

Management of Displays & Events in the Atrium: Standard Operating Procedure	Type: Policy Register No: 14000 Status: Public
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Developed in response to:	Support for staff and charitable organisations involved in the use of space in the Atrium.
Contributes to:	CQC Outcome 10

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Policy to be followed by (target staff)	All staff & Trust users
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Document Review History

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1.0		4 March 2014
1.1 Addendum – change to electrical items used in atrium and map of Atrium	Jo Mitchell	14 April 2015
2.0 Formal review	Jo Mitchell	22 May 2017

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1. Purpose

- 1.1 The purpose of this standard operational procedure (SOP) is to provide a protocol for staff and charitable organisations to follow should they wish to utilise space in the main Atrium on the Broomfield Hospital site for displays and events.

2. Introduction

- 2.1 Broomfield Hospital is part of the Mid Essex Hospital Services NHS Trust located in Chelmsford which is an acute and multi-specialty hospital facility.
- 2.2 The Atrium is located at the main entrance to the hospital campus and accommodates retail outlets, various refreshment facilities and a large open space which is utilised as the main patient waiting area for the majority of outpatient appointments.
- 2.3 Due to the Atrium's layout and location on the hospital campus, the Atrium has the main footfall of patients, visitors and staff and as such is deemed the most suitable location at Broomfield Hospital to raise awareness and provide display space to share public and staff information.
- 2.4 Dedicated space within the Atrium is available for this purpose and is managed via a formal booking and regulated process.

3. Aim

- 3.1 The aim of this SOP is to ensure that space within the Atrium is managed accordingly and ensures that:
- the Atrium is kept tidy and safe for all staff, patient and visitors
 - users displaying in the Atrium have a set of rules and regulations to follow that include, but are not limited to, safety issues, corporate and professional standards
 - only health promotion, healthcare charitable organisations and staff utilise the space
 - no pro-active fundraising / advertising takes place without approval of the Trust's Charities Forum
 - contracts for leaseholders in retail outlets are not breached due to sales or encroaching on their leased premises
 - no profitable sales take place in the Atrium

4. Scope

- 4.1 This SOP applies to all staff and external organisations using space within the Atrium at Broomfield Hospital.

5. Roles and Responsibilities

5.1 Estates and Facilities Site Manager

- Ensure resources are available to manage the bookings process and monitor adherence.
- Consider escalated requests for use of space within the Atrium that does not meet the SOP criteria.
- Receive details of any breaches and ensure appropriate action is taken.

5.2 Head of Assurance & Compliance (EFM)

- Oversee the bookings system for the use of the Atrium and monitoring arrangements.
- Manage any breaches escalated at the time and liaise with the user directly.

- Monitor the adherence to the SOP and use of the Atrium and provide the Estates and Facilities Site Manager with a monthly summary report of breaches.
- Escalate requests and breaches to the Estates and Facilities Site Manager and/or Charities Manager where necessary.

5.3 Charities Manager

- Confirm details of charities that are approved by the Trust's Charities Forum for booking purposes.
- Provide advice regarding queries relating to an organisation or charities that may approach the Trust to utilise space in the Atrium.
- Ensure the Head of Assurance & Compliance (EFM) is made aware of any changes to the approved list of charities should a charity change or be removed.

5.4 EFM IT Apprentice

- Receive and manage bookings for the use of Atrium, including basic furniture requirements such as table and chairs and manage the Atrium Bookings Register.
- Act as the main contact for users on their event day.
- Communicate with the Logistics & Security Manager with regards to the furniture requirements for each event/display.
- Monitor the use of the Atrium space and adherence to this SOP.
- Record and escalate any queries and/or breaches to the Head of Assurance & Compliance (EFM).
- Submit weekly details of booked events/displays to advertise in the Trust Staff Focus.

5.5 Logistics & Security Manager

- Receive and manage requests for display furniture requirements in the Atrium from the EFM IT Apprentice.
- Manage the furniture storage facility.
- Escalate any concerns relating to missing items or damage to the furniture to the Head of Assurance & Compliance (EFM).

5.6 Ward Sisters and Departmental Managers

- Ensure all staff responsible for organising events on behalf of their department or service are made aware of the SOP and act in accordance with it.

