



## Icetank Venue

Contemporary event space  
Central London - Covent Garden

Enjoy our [walk-through video](#)













## About the ICETANK Venue

Icetank is a unique, fully transformable venue offered for exclusive hire, located in Central London, just by Covent Garden. Ideally positioned on a key route between Covent Garden and the British Museum - by the newly revamped Princes Circus Square - this light and airy space boasts a prime location between Tottenham Court Road, Holborn, and Covent Garden.

The Scandinavian architecture and contemporary interiors make Icetank the ideal venue for a wide range of events, including product launches, brand activations, exclusive dining experiences, cooking demos, corporate events and meetings. The venue comprises 171 sqm of space, covering two levels, with a street-level access into the main area, large shopfront windows and a striking infinity cove. The space can be transformed to suit any theme imaginable. Being situated within a stunning Edwardian mansion adds a touch of historical elegance, and its contemporary interior and sophisticated layout make it a rare find, especially in the bustling area of Covent Garden.

## Key Features

- Fully air-conditioned venue
- Street-level via 6ft-wide access doors
- Large floor-to-ceiling windows (great branding opportunity)
- Blackout electric blinds for complete privacy if required)
- Large infinity cove - perfect for presentations, screening, or visual displays
- Demo kitchen (ground floor) - can be covered and used as display space or a counter/bar
- Integrated cloakroom - including coat rails, hangers and tickets
- DJ booth or table available
- Catering kitchen (lower ground floor)
- 50" 4K Smart screen facing the street - ideal for external branding(another great branding opportunity)
- 82" 4K Smart TV mounted inside the venue
- Integrated sound system with built-in speakers
- 12 RGB uplights - can be set to any colour to match any theme or mood
- Wi-Fi - high-speed 320 Mbps download / 260 Mbps upload
- Fireplace
- Toilets - 2 for guests, 1 for staff

## Ground Floor

The ground floor space comes complete featuring a purpose-built kitchen featuring modern appliances throughout, which can be hidden if not required.

The in-house AV equipment is ideal for presentations, live streaming and music entertainment.

The main studio boasts a 3.65m ceiling and large floor-to-ceiling windows, offering plenty of natural light with endless possibilities for branding and theming.

The purpose-built infinity cove is an ideal backdrop for presentations, speeches projected or other displays.





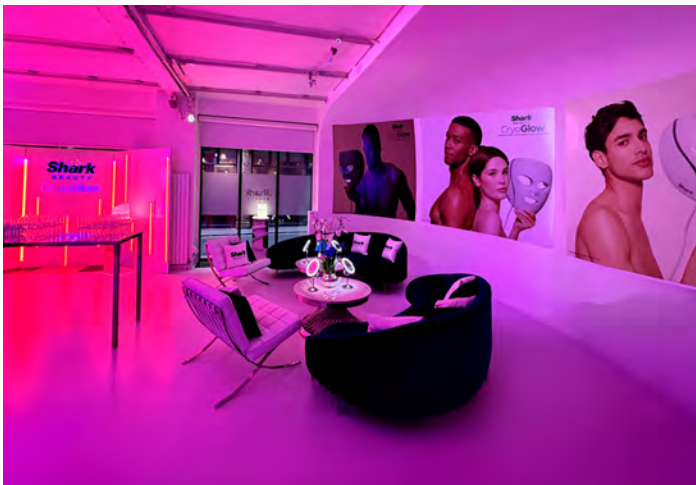
## Lower Ground Floor

The lower ground floor includes further studio space, two toilets, a fully functional catering kitchen separated from the main area by a glass wall.

The space is adaptable for a range of configurations, from product display builds to workshops to backroom facilities.









## Venue Hire Quote £3,520.00 + vat

Included in the quoted price are the following:

**Access:** 9.00am - 6.00pm

Please read: Quotes are bespoke and based on the specified dates and duration. Access includes setup and derig. Any changes to access times, number of days, or dates will result in an adjusted quote. Minimum hire is 5 hours. Please note that the 5-hour minimum cannot be scheduled in the middle of the day. We can provide a bespoke quotation allowing access from as early as 6:00am to as late as a 12:00am finish - please enquire. The guest departure curfew is 11:00pm, with all staff and suppliers required to vacate the venue by 12:00am.

