



An assurance of excellence in
business meetings and events

Service. Safety. Health. Responsibility.

AIM SECURE ACCREDITATION

HOW TO GUIDE

MEETINGS INDUSTRY ASSOCIATION

AIM SECURE ACCREDITATION

HOW TO GUIDE

This document has been designed to act as a guide to help you in your journey towards AIM Secure accreditation in particular the questions/statements contained in the Code of Ethical Conduct.

The document details the types of evidence which will be accepted by the mia as evidence of compliance. It is not a definitive guide, you may have evidence which is not listed here, but you think is comparable to the explanation given in this document. Each individual piece of evidence will be judged on its merits and its ability to demonstrate the standard in the context of your organisation.

1. Code of Ethical Conduct

In the first instance you will be asked to agree to abide by the MIA Code of ethical conduct – this is a series of statements that define how you do business.

You need to review the following statements against your organisations business planning, policies and processes, your staff training and welfare, your marketing & promotional material.

All of the statements ask, ‘are you doing business in a transparent and ethical way’? You should be able to answer all of these positively.

Criteria
As a member of the MIA, we are committed to deal professionally with our clients, agents, employees and suppliers in ways which are consistently transparent, open and ethical
Our customer service policy puts a positive customer experience at the heart of what we do and clearly defines the service levels our clients can reasonably expect to receive from our team
We plan our business development and finances and continually invest in our venue facilities to increase our brand reputation, meet customer expectations and ensure a safe environment for customers and our staff
We do not permit any unlawful discrimination or harassment of clients, suppliers or staff and work towards achieving an inclusive and accessible environment for everyone
Our client packages, marketing, booking conditions and contracts are transparent and clearly communicated to clients and meet the criteria set by the MIA

We endeavour to develop and maintain a positive working relationship with our venue finding agencies and suppliers using clearly defined service agreements and follow MIA guidelines in relation to contractual and payment arrangements
We are committed to the welfare and development of our team and value their contribution to our business; legal employment practices are adhered to and engagement initiatives aim to motivate and retain staff
We commit to the MIA strategy to promote sustainable and environmentally friendly practices and are actively working to increase our corporate social responsibilities
We embrace business and social legislation and apply it proactively to increase our standards and safeguard our brand reputation
We are committed to play an active part in the work of the MIA and to encourage the development of best practice standards across the meetings and events industry

2. AIM Secure Accreditation

You will then be asked to work through a series of questions which will be either yes/no answers or will offer you the opportunity to add your own specific answers.

The following table demonstrates the question and the evidence that you need to keep in a portfolio of evidence in preparation for a visit from an independent assessor if you are selected. If you are not sure about any of the legislation the table gives you the relatable Act so that you can check your organisations compliance against it – have this next to you as you complete the online application so that you can refer to it as you work through.

Compliance and Commitment		
Create a safe environment A safe environment minimises risk of accidents to customers and staff and also reflects on the business culture.		
The Questions	Examples of Evidence to be added to your portfolio of evidence	Legislation check:
<ul style="list-style-type: none"> • Our Employer / Public liability insurance is current and displayed • Risk assessments are regularly reviewed to reduce risk • A written, signed Health and Safety Policy is communicated to everyone • Health and Safety notices are displayed appropriate to legislation 	<ul style="list-style-type: none"> • Employer / Public Liability certificate • Health and safety Policy • Risk Assessment • Customer Service policy • Privacy and Cookie statement • Accessibility statement • Data breach procedure 	<ul style="list-style-type: none"> • Employer Liability Act 1969 HASAWA 1974 and updates • Management of Health and Safety at Work Regulations 1999 • Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 2013 (RIDDOR). COSHH Regulations 2002 and updates

<ul style="list-style-type: none"> • Electrical testing on equipment is carried out regularly • First aid boxes are checked regularly and are kept well stocked • Staff working alone at night or in areas away from the main venue are monitored • Staff working remotely or outside the venue are monitored • Contractors and visitors sign in and out of the venue • Staff (including outsourced staff) are trained on safe working practices including COSHH and Manual Handling at induction and refreshed regularly • Agency / casual staff are briefed at each event on key safe working practices • Appropriately qualified first aiders are available at all times. 	<ul style="list-style-type: none"> • Premises License certificate • Other licenses held (Civil ceremony, music etc) • Payment and credit policy • Equality policy statement • Bribery / Anti corruption / Whistleblowing policy • Supplier agreement and checks made / av equipment provision agreement • Agency contract Inquiry policy or procedure • CSR/Sustainability policy • Risk assessments – dated and signed • Health and safety policies and procedures for event /Fire / Security • Current page from PAT testing log book 	<ul style="list-style-type: none"> • Manual Handling Operations Regulations 1992 & updated Health & safety (First Aid) Regulations 1981 • Electricity at Work Regulations 1989 • Commitment to a safe environment
<p>Covid 19 Infection aware</p>		
<p>The Questions</p>	<p>Examples of Evidence to be added to your portfolio of evidence</p>	<p>Legislation check:</p>
<ul style="list-style-type: none"> • Covid-19 response plan (risk assessment) is in place which is regularly reviewed and updated • Department risk assessments have been updated with identified risks from the main plan, and controls are regularly reviewed to reduce risk. • Policies are in place for cleaning and disinfection, distancing and capacity, PPE, 	<ul style="list-style-type: none"> • Risk Covid-19 risk assessment – dated and signed • Copies of policies and procedures • Contracts • Training records • Cleaning records 	<ul style="list-style-type: none"> • mia Guidance https://www.mia-uk.org/Safety-Resources • https://www.mia-uk.org/COVID-19-Contract-Guidance