5.7 Representatives of Departments & Charitable Organisations

- Ensure all displays and code of conduct whilst displaying in the atrium is in accordance with this SOP.

6. Atrium Space Uses

- 6.1 The Atrium accommodates the main outpatients facilities at Broomfield Hospital and therefore the area must be managed to ensure that clinical services within this area and users are priority when considering any other uses in the area.
- 6.2 Two areas are identified for promotional advertising and charitable events as seen in Appendix 1 (opposite M&S and adjacent to Costa Coffee). In order to maintain a safe and professional environment, other areas within the Atrium will only be authorised in exceptional circumstances and requests must be made to the Estates and Facilities Site Manager to ensure they are managed accordingly.
- 6.3 The 2 dedicated areas can only be used for the following:

- staff awareness campaigns to promote new/changes to Trust policies and procedures that affects large staff groups
- staff and public awareness campaigns to raise awareness of Trust services (clinical and non-clinical)
- charity awareness and fundraising events approved by the Trust's Charities Forum.
- staff, external organisations or charities providing health promotion and advice
- events promoting national celebrations and dates (for example Remembrance Day)
- events deemed to benefit patient and visitors experience at Broomfield Hospital (for arts displays or music playing)

6.4 The use of the space within the Atrium is limited and therefore those uses listed above are given priority. The following purposes are currently not deemed suitable use of space in the Atrium:

- staff events that are promoting awareness/changes within a small/local staff group only (i.e. a change in local procedure within a department that could be managed locally)
- any commercial activities aimed at profitable sales
- any fundraising event that is not deemed to promote the healthcare organisation and/or approved by the Trust Charitable Foundation

7. Rules and Regulations

- 7.1 In order to maintain safety standards and promote a professional and corporate image at all times in the Atrium, the following rules and regulations apply to the users with displays and events in the Atrium. These are outlined in Request to Use Atrium Space Form (see Appendix 2).
- 7.2 **Displays:** only Trust display boards should be used as issued as part of the booking process. All posters being displayed must be laminated, displayed neatly and fixed with self-adhesive Velcro tape to provided display boards. Pop up banners can only be used within the footprint of the space allocated and nowhere else in the Atrium without authorisation.
- 7.3 **Furniture:** only Trust furniture should be used which is issued as part of the booking process. Tables and chairs are available for use and it is expected that any damage will be reported. Furniture should not be removed from other areas of the atrium for use without authorisation.
- 7.4 **Space:** only the area allocated should be used within the boundary outlined. Display must not encroach into pedestrian areas for safety reasons.
- 7.5 **Setting Up Display/Event:** users are required to set up their display/event as early as possible in order to minimise disruption to patients, staff and visitors. Users should have their own facilities to move their own goods and equipment. Users are required to ensure the table/s and display boards are cleared at the end of their event ready for collection. The drop off area at the front of the atrium can be used to drop off display materials when setting up but vehicles must be removed from this area within 20 minutes.
- 7.6 **Display Presentation:** table cloths must be used and can be provided as part of the booking process in order that the display looks professional at all times. No boxes, storage and transportation materials should be left visible and should be stored away during the event.
- 7.7 **Manning the Display/Event:** at no time during the display/event should the stand be left unmanned. Specific times for display are agreed as part of the booking process. All individuals manning the events must be professional in their code of conduct and engage in activities in

accordance with the Trust's values. In addition, staff manning the event should have a professional dress-code and appearance and ensure they do not cause any disturbance.