### Venue Facilities

- Exclusive use of the venue within the agreed access times
- Large infinity cove - ideal for product displays, presentations, or screenings
- Demo kitchen (ground floor), perfect as a bar setting or can be covered and used for product display
- Catering kitchen (lower ground floor)
- DJ booth or table available
- Cloakroom - built-in area on the ground floor with coat rails, hangers and tickets
- Blackout electric blinds - for maximum privacy
- Large floor-to-ceiling windows (excellent branding opportunity)
- Vast skylight
- Street-level 6ft-wide access doors
- Fireplace
- Toilets – 2 guests, 1 for staff
- Post-hire cleaning included - subject to terms for non-preferred suppliers

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## **AV and Lighting**

- HD Projector x1
- Microphone x1 - cheek or handheld
- PA Sound system with built-in speakers
- RGB uplights x12 (ground floor) - can be set to any colour to match any theme or mood
- RGB LED spotlights x16 (lower ground floor) - can be set to any colour match any theme or mood
- PARR-Cans x10 - warm white lights, movable
- DJ equipment (excluding decks)
- 82" 4K Smart TV
- 55" external-facing TV - perfect for branding
- Wi-Fi - high-speed 320 Mbps download / 260 Mbps upload

## **Staff**

- Venue Technician
- Security Personnel – provided for events after 6pm, where required

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## Furniture

1. Bistro tables (adjustable height) x6
2. RGB light-up poseur tables x3
3. Bar stools x18
4. Trestle tables x10
5. Square pouffes x6
6. Cube bench (three-seater) x2
7. White fold-out chairs x50
8. Lectern

# Upgrades

The upgrade list is not exhaustive - please enquire if you require any additional items.

## Furniture

- Minimum order: £100 + vat (excluding delivery)
- Delivery from £190 + vat, depending on schedules and quantities

Linen from £250 + vat Crockery, cutlery, glassware - Bespoke

## AV:

- 1x additional HD projector £390 + vat
- 3x 65-inch 4K Samsung TVs - movable £495 + vat each
- Additional microphones handheld or lapel/cheek from £165 + vat each
- Comfort monitors x2, including AV Engineer £2,100 + vat



**Chair Type 1**  
£10.00 + vat each  
Colours: White, Black, Transparent, Beige / Neutral



**Chair Type 2**  
£10.00 + vat each  
Colours: White, Black



**Chair Type 3**  
£12.00 + vat each  
Colours: White, Black, Blue, Green, Orange, Pink, Red, Turquoise



**Chair Type 4**  
£12.00 + vat each  
Colours: White, Black



**Chair Type 5**  
£12.00 + vat each  
Colours: White



**Chair Type 6**  
£18.00 + vat each  
Colours: Soft Pink, Black, Blue, Green, Teal



**Chair Type 7**  
£20.00 + vat each  
Colours: Black



**Large dining table**  
£90.00 + vat each  
Dimensions: H 750mm, W 1800mm, D 880mm  
Colours: Black



## Preferred Suppliers:

### **Vinyl / Branding**

KGK Genix

Dan Spinks

dan.spinks@kgkgenix.com

### **Catering/Drinks**

Platter Up

Jeannette Jackson

jeannette@platterup.co.uk

Country City

Bethany Hunter

events@countrycitycatering.com

Easy Gourmet

Shaun Walters

shaun@easygourmetcatering.co.uk

Rare Food

Ellie Nash

ellie@rarefood.com

Social Pantry

Delphine James

delphine@socialpantry.co.uk

### **Bar**

Global Bar Tending

Caspar Scott-Mason

caspar@globalbartending.com

Harris & Brown

Angela Harris

angela@handb.uk

### **AV / Production**

Light Motif

Dmitry Bashtanov

dmitry@lightmotif.co.uk

### **Creative Styling**

Creative Styling London

Bob Dare

bob@creative-styling.com

### **Furniture**

Funky Furniture

Davide Bisceglia

davide@funkyfurniturehire.co.uk

City Furniture

Sarah Davis

sarahd@cityfurniturehireltd.com

Furniture on the Move

Sveva Galizia

info@furnitureonthemove.co.uk







## Booking Procedure

Full Terms and Conditions are attached for your review.

