



**mia**

meetings industry association

## Social Distancing Survey

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9 June 2020

## BACKGROUND

For 30 years the Meetings Industry Association (mia) has represented business meeting, seminar, conference and events venues alongside specialist sector-specific audio-visual suppliers, production houses and agencies, professional event organisers and equipment hire providers.

Our 800+ venue members feature an extensive range including residential and non-residential conference centres, hotels with events space, large national exhibition spaces, independents as well as corporate groups featuring a number of properties.

Together it is estimated that mia members employ in the region of 280,000 people who are not only crucial to the local economy throughout the UK but, are also economic and income generators for other sectors and essentially hubs for core business activity.

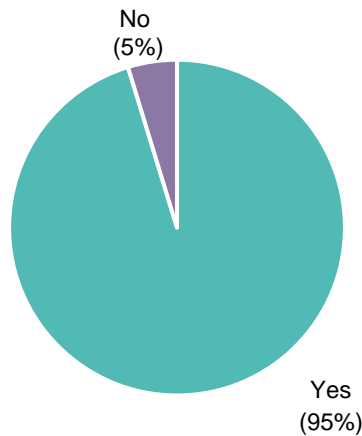
The sector has been knocked off its feet and ultimately decimated by the impacts of COVID-19. However, being a resilient and adaptable industry, we are ready and eager to come back in order to support the economy and protect jobs as soon as the UK government asks us to do so.

Following an urgent request on 5 June 2020 to provide information to DCMS, a survey was prepared to ask our members to consider the effects of social distancing on their businesses. The following findings are based on 101 responses from venue operators.

# PRODUCTIVITY

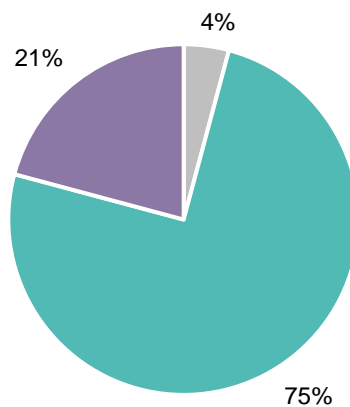
Of 106 survey respondents, 101 (**95%**) highlighted that the productivity of its organisation would be improved if social distancing guidelines were reduced.

## Would the productivity of your organisation be improved if social distancing guidelines were reduced?



When evaluating the extent to which social distancing measures would need to reduce in order for this to take effect, the majority (**75%**) highlighted a reduction to 1m, while **21%** said the restriction would need to be lifted in its entirety.

## To what extent would distancing measures need to reduce in order for this to take effect?



- The restrictions would need to reduce to 1.5m
- The restrictions would need to reduce to 1m
- The restrictions would need to be lifted in their entirety

# COMMERCIAL VIABILITY

With the reduction in distancing measures expected to provide productivity gains, **35%** of respondents also stressed that they would only break-even if social distancing restrictions were lifted in their entirety. By comparison, **38%** would break-even if restrictions were reduced to 1m, while **23%** do not forecast to break-even in any scenario where restrictions are altered.

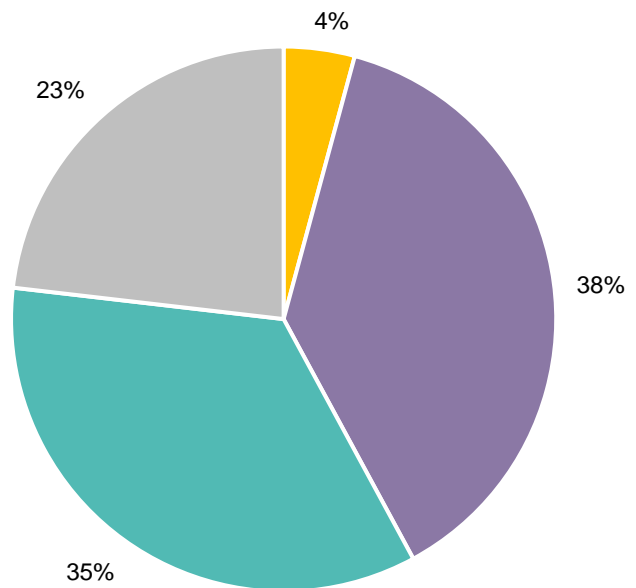
“ROOM SET UPS AT 2M REDUCE CAPACITY TO C25-30% AND WOULD MEAN THE BUSINESS IS NOT VIABLE. AT 1M WE COULD GET CLOSER TO BREAKEVEN AND CONFIDENCE WOULD IMPROVE.”

“CAPACITIES OF OUR MEETING ROOMS AND AUDITORIUMS ARE SO REDUCED AT 2MS THEY ARE NOT FINANCIALLY VIABLE TO OPEN, EVEN IF ALLOWED. 1.5M WOULD HELP AND 1M WOULD SIGNIFICANTLY ASSIST.”

“AT 1M WE CAN BREAKEVEN. ABOVE THIS WE MAKE A LOSS AND THE REDUNDANCIES WILL BE HIGHER.”