- 7.8 **Fire Safety & Evacuation:** no ignition sources such as cooking should be undertaken or additional lighting without authorisation. In the event of a fire, instructions to evacuate will be announced over the tannoy if evacuation is required. Fire alarm sounding tests are also undertaken in the atrium with prior warning announced across the tannoy every Tuesday at approximately 9.30am. In the event of any emergency, instructions will be issued by staff and over the tannoy which must be followed.
- 7.9 **Electrical Safety:** All electrical equipment such as laptops and extension leads must be safe to use and have been portable appliance tested within the last year. All extension leads must be suitable for the task and fully uncoiled. Electrical block plug are not permitted nor is the practice of linking strip plugs (daisy chaining). In the event of an extension lead being used, these can cause trip hazards and cable protectors must therefore be used.
- 7.10 **Charities:** are required to display their registered Charity number at the event/display for inspection purposes. The following must be noted by Charities when displaying in the atrium.
- Charities can:*
- Promote their organisation
 - Share their aims and objectives
 - Discuss services they provide
 - Hand out information leaflets about the organisation
- Charities cannot:*
- Fundraise for their cause
 - Advertise fundraising events
 - Advertise lotteries/ raffles
 - Hand out fundraising / donation leaflets
- 7.11 **Car Parking:** Individual representing external organisations are required to use the visitors car park and appropriate car parking payment should be made. Concessions for parking can only be approved by the Trust Car Parking Manager.
- 7.12 **End of the Event/Display:** the user is responsible for clearing any rubbish and leaving the area clean and tidy.
- 7.13 **Advertising Events:** All displays and events will automatically be advertised in Mid Essex Hospitals Staff Focus newsletter. Users are not permitted to site posters in the Atrium to advertise their event/display. Use of any other means to advertise events (including posters, use of totems and TVs in the Atrium) should be requested via the Head of Communications.
- 7.14 **Breaches:** local monitoring of the Atrium and events/display are undertaken by the EFM IT Apprentice and any breaches recorded and reviewed to the Head of Assurance & Compliance (EFM) for escalation purposes. Any breaches that cause a risk to staff, patients and visitors safety will be escalated immediately and the user may be asked to clear the area immediately.

8. Bookings Protocol

- 8.1 Requests for space can potentially be received by anyone in the Trust and such requests could be in a variety of methods such as emails, telephone but must then be formally requested using the Request to Use Atrium Space Form as seen in Appendix2. This will include an outline of rules and regulations that must be followed.
- 8.2 When completing this form, the user will be agreeing to adhere to the rules and regulations in the Atrium as a display/event user. Once completed this form is submitted to the EFM IT Apprentice for processing.
- 8.3 Allocations will be made on a first come first served basis, however, the Trust reserves the right to prioritise allocation depending on function.
- 8.4 Confirmation or letter of decline will be sent to the user once allocated a space which will provide outline details of the exact location and what to do when arriving on site.
- 8.5 A summary of the process is outlined in Appendix 3.

9. Training

All staff that has involvement with the delivery of this SOP are appropriately trained in accordance with the Trust's Mandatory Training Policy.

10. Useful Contacts

- EFM IT Apprentice 01245 516837
- Charities Manager 01245 514559
- Head of Assurance & Compliance (EFM) 01245 514720

11. Monitoring

- 11.1 All events and displays will be monitored on a daily basis and any breaches recorded.
- 11.2 A summary of breaches will be passed to the Estates and Facilities Site Manager to review and escalate as appropriate.

