

ACC Liverpool Study Pack





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ACC LIVERPOOL

Home to BT Convention Centre and Echo Arena

ABOUT US

Plans for developing the underutilised land at Kings Dock first emerged early in the year 2000. Initial reviews considered a range of options for the site and a concert arena and convention centre facility was identified as likely to make the biggest impact on employment, the local economy and Liverpool's national profile. Plans were led by Liverpool Vision, the city's urban regeneration agency, in May 2005.

ACC Liverpool cost £164 million to build. Funding Partners are Liverpool City Council, English Partnerships (now the Homes and Communities Agency), the Northwest Regional Development Agency and (ERDF). On completion, ownership of the building was handed over to Liverpool City Council and

ACC Liverpool Ltd was set up as a management company to run the arena and convention centre on the council's behalf. Liverpool City Council is the sole shareholder in ACC Liverpool Ltd and the company has its own Board of Directors, populated by both Liverpool City Council representatives and independent non-executive directors. From an early stage the ACC Liverpool facilities were identified as key to boosting Liverpool's image as a city in which to live, work and invest. ACC Liverpool plays a key role in the city's economic growth, actively supporting Liverpool, Merseyside and Northwest-based employees, businesses and suppliers. The company makes an economic contribution of more than £200 million per annum.

ACC Liverpool plays
a key role in the city's
economic growth



DEVELOPMENT

Building/fabrics and materials

ACC Liverpool is a uniquely flexible venue, the only directly interconnected arena and convention centre in Europe.

The building itself was designed to look like a butterfly landing on the water, and built below ground level to maintain the stunning view of the Liverpool waterfront and World Heritage Site from the river and Wirral Peninsula. Twenty years ago a building like ACC Liverpool wouldn't have been possible – it's the use of modern building techniques, CAD and computer modelling that styled the buildings familiar curves.

Experts were brought in throughout the process, to offer advice and innovations for everything from the exterior materials to the seating, acoustics, lighting and electricity supply. Lights in the building are fitted with motion sensors to reduce electricity consumption, which is part provided by five turbines on the banks of the Mersey, between ACC Liverpool and the Albert Dock.

The roof is ACC Liverpool's largest single component; partly because of its size and partly because of its position: air rises upwards, and the roof is hit by the sun's UV rays. The roof's 40mm thick construction is like double-glazing, effectively relying on the insulating properties of the air trapped in the middle for warmth.

Each pane of glass used is specially cut; only 22 of the total panels are interchangeable and a fretwork on the outside means you can't see in to the building, but can see out. If you look at

the glass on the meeting room spaces it looks paler than the glass on other parts of the building – this is because there are fewer dots in the fretting, so people inside get a clearer view out.

The dark, top section of paneling above the glass is made from a steel composite, providing a rain screen around the building. Not only does the surface have to look good in its spot next to the World Heritage Site but the metal has to fend off the abrasive effects of sand and the corrosive effects of salt - it's not easy building to withstand a maritime environment!

Not all of the building is double-glazed, either. The area around the Echo Arena's concourse is single-glazed as it's unheated and doesn't need temperature control. It's what's known as a 'transient space' – people don't hang around there for long, so not heating the area reduces energy consumption. Any warmth in the area comes from 'solar gain' – directly from outside, again reducing fuel consumption. The BT Convention Centre on the other hand is double-

glazed – and triple-glazed in some places – as the areas that are inhabited most of the time.

The roof of the Galleria – which links the Echo Arena with the BT Convention Centre – is of the same construction as the Eden Project's roof – twin sheets of plastic blown up with air, which allows the building to stay warm in winter and cool in summer without artificial heating or air conditioning. The plastic is made from ETFE – like a plastic bag – which not only provides an energy efficient roof, but which gives the flexibility needed for the distinctive eye-shaped roof sections; glass would not only have been more expensive, it would have proved much harder to mould into shape and wouldn't have been such a good insulator either.

Rainwater harvesting on the roof of the Echo Arena also fills two giant 19,000 litre tanks, which in turn supply 40% of the water used for flushing toilets across the venue.





