



**STAGE
ELECTRICS®**

CASE STUDY

International Conference Centre Wales

AV, LIGHTING & PRODUCTION SYSTEMS
DESIGN AND INSTALLATION





When we started planning ICC Wales, we knew innovative technology was key to developing a world-class venue.

Stage Electrics joined the design team right at the start, saw the project through to completion and proved to be worth their weight in gold.

Not many suppliers promise to complete the project on spec *and* save a considerable amount of money—but that's what Stage Electrics did. They analysed our requirements and advised us on the best value solutions.

We thought what they said was too good to be true—but then they just did it!

Russell Phillips
VP Facilities & Development
Celtic Manor Resort & ICC Wales

Stage Electrics achieved the seemingly impossible when working with ICC Wales—we designed and installed a technical infrastructure which won awards for the venue, and is so simple to operate, they use less technical staff than similar sized venues.

We saved them 30% off the cost advice they had originally received. Crucially, this 30% saving brought the project within budget.

How did we do this?

By listening to our clients' requirements, prioritising needs over wants and being integral to the decision-making process from day one.

It's one of the closest working relationships we've ever had with a client—and one of the most successful outcomes.

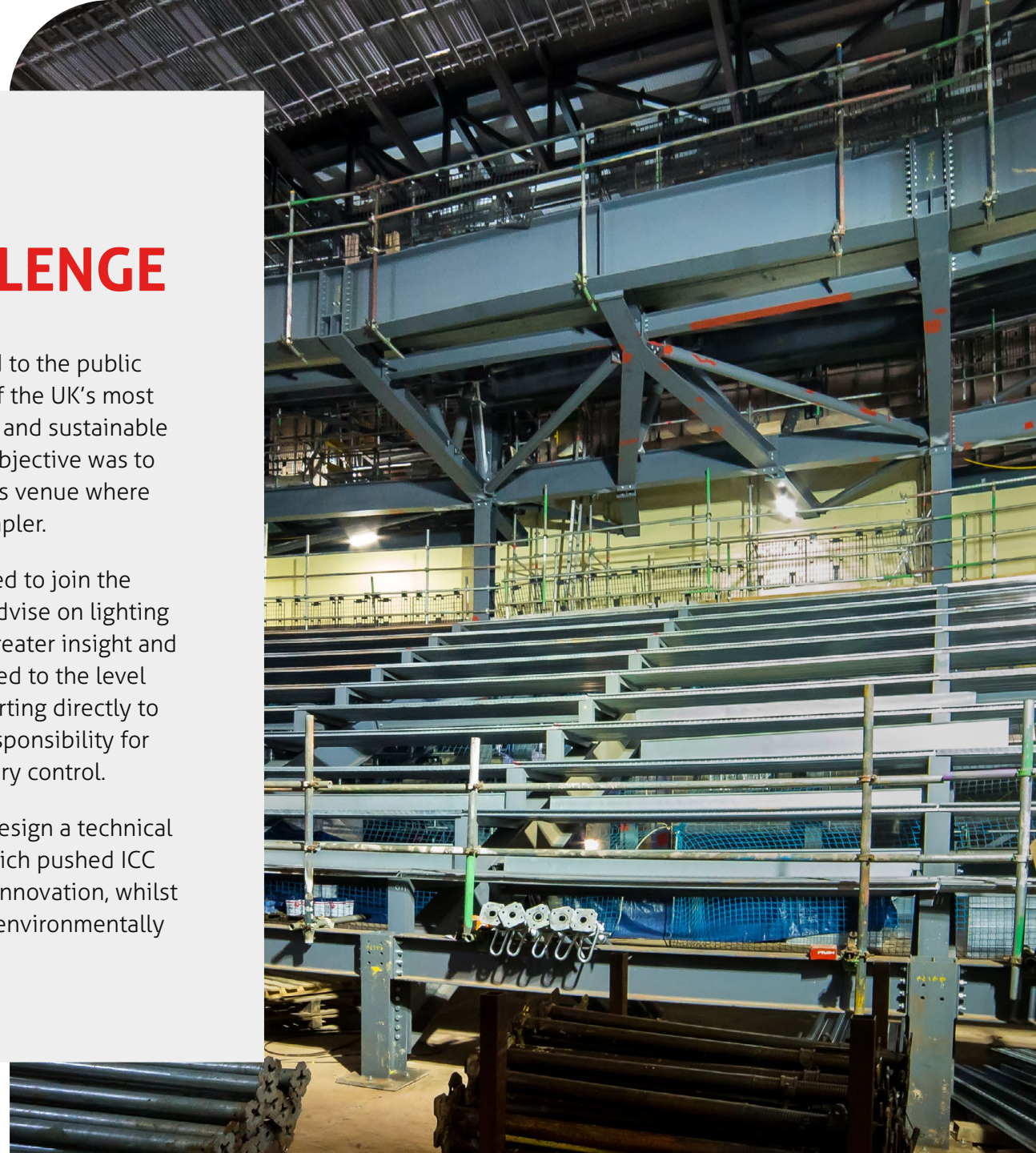


THE CHALLENGE

ICC Wales was announced to the public in 2013, pitched as one of the UK's most technologically advanced and sustainable convention centres. The objective was to create a light and spacious venue where technology makes life simpler.