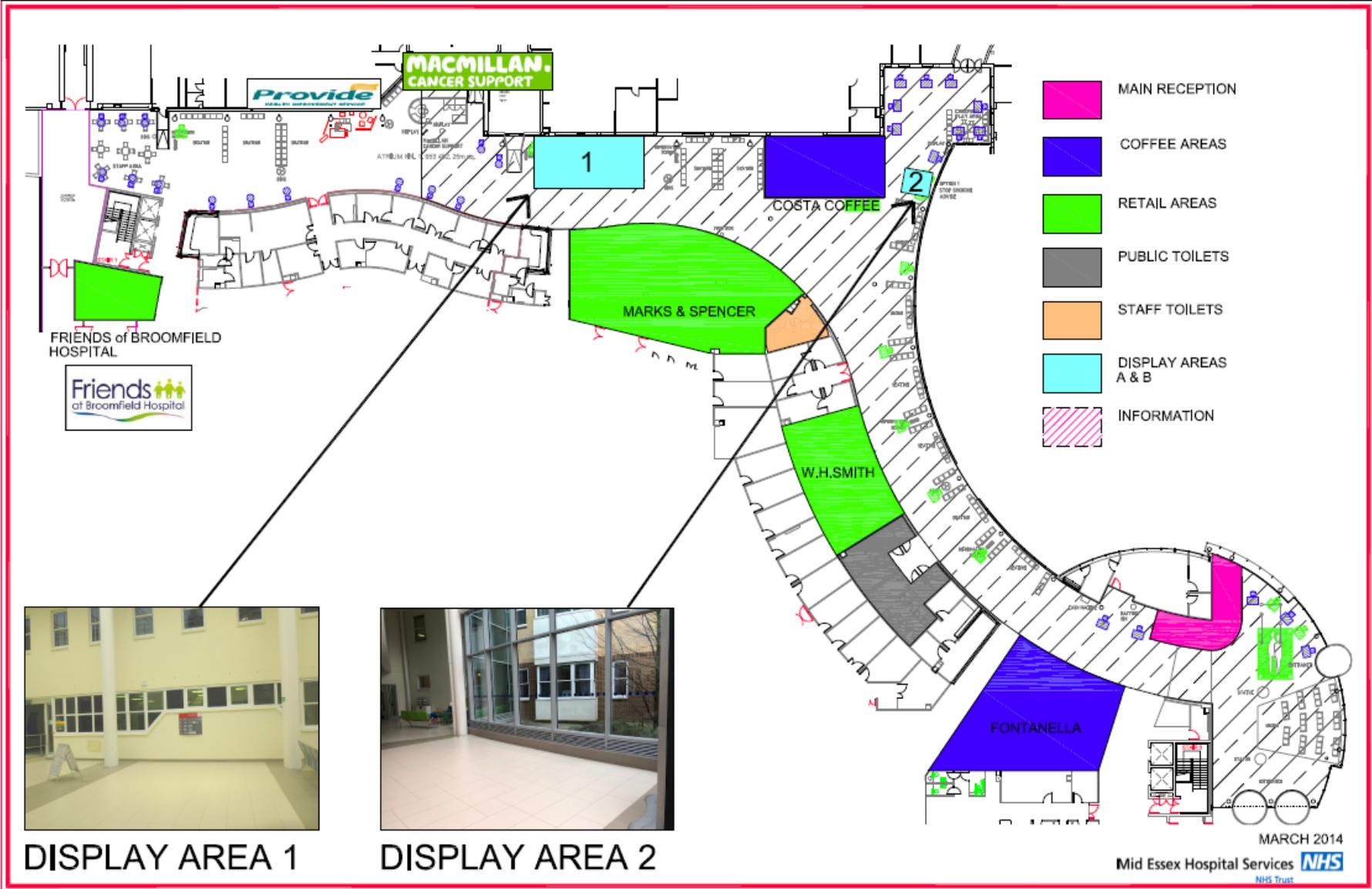
12. Equality & Diversity

- 12.1 The Trust is committed to the provision of a service that is fair, accessible and meets the needs of all individuals.

13. Communication and Implementation

- 13.1 The SOP will be made available on the Trust's intranet & Trust website. All Senior Managers will be responsible for issuing copies to staff involved in organising events and displays.
- 13.2 The approved SOP will be notified in the Trust's Staff Focus that is sent via e-mail to all staff.
- 13.3 The Head of Assurance & Compliance (EFM) will contact all users already booked following ratification of this SOP.

Atrium Display Areas



REQUEST FOR DISPLAY/EVENT IN ATRIUM, BROOMFIELD HOSPITAL

Name of Organisation / Charity: Charity Registration Number: Permission Granted:	
Permission granted from MEHT Charitable Foundation:	
Contact Name: Address:	
Telephone Number: Email Address:	
Date Required: Time Required:	
Purpose of display /event:	
Furniture Required Please note table, chairs and display boards are available for use. Users are not permitted to bring their own furniture without prior permission.	Please tick requirements Chair/s 1..... 2..... 3..... Table/s 1..... 2..... 3..... Display Boards (floor standing)
Please post or e-mail completed form to:	EFM IT Apprentice Estates & Facilities Management Broomfield Court Broomfield Hospital Chelmsford Essex CM1 7ET
Further information:	Telephone: 01245 516837

NOTE:

- 1) No bookings can be taken without this form completed in full and returned to the above address. Confirmation of availability and booking will then be sent.
- 2) Should you need to cancel your date(s), could you please provide as much notice as possible is requested.
- 3) The Trust reserves the right to cancel all bookings any time.
- 4) Failure to comply with the rules on the back of this form may lead to future disqualification from holding an event/display in the Atrium.