We operate on a first-come first served basis - the space is not reserved until the booking is secured. If you choose to proceed, a 50% deposit invoice will be issued and is due immediately upon booking. This deposit is non-refundable. The remaining balance is due 5 weeks prior to the venue hire date. For bookings made less than 5 weeks before the hire date, the full fee will be due immediately and will be subject to cancellation fees. Please note: Postponement is considered a cancellation.

### Non-Preferred Suppliers:

While we welcome external suppliers, we strongly recommend using our preferred suppliers whenever possible, as they are fully familiar with the venue's layout, capabilities, logistical flow, and any specific restrictions. Please note that engaging a non-preferred supplier may incur a fee of £575.00 + vat or 10% of the final supplier spend (whichever is greater), per external supplier - depending on arrangements and where the venue is unable to provide the required service directly. Any damages or losses caused by external suppliers will be the full responsibility of the client.

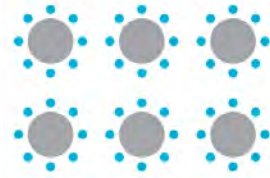
# Capacity

## Ground Floor

- 100 standing
- 50 seated for dinner
- 50 theatre style
- 30 cabaret
- 23 boardroom
- 40 two long tables

## Lower Ground Floor

- 40 standing
- 32 seated for dinner
- 25 theatre style
- 15 cabaret
- 23 boardroom
- 30 two long tables



### Seated:

48 comfortable - 6 x 5ft round tables, 8 guests on each table



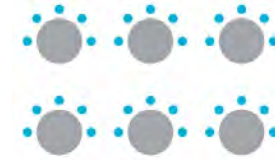
### Long table:

