



Hillhead



All Secure

The adoption of the
'All Secure Standard'
at **Hillhead 2021**

About Hillhead All Secure

Hillhead All Secure outlines clearly and concisely the practical steps being taken to deliver Hillhead 2021 safely.

Exhibitors, sponsors, visitors and contractors will be able to attend the event and feel confident that all necessary steps have been taken to reduce the risk posed by the Covid-19 virus. This is because Hillhead 2021 has adopted the industry-wide 'All Secure Standard' and will be implementing these guidelines at the exhibition in June.

The 'All Secure Standard' has been developed by the Association of Exhibition Organisers (AEO), Association of Event Venues (AEV), Events Supplier and Services Association (ESSA) and its stakeholders to provide a consistent framework of support and assessments to ensure a safe return to live events.

Now recognised as the industry's best practice document, the guidance has been approved by UK government and is being adopted by the events industry worldwide. It will be continually reviewed by a dedicated group of industry professionals, which includes members of the Hillhead team.

Developments including mass testing and the vaccination programme planned for the first quarter of next year, may lead to some of the All Secure guidelines being relaxed. In these circumstances any changes will be communicated on the website and through the Hillhead e-bulletins.

Our 10 Key Commitments

1. To introduce enhanced cleaning regimes across the site, particularly in high footfall areas.
2. To provide hand sanitiser stations positioned at regular intervals across the site.
3. To provide contactless registration for exhibitors and visitors.
4. To reduce physical contact by eliminating handshakes and other physical greetings, and reducing the exchange of printed materials such as brochures and business cards.
5. To work with our catering partners to ensure food is served in pre-packaged or closed containers wherever possible.
6. To adhere to crowd density regulations which will be managed through measures such as one-way systems, widened aisles, floor markings and on-site signage.
7. To enforce the use of PPE such as masks and hand sanitiser where appropriate and additional items such as gloves and screens where required.
8. To remove air conditioning units from all internal areas including the two pavilions.
9. To provide dedicated staff and ambassadors on site to enforce good practice and identify social distancing pinch points.
10. To work with local authorities to trace and contact visitors to the event should it be necessary.

The Four Cornerstones of Hillhead All Secure

All the recommendations and control measures that will be implemented at Hillhead 2021 are organised into four key areas. These four cornerstones cover practical measures that can be applied during the build, open days and breakdown of the exhibition.



Social Distancing



Social distancing measures at the event will allow us to reduce the risk of the virus spreading through air borne transmission from an infected person. We are all used to social distancing in our everyday lives and we expect the same level of courtesy and compliance at Hillhead.

We are introducing a range of physical distancing measures as detailed below.

→ Contactless Registration

Contactless or self-service registration will allow visitors and exhibitors to pre-register for the event and print their badge at home. Alternatively, you can scan your barcode and collect your badge at the event without coming into close contact with any of the registration staff.

→ Crowd Density Regulations

In order to maintain social distancing at the event it may be necessary in some areas to implement one-way systems and widen aisles. Floor markings and signage will be utilised in high footfall areas where queueing is likely such as registration, the Hillhead Café and other catering outlets. We may also be required to limit capacity in certain indoor areas.

→ Reduced Physical Contact

We request that visitors and exhibitors avoid handshakes and other forms of physical greeting. We also strongly advise exhibitors to eliminate or reduce the amount of printed material they bring to the show, instead providing digital downloads or QR codes.

→ Catering Arrangements

We will be working closely with our catering partners to ensure that the Hillhead Café and the other outlets around the site are serving food in pre-packaged or closed containers wherever possible. Contactless payment will also be available. Floor markings and signage will be in place at all catering outlets to ensure social distancing is maintained when queueing.

→ Shuttle Buses

All the shuttle buses between the car parks and the site will be running with a reduced capacity and face masks will be mandatory whilst inside the vehicles. The buses will also be cleaned regularly throughout the day. We appreciate however, that not everyone will want to take public transport and we will, therefore, be installing a walkway from the blue car parks to the registration area.

Cleaning & Hygiene



Enhanced cleaning regimes and an emphasis on good hygiene will allow us to reduce the risk of transmission through contact with the disease on a surface. Additional resources will be allocated, including dedicated 'Touch Point Cleaning' staff as well as extra toilet provision and hand sanitiser stations around the site.

We are implementing a number of cleaning and hygiene initiatives as detailed below.