FOR OFFICE USE ONLY

Date Received:	
Ref No.	
Dates Approved / Decline By:	
Space Allocated in Atrium	
Date Confirmation /Decline Sent	

RULES AND REGULATIONS FOR EVENTS & DISPLAYS IN THE ATRIUM, BROOMFIELD HOSPITAL

Displays	<ul style="list-style-type: none"> • Only Trust display boards should be used issued as part of the booking system. • All posters being display must be laminated and displayed neatly and fixed with self-adhesive Velcro tape. • Table cloths are provided and must be used to promote a professional and corporate image. • Pop up banners can only be used with the footprint of the space allocated and nowhere else in the Atrium without authorisation. • All displays and events will automatically be advertised in Mid Essex Hospitals Staff Focus newsletter however staff can also submit individualised articles if required. • Users are not permitted to site posters in the Atrium to advertise their event/display.
Furniture	<ul style="list-style-type: none"> • Only Trust furniture should be used issued as part of the booking system. Table and chairs are available for use. It is expected that any damage will be reported. • Furniture should not be removed from other areas of the atrium for use without authorisation.
Setting Up and Dismantling Display/s Events	<ul style="list-style-type: none"> • Users are required to set up their display/event as early as possible in order to minimise disruption to patients, staff and visitors. • Users should have their own facilities to move their goods and equipment. • Users must clear all table/s and display at the end of their event ready for collection and remove any rubbish, leaving the area clean and tidy.
Space	<ul style="list-style-type: none"> • Only the area allocated should be used within the boundary outlined. • Display must not encroach into pedestrians areas for safety reasons.
Health & Safety, Electrical and Fire Safety	<ul style="list-style-type: none"> • No sources of ignition, such as cooking or halogen lighting, should be undertaken or used. • All electrical equipment such as laptops and extension leads must be safe to use and have been portable appliance tested within the last year. All extension leads must be suitable for the task and fully uncoiled and cable covers used to avoid trip hazards. Electrical block plug are not permitted nor is the practice of linking strip plugs (daisy chaining). • In the event of a fire, instructions to evacuate will be announced over the tannoy if evacuation is required. There will be an announced fire alarm test every Tuesday morning at approximately 9.30am
Manning the Event and Code of Conduct	<ul style="list-style-type: none"> • The display/event must be manned during the event period. • All individuals manning the events must be professional in their code of conduct and engage in activities in accordance with the Trust's values. • Staff manning the event should ensure they do not cause any disturbance.
Charities	<ul style="list-style-type: none"> • Users must display their registered Charity number at the event/display for inspection purposes. • Charities can promote their organization, share their aims and objectives, discuss services they provide and hand out information leaflets about the organization. • Charities must not fundraise, advertise fundraising events advertise lotteries/ raffles, hand out fundraising / donation leaflets or collect monies, approach patient, visitors & staff.
Car Parking	<ul style="list-style-type: none"> • Users are required to use the Visitors car park. • Any concessionary parking arrangements can only be approved by the Trust Car Parking Manager.
Breaches	<ul style="list-style-type: none"> • Local monitoring of the Atrium and events/display are undertaken by the EFM IT Apprentice and any breaches recorded and reviewed to the Head of Assurance & Compliance (EFM) for escalation purposes. • Any breaches that cause a risk to staff, patients and visitors safety will be escalated immediately and the user may be asked to clear the area immediately.
Ad	<ul style="list-style-type: none"> • All displays and events will automatically be advertised in Mid Essex Hospitals Staff Focus newsletter. • Users are not permitted to site posters in the Atrium to advertise their event/display. • Use of any other means to advertise events (including posters, use of totems and TVs in the Atrium) should be requested via the Head of Communications.

Failure to comply with the above rules may lead to future disqualification from holding a display/event in the Atrium.

Booking Atrium for Displays & Events: Summary Flowchart

