



promotional space

specialists 2025

access
point



Access Point specialises in securing effective marketing and advertising opportunities for companies looking to boost brand awareness, generate leads, and attract customers directly to their business.

With our extensive experience, we've built and maintained strong, long-term relationships with many of the UK's leading retailers and landlords, providing our clients with the widest possible choice of venues.

marketing & promotions | experience



With over 25 years experience we understand the value promotional events have for businesses of all sizes to increase awareness and drive sales.

By arranging the perfect promotional venue we can place your company within high footfall locations that allows your brand to connect face-to-face with thousands of potential customers. Whether it's for consumer awareness, customer acquisition, experiential marketing, sampling campaigns, driving engagement, product launches, road shows or mall retailing, Access Point has the right location for you.

Access Point provides access to:

- Cost effective marketing
- Qualified sales leads
- Data capture
- Instant feedback
- High footfall locations
- Social media opportunities
- Target demographics
- Personalised venue selection
- Simple booking process

Very efficient team, really good sites to promote your company and the offers they have. We will continue to book with Access Point in the future and look forward to any new sites they have to offer.

Jo Barnes - Marketing and Membership Team, Costco

Get In Touch

marketing & promotions | venues



Morrisons serves around 11 million shoppers each week across the UK. With c.450 stores participating in commercialisation activity opportunities are available in-store, externally and in the car parking area. As an exclusive partner, booking promotional activity at Morrisons through Access Point, is a highly effective way of engaging the shopping public.

Matalan, with 220 stores across the UK, is a well-established retailer that proudly stands for good quality and value for money. As a trusted destination for shoppers, Matalan offers an excellent opportunity for promoters to connect with targeted audiences on a national, regional, or local scale. Attracting 11 million loyal shoppers every year, Matalan can provide space for internal and external promotions.

Booker Wholesale / Makro UK are the UK's largest wholesale cash-n-carry service, making it the perfect location to target business and domestic users. Contract parking facilities are also available to rent for local businesses at many locations.

The Co-operative Group has over 530 stores to choose from. Exhibition space is available internally at the store entrance or exit or in the car park depending on the store location.

Garden Centres vary widely in size, ranging from independently operated family businesses to renowned brands such as Blue Diamond, Dobbies, Hillier, and British Garden Centres. These establishments play a crucial role in demographic engagement, particularly with homeowners and individuals over the age of 50. Access Point holds exclusive access to numerous locations across the country, offering extended dwell times and attracting significant foot traffic. The car parks and external areas are particularly popular for product placement by automotive, home improvement, holiday home, and gift companies.

Wickes stores provide impactful brand visibility to a less easily reached male audience, as well as catering to small businesses, trade customers, and home DIY enthusiasts across more than 200 locations nationwide. Promotional opportunities within Wickes stores are accessible both internally and in the car park, accommodating larger or external events. Additionally, several locations offer the option to rent contract parking facilities.



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Shopping Centres & Retail Parks

can help you connect your message to key demographics and associate with key brands. Thousands of high footfall shopping destinations are available in the UK for a range of sales & marketing activities and excellent brand visibility mall takeovers, brand experience events, creative sampling and live stunts.

Town & City Centres are hubs for the local population and can provide high profile back drops for great campaigns. Experiential sampling roadshows within these locations are hugely popular and provide extensive social media potential for further enhancement of the brand message.

Train Stations are the nodes of the country, connecting cities, towns and people. Choose from over 400 stations nationwide, each with site locations. Be a part of the conversation with these highly visible promotional spaces.

Shows and Exhibitions - From knitting to horse riding and the latest in consumer tech, Britain hosts a variety of shows and exhibitions every year. Regardless of the theme, you'll find passionate individuals to connect with. Promotion spaces vary from small shell schemes to large trailer spaces. Whether it's a weekend food festival or a weekday trade show, there's always an exhibition event for your promotion.

Events and Alternative Venues... Sometimes, we crave something beyond the usual – be it a leisure facility, exhibition or even a motorway service station. Whatever it may be, Access Point can locate and secure the perfect spot for your needs.

Our wealth of experience has enabled us to forge and sustain enduring, successful partnerships with numerous leading retailers and landlords in the UK. This ensures that our clients have access to the widest array of venue options available.



sampling | brand engagement



Imagine thousands of people discovering your product for the first time (or rediscovering it), sharing it, talking about it, Snap-chatting it and buying it. That is what sampling can achieve.

Sampling provides an unrivalled opportunity to educate potential customers about your product while boosting brand awareness. It creates a personal connection, giving consumers a 'face' to associate with your brand.