37 guests



### T- shape:

43 guests



### Cabaret:

30 guests - 6 tables, 5 guests on each table



### Two long tables:

60 guests - 30 on each table



### Boardroom:

23 guests



# Measurements

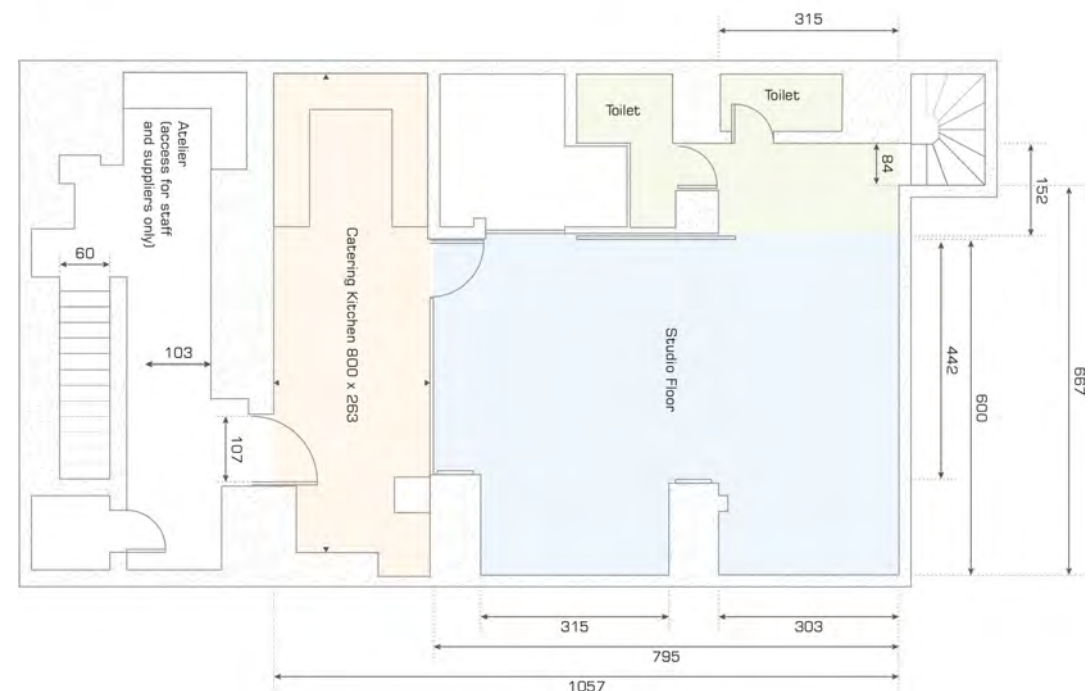
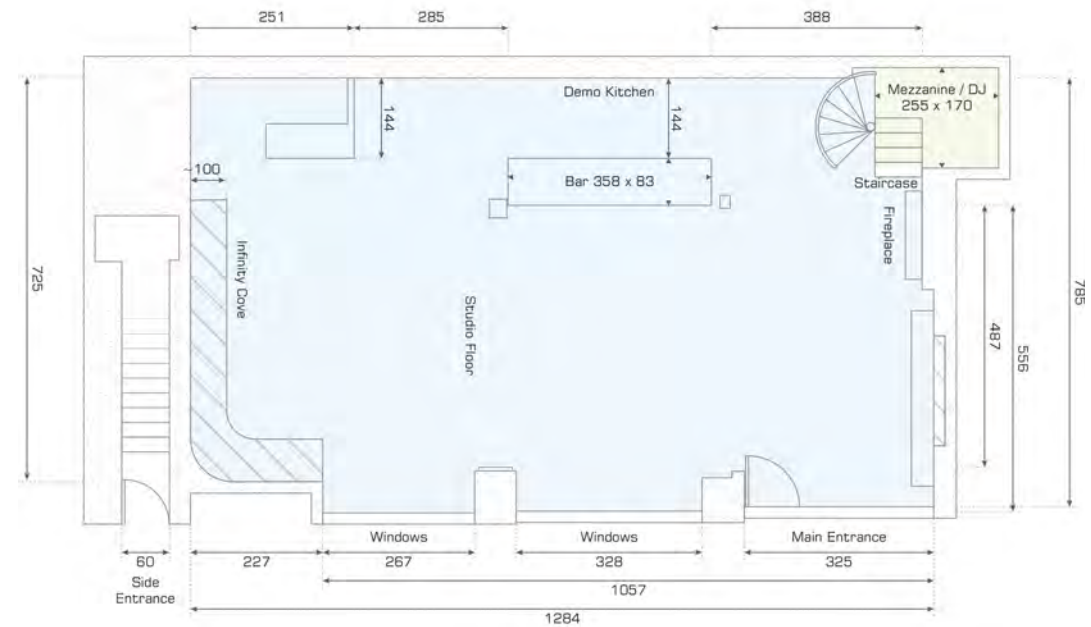
## Ground floor

Studio floor:	83 sqm
Mezzanine:	4 sqm
Total floor:	94 sqm
Ceiling height:	365 cm
Infinity cove height:	339 cm
Lowest point height (under the projector):	294 cm
Access / main entrance, 4 door bi-fold:	w: 290 x h: 210 cm
Pull down cover:	w: 300 x h: 300 cm
Mirror glass:	w: 125 x h: 181.5 cm
Mirror frame:	w: 153 x h: 212 cm

## Lower Ground Floor

Studio floor:	44 sqm
Catering kitchen:	21 sqm
Total floor:	77 sqm
Ceiling height:	261 cm