<p>Contact tracing, staffing and welfare along with temperature checking of staff and customers when required.</p> <ul style="list-style-type: none">• Client contracts contain an updated pandemic clause and insurance policies are updated• Risk assessments are carried out for each event with regard to distancing and personal safety and organisers kept informed of procedures• Supplier safe procedures have been reviewed and are in line with the venue policies• Procedures in the event of infection outbreak within the venue or locally have been identified and are communicated to organisers and staff• Organisers are briefed of the venue safe policies on arrival• Delegates are given a copy of the venue Covid-19 policy including a request to take responsibility to keep themselves and others safe• High touch points have been identified, cleaning is carried out frequently and recorded• Pinch points during an event are identified and monitored by managers to manage the transmission risk• Department cleaning schedules are in place using appropriate cleaning products and are checked by managers		
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<ul style="list-style-type: none"> • Delegate post event contact information is requested and contractors and visitors sign in and out of the venue to feed into infection tracing procedures • A range of communication methods are used to inform customers of cleaning and disinfection procedures that have been carried out • Checks are carried out to ensure suppliers abide by the venue policies and safety procedures • Staff are trained to respond to customer questions regarding infection in the venue positively. • Staff (including outsourced staff) are trained on safe working practices such as disinfection procedures, safe use of PPE, distancing and hand washing and other personal hygiene requirements • Agency / casual staff are briefed at each event on key safe working practices such as disinfection procedures, safe use of PPE, distancing and hand washing and other personal hygiene requirements • Where possible, staff should work from home eg: office staff and have access to work systems • Staff have access to PPE as identified in the risk assessment, are trained to wear it correctly and wear appropriate PPE when working 		
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<ul style="list-style-type: none"> • Staff are aware of the importance of reporting symptoms and the action they should take if they are ill • Back of house areas and offices adhere to safe distancing and the flow of staff around the venue is controlled as much as possible • Sanitiser points are visible in back of house areas and posters used to remind staff of hand washing • There is a staff welfare support procedure in place if staff have concerns about safe working practices or self-isolating 		
<p>Fire aware</p>		
<p>The Questions</p>	<p>Examples of Evidence to be added to your portfolio of evidence</p>	<p>Legislation check:</p>
<ul style="list-style-type: none"> • The fire risk assessment is reviewed and updated regularly by the allocated responsible person • Specific department fire instructions are given to staff in writing • Written conference emergency instructions are given to organisers at the start of an event • Personal evacuation plans (PEEP) are offered to all customers with impairments • Weekly fire alarm testing (automatic and manual) and practice evacuations take place regularly • Checks are made regularly to ensure fire exits and doors are unobstructed 	<ul style="list-style-type: none"> • Example page from Fire safety log book (alarm testing, equipment checks, drills) • Written fire instructions for event staff / Fire Marshalls • Example personal evacuation plan • Organiser emergency instructions 	<ul style="list-style-type: none"> • Regulatory Reform (Fire Safety) Order 2005 • Fire (Scotland) Act 2005, supported by the Fire Safety (Scotland) Regulations 2006

<ul style="list-style-type: none"> • Administrative and operational staff (including outsourced staff) are trained on working safely to reduce fire risk and evacuation procedures at induction and refreshed at least annually • Fire marshals have been fully trained and have specific instructions for events including safe distancing requirements • Casual / agency staff are briefed on evacuation at the start of an event • Staff are allocated to offer assistance to customers with impairments if evacuation takes place at each event (if appropriate) 		
<h3 style="color: #00A651;">Food Safety</h3>		
<p>The Questions</p>	<p>Examples of Evidence to be added to your portfolio of evidence</p>	<p>Legislation check:</p>
<ul style="list-style-type: none"> • A Food Safety Management System, such as HACCP, is used to manage and administer food safety • EHO reports are actioned for improvement • Food safety practices, including recording of buffet temperatures, are monitored by managers during service • Customer special diet requests are checked before service • Staff are trained in Food Safety and Allergy Awareness at induction and refreshed regularly • Appropriate staff are trained to Food Safety level 2 or 3 or equivalent 	<ul style="list-style-type: none"> • Confirm FSMS used / consultancy used • Menu showing allergens or customer information statement • Procedure for anaphylactic shock • EHO report – summary and actions taken • Buffet temperature record check sheet – used • BEO/Function sheet showing allergy / special diet information 	<ul style="list-style-type: none"> • Food Safety Act 1990 and updates • Food Information Regulations 2014 and updates

<ul style="list-style-type: none"> • Outsourced / Casual and agency staff receive food safety and allergen training and certificates / evidence checked • Menu briefings at the start of each event include menu allergen information and client special diet requests • Staff are aware of the action to take in case of anaphylactic shock occurring • Staff are aware of how to respond to customer questions regarding allergens in dishes 		
<p>Security</p>		
<p>The Questions</p>	<p>Examples of Evidence to be added to your portfolio of evidence</p>	<p>Legislation check:</p>
<ul style="list-style-type: none"> • A security risk assessment is carried out for each event as appropriate • Keys are signed in and out for all events and prior if appropriate • A written alert and evacuation procedure is identified which is not the same as a fire alert and communicated to staff and organisers • Keys only given to identified organisers and responsible staff • Outside doors are locked during major or sensitive events • Regular security checks are carried out to identify potential suspicious items • Staff passes / badges worn at all times • Staff are present at all times during an event 	<ul style="list-style-type: none"> • Written security alert and evacuation procedure and staff instructions • Procedure for key security • Security duty checklist 	<ul style="list-style-type: none"> • Recommendations