BT CONVENTION CENTRE

The Venue

The BT Convention Centre has been awarded a string of environmental and architectural accolades. Designed by award-winning architects Wilkinson Eyre, it is one of the most sustainable venues in Europe, designed to reduce by half its CO2 emissions; features across the complex control light, temperature and electricity usage and harvest rainwater for toilet flushing, while a crop of turbines on the river generate its own electricity supply.

FAST FACTS

- The auditorium in the BT Convention Centre seats 1,350 delegates. This space can, in turn, be divided into three separate auditoria by two revolving drums which create two 250-seat auditoria and a fantastic space for 850.
- There are an additional 18 breakout rooms suitable for all groups from 10 to 500 people – whichever configuration best suits the event. Each room is also equipped with an extensive range of technology and audiovisual equipment.
- Our amazing Galleria – the spine connecting the arena and convention centre – is flooded by natural daylight, providing a beautiful setting for delegate registration or a drinks reception.
- On the lower level, connected by the galleria, is Hall 2 – a multi-functional, sub-divisible, fully carpeted space that can be used in its entirety for a gala dinner or exhibition. This can also be separated into smaller areas for banquets, meetings or breakout rooms.



EVENT HIGHLIGHTS

2008

- Liberal Democrats Spring Conference
- European Regional Science Association Congress
- RIBA Sterling Prize
- British Council of Shopping Centres

2009

- Gordon Brown's first Cabinet meeting 2009
- NHS Confederation
- TUC Congress

2010

- National Union of Teachers Annual Conference 2010
- Harm Reduction 2010 - IHRA's 21st Anniversary Conference
- Annual Conference and General assembly - AIPC
- Liberal Democrats Annual Conference
- NHS Confed
- British Dental Association
- Bunzl



ECHO ARENA

The Venue

The Echo Arena contains a raft of facilities for visitors, including 22 hospitality boxes, food and drink concessions, a 1,600 space car park, bike racks and a visitor drop-off point and is fully accessible for all of our guests. Backstage we have two star dressing rooms, six dressing rooms, a green room, a warm up area with lockers for visiting sports teams and private office space for promoters and producers during their time in Liverpool. And using the Echo Arena in tandem with the BT Convention Centre means there's plenty of space for corporate hospitality and VIP entertainment areas, too.

- Offering a total of 7,125m² for exhibitions and seating up to a total of 10,600 people, Echo Arena Liverpool is an incredibly versatile space.

- Flat floor and staging gives us the flexibility of moving the position of the stage and lighting, providing a multitude of different configurations for seating

- It is the ideal space for producing showcase exhibitions or plenaries as part of your conference or event.

2008

- MTV Europe Music Awards
- BBC Sports Personality of the Year
- Cirque du Soleil
- Girls Aloud
- Kings of Leon
- Elton John
- Oasis

2009

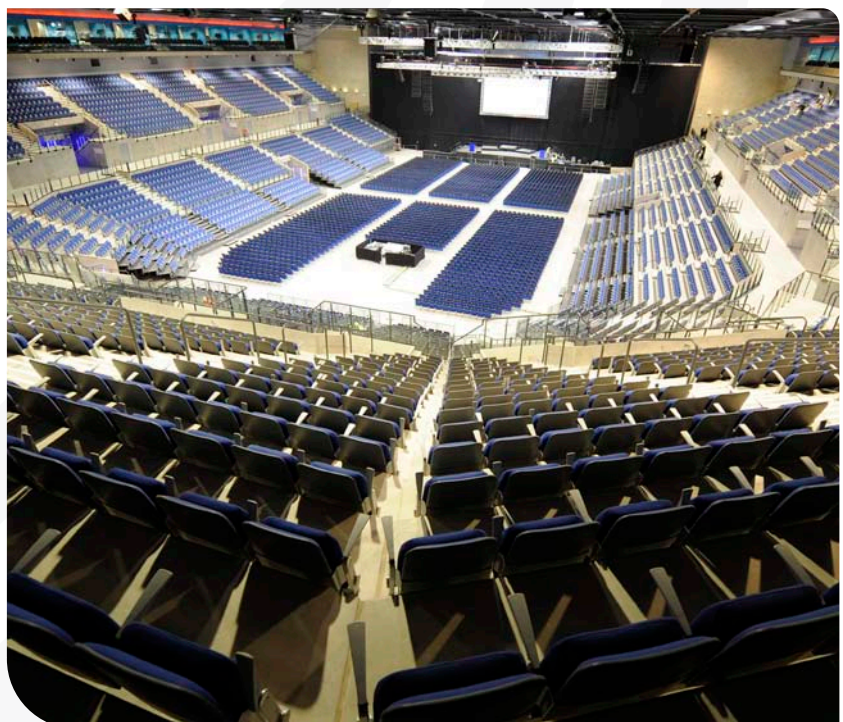
- Beyonce
- Cliff Richard and The Shadows
- Davis Cup
- Walking with Dinosaurs
- P!nk
- Lionel Richie
- Girls Aloud

