

# Reopening for business

Welcoming the return of events from 17th May 2021



**From 29th March**

Venue site visits can take place at the ICC



**12th April**

Outdoor hospitality reopens including Craft Dining and the ICC Mall from 19th April



**17th May**

Safely hosting events with capacity restrictions in place



**21st June**

Safely hosting the return of large-scale conferences and events

Dates outlined as per latest Government Roadmap and may be subject to change.

**Working together  
to protect us all.**

This document provides detailed guidance on the measures that we're planning to create a safe and controlled environment for all events taking place at the ICC and the steps you need to take to ensure its success.

# RISK ASSESSMENT

Organisers must include COVID-19 considerations as part of their risk assessment documents to determine the necessary controls specific to their event.

**The organisers' risk assessment is mandatory for all event types and will include:**

- Planning
- Build up
- Event open period
- Breakdown

It should include details on queue management, event timings, venue access and the use of technology to minimise touch points.

Floor plans will need to account for the required social distancing, adequate aisle and event room layouts and crowd densities as well as the set-up of conference areas and meeting rooms. For larger event floor plans aisle widths and stand space need to be considered.

A draft version of the risk assessment needs to be provided by the event organiser by the start of the planning process, including executive meeting rooms with further revisions made and supplied to the ICC event management team as the planning process evolves.

# SUPPORTING TRACING AND TESTING

We will be working with event organisers and using data and technology to help ensure that all events participants – including partners and audiences - are known.

## Register in Advance



We would strongly recommend that all events are pre-registration only for several reasons.

1. It helps to monitor numbers on the open days of your event, thereby controlling delegate flows and providing a better experience for those attending the event.
2. It provides the ability to communicate in advance with your attendees advising them on the conference content, additional measures or plans in place to manage social distancing and detailed information on the customer journey.
3. It assists with tracing and testing as you will have the data to assist the government should it be required.
4. Pre advanced registration is promoted as there will no longer be on the day registration. NEC Group will require access to registration data in accordance with data protection rules - details of which will be confirmed with you during the planning process. This may be provided by your registrations provider/system.

*Please discuss registration process with provider and the venue to implement a touchless experience.*

## Partner contact details



All third-party suppliers including exhibitors, production companies, technology suppliers and contractors will be expected to keep their own

registers and H&S declarations to monitor they are fit for work and to be in the venue. Contact details are a must and this should also include all agency staff and sub-contractors and be held by the event organiser.

## Temperature Screening



This is not currently required by Government guidance, but we will continue to monitor this and may introduce temperature screening

as the guidance evolves. Should some of our clients wish to provide this service we are happy to support them.

## Contact Tracing



Please download the NHS Test and Trace app before attending an event at the ICC as this will enable you to check in at the venue and you will

be required to scan the QR code if you dine in at Starbucks or Subway in the ICC Mall. As all attendees will need to pre-register for events, your registration data will also be available to support NHS Test and Trace for 21 days if required.

## Face Coverings



For everyone's safety, all visitors are required to wear face coverings inside the ICC, in line with current Government guidance on indoor settings. *Please note this includes all visitors, staff, production teams, contractors and exhibitors.*

# SOCIAL DISTANCING MEASURES

New measures are in place to keep us all safe and at the ICC it is important that all our customer groups, even those just passing through, adhere to these measures.

We welcome all visitors to the venue but everyone must adopt the correct behaviours and follow the guidance we put in place.

## Arriving at the ICC



Social Distancing measures will be visible when visitors arrive at the venue. At each of our entry points, there will be welcome signage, instructions on following the guidance and information on the measures in place. There will be separate entry and exit points so please use the access doors as signposted: Entry Only, Exit Only etc. Random security checks will remain in place as usual at the venue entry points.

We usually have a mix of people arriving by public transport and car, as well as those travelling on foot from hotels. For those arriving by train, tram or bus, please ensure that they adhere to latest guidance on face coverings. For those who wish to travel by car, there are several parking options nearby, the closest being a short walk away at our sister venue, Utilita Arena Birmingham, as well as Brindleyplace car park. Please refer to our website for the latest travel advice.

## Barriers and Floor Markings



These are in place in the public mall and communal areas - Event spaces are driven by the organiser. These are in place for everyone's safety so please follow the route as mapped out on signage throughout the venue. It's important to note that the route to your final destination may not be the most direct but it is the safest route and helps everyone to keep to the social distancing measures.

## Footfall Management



As a well-established venue, we are experienced in managing queues during our peak periods and this will now become a daily event. Queuing plans will be in place to satisfy all our events' requirements and ensure that timings and delegate flows are staggered wherever possible to avoid concentrations of people, especially around arrival and registration, breaks, lunch and departure times.