Total venue area: 171 sqm





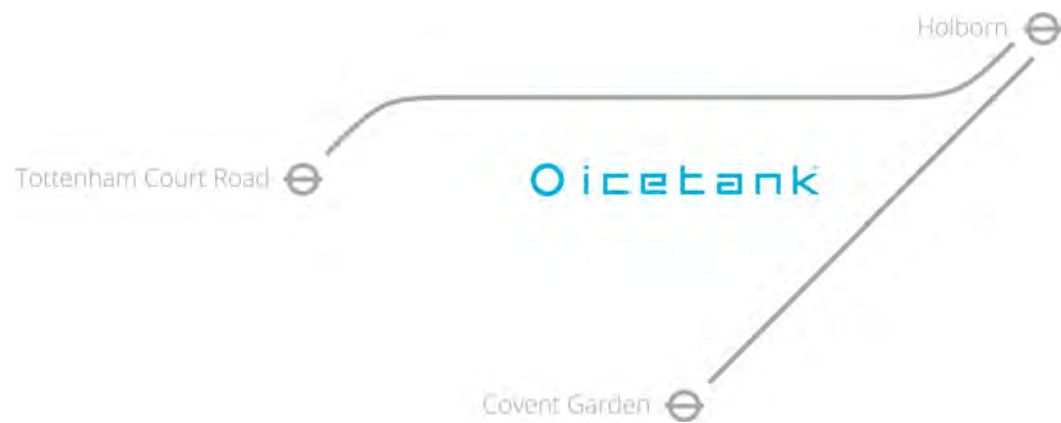
## Location

**a:** 5-7 Grape Street  
WC2H 8DW London

**t:** 0207 240 4600

**e:** [info@icetank.com](mailto:info@icetank.com)

**w:** [www.icetank.com](http://www.icetank.com)





# Icetank Venue Hire Terms and Conditions

## 1: TERMS AND CONDITIONS

- 1.1: These terms and conditions, together with the provided proposal, will form a binding contract between **Packshot Factory** Limited ("**Icetank**") and the **Client** who hires the Venue from **Icetank** ("**Client**") and which shall constitute the entire agreement between the **Client** and **Icetank** and apply to any trading agreement or other contract or arrangement between the **Client** and **Icetank**;
- 1.2: These terms apply to the exclusion of all other terms or conditions of contract the **Client** may propose and shall not be varied unless agreed in writing by **Icetank**.

## 2: DEFINITIONS

- 2.1: For the purposes of this agreement, the following expressions shall have the following meanings:

"Additional Fees" shall mean additional fees charged to the **Client** in relation to the Hire.

"Attendees" shall mean all persons including any employees, subcontractors and/or agents of the **Client**.

"The **Client**" shall mean the organisation or person named in the Proposal as the hirer of the Venue its employees and sub-contractors or, as applicable, the **Client's** contact person whose details are provided in the Proposal.

"The Fee" shall mean any estimate of the fees agreed in writing between **Icetank** and the **Client** with any applicable VAT payable to **Icetank** by the **Client** for permission to hire the Venue and for any ancillary services to be provided by **Icetank**.

"**Icetank**" shall mean **Packshot Factory** Limited.

"Proposal" shall mean the proposal submitted by **Icetank** to **Client** containing details of the Venue Hire and the corresponding Fees.

"The Venue" shall mean the property and/or areas identified by **Icetank** to the **Client** within the Proposal for the purposes of the Venue Hire.

"The Venue Hire" shall mean the hire of function rooms at our **Icetank** premises which are the subject of the Proposal.

"The Venue Hire Date and Time" shall mean the date(s) and time of hire of the Venue.

"Venue Staff" shall mean the employee(s) of **Icetank**.

## 3: BOOKING PROCEDURE

- 3.1: Bookings are taken on a first come, first served basis.

- 3.2: Booking is deemed confirmed by the **Client** upon confirmation of the Proposal in writing (email).

- 3.3: Any changes to the booking must be agreed by **Icetank** in writing.

## 4: PAYMENT

- 4.1: Once the **Client** has agreed to the Proposal a non-refundable 50% deposit of the Fee and the applicable VAT is immediately due and payable.

- 4.2: The remaining balance of the Fee is due 5 (five) weeks prior to the date of the Venue Hire Date and Time.

- 4.3: If a booking is made less than 5 (five) weeks prior to the Venue Hire Date and Time then the full Fee will be due immediately upon booking.

- 4.4: The **Client** shall provide **Icetank** with all such information and material as it may reasonably request for the purpose of generating a valid invoice for payment of the Fee, including, where required, the provision of purchase order references immediately upon confirmation of the Proposal.