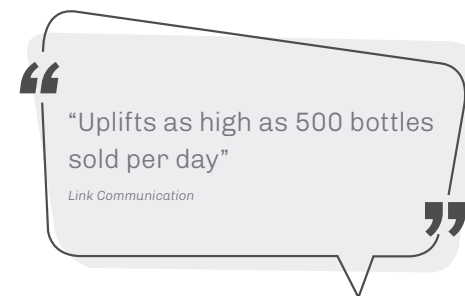
Plus, the immediate feedback gained from sampling can help refine your marketing efforts and even shape product development.

At Morrisons, external sampling puts your product front and centre, allowing you to engage with shoppers directly. It's an effective way to encourage purchases—whether planned or impulsive—right in the moment.

With space to accommodate events of all sizes, Morrisons is the perfect partner for brands looking to make a real impact with their product launch.

With internal and external sampling opportunities available at a wide choice of venues including Tesco and Morrisons, don't hesitate, give us a call or email and secure your spot today. Contact **Access Point** at **01704 544999** or email **hello@apuk.net**.

Get In Touch



IMAGES COURTESY OF LINK COMMUNICATION

mobile catering | venues



Shopping Centres & Retail Parks provide an excellent opportunity to establish a strong reputation for high-quality food while building a loyal customer base. These bustling locations attract a steady stream of visitors, making them an ideal setting for businesses looking to grow and succeed.

At Access Point, we collaborate with a diverse range of shopping centres and retail parks across the UK, ensuring they have access to exceptional catering services all year round. By supplying delicious food options tailored to high-footfall venues, we help meet the evolving demands of both shoppers, landlords, and retailers.

Wickes DIY Stores provide both short- and long-term contract opportunities at one of the nation's most trusted and well-loved DIY retailers. With a steady flow of tradespeople, workers, and DIY enthusiasts visiting daily, these sites offer a prime location for catering businesses.

If you're looking to serve up simple yet delicious breakfasts or convenient fast food options, a Wickes location could be the perfect fit. Whether it's fueling the nation's workforce in the morning or offering a satisfying lunch to dedicated DIYers, these venues provide a fantastic opportunity to grow your food business in a high-demand setting.



Town & City Centres are busy year round with commuters and residents on the look out for tasty breakfast, lunch and dinner options.

With a variety of catering pitches available at numerous venues, don't wait—reach out to us today to secure your spot! Contact **Access Point** at **01704 544999** or email **hello@apuk.net**.

contract | car park space



With hundreds of car parks available nationwide, Access Point can offer commercial space for contract parking services or as land for storage facilities.

As the space management company for hundreds of Booker, Makro and Wickes stores throughout the UK, we can offer thousands of sq. ft. of unused space to clients for a variety of purposes that include:

- Local storage depots for companies wanting to avoid expensive regional distribution centres
- Fleet storage for ambulances, coaches and car dealerships
- Off-road driving school, HGV, motorcycles and young driver training
- Overflow car parking for offices, universities and work sites
- Land for storage containers or portable cabins

Our knowledgeable team will work with you to identify a site and the amount of space required as well as the most suitable location for your needs. Contracts are available monthly, quarterly and annually.

Film unit base and crew parking solutions

Access Point has helped film crews over the years with their unit base/parking conundrum. As the commercialisation agent for numerous retailers and venues with large car parks, especially in the towns and cities, Access Point can provide film crew parking solutions that allow production companies to operate close to their chosen set.



Get In Touch

venue locator | @apuk.net



Access Point's Venue Locator allows you to search for venue options in your target location. It is a great tool that is easy to use and allows you to quickly search through thousands of venue options, even in several different catchment areas at once.

For many, the most beneficial feature is the demographic data available to registered users. As well as accessing demographic information for the venues in your designated area, you can sort the venues by the highest proportion of your target audience. Many of our clients find this service invaluable as they can judge in advance if they are targeting the right locations.

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"Overall very happy with everyone at Access Point. The venues are performing as expected or better. Russ is a pleasure to work with and I would recommend Access Point to anyone."

