield Half Marathon
April/May – World Snooker Championship
May – Sheffield Food Festival
June – International Documentary Festival (DocFest)
July – Crossed Wires Podcast Festival
July – Sheffield Grandprix
July – Tramlines Fringe (Music Festival)
August – Sheffield by the Seaside
September – Sheffield 10k
October – Off The Shelf Festival of Words
October – Out Of This World
November/December – Christmas Lights Event & Market

Street Trading Pitches

We have several city centre pitches for retailing opportunities.

.....coming soon, watch this space

Sponsorship Opportunities

.....coming soon, watch this space

How to book

In the first instance, we recommend you contact us by telephone to discuss your requirements and our fees. We can then suggest the most appropriate space depending on availability, your target audience and footprint of the activity, and provisionally hold the site for a maximum of 3 weeks.

We will email the application form and conditions of use document for completion, together with a map of the site giving directions and confirm the costs. We usually request a mock-up or photograph of your setup and may need further information if your event is more complex.

On receipt of all the relevant paperwork we can approve the booking and will send you a link to pay the fee online and issue formal Consent. Alternatively, an invoice can be raised if the booking is confirmed no less than 2 months in advance of the event date. Please sign and return this form, and any other information required to:

Angela Gower | Sheffield City Council | City Centre Management | 2nd Floor | Moor Market Office Suite 77 The Moor | Sheffield | S1 4PF. Direct Line: 0114 273 6003 | Email: angela.gower@sheffield.gov.uk
Office: 0114 273 6895 | Email: citycentre.management@sheffield.gov.uk.

Sheffield City Centre Spaces Policy (“Spaces Policy”)

All events which take place in Sheffield City Centre shall bring benefits to existing businesses and the public and cause minimal disruption.

All events will be subject to advance booking and suitability assessment by the Event Organiser subject to an approval by Sheffield City Council (“**the Council**”). It will include commercial and other promotions and charitable or public activities.

All events shall aim to improve the vitality and viability of the Sheffield City Centre.

Use of Sheffield City Centre spaces will normally be considered by the Council / City Centre Management (“**CCM**”) on a first come first served basis provided that the event meets the standard criteria.

The specific area for the promotion will be determined by the Council / CCM in consultation with other relevant departments as appropriate.

The nature of each event shall under no circumstances adversely affect pedestrian flows, public safety, the general environment or the interests of surrounding businesses services or residents. Promotion structures which are considered by the Council / CCM (acting reasonably) to be too large for the site and location will not be allowed to display.

The Event Organiser must procure that they and their events are fully in compliance with all relevant legislation including health and safety, environmental health, highways, and the Licensing Act 2003 (please contact Licensing on 0114 2734264 or email licensing.service@sheffield.gov.uk). They will provide the Council / CCM with all necessary documentation including copy of their public liability insurance policy as soon as they are reasonably practicable to do so and, in any event, no later than 7 days prior to the start of the event. A risk assessment may be required for each event.

Where applicable, the Event Organiser must fully comply with the requirements of the Police, emergency services and other key consultees as appropriate before, during and after the event.

Direct selling of goods and services will not be permitted unless the nature of the event is market related and it is approved by the Council.

The Event Organiser must fully comply with the Conditions of Permission (see attached) and also all reasonable instructions from Sheffield City Council / CCM.

Continued...

Each application for permission to hold an event in Sheffield City Centre spaces will be considered in its own merit. Previous use of Sheffield City Centre spaces by the Event Organiser does not guarantee that they may get future permission granted by the Council / CCM.

The Council / CCM reserves:

- the right to reject any application should they consider the Event not suitable; and also
- the right to cancel the decision to permit the Event Organiser to hold any Event in Sheffield City Centre should the Event Organiser be found in any material breach of this Spaces Policy or the Conditions of Permission to hold an event in Sheffield City Centre Space.

Conditions of Permission for the Use of Sheffield City Centre Spaces (“Conditions”)

Exclusions: Sheffield City Council (the Council) / CCM do not permit any promotion of tobacco, political matters, or products of a harmful, undesirable, offensive and objectionable nature. Sheffield City Council / CCM reserve the right to refuse to grant or cancel Permission to any organisation/body for promotion, or an event of anything whatsoever which it considers offensive and/or detrimental to Council policy.