Stage Electrics were invited to join the project early, initially to advise on lighting systems. As we brought greater insight and expertise, we were elevated to the level of artisan contractor, reporting directly to the client, with greater responsibility for specification and budgetary control.

The brief was simple: to design a technical systems infrastructure which pushed ICC Wales to the forefront of innovation, whilst ensuring the project was environmentally and budget conscious.



THE SOLUTION

Stage Electrics provided a full-service solution, involving the design, specification, supply, installation, testing and commissioning of AV, production lighting and sound systems. This included all the cabling, facility panels and racks.

Our engineers, designers and integration specialists worked alongside the wider design team to define the building's technical specification. This was a collaborative process, with us advising on the most energy and cost-efficient installation.

Reducing complexity and improving efficiency, we combined the high-quality background music and performance paging system with the Public Address Voice Alarm (PAVA) system. Integrating the two into one provided added flexibility within a single user interface and significantly reduced

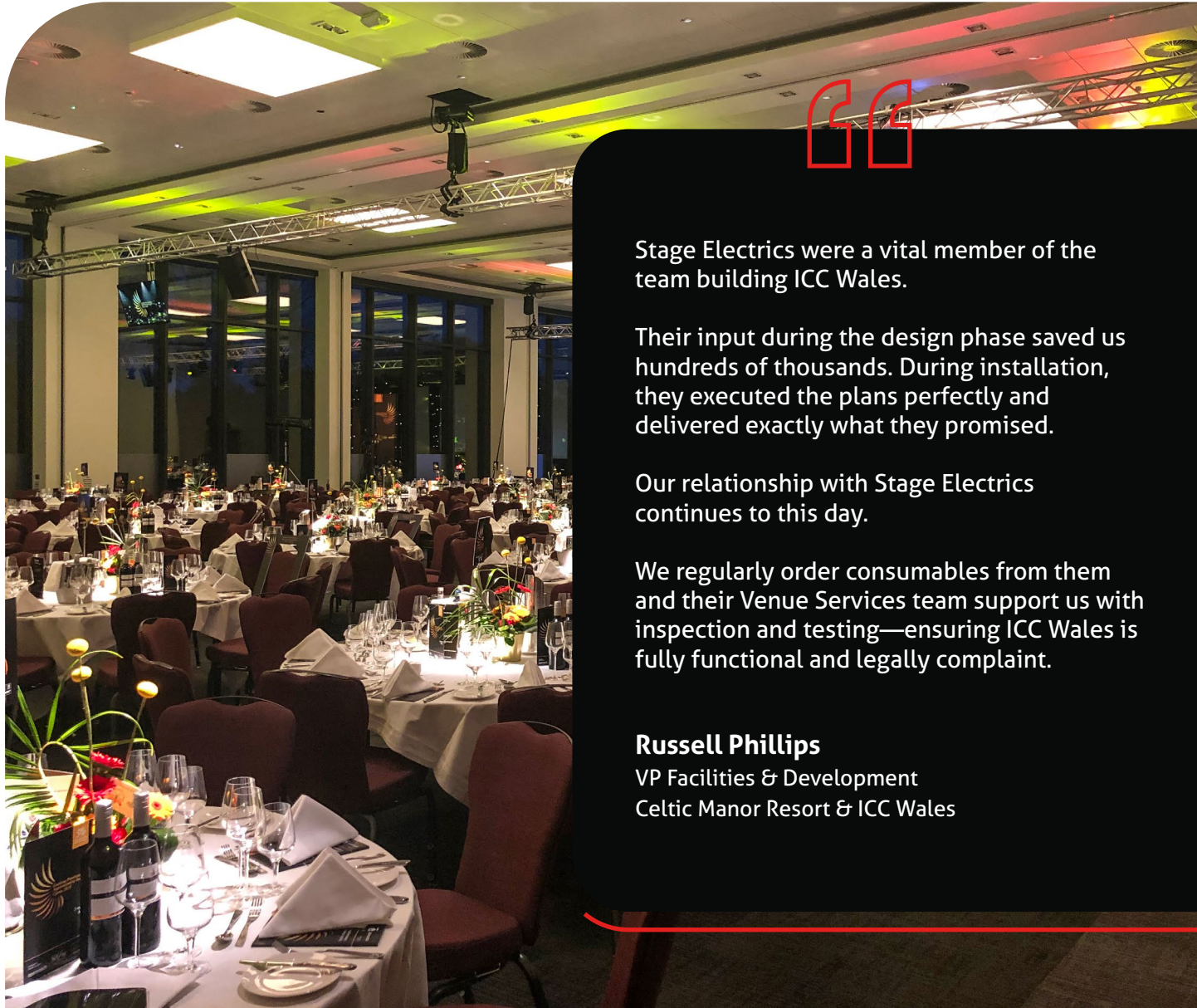
costs compared to installing two separate systems.