<ul style="list-style-type: none"> • Staff receive training on recognition of suspicious items • Training is given on how to respond to a security alert and evacuation procedures • Staff are aware of the procedure if an unknown person requests access to an event area. 		
<h3>Business Regulations</h3>		
<p>The Questions</p>	<p>Examples of Evidence to be added to your portfolio of evidence</p>	<p>Legislation check:</p>
<ul style="list-style-type: none"> • The Company is registered with the Information Commissioners Office • Clear privacy and cookie statements are on the website • There is a written data breach procedure to be used within 72 hours of a breach occurring • We have an individual consent form • There is a written procedure for deleting information securely • Information is only requested and used in relation to the purpose it is being used for • Information is recorded accurately and kept up to date and secure • Individual consent is requested for each purpose • Information is not disclosed to 3rd parties unless specifically stated • Staff are trained on the Data regulations appropriate to their role 	<ul style="list-style-type: none"> • Customer information use consent form • Information disposal procedure • Privacy policy and cookie statement • Staff training records 	<ul style="list-style-type: none"> • The General Data Protection Regulation (EU) 2016/679 • Data Protection Act 1998

<ul style="list-style-type: none"> • Staff do not give out any information that might have an impact on confidentiality 		
Licensing		
The Questions	Examples of Evidence to be added to your portfolio of evidence	Legislation check:
<ul style="list-style-type: none"> • The Summary of the Premises License is displayed • Price lists show the measure and are displayed • A record is kept of refused sales • Special licenses are applied for and held as required eg: civil ceremony, specific events, music • Personal license holder (or designated person) is on duty at all events • Age under 18 checks are carried out and sales refused as appropriate • Staff under 18 must have their alcohol sales approved • Staff are trained on legal measures, who to refuse service to and general awareness as appropriate • Personal license holders must attend official training and a copy of their license held on file • Staff should be aware of the Drink Aware guidelines and refuse service as appropriate 	<ul style="list-style-type: none"> • Price list showing measures • Refused sales book / spreadsheet • Rota showing licence holder on duty 	<ul style="list-style-type: none"> • Licensing Act 2003 • Weights and Measures Act 1985 / 1988 • Copyright Act 1911

Consumer Rights		
The Questions	Examples of Evidence to be added to your portfolio of evidence	Legislation check:
<ul style="list-style-type: none"> • Descriptions of location, rooms, facilities and services are clear and accurate and sufficient for a customer to make an informed decision • Components of packages for all events are published clearly with no hidden charges and additional items / services clearly identified • The application of VAT is clear • Payment terms are in line with a published credit policy • Customer deposits are handled securely and in escrow accounts (or equivalent) • Event contracts are issued to all clients and follow MIA guidelines • Invoices accurately reflect quotes and additional expenditures are authorised • Products and services must be of a 'reasonable' quality and fit for purpose • The service promise agreed with the client forms the basis of each event and is clearly communicated to all • Staff are aware of their responsibility to clearly describe facilities and services 	<ul style="list-style-type: none"> • Brochures, PR material examples • Confirm what alternative formats you would use for information if requested • Example customer service standards BEO/Function details showing special customer needs • Event contract / BEO/Function sheet example and invoice (can remove organisation names and details for confidentiality purposes) that shows follow through of information 	<ul style="list-style-type: none"> • Consumer rights 2015 • Consumer Protection Unfair Trading 2008 • Business Protection (Misleading marketing) Regulations 2008

Customer Equality		
The Questions	Examples of Evidence to be added to your portfolio of evidence	Legislation check:
<ul style="list-style-type: none"> • The business has a Diversity and Equality policy or statement of unlawful discrimination • Risk assessments are carried out for specific needs, as required • A written Accessibility statement is on the website • Different formats of information can be provided on request • Sales and promotional materials do not discriminate in any way • Customer service standards are non-discriminatory • Reasonable adjustments / assistance is always offered to customers with impairments • There is easy access to the venue for customers with varying needs • Assistance dogs are welcome and provided for • Customer needs that are identified during booking are communicated to operational staff • Staff are briefed of potential special requirements at each event • Staff anticipate potential special needs and adapt service accordingly • Disability Awareness training is given to all staff 	<ul style="list-style-type: none"> • Diversity and Equality policy • Risk assessments • Accessibility statement • Training records 	<ul style="list-style-type: none"> • Equality Act 2010 • The Accessible Information Standard 2016

<ul style="list-style-type: none"> • Staff are aware of what might be potential discriminatory practices 		
<h3 style="color: #00A651;">Bribery and Anti Corruption</h3>		
<p>The Questions</p>	<p>Examples of Evidence to be added to your portfolio of evidence</p>	<p>Legislation check:</p>
<ul style="list-style-type: none"> • Bribery and Anti Corruption / Whistleblowing policy/ies are in place • A risk assessment has been carried out to identify the range of bribery risks facing the company • Bribery is identified as a disciplinary offence • A maximum value is set for staff to accept any gifts, including monetary, offered by clients or suppliers or a statement that permission is required by a Senior Manager for any gift offered • The action to take if a potential conflict of interest arises is identified • Audits are carried out to ensure controls are working effectively • Third parties involved in the business are audited • Information is given to staff on Anti bribery policies at induction • Staff are aware of not accepting gifts from suppliers or guests without declaring them or as per policy • Staff are aware they may raise bribery concerns in confidence 	<ul style="list-style-type: none"> • Bribery and Anti Corruption / Whistleblowing policy • Risk assessments • Staff training records 	<ul style="list-style-type: none"> • Bribery Act 2010 • Public Interest Disclosure Act 1998 (incorporated into Employment Rights Act 1996)