1. Free passage is to be maintained for pedestrians, including spectators, in front of shop premises at all times and free access for emergency vehicles. There should be no contravention of Section 137 of the Highways Act 1980, relating to the unlawful obstruction of the highway. You are requested to ensure that members of the public are able to pass each side of the pedestrian area without inconvenience and that no entrances to shop premises are obstructed even if this involves using members of your party to act as stewards to ensure there is no obstruction caused.
2. Direct sales of articles are not permitted, unless the nature of the event is market related. Where a promotion involves the distribution of free samples these must be dry and non-alcoholic.
3. In the event of permission being given for a vehicle to be used for an event, a drip tray **MUST** be used to ensure that there is no oil spillage from the vehicle onto the paved area. The event organiser will pay for the cost of the removal of, and remediation of, any fuel spillages or oil marks.
4. Activities on grassed areas: The grass must be protected from damage by vehicles or foot traffic by boarding or other suitable tracking. After the event, the Event Organiser must reinstate any damage to the area resulting from their activities. If the Event Organiser fails to satisfactorily reinstate the area, the Council is entitled to demand the Event Organiser to pay for all the costs for repairing the damage. A £500 deposit may be required from the Event Organiser prior to the event and such deposit will be taken off the overall fees to use the Sheffield City Centre site.
5. Generators must be rechargeable power packs, or diesel powered and ultra-silent with a noise output not above background/ambient level and cordoned off from public view/ access. In the event of fuel leakage, cleaning will be charged to the event organiser.
6. All cables must be adequately tested and covered or flown well above head height.
7. Necessary firefighting equipment must be provided and be readily available.
8. Notwithstanding any other provisions of the Sheffield City Centre Spaces Policy and also this Conditions, the Event Organiser is responsible for any and all omissions, wrongdoing or negligent behaviour of their employees and/or other people involved in the event (such as volunteers, workers, agents, officers) (“**Event Organiser’s Staff**”) and shall procure that they shall all comply with this Conditions for Permission.
9. The Event Organiser shall take all reasonable steps to ensure that the noise from the event site does not cause unreasonable disturbance or annoyance to proprietors, users of neighbouring shops, offices or residents. If a complaint is received, immediate corrective action must be taken. No loudspeakers shall be used for the purposes of direct advertising. It is an offence under the Control of Pollution Act 1974 to directly advertise a product or service using a loudspeaker.
10. For any event involving live or recorded music and/or the sale and consumption of alcohol the Event Organiser must ensure that a relevant Premises Licence is in place. This can either be provided by the City Council at their discretion or through a Temporary Event Notice (TEN). Please note that specific conditions will apply to both licenses which are outside the scope of this document.

Continued...

11. If music, live or taped, is to be played during the event, the Event Organiser may need a music licence from PPL PRS Limited. PPL PRS Limited is a joint venture between the Performing Rights Society (PRS) and Phonographic Performance Ltd (PP Ltd). You should check if a licence needs to be obtained for your event at the following website: [Get Your Licence](#).
12. For any event or promotion, the operating hours are from 8.00am – 6.00pm, and for larger outdoor events the curfew for all sites is as follows:
10.00am – 10.00pm, Monday to Saturday, other than:
Fargate:
1.00pm – 10.00pm, Saturday
Peace Gardens:
10.00am – 9.00pm, Sunday
All timings are at the discretion of the City Council and must be requested and agreed on application.
13. The Event Organiser shall comply with any request from an authorised officer of the Council/ Police Officer or City Centre Ambassador to reduce noise from the event site in order to reduce disturbance or annoyance following a complaint.
14. Members of the public must not be importuned in any way by Event Organiser's Staff. Complaints of such will be recorded, stating the times and nature of the incident. If the Council consider in their reasonable opinion that the complaint is justified, any future application for holding an event in Sheffield City Centre will be automatically rejected by the Council. In the case of multiple applications by such Event Organiser, any of their outstanding applications will be automatically withdrawn.
15. The Event Organiser must take out and maintain sufficient and suitable Public Liability Insurance policy of at least £5m or £10m (if the activity involves children) per each and every claim. The Event Organiser agrees to indemnify and keep the Council indemnified against any claim arising out of or in connection with the event and/or the Permission as outlined in the Event Organiser's application form, including but not limited to any damage to paving, street furniture, trees due to the event; and also a third party's claim against the Council as a result of any acts, omissions or wrongdoing of the Event Organiser (including its Event Organiser's Staff) before, during or after the event.
16. Each Event Organiser must submit their details of the Public Liability insurance cover to the Council/CCM on application or at least 7 days BEFORE the event takes place.
17. Use of 'A' Boards to publicise your activity is not permitted, unless within a cordoned off area of the event. The use of banners must be restricted to the immediate vicinity of the event and should not be sited in flowerbeds, on seats provided for the public use, affixed to any street furniture or any other location which would inconvenience the public. All litter and waste resulting from the activity must be cleared from the area each day during the event (including discarded leaflets/ publicity materials handed out to the public). If the Event Organiser fails to comply with this clause 17, the Council is entitled to charge the Event Organiser any additional costs incurred as a result of clearing the litter and waste from the event.
18. Leaflets/publicity material must only be handed out in the immediate vicinity of the promotion. The Cleansing Service will report any excess litter left by user groups and future permission for use of pedestrian areas may be refused. It is not permitted to hand out material such as 'stickers' which could be misused by members of the general public.
19. As the applicant for the use of the pedestrian area, all Event Organisers are requested to ensure that they (or a named representative) are present during the event and they will be held personally responsible for any offence e.g. obstruction which may be committed as a direct result of the presence of your group on the pedestrian area.
20. The Police / City Centre Ambassadors may ask the Event Organiser or their group to leave the pedestrian area and move on to other suitable places if they are unable to provide proof of authorisation.