→ Enhanced Cleaning

All indoor public areas will be deep cleaned each evening. We are also introducing a dedicated team of 'Touch Point Cleaners' who will be operating throughout the open days, disinfecting surfaces, door handles and counter tops etc.

→ Exhibition Stand Cleaning

Exhibitors will be required to conduct regular cleaning and disinfecting of their stands. Our event cleaning contractor will also be offering a daily deep clean service which will ensure all surfaces and touch points are disinfected prior to the show opening each day.

→ Hand Sanitiser Stations

Hand sanitiser stations will be positioned at the entrance to the show as well as at other key areas around the showground. Exhibitors will also be encouraged to provide hand sanitiser on their stands for use by visitors and their own staff.

→ Air Conditioning

We have taken the decision to remove the air conditioning from our two indoor pavilions as well as the Organisers Office and QMJ/Tarmac structures. The systems work by recirculating air within the structures, which we do not believe is conducive to reducing the risk of air borne transmission.

→ Additional Toilets

Additional toilets will be installed around the site to allow for reduced capacity and queueing. The additional units will have individual cubicles with external doors to further assist social distancing.

Protect & Detect



PPE will play a big part in helping to protect everyone at the event and we will be enforcing this message at the show. We will also work with the local authorities to trace and contact visitors to the event should it become necessary.

There are several ways we intend to implement these control measures as detailed below.

→ Face Masks

Face coverings can hugely reduce the risk of transmission between individuals, and we will be asking attendees at the event to wear them upon entry to the exhibition. Face masks will be required in all indoor areas and on the shuttle buses and other public transport and we will follow the relevant guidelines at the time with regards to outdoor areas.

→ Other Protective Equipment

Additional PPE such as gloves and Perspex screens will be available for those members of staff working in high footfall areas such as catering, registration and the Organisers Office as well as key workers such as cleaners and waste-management operatives.

→ Contact Tracing

If required, we will work with Public Health England and other authorities to help them with contacting attendees to the event using our registration data. We also encourage visitors to download the contact tracing app, although it is not currently a requirement to 'check in' to the event.

→ Enhanced First Aid

As usual, we will have medical support on site throughout the build, open and breakdown periods of the show. Paramedics and a dedicated ambulance are on site from Monday 21st June to Friday 25th June.



Communication

The final element of the All Secure Standard is to ensure that these measures and actions are effectively communicated to all stakeholders and are monitored and enforced on site. There are a variety of communication channels we intend to use for this purpose as detailed below.

→ Pre-Event Messaging

We will communicate with our exhibitors, visitors, sponsors and contractors prior to the event via the Hillhead website and regular e-mails, press releases and bulletins to promote the standards we will be enforcing at the show.

The registration confirmation e-mail will contain specific advice on what to expect when attending the exhibition and also advise visitors not to travel if they feel unwell.

→ Exhibitor Bulletins

Our regular exhibitor operations bulletins will have a Covid-19 focus and will update exhibitors on the guidelines they should be adopting before, during and after the event. In addition, a Covid-19 specific guide to exhibiting will be produced and made available via the online exhibitor manual.

→ Risk Assessments

All outdoor exhibitors and indoor Space Only stands will be required to submit a specific Covid-19 risk assessment as well as their usual stand risk assessment before they are allowed to build. Indoor Shell Scheme stands will complete a Covid-19 risk assessment checklist. Worked examples and support will be provided to all exhibitors if required.

→ Contractor Visits

Our regular contractor visits which we conduct prior to the event will be conducted via Zoom/Teams, and will focus on Covid-19 safety measures during the build and breakdown as well as the normal Health & Safety messaging. Contractors will be encouraged to stagger their builds in order to reduce the number of staff on site and uphold good cleaning and hygiene standards at all times.

→ Golden Rules

The usual Site Information and Golden Rules safety booklet which is handed out to all attendees on site during the build and breakdown will be updated to include Covid-19 specific information.

→ Signage

Additional signage will be in place across the showground to promote good hygiene and social distancing as well as enforcing crowd density regulations.

→ Staff Training and Awareness

All members of the Hillhead team will be trained on the All Secure Standard and will be on hand before and during the event to assist you and answer any questions you may have.

Additional Resources

The Association of Event Organisers (AEO):

www.aeo.org.uk/covid-19

Working safely during coronavirus (Covid-19):

www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/the-visitor-economy

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