- 4.5: **Icetank** will charge Additional Fees in accordance with its then prevailing rates including:

- 4.5.1: a) a damage deposit of £1500 + VAT or 10% of the Fee, whichever is greater for larger or longer bookings, will be automatically added to the invoice upon booking. The damage deposit covers the cost of restoring the venue and its furniture and fixtures to their original condition and/or replacing any items that may be lost by the **Client**, the **Client's** guests, or the **Client's** suppliers. The balance of the damage deposit will be refunded to the **Client** within 14 days after the Venue Hire Date and Time, less any disbursements required to restore or replace the Venue's fixtures, furniture, and equipment to their original condition. In the event that the costs to restore or replace the Venue's fixtures, furniture, and equipment exceed the damage deposit, the balance will be charged to the **Client** and will be due within 14 days. If there is no damage, the deposit will be refunded in full 14 days after the Venue Hire Date and Time. In certain circumstances, the damage deposit may be waived; however, the **Client** will still be liable for any costs associated with restoring the Venue to its original state and/or replacing any lost items.  
b) overrunning at £375 + VAT per hour  
c) agreed Additional Fees such as furniture, catering or but not limited to additional equipment hire  
d) non-payment fine at £250 + vat in the event the Fee does not reach **Icetank** 5 (five) weeks prior to the date of the Venue

- 4.5.2: overrunning at £375 + VAT per hour

- 4.5.3: agreed Additional Fees such as furniture, catering or but not limited to additional equipment hire

- 4.5.4: non-payment fine at £250 + vat in the event the Fee does not reach **Icetank** 5 (five) weeks prior to the date

of the Venue Hire Date and Time

## 5: VENUE ACCESS

- 5.1: The **Client**, its employees, sub-contractors and Attendees must arrive and vacate the premises by the agreed times, as stated on the Proposal.
- 5.2: Failure to adhere to the agreed times will incur overrunning charge of £375 + VAT per hour.
- 5.3: In the event of unauthorised overrunning **lcetank** withholds the right to interrupt the Venue Hire, cut the power supply and exclude the **Client** and third parties from the Venue with or without the assistance of security. If this occurs **lcetank** will charge Additional Fees to the **Client** accordingly.

## 6: EQUIPMENT, SETUP, STAFF AND SUPPLIERS

- 6.1: No equipment is to be delivered to the Venue without the prior agreement of **lcetank**. **lcetank** reserve the right to refuse the delivery of equipment if it is considered dangerous or harmful to the building and contents or to its employees, agents or Attendees.
- 6.2: The **Client** agrees to use the equipment belonging to the Venue in a safe manner and return it in good working order. Where equipment is damaged charges will be made to **Client**.
- 6.3: While the Venue provides a Venue Technician to oversee the correct operation of the Venue's integrated equipment, **lcetank** is not responsible for managing the technical aspects of any events held by the **Client** during the Venue Hire. We strongly recommend that the **Client** brings in their own technician to facilitate specific technical requirements.
- 6.4: At all times the safety of all personnel in the Venue is paramount. Other people working in the Venue (i.e. caterers, **lcetank** staff etc.) must not be hindered in any way during the setting up and striking down of equipment.
- 6.5: At the end of the Venue Hire agreed by **lcetank** in the Proposal the **Client** shall remove all equipment and effects brought to the Venue. **lcetank** cannot accept any responsibility for equipment or other effects left at the Venue before or after the Venue Hire.
- 6.6: **lcetank** will take appropriate measures, within its control, to supply lights and equipment in good working order. If additional Technical Support is required to assist with sound or lighting, there will be an additional charge of £500 + VAT. Subject to confirmation.
- 6.7: During the month of December, **lcetank** will have Christmas decorations in place. The decorations change each year and are not known until December of each year. The decorations cannot be removed from the Venue unless explicitly agreed in writing with the Venue Staff. Charges may apply.
- 6.8: **lcetank** recommend using **lcetank's** preferred suppliers (please enquire for Supplier's List) who are familiar with our Venue and its restrictions.

- 6.9: If the **Client** wishes to use a non-preferred supplier, an additional fee of £575 + VAT will be applied for each supplier **lcetank** is able to provide, or 10% of the final spend, whichever is greater.

- 6.10: All non-preferred suppliers must get prior agreement to work at **lcetank** and carry all the necessary insurance and health and safety documents.

- 6.11: The **Client** must ensure that any wooden structures brought onto the premises are Class 1 and that all drapes and soft settings and props are fireproofed. **lcetank** reserve the right to refuse the use of any equipment or props.