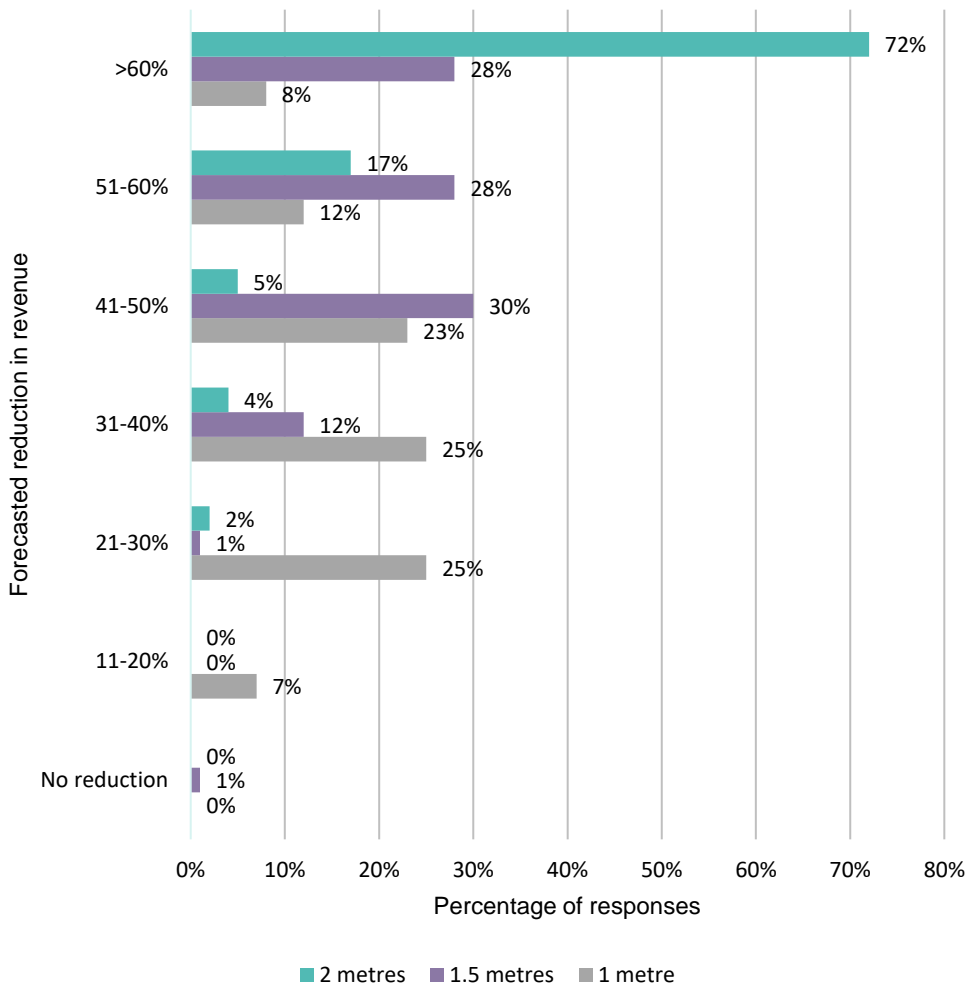
“RELAXING THE GUIDELINE TO 1M WOULD NOT ONLY MEAN BETTER PROFITABILITY BUT ALSO INCREASED CONFIDENCE IN THE MARKET, WHICH MIGHT RESULT IN HIGHER LEVELS OF ENQUIRIES.”

**Which of the below statements are considered true to your organisation?**



- We would break-even if social distancing restrictions were reduced to 1.5m
- We would break-even if social distancing restrictions were reduced to 1m
- We would only break-even if social distancing restrictions were lifted in their entirety
- We do not forecast to break-even, even with social distancing restrictions fully lifted

**What reduction in revenue is forecast when operating with the following 2m, 1.5m and 1m social distancing restrictions in place?**



“REDUCING THE SOCIAL DISTANCING TO 1M WOULD ALLOW ME TO BE ABLE TO HONOUR 80% OF MY BOOKINGS THAT WE STILL HAVE ON THE SYSTEM FOR THIS REMAINING FINANCIAL YEAR.”

“AT 2M SOCIAL DISTANCING OUR VENUES CANNOT RUN ECONOMICALLY. OUR 160-SEATER HALL SITS 48 COVERS WITH 2M SOCIAL DISTANCING IN PLACE – 1M GIVES US THE CHANCE TO TRADE AT A BREAKEVEN POSITION AND THEN TAPER UP TO FULL OPERATING CAPACITY.”

“EVENTS NEED TO START WITH A 1M SOCIAL DISTANCING AND THEN THIS BECOMES ‘A CHOICE ‘ BY DELEGATES RATHER THAN ENFORCED WITH AREAS WHERE THEY CAN CHOOSE TO GO IF THEY PREFER TO USE A 2M PERSONAL RULE.”

“THE WORLD HEALTH ORGANISATION SUGGESTS A MINIMUM OF 1M, WHICH IS THE CASE IN MANY EUROPEAN COUNTRIES.”

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