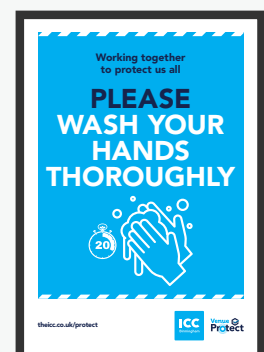
Delegates are to be counted in Halls and Meeting Rooms to by the organiser to ensure that social distancing capacities are met.

Please follow the signs and the instructions given by our teams and remember to keep to the social distancing measures to ensure everyone's safety.

## Safe and Compliant Signage

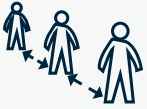


Our signage is here to help you get to where you would like to go to in the safest manner and to provide you with reminders on hand washing, hand gel stations and keeping your distance. Look out for these.



## SOCIAL DISTANCING MEASURES continued.

### Revised Capacities



To comply with social distancing rules, new capacities are in place in our halls and meeting rooms. We have reviewed these and have options based on 2m and 1m+ guidance; these will be shared with you as part of the planning process by your Account Manager or Event Manager.

**Please note that for 1m+ social distancing capacities, organisers will be required to introduce risk mitigation measures.**



### Exhibitions

Stand sizes should be no less than 2 metres deep to allow enough space for exhibitors and delegates. For gangways, our recommendation is 3 metres to enable social distancing. We would recommend that you consider one-way systems to move around the exhibition and the latest Government guidance will be applied for crowd density. Your dedicated Production Manager will work with you to maximise the use of your event space and agree the crowd density as per the latest government guidance.



### Hybrid Solutions

Hybrid events can be an ideal solution when it is not possible or not desirable to meet in one place. At the ICC, by extending our in-house production and event management capabilities into hybrid events, you can benefit from the level of quality and service delivery you've come to expect from the ICC without all attendees having to be physically present at the venue.

Whether you're looking to extend the reach of an event with a simple web stream or create a fully-fledged engaging conference for a virtual audience, we can offer a solution. Visit our dedicated [webpage](#) for more information on our offering and the benefits of each option.



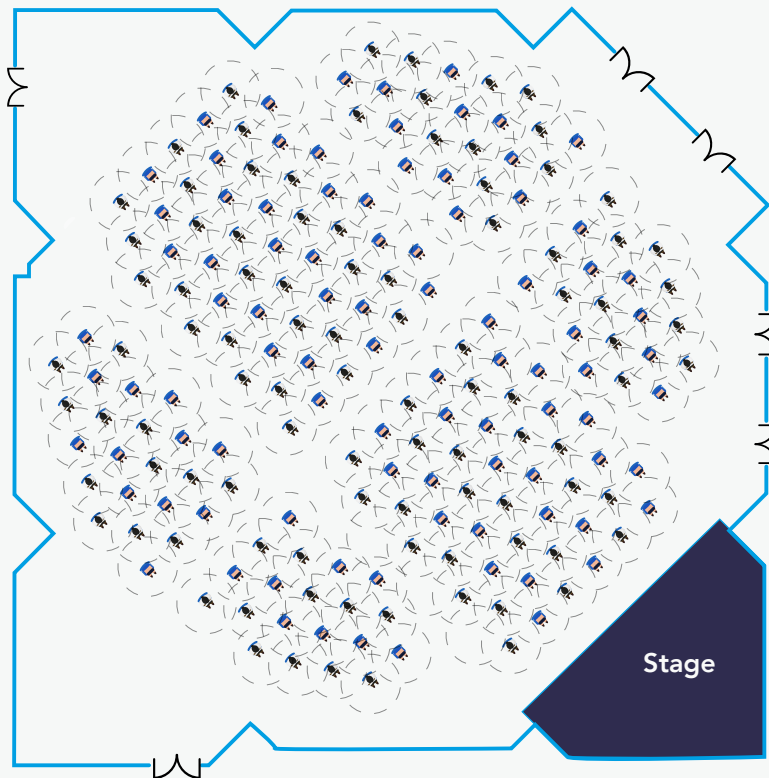
## SOCIAL DISTANCING MEASURES continued.