- 6.12: The Venue must be clear of the entire **Client's** property and in a clean and useable condition by the time stated on the Proposal. Failure to comply with this may result in **lcetank** disposing of the property and charging the **Client** for expenses incurred.

- 6.13: The **Client** is responsible for clearing their own rubbish and waste at the end of their Venue hire. All rubbish must be disposed of at the designed area. This does not apply to venue hire for Christmas packages provided by **lcetank**, where rubbish removal is included.

- 6.14: Any leftover food that is in date and can be used cannot be disposed of. The **Client** must give the food to a local charity/ homeless shelter or the **Client** may designate this task to **lcetank**.

- 6.15: The **Client** must ensure they have adequate Public and Employees Liability Insurance to cover themselves, its employees, sub-contractors and Attendees in the event of an accident.

## 7: THE HIRE

- 7.1: The details of the Venue Hire are set out in the Proposal.

- 7.2: The **Client** will not invite or permit more than the agreed number of Attendees to access the Venue.

- 7.3: The **Client** must supply to **lcetank** at least 10 days in advance of the commencement of the Venue Hire a list of anticipated Attendees in such cases where **lcetank** has specifically requested this information.

- 7.4: **lcetank**, its representatives, employees or agents reserve the right to: a) refuse entry to any persons who are in the opinion of **lcetank** posing a safety or security risk at or in the vicinity of the Venue during, immediately prior to or immediately following the Venue Hire; and b) request proof of invitation or identification from each or any Attendees without which entry to the Venue may be refused.

- 7.5: The **Client** will ensure that all Attendees leave the Venue quietly and that no disturbance is caused to local residents as a result of the departure of Attendees from the Venue at any time; and that the **Client** leaves the Venue no later than 15 minutes after the scheduled end of the hire.

## 8: CANCELLATION & FORCE MAJEURE

- 8.1: If written notification of cancellation from the **Client** is received 4 (four) weeks or more in advance of the Venue Hire Date and Time, the **Client** will receive a 20% refund of the full Fee. Cancellation of Venue Hire



with less than 4 weeks' notice will result in the loss of the full Fee.

- 8.2: In the event of a full or partial cancellation of a confirmed booking by the **Client** any additional charges which have or will be incurred by **Icetank** in respect of the booking will be charged to the **Client**.
- 8.3: **Icetank** reserve the right to cancel the Venue Hire if payments are not received by the agreed dates. Where cancellation occurs under this clause then all previously made payments are non-refundable.
- 8.4: If the booking is cancelled by **Icetank** due to circumstances outside **Icetank's** control, all Fees will be refunded to the **Client**. **Icetank** will not be responsible for any losses incurred by the **Client** as a result of this action.

#### 9: RIGHT OF ENTRY & GOOD ORDER

- 9.1: The right of entry to all parts of the Venue is reserved at all times to **Icetank** and its officials and employees and any other persons authorised by it.
- 9.2: The **Client** shall be responsible that good order is kept in the Venue and **Icetank** reserves the right to terminate any Venue Hire not properly conducted.
- 9.3: The assessment of the conduct of Venue Hire rests with the Venue Staff and they have full authority to act on behalf of **Icetank**.
- 9.4: The **Client**, its employees, sub-contractors and Attendees must conduct themselves in a responsible manner with due consideration to Venue Staff or their agents, visitors or members of the public.
- 9.5: The **Client**, its employees, sub-contractors and Attendees must refrain from any behaviour, which would bring the Venue into disrepute or cause discomfort/risk to others.
- 9.6: The **Client** has an obligation to tell its employees, sub-contractors and Attendees about these terms and conditions, to give them details and ensure they comply with them. It is a condition of the booking that the **Client** accepts the terms and conditions and has made its employees, sub-contractors and Attendees who are party to the Venue Hire aware of them.

#### 10: LICENSING AND POLICIES

- 10.1: **Icetank** do not have a license to sell alcohol and cannot serve hot food or alcoholic drinks after 11pm.
- 10.2: There is a strict non-smoking policy operating inside or directly outside of the Venue.
- 10.3: Basic cleaning shall be included in the Fees.
- 10.4: All evening Venue Hire require licensed security, and the security shall be included in the Fees.
- 10.5: As a courtesy to **Icetank's** neighbours we request no loud music after 11pm.