Commitment to use employment regulations to safeguard your staff

All staff - full time, part time, fixed term, flexible, casual, agency - should have their working terms and conditions communicated clearly. It is the basis of a positive working relationship

The Questions	Examples of Evidence to be added to your portfolio of evidence	Legislation check:
<ul style="list-style-type: none"> • The right to work in the UK is checked for all staff and copies held confidentially and securely • All staff have written terms of employment or agreements regardless of the type of work or hours, issued within 8 weeks of starting • An employee pension scheme is set up • A staff handbook details staff rights and working terms and is given to all staff • Minimum wage, holiday and sick pay entitlements are applied to the different types of terms of employment • There is a clear redundancy policy • There is a clear Equality and Diversity Policy • There is a clear discipline and grievance policy and procedure to appeal identified • Staff personal information is held securely and confidentially • No salary deductions other than legal deductions are made unless agreed • HR audits are carried out to ensure procedures have been correctly applied to all staff • Checks are in place to ensure staff do not work more than 48 hours a week unless they have opted out 	<ul style="list-style-type: none"> • Example terms and conditions of employment (including casual agreements) Handbook • Part of induction presentation on employment rights • Copy of working time opt out form • Standards manual pages • Training plans • Training record spreadsheet or example attendance sheet • Job training checklists • Appraisal / job chats • Example content of training / external courses used • Event manager briefings 	<ul style="list-style-type: none"> • Employment Rights Act 1996 • National Minimum Wage Act 1998 Working Time Directive 1998 / 2003 • Immigration, Asylum & Nationality Act 2006 • Pensions Act 2014 • Equality Act 2010 • Data protection Act 2018 / GDPR • Modern Slavery Act 2015

<ul style="list-style-type: none"> • There is managerial awareness of the potential risks of individuals working long hours • Staff below the age of 18 have their hours and breaks controlled effectively • Staff have their working rights explained during induction and receive a handbook • Staff know who they can talk to if there is a problem or have a question • Breaks during an event are allocated correctly 		
<p>Commitment to build a business family</p>		
<p>If all interested parties feel a part of your business success this creates a positive working relationship and enhances your business reputation</p>		
<p>The Questions</p>	<p>Examples of Evidence to be added to your portfolio of evidence</p>	<p>Legislation check / Guidance:</p>
<ul style="list-style-type: none"> • We have a Customer Service policy • We take time to understand customer objectives and deliver them • We request feedback and take action to improve • We will consider negotiating terms and conditions when appropriate • We have clear and published cancellation charges • We aim to respond promptly to enquiries • We aim to meet changing customer needs • Our staff are trained to respond to customers requiring assistance especially with av equipment 	<ul style="list-style-type: none"> • Customer service policy • Customer feedback • Cancellation charges • Staff training records • Contracts with customers • Contracts with suppliers • Service level agreements with suppliers • Staff appraisals / records of job chats • CSR policy • Procurement policy • Recruitment policy • Confirm examples of community projects involved with • Give examples of local trade suppliers used 	<p>mia model agreements:</p> <ul style="list-style-type: none"> • Code of conduct for Agents and Venues (appendix 1) • Commitment to customers for Venues, Suppliers and Third-Party Agents (appendix 2) • Minimum components of residential and no residential packages (appendix 3) • Model AV services code of practice (appendix 4) • Model terms and conditions for Conferences and Associated events (appendix 5)

<ul style="list-style-type: none"> • Investment is made in to maintain and improve the venue and meet customer expectations • We follow the industry published code of conduct for agents and venues • We pay commission at the agreed rates on defined business • We pay commission on cancellation charges as MIA guidelines • We alert an agency if we have already received a specific inquiry from another agent or directly from the client • We will not undercut prices given to an agency for the same inquiry • We ensure suppliers are fully H&S compliant to keep our team and customers safe • We commit to keeping audio visual and other equipment secure when on our premises • We encourage suppliers to be familiar with the site layout and facilities and make suggestions for best use of layouts and equipment • We have signed agreements on equipment provision for each event • We pay our suppliers promptly within agreed terms • We liaise closely with general suppliers to ensure our customer standards are met • Everyone is clear about their role and reporting structure 		<ul style="list-style-type: none"> • Model venues and production companies code of practice (appendix 6) • Room layout guide (appendix 7)
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<ul style="list-style-type: none"> • Ideas and feedback are encouraged and are reflected in business practices • Staff have regular appraisals or job chats and offered development training • Flexible / casual / agency and outsourced staff if appropriate are included in our plans • We participate with community projects • We support local trade and use local suppliers where possible • We recruit locally where appropriate • We aim to maintain a positive working environment and have motivated staff 		
<p>Commitment to protecting the environment</p>		
<p>Everyone must play their part to protect our world for the future generations</p>		
<p>The Questions</p>	<p>Examples of Evidence to be added to your portfolio of evidence</p>	<p>Legislation check:</p>
<ul style="list-style-type: none"> • We have a Sustainability / Environment Policy • We recycle used materials and use recycled products where possible • We are committed to reducing single use plastic • We aim to reduce waste through efficient purchasing • We are working towards being as energy efficient as possible • We aim to reduce water use 	<ul style="list-style-type: none"> • Examples of environment messages in the business eg: saving water • Sustainability policy • Energy bills 	

3. Venue Facilities Grading

In the final part of the assessment process you will be required to complete a series of questions that are very specifically venue related.