### Adapted Conference and Banqueting Layouts

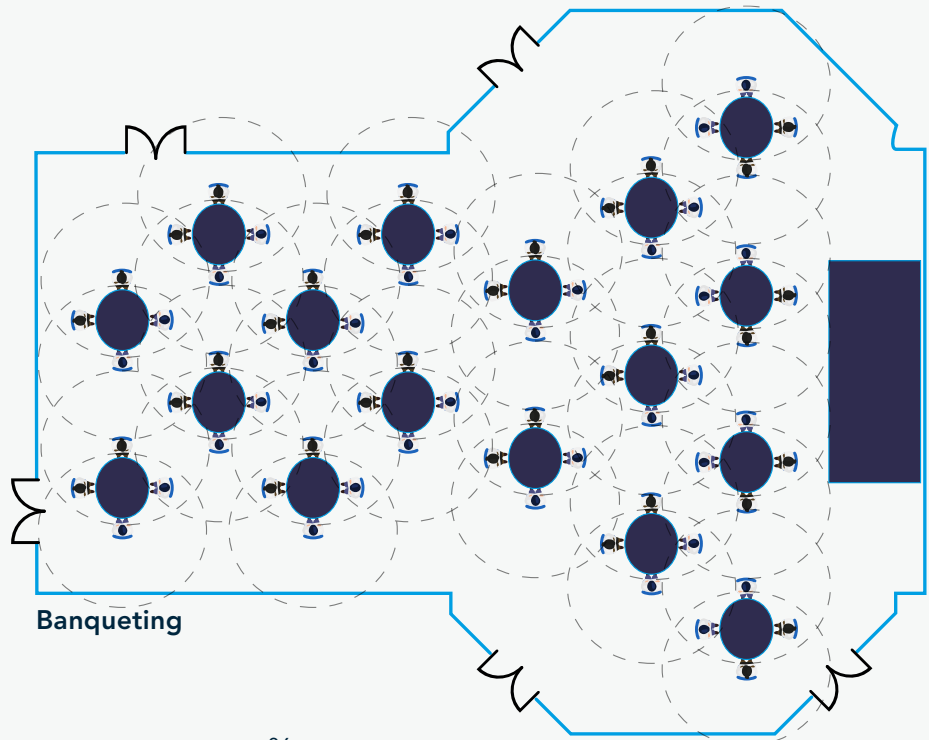
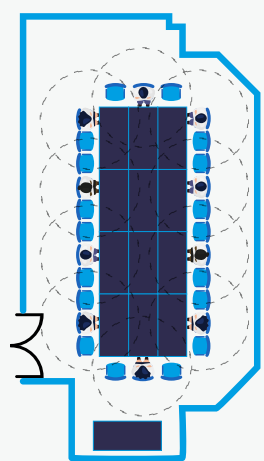


To comply with social distancing rules, new layouts will be required in our halls and meeting rooms. Your dedicated Event Manager will be able to share the relevant Hall layout plans with you during the planning stages of your event. The diagrams below provide example illustrations of how these will be implemented for 1m+ social distancing:

Theatre



Boardroom



# ENHANCED VENUE SANITISATION

Extensive event space cleaning

## Extensive event space cleaning



We recognise that cleanliness and hygiene is important to everyone, and even more so in current circumstances. We pride ourselves in our venue and will continue to provide a high standard of cleaning across the venue and all event space.

Within the halls and our public spaces each team member will have their own area of responsibility and will be accountable to ensuring our high standards are maintained:

- Each team member will be proactive in their approach to monitoring their area and carrying out the tasks required
- Social distancing guidelines are adhered to within our teams
- With a team of operatives purposely spread across the venue, there is ample opportunity for visitors to see a cleaner being proactive, increasing confidence in venue hygiene

All of our cleaning team will go through extensive training on our new cleaning regime. We have also introduced a further layer of sanitisation, ULV (Ultra Low Volume) Treatment, otherwise known as fogging which is seen as an additional precautionary measure in breaking the potential chain of infection.

## Audio Visual Sanitisation Procedures

### Pre-Event

All equipment will be cleaned prior to use.

### During Event

AV Equipment that has been handled by multiple people through an event will be cleaned regularly - this includes:

- Hand held lapel mics and lectern microphones
- Laptops
- Presentation remotes
- Lecterns and side tables

Sufficient time will need to be built into each session to allow for this cleaning to take place.

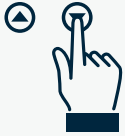
### Post Event

All equipment will be cleaned at the end of each event.

The ICC technical & production team will provide the same level of technical support as required while ensuring social distancing is maintained during build, operation and de-rig of all events.

## ENHANCED VENUE SANITISATION continued.

### High touch points



Our team will focus on these areas such as hand rails, door handles, lifts etc. During this period, we have made the difficult decision to remove most of the seating in our public areas for hygiene reasons.

### Hand Sanitiser Stations



These will be available throughout the venue, with over 300 stations in total. They will be located in our public areas, outside each toilet, organiser offices, halls, meeting rooms and close to each entry and exit point to the venue.

To make it easy for you, we have installed stations in the event space, and we will refill these fixed units at your convenience for which there may be a charge.