10.6: No parking is available outside the Venue, but vehicle pull up outside for drop off, collections and deliveries.

10.7: **Icetank** shall not be liable for the **Client's**, its employees', sub-contractors' and Attendees' parking charges.

#### 11: LIABILITY AND IDEMNITY

- 11.1: To the fullest extent permitted by law **Icetank** shall not be liable for: Any loss or damage to property of the **Client**, its employees, sub-contractors and Attendees. Any inconvenience or loss caused to the **Client**, its employees, sub-contractors and Attendees as a result of cancellation or termination under section 8. **Icetank** do not exclude or limit its liability for death or personal injury caused due to its negligence.
- 11.2: Appropriate insurance cover should be obtained by the **Client** to indemnify **Icetank** against claims, which may be made against it in respect of loss, or damage that **Icetank** may suffer. Such insurance should also cover the risk of bodily injury or death to the **Client**, its employees, sub-contractors and Attendees. This excludes any such loss, damage, injury, or death as may be caused by the act, default or negligence of **Icetank**.
- 11.3: If insurance is deemed necessary the **Client** will provide to **Icetank** on request full details of any insurance obtained.
- 11.4: The **Client** shall be responsible for any loss of, or damage to, **Icetank's** property including buildings, fixtures, fittings, furnishings, utensils and equipment.
- 11.5: Any costs of making good any damage will be charged to the **Client**. Any costs of replacement of any damaged or stolen equipment will be charged to the **Client**.
- 11.6: Any costs incurred by **Icetank** due to failure by the **Client** to adhere to the Terms and Conditions of Venue Hire or the Proposal – including but not limited to: overrunning of the Venue Hire, requirement for extra equipment, furniture and staff will be charged to the **Client**.
- 11.7: Rules, regulations, technical advice or other requests reasonable made during the Venue Hire by Venue Staff should be adhered to.

#### 12: HIRE AMENDMENTS

- 12.1: Any changes to the times of the Venue Hire must be requested in writing before a booking is confirmed. Extensions to Venue Hire times incur additional charges.
- 12.2: **Icetank** reserve the right to refuse any request to increase party size; if this results in a cancellation, cancellation policy under section 8 still applies.
- 12.3: Any additional services requested by the **Client** will incur Additional Fees.
- 12.4: The Additional Fees are due immediately upon receipt.

12.5: Any additional services provided by **lcetank** with or without consultation of the **Client** on the grounds of Health & Safety and Security will be charged to the **Client**.

12.6: **lcetank** reserve the right to use their preferred suppliers or contractors for any services.

### 13: PUBLICITY AND MEDIA

13.1: **lcetank** will use its approved professional photographer to photograph and/or video the **lcetank** Venue prior to, during, or after the Venue Hire. **lcetank** reserves the right to use the photographs and/or video in its promotional material, including online (e.g., social media). In some cases, Venue Staff may take photographs themselves, or, if the **Client** prefers, the **Client** may share their own footage and images postevent with the Venue. These materials are essential for the purpose of Proposals and form a standard

part of the Venue's operations. The **Client** cannot impede, hinder, or restrict any aspect of their creation, use, or publication in any way.

13.2: **lcetank** may use the **Client**'s name and photographs and or video of **Client**'s Venue Hire in its promotional material, including online i.e. social media. **lcetank** acknowledges the importance of maintaining confidentiality during certain events and may agree to delay the publication of materials for a reasonable period, not exceeding 3 months. Additionally, the Venue acknowledges the privacy of individuals and will redact any persons who do not wish to be included in the publications. As such, the **Client** should provide **lcetank** with a list of individuals who wish to be redacted from the materials.

13.3: If the **Client** wishes to advertise their activity prior, during and/or post the Venue Hire featuring any images or footage of **lcetank**, they must mention **lcetank** in their advertising. The **Client** must use the following words: "**lcetank** Venue" or "**lcetank** Venue" and "@**lcetank**" in the title of their event. Location must be listed as "**lcetank** Venue" with no other suffixes.