In this section you will need to achieve a minimum 60% grading plus the mandatory questions. The percentage grading achieved may be published.

If your venue has 5 or less meeting rooms you will be asked to enter the name of every room. If your venue has 6 or more meeting rooms you will be asked to enter the names of 50% or 5 meeting rooms, whichever is greater. If you need to assess more than 10 rooms please contact the AIM team on 0345 230 5508 – they are there to support you through this process.

The first group of questions relate to your venue as a whole and are not relevant to specific meeting rooms. Questions marked * are mandatory

General venue

- Hand washing and distancing reminders are in public area toilets and signed cleaning schedules displayed
- Luggage and equipment is taken immediately to meeting rooms / bedrooms
- There is a lift to upper floors or in buildings that are listed, assistance is offered to facilitate access to upper floors if required. Lift access is restricted for safe distancing
- An evac chair or equivalent emergency evacuation equipment is provided
- Clients are encouraged to recycle paper and other materials during the event
- An isolation room is allocated where delegates can go to if they start symptoms
- External areas have clear distancing reminders

Meetings Support

- AV technical support is always available by trained staff
- * Technical support staff wear PPE as appropriate and equipment is disinfected after placing in the room
- A laptop is available on request - these must be disinfected before taking to the room – gloves must be worn for the installation and removal of these
- A selection of cables is available, (VGA, HDMI, mini HDMI, DisplayPort) and of at least 3-4 metres in length, to meet multiple customer requests these must be disinfected before taking to the room – gloves must be worn for the installation and removal of these
- A selection of chargers for iphones, ipads mobiles are available to meet multiple customer requests these must be disinfected before taking to the room – gloves must be worn for the installation and removal of these
- Sufficient international adapters are readily available for multiple customer requests these must be disinfected before taking to the room – gloves must be worn for the installation and removal of these

- Surge protected extension leads are available on request these must be disinfected before taking to the room – gloves must be worn for the installation and removal of these
- Phones, including conference call phones are available to be placed in rooms on request these must be disinfected before taking to the room – gloves must be worn for the installation and removal of these
- There is a clear mobile signal
- Single use delegate packs are only available on request and should be removed by the guest or disposed of following use
- Glasses are hygiene wrapped and sealed individual bottles of water used for delegates
- Printing / copying services are available if requested. Protective gloves must be worn
- There is a well informed reception / concierge and they are confident to advise customers on the venue policies for Covid19
- New flip charts with packaged pens are available and remain the organisers property after use and should be removed by the organiser or disposed of

Staff

- Staff are smart and well groomed
- Staff are welcoming and introduce themselves by name
- *Staff wear PPE as appropriate and use step back routines when communicating with customers
- A dedicated, operational member of staff is allocated to each event and is easily contactable by the organiser
- Staff are available to assist with carrying equipment and materials to the room and wear PPE
- Staff introduce themselves immediately and go through security and emergency procedures / check requirements

The next group of questions are for each meeting room individually they will help create your venues overall grading. There is no advantage from having more or less meeting rooms. Please note: Grading is calculated on a percentage basis and is not dependent on the number of rooms assessed.

Your answers when you access the online portal will all be simple yes/no answers. This is your chance to review all of the questions before you start working through room by room.

Location and access

- Easy access from the main entrance and safe distancing markers clearly visible
- Room names are clearly marked
- Dedicated meeting room isolated from public areas
- Room is easily accessible by wheelchair users and people with other impairments

- Toilets, including accessible, are nearby
- There is effective soundproofing from noise outside and any rooms adjacent
- Breakout areas / refreshment areas are adjacent and adhere to safe distancing regulations

Lighting & Heating

- Air conditioning and heating controls are in the room for direct use
- Lighting is of a level suitable for business meetings with minimum glare
- Lighting controls are in the room and enable split lighting over/near projection screens if appropriate
- The room can be blacked out for presentations
- Air conditioning filters are changed regularly

Space & Furniture

- There is enough space to move around easily given the maximum numbers
- Tables comfortably seat the number of delegates and are easily accessible for people using a wheelchair
- Tables are in good condition
- Seating is appropriate for the style of meeting, can be changed on request and is comfortable for prolonged use
- * Layouts adhere to safe distancing requirements
- * Staff wear PPE when setting up rooms and rooms are disinfected and secured before use

In-room Facilities

- High speed, wireless broadband Internet connectivity
- The broadband key / password is easily visible
- Bluetooth media connections are available
- A number of appropriate electrical sockets determined by the room type
- The room is secured after deep cleaning at the end of the day
- A telephone socket is in the room
- A hearing loop system is available
- The room is regularly serviced during the client tenancy

By following this guide you should be able to complete your application for AIM Secure accreditation but if you need any help at all please do contact one of the team – we are here to support.

Call direct on 0345 230 5508

Appendices

Appendix 1.

Commitment to customers for Venues, Suppliers and Third-Party Agents

Appendix 2.