### Washroom attendants



We are increasing the number of washroom attendants across the venue and the number of days for each event. Alternate sinks and urinals will be in use to enable social distancing.

They will be a regular presence, ensuring that high touch points such as door handles and cubicle locks, flush buttons, dispensers and taps are frequently cleaned using an approved anti-viral chemical, ensuring that the risk of there being a chain of infection is broken as often as possible. Staff members can also ensure good social distancing practices are adhered to through customer interaction.





# COMMUNICATION

As ever this is such an important element, and we must work collaboratively to ensure we provide consistent messages to all of our customers to prevent confusion and make it clear to everyone what is required and expected of them.

## Team ICC



As always, our teams will be on hand to help and our Event Managers and Production teams will plan your event taking account of the current Government guidance and ensuring that social distancing measures can be adhered to.

We will enable virtual planning sessions where possible and will do everything that we can to ensure that your event planning and delivery runs as smoothly as ever.

We will work with you to develop the appropriate Security and Hosting provision to deliver all new changing safety guidelines

## Delegate Communication



Standard social distancing and hygiene messaging for your delegates will be provided via digital and 'printed wayfinding and Mall signage and our Venue Protect customer journey

explainer video is available to share with your delegates ahead of their visit to the ICC so they know what to expect at the venue.

## Partner Communication



We also believe it important that your third-party suppliers are involved in the planning stages taking account of all the various elements including: floor layout, build schedules,

gangways, registration processes, hall entrance layouts, registration, delegate numbers, customer journey, staggered entry times, one-way routes and of course breakdown – the list goes on!

We will work with you to provide you with more time and space whenever possible, if this is required.

## PPE



Also expect to see some of our team in PPE; they will wear this if their role determines it as a requirement. It's important our staff are also safe, and all staff will undergo COVID-19 training as part of returning to work.

As a venue, we will be unable to provide PPE or event safety equipment including masks, gloves and hi vis jackets to customers or delegates.

In line with the latest government guidance, face coverings within the venue will now be mandatory so please incorporate this into your planning and communications.

## Cloakrooms



Cloakrooms will operate but all parties should be encouraged to only bring what is required. Coats will be covered prior to being held in the cloakroom.

A no bag policy is recommended

but we understand this could be problematic so minimal baggage should be encouraged and self-drop options will be in place so that luggage only needs to be handled by the owner. Any overnight luggage should be stored in hotels and collected at the end of the event to minimise contact.

## Ventilation



Our Building Management Systems will monitor air quality and following a review of our building systems in line with CIBSE (Chartered Institution of Building Service Engineers) guidelines, we have recommissioned our ventilation plant for the safety of our delegates, staff and visitors. This includes maximising fresh air rates within the spaces and where appropriate upgrading our filters to NHS hospital standard.

## COMMUNICATION continued.

### Contactless Payment



No cash will be taken at our catering outlets, shops or cloakrooms so all customers will need to have contactless payment methods available.

### Touch-free Journey



Wherever possible we have put steps in play to make your visit here as touch-free as possible by highlighting the entry doors in use. Doors to event spaces will be opened prior to the start and at the end of the sessions.

### Food & Beverage at the ICC



Our in-house catering team at Amadeus has been busy re-engineering our menus to assist in the delivery of a safe and efficient service. We will be providing a range of hot and cold food options at Starbucks and Subway.

### Catering Measures



We have developed a revised Operations plan in line with Government guidelines; this will assist with providing a seamless catering and hospitality service:

- Amadeus will have a Covid 19 venue specific operation plan in line with government guidelines, this will assist with providing a seamless hospitality and catering service
- To maintain social distancing we have implemented queue management, reviewed our staffing levels and our catering service areas across the venue
- All Amadeus staff will complete specific in-house Covid-19 safety training before working within our venues
- Hygiene screens have been installed on all of our catering service points to assist with separating staff and customers
- Catering will be delivered following all of the latest government guidelines
- All food and beverage services for business meetings will be table service only
- Amadeus menus and service methods have been reviewed to be served in a safe manner
- All payments through our retail operation will be fully cashless where we promote fully the use of cashless payment
- Exclusive table service only will be in operation using Q Jacker pay and order app. This will be available to promote online ordering for delivery to the table to maintain a contactless payment through to delivery service method

### Food Safety & Hygiene



As part of our revised Operations plan, an end-to-end Safe Audit is in place to continual assess food safety and the welfare of customers and staff. Our cleaning regime has been increased in all areas with emphasis on the frequency of cleaning touch points throughout.

**We hope you've found this useful. If you have any questions, please speak to a member of our team.**

For more information, please visit:

**[theicc.co.uk/protect](https://theicc.co.uk/protect)**



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**Working together  
to protect us all.**