



NORFOLK
SHOWGROUND
ARENA

Information pack

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Norfolk Showground Arena information notes

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Norfolk Showground Arena information notes

Introduction

The Norfolk Showground Arena is the ideal venue for larger events such as trade fairs, exhibitions, product launches, conventions and large parties with seating for 1,500 plus for dinner or 4,000 theatre style. Re-development works have recently taken place which have improved the venues suitability for music events and concerts. The concrete-based area is vast, covering 3,000 square metres (100m x 30m) with an additional linked annex.



Complete with a three phase electrical system, PA system and radiant heating, the hall can be furnished to your own requirements and you can utilise as much or as little of the space as necessary. As well as a state of the art new reception, there has been a complete redesign of the interior of the building with a flexible ceiling pattern for sound absorption and to block out most natural light. New internal wall cladding gives a modern look to the building as well as further improving acoustics.



There is a fixed sound proof partition meaning clients can choose to let 1/3rd, 2/3rds or the entire building. This offers flexibility to cater for events of an array of sizes.

Advertising

Only the venue's official sites allocated for the tenancy may be used for advertising purposes. Leaflets must be distributed within the hall and not in any public circulation areas or outside the venue, unless authorised in writing by the venue. Please note the venue is to be called the Norfolk Showground and not Royal Norfolk Showground.

Alcohol

The Norfolk Showground is required to have a Premises Licence issued by the relevant Local Licensing Authority. Any sale or consumption of alcohol must be cleared by the Norfolk Showground 1 month prior to the commencement of the event. Where such activities are to be undertaken/operated by a visiting caterer or by an exhibitor, such operators should do so under the supervision of a Personal Licence Holder approved by the venue, copies to be sent to the venue.

The sale or supply of all or any alcoholic beverages must be carried out under the direct supervision of a Personal Licence Holder or a person authorised by a Personal Licence

1. The consumption of alcohol within the arena during build-up and breakdown is not permitted.
2. Alcohol must not be served to anyone under the age of 18, or anyone who appears to be under 18 (unless proof of age is shown)
3. Alcohol must not be served to anyone who appears to be under the influence of alcohol

The legal penalties for breaches of the Licensing Act are severe. Therefore, if any bar operator or exhibitor fails to comply with the conditions under which the sale or supply of alcohol is agreed, their activities will be curtailed and, depending on the severity of the breach, they may also be banned from site.

Catering

The Norfolk Showground can provide catering facilities for your event, please discuss options upon booking.

Any catering that is brought in by the organiser should be cleared by the venue and follow the health and safety guidance and relevant food safety. Certifications maybe requested by the venue, please note guidance on Gas and LPG further in this document.

Crowd Management

The organiser must inform the Norfolk Showground of anticipated attendance figures for the event during tenancy negotiations taking into account maximum permitted capacities and concurrent tenancies.

The floor layout must take into account any significant features which may lead to crowding in any one area and sufficient space must be allowed in order to avoid hot-spots. The venue may require some or all of the following measures to be considered where potential crowding issues are identified:

1. Amendments to the layout plan to incorporate space for additional catering areas, wider gangways, queues and viewing areas
2. Pre-sold tickets only, with a limit on ticket sales for each day
3. Alteration of seating arrangements
4. Other considerations for specific events, e.g., where large numbers of wheelchairs, prams and/or small children are anticipated

During the planning process, the organiser must provide the Norfolk Showground with the following information:

1. Daily breakdown of anticipated attendance & how the capacities are going to be managed to ensure no overcrowding in the arena takes place above maximum permitted capacities
2. Advance ticket sales or registration figures

3. Details of special offers and marketing campaigns

Potential hot-spots and queuing areas should be identified and additional stewarding staff booked to manage these areas. Stands carrying out demonstrations should not be grouped together and must have a viewing area within the stand.

During the event, the organiser must ensure the capacity is not exceeded by;

1. Visitor numbers within the hall must be monitored
2. Effective stewarding and sufficient staffing levels must be in place
3. Queuing areas should be identified for different groups, e.g., ticket holders, ticket purchasers
4. Signage should be used effectively to facilitate the queuing process and keep visitors informed of arrangements
5. If it becomes necessary to suspend entry into the arena, arrangements must be made to inform waiting visitors of the situation.

For further information on crowd management we can send you a separate document on how to manage crowd safety.

Dilapidations / Damage to Venue

Any damage to the venue, over and above normal wear and tear to the building, will be charged accordingly. Please do not stick anything to walls or floors as this will cause damage.