By specifying LED lighting throughout the venue, we not only reduced power consumption, but also the amount of wiring needed. This had a double benefit: reducing costs and the carbon impact of the building.

A networked smart technology system enables one member of staff to operate all the venue lighting from an iPad, with local control available in each room if required. Using the technical infrastructure at ICC Wales couldn't be simpler or more efficient.

Onsite, we managed the installation and commissioning of AV, stage lighting and stage engineering systems. With one eye on efficiency, we outsourced approved contractors to carry out non-specialist tasks, enabling our own engineers to focus on other key considerations including controlling costs.





Stage Electrics were a vital member of the team building ICC Wales.

Their input during the design phase saved us hundreds of thousands. During installation, they executed the plans perfectly and delivered exactly what they promised.

Our relationship with Stage Electrics continues to this day.

We regularly order consumables from them and their Venue Services team support us with inspection and testing—ensuring ICC Wales is fully functional and legally compliant.

Russell Phillips

VP Facilities & Development
Celtic Manor Resort & ICC Wales

We specified and supplied a broad range of products for installation in ICC Wales.

Rigging and drapes from Prolyte and Admiral Staging. Lighting equipment from ETC, Chauvet, Avolites and Robert Juliat. Audio products from RCF, Yamaha, D&B Audiotechnik, and Shure. Video and projection systems from Panasonic, Black Magic and Roland.

Our Manufacturing department built audio-visual facility panels, equipment racks, custom cables, and internally wired lighting bars used throughout the venue.

All products we supplied were installed, tested, and commissioned by our specialist engineers.

At the height of the project, in Summer 2019, there were around 20 Stage Electrics Engineers, Project Managers and specialists on site. An additional 20 staff back in our Bristol facility were dedicated to building racks and panels, testing equipment before it shipped to site and dealing with the day-to-day logistics of working on an £85 million project.

THE RESULT

Stage Electrics satisfied all the requirements for Russell Phillips and his team at ICC Wales. We provided systems which contributed to the award-winning venue, is cheaper to operate than their competitors and saved them 30% off their original cost advice.

The reduced operating costs of ICC Wales have been the decisive factor in attracting key events. A full conference and exhibition for ICC Wales's capacity might typically require around 15 full time technical staff at most other venues, whereas ICC Wales requires only six.

