King’s Square, Gloucester — Commercial Booking Price Matrix (2026)

Prepared for: King’s Square activations (commercial use). Includes footprint and duration scaling, utilities, and booking rules. Base hire for non-profit, free-to-attend community events (utilities at cost), and similar are negotiable, subject to evidence and availability.

1) Context & Site Features

King’s Square is a City-Centre public space suitable for events, performances, cinema screenings, brand activations, and more. It sits at the heart of King’s Quarter, surrounded by new flagship developments such as The Forum and the University of Gloucester City Campus. The square includes mains power and water points at various locations. Event bookings proceed via Gloucester City Council’s City Events application process.

2) Base Hire Matrix (commercial bookings, ex-VAT)

Space Used	1 day	2–3 days (per day)	4–7 days (per day)	2 weeks (per week)	1 month (flat)
¼ Square	£450	£395	£350	£1,250	£3,500
½ Square	£800	£720	£650	£2,300	£6,000
Full Square	£1,400	£1,250	£1,150	£4,000	£10,500

Notes: (i) Base rates exclude utilities, cleaning/waste, security/stewarding, traffic management and any licensing costs. (ii) Longer bookings receive tapered rates to reflect reduced per-day costs and the marketing value of continuous activation.

3) Utilities & Services (add-ons)

Power (mains)

• Connection & management (one-off per booking): £50.
• Usage recovery (per day, per connection): £10 light (≤1 kW), £20 standard (1–3 kW), £40 heavy (3–6 kW), POA for >6 kW or multiple circuits.

Water

• If on-site connection is available: £20/day usage + £50 one-off set-up (hose backflow/supervision).
• Please note that there is no onsite drainage facility so waste must be removed at operators’ discretion.

Mandatory site services (indicative)

• Waste & cleaning support: from £150 (¼ Square, single day), scaling with footprint/duration.
• Security/stewarding: from £20/hour per SIA steward (minimums may apply). Subject to availability.
• Traffic management/vehicle movement plan (if required): POA.

4) Example Quotes (ex-VAT)

1-day brand stunt, ½ Square
Base hire: £800
Power: £50 connection + £20 (standard use)
Cleaning/waste: £180
Total: £1,050

Week-long product roadshow, ¼ Square (5 days)
Base hire: 5 × £350 = £1,750
Power: £50 connection + 5 × £20 = £100
Cleaning/waste: £300
Total: £2,200

Month-long experiential, Full Square
Base hire: £10,500
Power: £50 connection + 31 × £40 = £1,240
Water: £50 set-up + 31 × £20 = £620
Cleaning/waste: £1,800
Total: £14,210

5) Booking Rules & Small Print

• Operational hours: Standard 08:00–20:00 (surcharges may apply out of hours).
• Build/derig: Charged at 50% of the daily base if occupying the footprint without trading/activation.
• Footprint definitions: ¼ Square ≈ 25% of usable hardstanding; ½ Square ≈ 50%; Full Square = majority of paved eventable area (public access maintained).
• Insurance: £5m Public Liability minimum.
• Licensing/compliance: Hirer to obtain any required permissions (e.g., alcohol, amplified sound, film, street trading); Event application form will advise.
• Utilities: Power and water are charged per above; damage or over-consumption may incur additional recovery at cost.