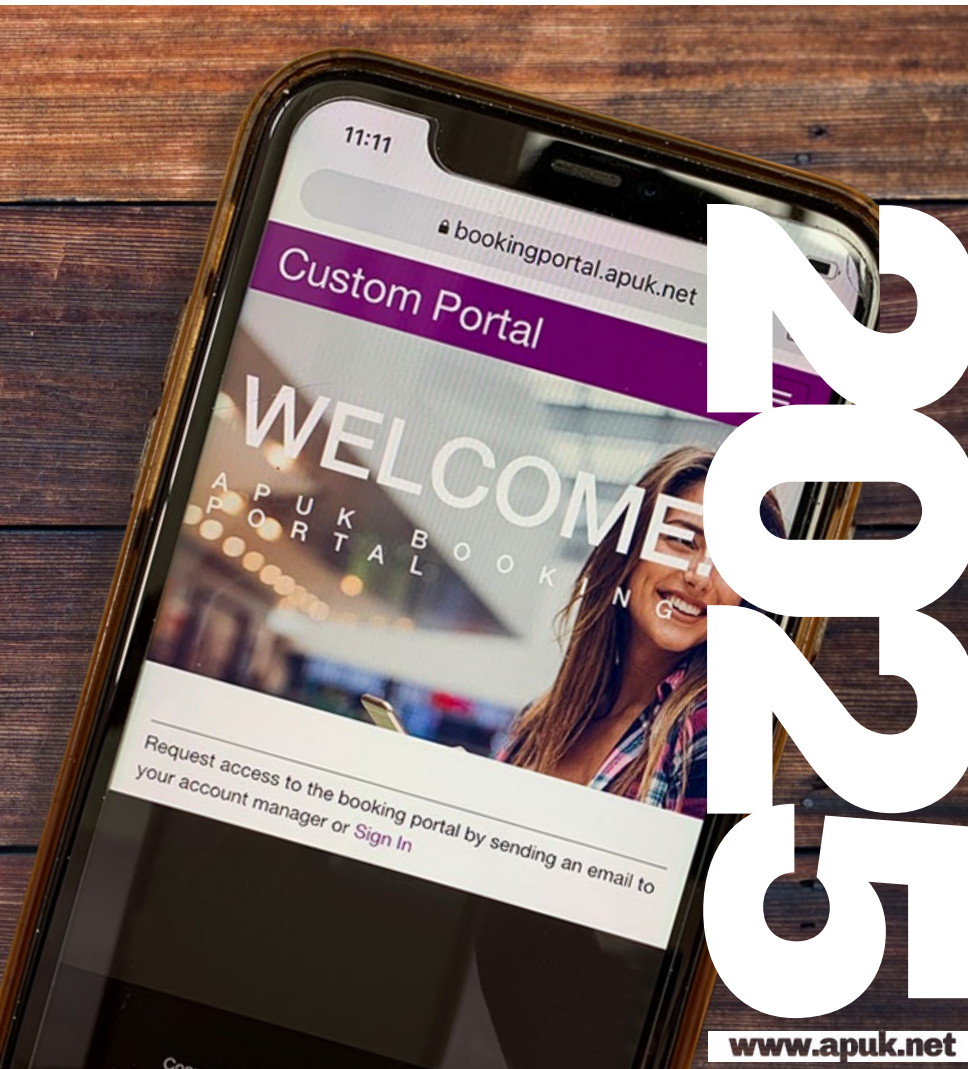
Oliver Sheil - Marketing Manager, Foamroof

A	City Prosperity	Total 789	(0.5%)
B	Prestige Positions	Total 2385	(15.1%)
C	Country Living	Total 9234	(5.9%)
D	Rural Reality	Total 3452	(2.2%)
E	Senior Security	Total 11829	(7.5%)
F	Suburban Stability	Total 6447	(4.1%)
G	Domestic Success	Total 26625	(16.9%)
H	Aspiring Homemakers	Total 19026	(12.1%)
I	Family Basics	Total 10708	(6.8%)
J	Transient Renters	Total 4408	(2.8%)
K	Municipal Challenge	Total 1862	(1.2%)
L	Vintage Value	Total 6553	(4.2%)
M	Modest Traditions	Total 4209	(2.7%)
N	Urban Cohesion	Total 7464	(4.7%)
O	Rental Hubs	Total 21071	(13.4%)

Get In Touch



booking portal | online booking system



Booking portal, from Access Point, is a new facility that allows you to book venues online; at a time that is most convenient to you.

Just log in, reserve a venue and save it to the portal. Our team will take care of the rest.

All current and previous booking history is stored in the portal and freely accessible when needed - Our booking portal:

- Simple and easy to use
- Accessible at any time
- Venue search by location or postcode
- Booking requests online
- Online payment method
- Current and previous booking history accessible

How do I get started? Contact your Access Point Account Manager at 01704 544999, email hello@apuk.net or fill out our **online portal enquire form** to receive login details and everything you need to know to get you up and running.



To find out more details or book a promotional space:



01704 544999
hello@apuk.net
www.apuk.net



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