Disability Discrimination Act (DDA)

The venue is DDA compliant with ramps to the atrium and arena and accessible toilet facilities. Event organisers should ensure the design of the event is accessible to all visitors, staff and contractors. For more information visit DRC website: www.drc-gb.org

Electricity

There is a 125amp, 3 phase supply, please discuss what electrical arrangements you have, we recommend using our preferred suppliers for electrical installation. Any electrical items brought in should be PAT tested. Any electrical set ups should be signed off by NIECI approved personnel. Contractors should not use wound extensions cables.

- Up to 10 electric drops can be placed into the venue. Each electric drop can power up to 5 13amp sockets.

-Hire of the venue also includes use of all electric sockets on the walls of the venue. It is recommended that stands requiring power are located around the walls of the venue so that they can use the sockets on the walls. Any electrical MUST be PAT tested and ensure loading is sufficient for the supply. This is the event organisers responsibility and an electrician maybe required to assist with the set up to ensure exhibitors are not overloading the system which then causes power to trip.

-Additional electric drops are chargeable and a plan should be submitted in order for a quote to be produced. NSL does have an outside electrical provider that can undertake the work should this be required. If own electrical suppliers used sufficient documentation and certification is required to be produced.

Emergencies

Organisers must ensure that their staff, exhibitors and contractors are fully conversant with the venues emergency procedures, including action to be taken on discovery of a fire or unattended package and on hearing evacuation broadcasts and the locations of assembly points. These procedures will be issued to you by the Norfolk Showground. You must call the events support team to make them aware 01603 594463.

Equipment for hire

The Norfolk Showground has some equipment available for hire for events, should any of the following be required we can give you a quote.

Trestle table
Samsonite Chair
Crowd control barrier
Heras fencing
Benches
Picnic benches
Wheelie bin (1100)
Wheelie bin (240)

Inflatables

Any inflatables used should come with a PIPA certification and £10 million Public Liability Insurance certification. The PIPA scheme is a national system for ensuring that bouncy castles, inflatable slides and similar devices are safe for children to play on. Inflatable play equipment is required by law to be inspected every year - a valid PIPA certificate is normally sufficient to demonstrate compliance with the law. PIPA is the only national scheme dedicated to the safety of inflatable play equipment.

Organisers should also demonstrate that they are managing the safety of users whilst on the equipment.

Be aware gas canisters cannot be used in the arena.

Lighting

Full or partial fluorescent strip lighting is available within the arena which is dimmable. There is emergency lighting within the arena should there be a power failure.

Fire extinguishers

The Norfolk Showground provides fire extinguishers in accordance with the existing Fire Safety Arrangements.

Where additional fire risks are identified through the exhibitor and show fire risk assessment processes, it is the Organisers responsibility to source and provide the appropriate number of fire extinguishers to combat these additional fire risks - and to ensure that any additional extinguishers to be placed on stands or elsewhere in the event are suitable for the type of fire they may be used to extinguish.

Floor & Site Plans

It is essential to ensure that all event plans comply with the Norfolk Showground regulations and that the initial plan is issued to the Norfolk Showground immediately after the contract is signed. For exhibitions the venue has standard designs which will be made available to the organiser, if the organiser is using own layout this must be signed off by the venue.

You must detail on site plans everything that will be brought in, including location of tables, widths of gangways, any staging, catering facilities, access points (in and out) fire exits and muster points for emergency evacuation (this is determined by your layout). Also detailed should be location of car parking, RV points, Emergency vehicle access points.

Clear access routes to all emergency exits. All fire exits must be kept unobstructed at all times.

Perimeter gangways must normally be a minimum of 3m. Gangways must be of sufficient width to serve the exits they lead to, i.e., the aggregate width of the gangways must be equal to the width of the exit i.e.: $3m + 3m = 6m$ exit width

Minimum gangway width must be 2m. Depending on the event profile, wider gangways may be required, especially around feature & busy areas. Gangways adjacent to any stand or stage used for demonstrations or performances must be maintained clear of obstruction. Additional space for an audience, where applicable, must be planned into the floor layout, as people are not permitted to congregate in the gangways

Gases

1. Details of any proposed use of compressed gas or Liquefied Petroleum Gas (LPG) must be submitted to the Norfolk Showground no later than 28 days prior to tenancy
2. No compressed gas or Liquefied Petroleum Gas (LPG) shall be used within the venue, they are to be stored and secured outside the arena.
3. Cylinders and other vessels shall not be connected or disconnected during the time that an exhibition is open to visitors.
4. Cylinders shall be constructed and stamped in accordance with EN 1089-3 and be painted with identifying colours in accordance with BS 349: 1973, Identification of Contents of Industrial Gas Cylinders
5. Vessels containing liquids or gases under pressure (other than compressed gas cylinders complying with EN 1089-3) shall be fitted with safety valves of an approved type.