Continued...

21. It is always the responsibility of the Event Organiser to obtain all necessary consents and permits required prior to the commencement of the event. For advice on Street Collection permits and events covered by the Licensing Act 2003, please contact Licensing on 0114 2734264 or email licensing@sheffield.gov.uk
22. In Sheffield City Centre spaces, there are no parking spaces onsite for vehicles. Permits may be obtained for on-street metered parking bays at extra costs to the Event Organiser by emailing parkingservices@sheffield.gov.uk or by telephone on 0114 273 6158.
23. Event Organiser must ensure that their events/entertainment will be carried out in a safe and responsible manner and will not place the public at any risk of injury.
24. Stock vehicles are not allowed on the pedestrian areas – except if given specific permission for branded vehicles as part of an event. Please note that you can only access Fargate to unload before 10.00am and load for departure after 6.00pm, and Barker’s Pool / Howard Street before 8.30am and departure after 5.30pm. Failure to comply could result in action being taken by the Police and/or Parking Services.
25. Subject to clause 30, the Council reserves the right to cancel the Permission with immediate effect in any of the following events:
- If the Event Organiser (including any of its Event Participants) is in breach of the Policy or the Conditions; or
 - If the Space is used for any other purposes other than that stated in the application form approved by the Council; or
 - If any or all parts of the event are considered by the Council, in its reasonable opinion, to be dangerous, offensive, noxious, illegal or immoral or may become a nuisance to the Council or any other occupiers in the areas (or any neighbouring property) where the event is held; or
 - If clause 29 applies.
26. The Event Organiser acknowledges and agrees that it will be fully responsible and liable to the Fees and no refund of the Fee will be arranged unless the cancellation arrangement set out in this clause may apply. All cancellations must be in writing to the Council by email or by post as soon as possible. Contact details of the Council can be found at the end of the Conditions. Cancellation may result in additional charges being due and payable by the Event Organiser as follows:
- if the Event Organiser’s cancellation notice is received by the Council in 31 calendar days or more prior to the proposed start date of the event according to the application form, the Event Organisation will be responsible and liable for 50% of the Fee. If the Event Organiser has already paid the full Fee upfront, a 50% of the Fee will be forfeit by the Council.
 - if the Event Organiser’s cancellation notice is received by the Council in 30 calendar days or less prior to the proposed start date of the event as outlined in the application form, then the Event Organiser will be responsible and liable for 100% of the Fee. If the Event Organiser has already paid the Fees upfront, then the full amount of it will be forfeit.
27. The Fee must be paid for by the Event Organiser in full and in a clear fund immediately on application (if the proposed state date of the event is within 3 weeks) OR within 3 weeks from the date of application (whichever is applicable) by any of the following methods:
- Online secure payment by card (a link will be sent by email on approval of the application).
 - Over the telephone by card (using the Council’s automated Call Secure system)
 - Invoice (if the Permission is granted 8 weeks in advance of the event date).

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28. Spaces can only be held provisionally for a maximum of three weeks from the date of application by the Event Organiser. If the Event Organiser fails to settle the Fee in accordance with clause 27, the Permission will be cancelled by the Council automatically without any further notice and clause 30 will apply.
29. Subject to clause 30, the Event Organiser acknowledges and agrees that the Council is entitled to cancel the Permission or require the Event Organiser to relocate or postpone the proposed event in the case of:
- adverse weather; or
 - any other circumstances out of the Council's reasonable control.
30. The Council shall under no circumstances be liable for any losses and/or costs incurred by the Event Organiser as a result of the cancellation outlined in clauses 25, 28 and 29. In any event, the Council's total liability to the Event Organiser (including the Event Organiser's Participants), whether in contract, tort (including negligence), for breach of statutory duty, or otherwise, arising under or in connection with the Permission shall be limited to the total amount of the Fee payable by the Event Organiser for the Permission.