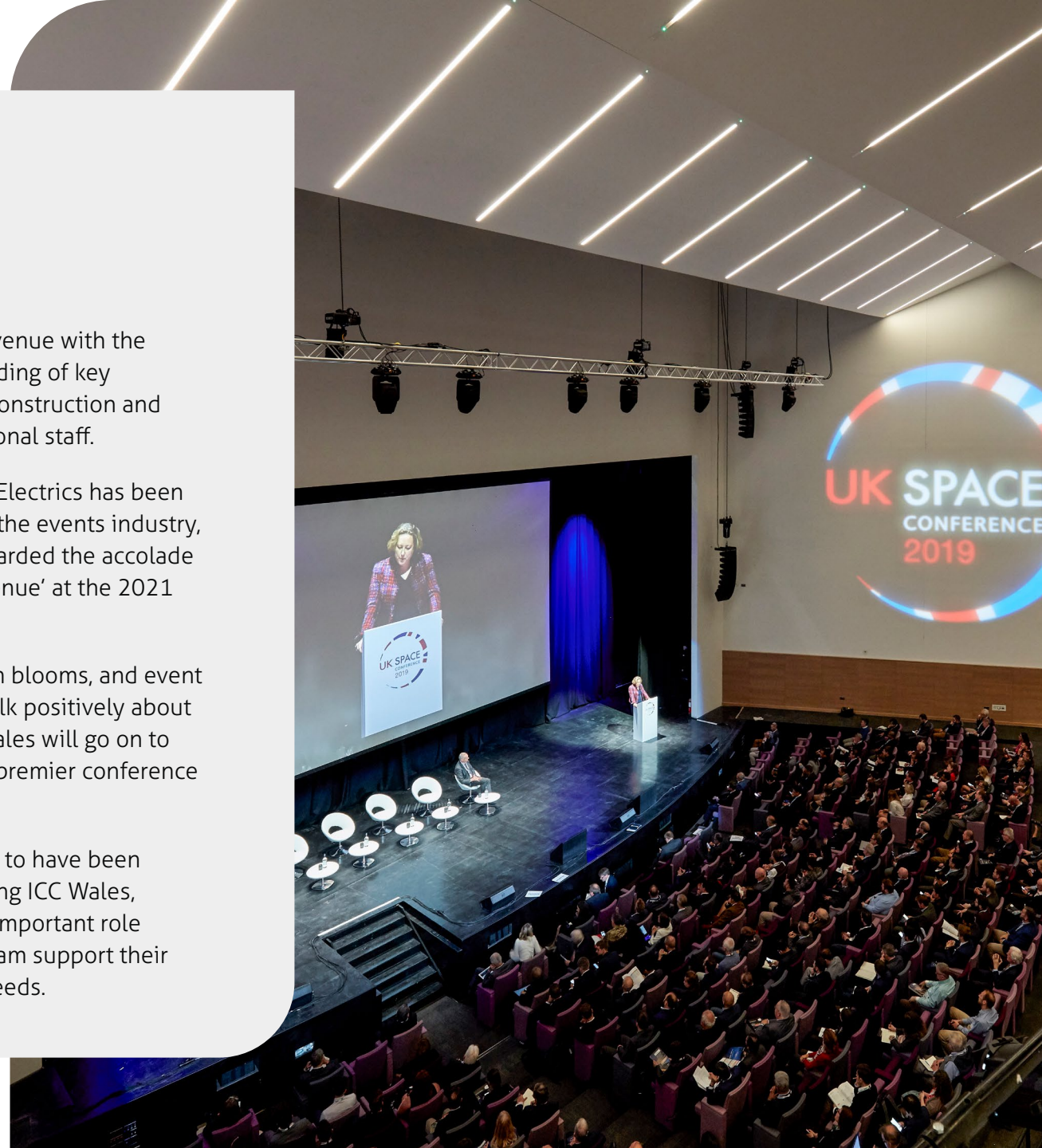
Although many changes occurred throughout the project, Stage Electrics were the only company trusted and valued enough to remain from the initial design stages throughout the project to handover and beyond.

We even supported the venue with the recruitment and on-boarding of key appointments, for both construction and post-completion operational staff.

The work done by Stage Electrics has been widely respected across the events industry, with ICC Wales being awarded the accolade for 'Best Tech Forward Venue' at the 2021 M&IT Awards.

As ICC Wales's reputation blooms, and event organisers continue to talk positively about their experiences, ICC Wales will go on to become one of the UK's premier conference centres.

Stage Electrics are proud to have been instrumental in developing ICC Wales, and continue to play an important role as our Venue Services team support their inspecting and testing needs.



What Do We Do?

Stage Electrics provide technical services and products for venues and production companies.

We take care of our clients through the three specialist divisions of Stage Electrics: Projects, Equipment Sales and Venue Services.

Projects

Our Projects department facilitate projects like the ICC Wales. Our experts will look after all your design, installation and commissioning needs for new-build and refurbishment projects. We work on installations of all scales, from village halls and schools to multi-million-pound projects like the Shakespeare North Playhouse in Prescott or Soho Place in London. Our Projects team are ready to help with as much or as little as you need us to do.

Equipment Sales

Stage Electrics support thousands of venues and professionals across the UK with their production technology and consumable needs. We stock products by over 100 manufacturers in our Bristol warehouse, many of which are available for same-day dispatch. Our online store is quick and simple to use. If you require personal assistance, our Equipment Sales team would be delighted to provide you with all the help and guidance needed to make a well-informed decision.

Inspection & Testing

The Stage Electrics Venue Services team will help you maintain a fully functional and legally compliant venue and performance space. We are a NICEIC certified contractor; providing tailored packages for electrical and mechanical inspections as required by BS7671, ISITEE, PUWER and LOLER. Our specialist onsite crew are highly qualified, and DBS checked to enhanced level—the safety and functionality of your venue couldn't be in better hands.

**WE
MAKE
PERFORMANCE
POSSIBLE**



Let's Talk

If you'd like to learn more about our services, or to discuss an upcoming project, we'd love to hear from you.

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