Minimum components of residential and no residential packages (appendix 2)

Appendix 3.

Model terms and conditions for Conferences and Associated events (appendix 3)

Appendix 4.

Room layout guide (appendix 4)

Appendix 1

Commitment to customers for Venues, Suppliers and Third-Party Agents

Our Commitment to Our Customers

As an AIM Secure accredited organisation we commit ourselves to the following standards in all our dealings with our customers:

Customers

- We take the business meetings, conference and events industry seriously.
- You will be dealing with an organisation totally dedicated to providing you with a service that meets your business meeting, conference or event requirements.

Quality

- We are committed to delivering goods and services which meet the highest specified standards.
- Your standards are our standards!

Standards

- We believe in raising industry standards.
- Your business meeting, conference or event will be handled by professionals who will translate your requirements into reality on the day.
- The AIM Secure accreditation assures you of our service, safety, health and responsibility

Training

- We are committed to developing the potential of all our staff.
- Your business meeting, conference or event will be looked after by professionals with skills to respond to your requirements and to recommend the best solutions.

Social Responsibility

- In all our dealings we aim to behave with openness, trust and integrity.
- You have the right to question and to receive an honest answer.

Booking Conditions

- Our booking terms and conditions are simple and easy to understand.
- All our staff who deal with business meetings, conferences and events understand our booking conditions and can discuss them with you.

Problems

- We are committed to understanding and resolving any problems you may have quickly and satisfactorily.
- You will be dealing with an organisation aware of your need for quick and effective solutions.

Appendix 2

Minimum Components of Residential / Non Residential Packages

A schedule of the minimum components which AIM Secure accredited venues are expected to provide in their conference packages

This has been developed in consultation with the Meetings Industry Advisory Board, a panel of experienced corporate and associate buyers. It reflects the needs of 95% of researched buyers.

The AIM Secure Minimum Components of a Residential Conference Package:

*During the Covid-19 pandemic follow appropriate guidance as defined in the mia Road Map to Re-opening and operating safely [LINK](#). Items of particular importance in this respect are noted with an **

1. Accommodation with private bath or shower in rooms for single or twin / double occupancy.
2. Full breakfast.
3. A minimum of one service of morning coffee or tea.
4. Two course, served or buffet, lunch (including vegetarian option) plus coffee / tea. *
5. A minimum of one service of afternoon tea or coffee *
6. Use of one main meeting room appropriate in size for the number of delegates to be seated in comfort (consider social distancing). This should be available during the letting period as agreed with the client.
7. At minimum there should be an overhead projector (with a spare bulb facility built in) at an appropriate height with a relevant sized screen or LCD projector (with the relevant cost, if charged, clearly displayed).
8. White board or similar or a flip chart stand, pad and three primary colour felt tip pens *
9. Table accessories including an adequate supply of A4 / A5 writing paper, writing implements, name cards, water, glasses are mia recommended *
10. Three-course dinner offering either a choice at the time of service or from a pre-selected menu (including vegetarian option) plus coffee / tea.
11. No additional service charge percentage to be added to packages. Additional gratuities to be at the discretion of the client.
12. VAT at the current rate to be included. An option to exclude VAT from rates is acceptable but the total amount inclusive of VAT must also be shown.

The AIM Secure Standard Non-Residential Conference Package:

1. A minimum of one service of morning coffee or tea *
2. Two course, served or buffet, lunch (including vegetarian option) plus coffee / tea. *
3. A minimum of one service of afternoon tea or coffee with biscuits. *
4. Use of one main meeting room appropriate in size for the number of delegates to be seated in comfort to be available during the letting period as agreed with the client (consider social distancing).
5. At minimum there should be an overhead projector (with a spare bulb facility built in) at an appropriate height with a relevant sized screen or LCD projector (with the relevant cost, if charged, clearly displayed).
6. White board or similar or a flip chart stand, pad and three primary colour felt tip pens *
7. Table accessories including an adequate supply of A4 / A5 writing paper, writing implements, name cards, water, glasses are mia recommended *
8. No additional service charge percentage to be added to packages. Additional gratuities to be at the discretion of the client.
9. VAT at the current rate to be included. An option to exclude VAT from rates is acceptable but the total amount inclusive of VAT must also be shown.

Appendix 3

Model Terms and Conditions for Conferences and Associated Events

The Objectives of Terms & Conditions are:

- To protect all parties through providing a better understanding of their contractual obligations.
- To heighten awareness of the legal obligations of both clients and venues when confirming a booking.
- To recognise that enforcement of a contract and implementation of terms and conditions will always be at the discretion of the aggrieved party, taking account of normal commercial considerations.

Note: Reference to 'Venue' can be amended to a Hotel, University, Residential Management Centre, Conference Centre, etc., as appropriate.

Where blanks are shown these should be completed at the venue's discretion.

Definitions

'The Venue' and 'We' means the property / properties for which a contract is agreed.

The property is owned / managed by: _____ whose registered office is: _____

'The Client' and 'You' means the organising body / company and organiser responsible for commissioning of and payment for the event.

The 'Contract' means the agreement between The Venue and The Client for a specific booking or series of bookings.

These Terms & Conditions will form part of the Contract, together with any other terms stated in the Contract.

Minimum numbers' means the minimum numbers for which the client will be liable to pay.

'Hire periods' means the period of hire for which the client will be liable to pay.