Health and safety

Depending on the nature of the activities in the event and on the intended use of the premises, the Organiser must appoint one or more Competent Persons to provide advice and guidance and support the Organiser in undertaking a risk assessment and implementing the resulting preventative and protective measures. A Competent Person is someone who is qualified by training, knowledge and experience to carry out an activity or process with a clear understanding of the hazards and the precautions that will be required.

The Responsible Person must ensure a fire risk assessment is undertaken. Fire risk assessment assists in identifying risks that can be removed or reduced and establishes the nature and extent of the general fire precautions required in order to protect people against the fire risks that remain. This fire risk assessment must consider all individuals who may be affected and pay particular attention to those at special risk - such as the disabled and those with special needs. The fire risk assessment must also make provision for any dangerous substances liable to be introduced onto the premises as part of the event or exhibition.

The Responsible Person must ensure, as far as is reasonably practicable, that outbreaks of fire do not occur but, if and when they do occur, they are rapidly detected, effectively contained and efficiently extinguished. An involvement in fire precautions is therefore the basic responsibility of all Organisers and Exhibitors - and an essential obligation for all persons with management responsibility.

The Organiser must at all times abide by these requirements and follow the procedures set out by the Norfolk Showground.

Helium

No helium canisters should be present in the arena.

Load-in

Roller shutters 5.8m x 4.3m (w x h) without step available on both sides of building. Large hard standing area on south side of building to load in from.

Marketing

By holding an event at the Norfolk Showground we will assist with marketing support for your event by listing it on our website www.norfolkshowground.co.uk and through our social media sites on twitter and facebook, please send us information for this. Should you require further marketing support such as through local media where we get preferential rates please contact our main office on 01603 748931.

Medical

The event organiser is responsible for having an appointed first aider on site for the course of the set up, operation and de rig of the event. It is important that all staff, stewards, security,

exhibitors and contractors are made aware of the location of the first aid area and how to contact them if required.

Music on stands

If stand holders intend on playing pre recorded music on stands during the course of event, it is a requirement by law to obtain Phonographic Performance Ltd (PPL) and Performing Right Society (PRS) music licenses.

Parking

There is a small amount of parking outside the arena on hard standing (approx 60 cars) the rest is on grass. You will need to manage the parking of cars using your own site personnel

Phone lines

There are phone lines available within the arena, this carries a surcharge and should be requested when booking.

Storage

There are no storage facilities on site prior to your event hire.

The organiser is responsible for all deliveries related to your event, the Norfolk Showground will not sign on behalf of exhibitors. The Norfolk Showground holds no responsibility for deliveries.

We would recommend nothing of value is kept within the venue overnight unless you are providing your own security. The venue does not accept liability for any loss or damage to equipment associated with your event.

Security

There is no on site security included in the cost of the venue hire. We have a preferred supplier who can be booked by us if required.

Smoking

All buildings within the Norfolk Showground are non smoking. We can discuss with you the best places for designated smoking areas for your event based on your event layout.

Toilets

Within the newly built atrium we have permanent toilet facilities;

- 23 female
- 4 male, 10 urinals
- 1 disabled

Should you require use of these facilities you will be required to use our preferred supplier for cleaning and restocking both during and post event, costs for which will be added to your contract hire.

Traffic management

If your event is likely to cause issues on the road network you will need to discuss your traffic management plan with us and outside agencies. It is not acceptable to hold an event at the Norfolk Showground and impact on the surrounding areas.

Vehicles within the venue

The event organiser must inform the Norfolk Showground of any vehicles that are intended to be exhibited within the arena. Motor vehicles used for delivery of materials or exhibits are not permitted to remain in the arena overnight.

Conditions:

1. The fuel tanks of motor vehicles must contain only sufficient fuel to move the vehicle in and out of the hall

2. All vehicles must be provided with a drip tray and shall be positioned within the boundaries of the stand so that any protrusions, doors, tail lifts etc, do not infringe the stand perimeter
3. The running of engines during the open period of an exhibition is strictly prohibited
4. Filling or emptying of fuel tanks inside the hall is strictly prohibited at all time
5. Tyres should be clean and free from gravel.

Waste

You will be responsible for the waste during your event, we will supply you with bins within the arena. You will need to hire the large 1100litre bins from us at an additional cost which will then be collected by our waste disposal after your event and recycled off site, zero landfill.

Wi-Fi

Wi-Fi is available within the arena. This is available upon request and carries a surcharge.