2010

- Lady Gaga
- John Bishop
- Rihanna
- Michael Bubl 
- John Bishop
- Mamma Mia
- MOBO's
- Premier League Darts

Coming up

- Alan Carr
- Katy Perry
- Justin Bieber
- Disney on Ice
- Jools Holland
- Batman Live

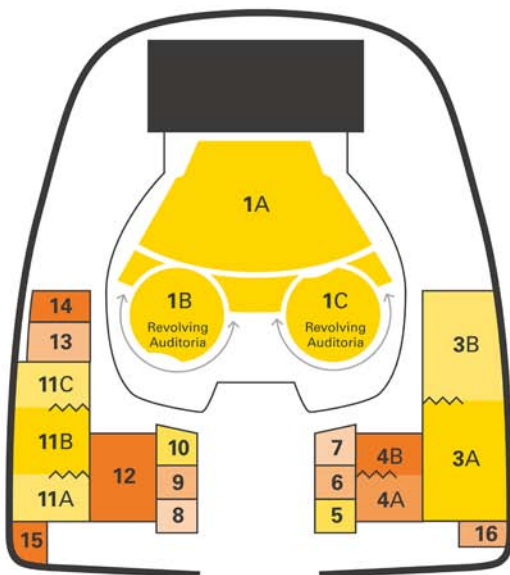




CONFIGURATIONS AND CAPACITIES

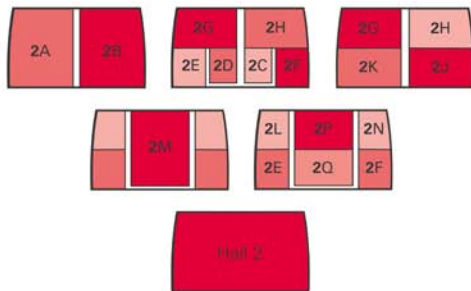
Arena and Convention Centre Liverpool

BT Convention Centre
Configurations and capacities



Hall	Dimensions (m)	Size (m ²)	Theatre Style	Banquet	Cabaret	Classroom	Boardroom
Main Auditorium A+B+C							
1 (A+B+C)	n/a	n/a	1,350	-	-	-	-
Core Auditorium 850 tiered seats							
1A	n/a	n/a	850	-	-	-	-
Revolving 250 tiered seats							
1B	n/a	n/a	247	-	-	-	-
1C	n/a	n/a	247	-	-	-	-
Conference Centre Meeting Rooms							
3 (A+B)	38.04 x 12.43	463	598	250	192	281	102
3A	19.25 x 12.43	243	280	100	84	135	60
3B	18.79 x 12.43	220	235	80	84	113	60
4 (A+B)	14.19 x 12.36	173	180	70	54	90	48
4A	12.36 x 7.29	87	90	-	-	42	36
4B	12.36 x 6.90	86	90	-	-	42	30
5	5.66 x 4.54	25	25	-	-	15	12
6	5.66 x 4.65	26	25	-	-	15	12
7	5.66 x 6.60	34	32	-	-	15	18
8	5.66 x 4.54	25	25	-	-	15	12
9	5.66 x 4.65	26	25	-	-	15	12
10	5.66 x 6.60	34	32	-	-	15	18
11 (A+B+C)	26.17 x 12.98	332	455	150	126	198	78
11A	12.98 x 7.25	92	95	-	-	42	36
11B	12.98 x 12	154	152	-	-	75	48
11C	12.98 x 6.92	86	90	-	-	42	36
12	14.19 x 12.17	172	176	70	54	78	48
13	10.08 x 6.28	58	63	-	-	32	24
14	9.02 x 4.95	44	49	-	-	24	18
15	5.55 x 4.63	25	16	-	-	-	12
16	5.41 x 2.74	14	15	-	-	-	6

- All conference centre meeting rooms provide 4 metres of clear height.
- The dimensions shown are of the room at its widest point. Please be aware some rooms may vary as they have curved corners.
- Banquet maximum capacity above is including dancefloor and stage (as per package) and based on 10 per table.
- Cabaret based on 6 per table.