Charges and Payment

1. The Venue requires at least 14 days' notice prior to arrival date to arrange any credit facilities. Credit accounts must not exceed their credit limit at any time.
2. Payment must be made in pounds sterling (UKL). We reserve the right to pass on any bank charges resulting from exchange of foreign currency payments.
3. Payment is due for credit accounts _____ days following the date of invoice.
4. In the event of payment becoming overdue, interest at X % above the current payable Bank base rate, as at the date when payment became due, will be added to your account for each month or part of month that the account remains unpaid.
5. We reserve the right to carry out credit checks on you and to withdraw or refuse credit facilities as we feel appropriate. Should a deposit or pre-payment be required for any event, this will be specified on the Contract.

Confirmation by the Client

6. All bookings are considered as provisional until the contract is signed by both the Client and the Venue. Once the contract is signed by both parties, all such facilities and services reserved on your behalf will be subject to the terms and conditions of the Contract.
7. The Contract must be returned by the Clients and received by the Venue within five/ or a practical number of working days of the date of issue or, if such time is not available prior to the date of arrival, within a maximum of 48 hours. If the Contract is not received by the Venue within this period, the Venue reserves the right to release the provisional booking and re-let the facilities.
8. Numbers must be advised to the Venue at the time of verbal confirmation and will be identified on the Contract. Final timings, menus and any special requests must be confirmed to the Venue at least () days prior to arrival.

Amendments by the Client

9. Amendments to guest numbers and / or arrangements must be confirmed to the Venue in writing. As the specific details of the booking are established, the value of the booking will inevitably increase. From time to time we will issue you with updated quotations, setting out the then current value of your booking. You hereby acknowledge and agree that in the event of cancellation of your booking any supplementary quotations issued to you shall be incorporated into the contract for the purposes of these terms and conditions.
10. Reduction in the duration or contracted value of the booking should be subject to The Venue's Cancellation Policy.
11. No charges will be made for any reductions in numbers of less than 10% from those stated on the Contract, providing they are received in writing by the Venue at least (x) days prior to arrival.
12. Should a reduction in numbers of 10% or more be made at any time prior to the event, the Venue will first endeavour to resell any facilities and services released to a similar value. In the event that the released facilities and services cannot be re-sold, then any reductions of 10% or more shall be subject to the Cancellation Policy, as detailed in clauses 13 - 15 below.
13. Final numbers, within the terms stated in clauses 10 and 11, must be notified to the Venue at least () hours prior to arrival. These will be the minimum number for which the Client will be charged.
14. Should you make significant changes in the programme or the expected numbers, this may result in amendments in the applicable rates and/or facilities offered by us.

Cancellation by the Client

15. In the unfortunate circumstances that you have to cancel or postpone your confirmed booking at any time prior to the event, the Venue will endeavour to re-sell the facilities on your behalf. The Venue's Cancellation Policy is to charge for our loss of profit as follows:
 - a. The event is cancelled over two years before the event start date, 60% of the booking value on contracted accommodation, room hire and ancillary revenue and 35% of the booking value on contracted catering and bar/wine/beverage revenue.
 - b. The event is cancelled between two years and 18 months before the event start date, 70% of the booking value on contracted accommodation, room hire and ancillary revenue and 45% of the booking value on contracted catering and bar/wine/ beverage revenue.
 - c. The event is cancelled between 18 months and 12 months before the event start date, 80% of the booking value on contracted accommodation, room hire and

ancillary revenue and 55% of the booking value on contracted catering and bar/wine/beverage revenue.

- d. The event is cancelled less than 12 months before the event start date, 90% of the booking value on contracted accommodation and room hire revenue and 65% of the booking value on contracted food and beverage revenue.
16. Any cancellation, postponement or partial cancellation should be advised to the management of the Venue in the first instance verbally. You will be advised at that stage of a cancellation reference number. We also request that cancellations are put in writing by the Client.
 17. Definitive cancellation charges due can only be confirmed to you after the intended date of your event, when we shall reduce the charge by the profit on any alternative business we have been able to secure on your behalf. If a deposit and/or other pre-payments have been made by you in respect of a cancelled booking, and such amounts are less than or equal to the amount of any cancellation charges due, they shall be non-refundable.

Amendments or Cancellation by the Venue

22. Should the Venue for reasons beyond our control need to make any amendments to the Client's booking, we reserve the right to offer an alternative choice of facilities which will be of an equal or higher standard to those facilities booked. Where named facilities have been booked, the venue will cover any costs that may result from such changes.
23. Our acceptance of your booking is on the understanding that circumstances beyond our control may prevent us from meeting our obligations at the relevant time in which case we will not be liable for any loss suffered by you or any third party.
24. The Venue may cancel the booking
 - a. If the booking might, in the opinion of the Venue, prejudice the reputation of the Venue.
 - b. If the Client is more than 30 days in arrears of previous payments to _____ (The Venue).
 - c. If the Venue becomes aware of any alteration in the Client's financial situation.
 - d.

Covid-19

21. Both parties acknowledge the ongoing COVID-19 crisis in the UK and accept their obligation to comply with any official guidance from UK Government. The parties agree to communicate without delay any issues they may have in performing their obligations under this agreement. You [organiser] acknowledge that COVID-19 may require us to take one or more of the following measures for the safety of our staff and the safety of delegates attending the event to which this booking relates:
 - (i) Impose maximum delegate numbers at the event;
 - (ii) limit food or drink availability;
 - (iii) impose specific requirements regarding personal protective equipment such as the wearing of masks;
 - (iv) restrict the numbers of overnight stays if applicable; and/or
 - (v) limit any planned entertainment for your event;
 - (vi) designate alternative entrance and exit routes.
 - (vii) In some circumstances we might consider revising your booking fee.

If we are obliged due to specific Government restrictions, to close our venue, we may offer you an alternative date for the event but if that cannot be agreed the booking will be deemed cancelled and your deposit will be returned in full with no further payment required.

If you are unable to provide the agreed delegate numbers because of infections or travel restrictions, then we will offer you either a proportionate reduced fee for the event or agree to cancel the booking and return your deposit and any additional sums already paid in accordance with our guidelines. If delegate numbers decrease below 70% of the contracted number (notified by the organiser in writing a minimum of 15 working days prior to event), we reserve the right to cancel the event.

Arrival / Departure

22. The bedroom accommodation is available from _____ on the day of arrival, and must be vacated by _____ on the day of departure, unless specific alternative arrangements have been agreed.
23. The meeting rooms are available for the time shown on your Contract. Any extension may incur additional charges. The following are considered as supplementary clauses, which venues may or may not deem relevant / necessary for inclusion:

General

24. Neither party shall be liable to the other for any failure to perform its obligations under this Contract where its failure to do so is the result of events beyond its reasonable control, provided that (i) where a deposit has been paid we reserve the right to deduct the reasonable costs arising from cancellation of a Booking pursuant to this clause 22; and (ii) in the event that no deposit has been paid in respect of a Booking cancelled pursuant to this clause then we reserve the right to invoice in respect of unavoidable and/or committed costs incurred in servicing the Booking.
25. The Venue reserves the right to approve any externally arranged entertainment, services, Equipment or activities that you have arranged in line with Health and Safety and cannot accept liability for any resultant cost.
26. Should any of your delegates be unable to correct any aspect of poor behaviour or activities unacceptable to the Venue, the Venue reserves the right to terminate your stay. Should this occur, no monies will be refunded to you. The Manager's decision is final.
27. The costs of repairing any damage caused to the property, contents or grounds by any of your guests must be reimbursed to the Venue by the Client.
28. No wines, spirits or foods brought into the Venue may be consumed.
29. The Venue will not be liable for any failure to provide or delay in providing facilities, services, food or beverages as a result of events or matters outside its control.
30. The Venue's name / logo may be used in publicity, once a proof of the promotional material has been agreed with the Venue.
31. The Client is responsible for ensuring that any band or musician employed by them complies with statutory requirements and the requirements of the management.
32. The Venue must comply with certain licensing and statutory regulations and requires the Client to fulfil their obligations in this respect.
33. We are concerned for your health and safety and that of our Venue. You are required to obtain prior written approval if you wish to fix items to the walls, floors or ceilings.
34. Prices quoted include/exclude VAT at the rate prevailing when the Contract was prepared and are subject to alterations should the rate change.

35. (a) Insurance - if Venues wish to offer the client the option of insurance. Insurance can be arranged to protect you and your event against cancellation or abandonment with a minimum sum insured based on the anticipated income to the Venue. Insurance can also cover non-appearance of speakers or delegates, property damage at or to the venue or its contents, third party bodily injury and third party damage. The Venue does not accept liability for these.
- (b) Insurance - if Venues wish to require the client to take out compulsory insurance. We require insurance to be arranged to protect you and your event against cancellation, or abandonment with a minimum sum insured based on the anticipated income to the Venue. You are also required to insure against damage at or to the venue and its contents and public liability to a minimum of £1,000,000 (any one occurrence). The Venue does not accept liability for these unless required by statute.

Appendix 4

Room Layout Guide

Maximising the effectiveness of your meeting

During the Covid-19 pandemic follow appropriate guidance as defined in the mia Road Map to Re-opening and operating safely and follow published Government guidance relating to social distancing.

Boardroom Style <ul style="list-style-type: none">• Best for smaller groups• Effective if everyone needs to be able see each other• Good communication facilities for individuals (modern lines, speaker phone etc).• Attractive environment & very comfortable seating• Generous space for each delegate	Banquet Style <ul style="list-style-type: none">• Good for team discussions.• Appropriate for team work, group study & training• Works well for formal events, celebrations, dining but not for viewing entertainment or presentations.• A sensible choice for large groups of 30+
Cabaret Style <ul style="list-style-type: none">• Good for team discussions.• Appropriate for team work, group study & training.• Good for viewing presentations by medium sized groups• Works well for formal events, celebrations, dining & particularly for viewing entertainment Less formal than classroom.	Theatre Style <ul style="list-style-type: none">• Appropriate for large numbers of delegates 30+• Good for audience questions but not for audience discussion• Suitable where audience watches & listens, but does not need to write.• Good for receiving presentations.
Reception Style <ul style="list-style-type: none">• Great if you are having drink reception only.• Can also precede a meal• Short speech or presentation can be done – but not possible to take notes.• Can be accompanied by canapés or finger food• Can be formal or informal.• Works well if people need to mix/network.	U Shape Style <ul style="list-style-type: none">• Good for training meetings where presentations, study writing & discussions required• Helps promote discussion• Appropriate for presenting to groups max 30• Lay out facilities good for trainer interaction with delegates.

Classroom Style

- Effective where delegates need to watch, listen, study & write.
- Appropriate for groups of 30 or less.
- Ideal where delegates listen but do not need to discuss together – as you are not facing one another.
- Good where clear visibility of the screen/presenter is needed.