Hall	Size (m ²)	Theatre Style	Banquet	Cabaret	Classroom
Multi-Purpose Hall (divisible)					
2	3,725	2,992	1,800	1,260	1,580
Sections of Multi-Purpose Hall					
2A	1,744	1,700	800	560	780
2B	1,744	1,700	800	560	780
2C	331	400	160	112	170
2D	332	400	160	112	170
2E	430	400	200	140	195
2F	429	400	200	140	195
2G	848	850	400	280	390
2H	848	850	400	280	390
2J	893	850	400	280	390
2K	893	850	400	280	390
2L	395	400	200	140	195
2M	1,576	1,700	800	560	780
2N	394	400	200	140	195
2P	893	850	400	280	390
2Q	893	850	400	280	390

- Banquet maximum capacity above is without dancefloor or serving kitchen.



CONFIGURATIONS AND CAPACITIES CONT'D

Arena and Convention Centre Liverpool

Echo Arena

Facilities



Exhibition Space
3,400m²



In the Round
8,000 seats



End Stage
10,600 seats



Sporting Events/Flat Floor
Up to 7,500 seats



D-end Theatre Layout
From 3,500 seats

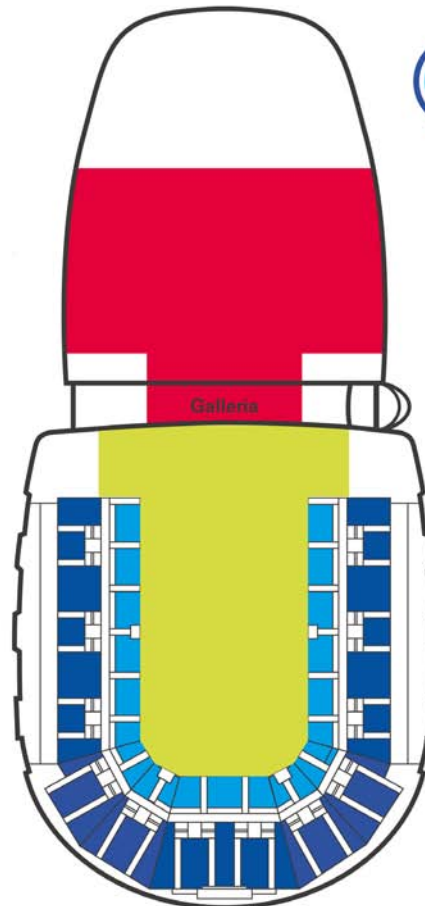
Facility	Description
Capacities	Seating - maximum capacity up to 10,600 seats Flat floor standing - maximum capacity 11,000 Standing only (no seats) - maximum capacity 5,000
Main Stage	60ft x 40ft x 6ft high
PA Wings	Up to 24ft x 24ft x 4ft high
Arena Power	1200 amp 3 phase, additional 3 phase power available from the convention centre
TV Lighting	Cold tungsten to 1000 lux
Rigging	Roof loading: 0.5KN/m ² over arena floor
Forklift	Dedicated forklift for get in and get out
Dressing Rooms	6 x star dressing rooms and green room, 5 x team locker rooms, 2 x promoter's office
Disabled Facilities	Dedicated bays
Hospitality	22 x hospitality boxes within the arena bowl seating 12 each
Car Parking	1,600 space on-site multi-storey car park
Vehicle Entry	Access for articulated vehicles up to 38 tonnes
Flat Floor Area	Up to 3,400m ²
Public Catering	Full licensed facilities and range of quality fast food

Exhibition Space

Total exhibition space 7,125m² made up of:

Hall 2 – Multi-Purpose Hall

- 3,725m² clear span room
- 8.4m ceiling height – ceiling height with trusses 6.5m
- Under floor ducts 6m apart provide electricity, water, waste and IT
- Sub-divisible to create soundproof walls in hall seminar rooms
- Fully carpeted
- Ground level access via ACC Liverpool loading bay for vehicles
- Full Wi-Fi connectivity throughout



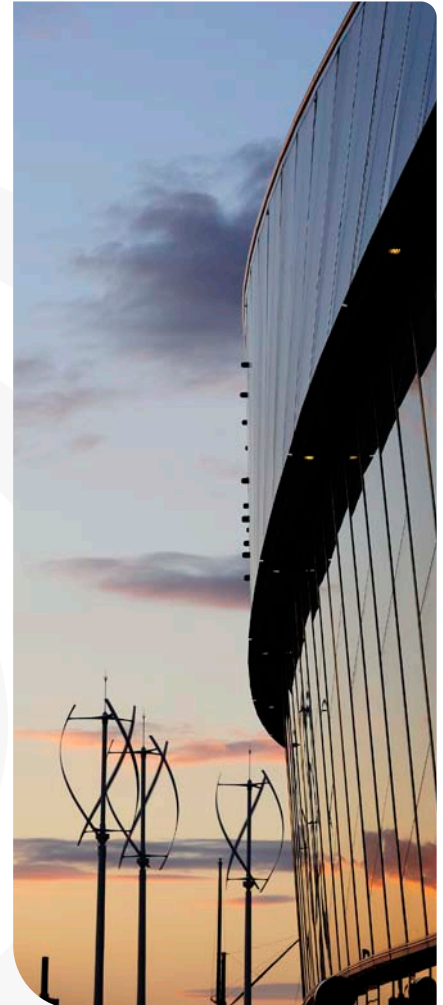
Arena

- 3,400m² clear span
- Electrical services provided from Arena gantry
- Wi-Fi connectivity throughout
- Ground level access via ACC Liverpool loading bay for vehicles



GREEN CREDENTIALS

- ACC Liverpool is one of the greenest venues in Europe
- The design of the building, along with its insulation and air control system, is inherently efficient and requires significantly less energy than a traditional build.
- Lighting is high efficiency and controlled by motion detection – so a room is dark unless someone is in it.
- Due to ACC Liverpool's environmental measures it produces half the CO₂ emissions it would without any of these features and uses 20% less electricity.
- Five 20 metre low-noise wind turbines contribute to ACC Liverpool's power provision
- Rainwater is collected on the roof of the building, which is then used to flush toilets. The rainwater accounts for approximately 40% of the water used for flushing toilets within the arena.
- ACC Liverpool is powered by E-on: official energy suppliers to the Echo Arena and BT Convention Centre.
- All electricity comes from E-on's 'green' portfolio – which means it is generated either by wind or hydro electric power.
- 5 low-noise wind turbines contribute to our power supply.
- ACC Liverpool has an in-house 'Green Dream Team', dedicated to minimising the effects of our business on the environment.
- ACC Liverpool is one of the first venues in the UK to send zero waste to landfill by turning all its rubbish into fuel.
- BREEAM and ISO 14001 accredited venue.
- Global Green Alliance Aims to promote industry best-practice for hosting sustainable events.



AWARDS AND ACCREDITATIONS:

Liverpool Chamber of Commerce – Business of the Year
CONFEX 2009 – Best CSR Initiative
Green Apple award - for our building
Green Apple award - for ISS cleaning and waste services

Sustainable Tourism - The Mersey Partnership Annual Tourism Awards 2009

Excellence in Business Tourism - The Mersey Partnership Annual Tourism Awards 2009

Sustainable Tourism - Northwest Tourism Awards 2009

Excellence in Business Tourism - Northwest Tourism Awards 2009

Best Sustainable Venue 2009 - Conference + Incentive Travel
Green Award 2009 - 2010 - Exhibition News
C+IT Hotlist 2010 - Gold - Best Venue for Sustainability

ACCREDITATIONS

Healthy Stadia accreditation

A BREEAM rating of 'very good'

A Green Tourism Business Scheme

Healthy Stadia Award 2009

ISO 14001

Zero to landfill