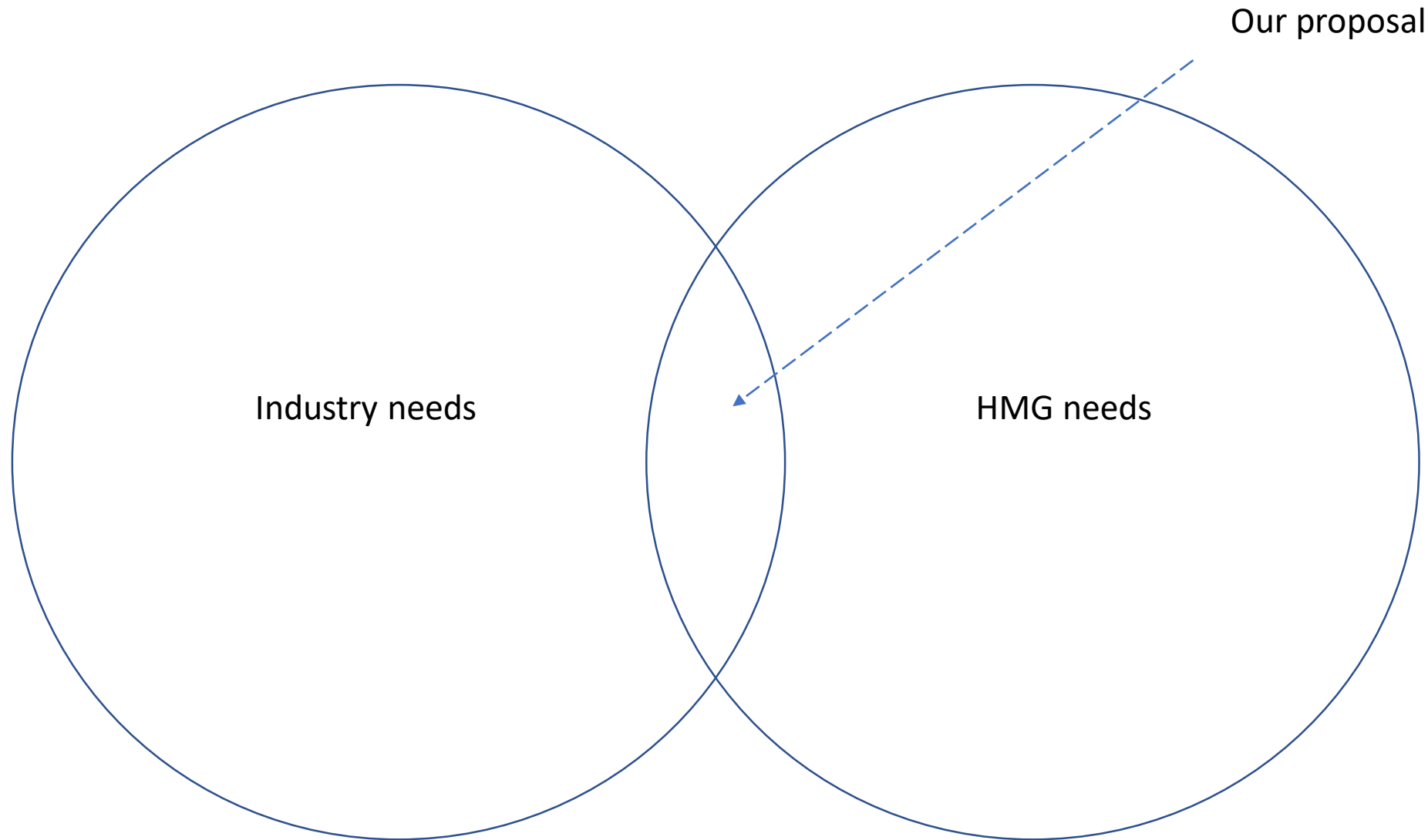




The Full Capacity Plan

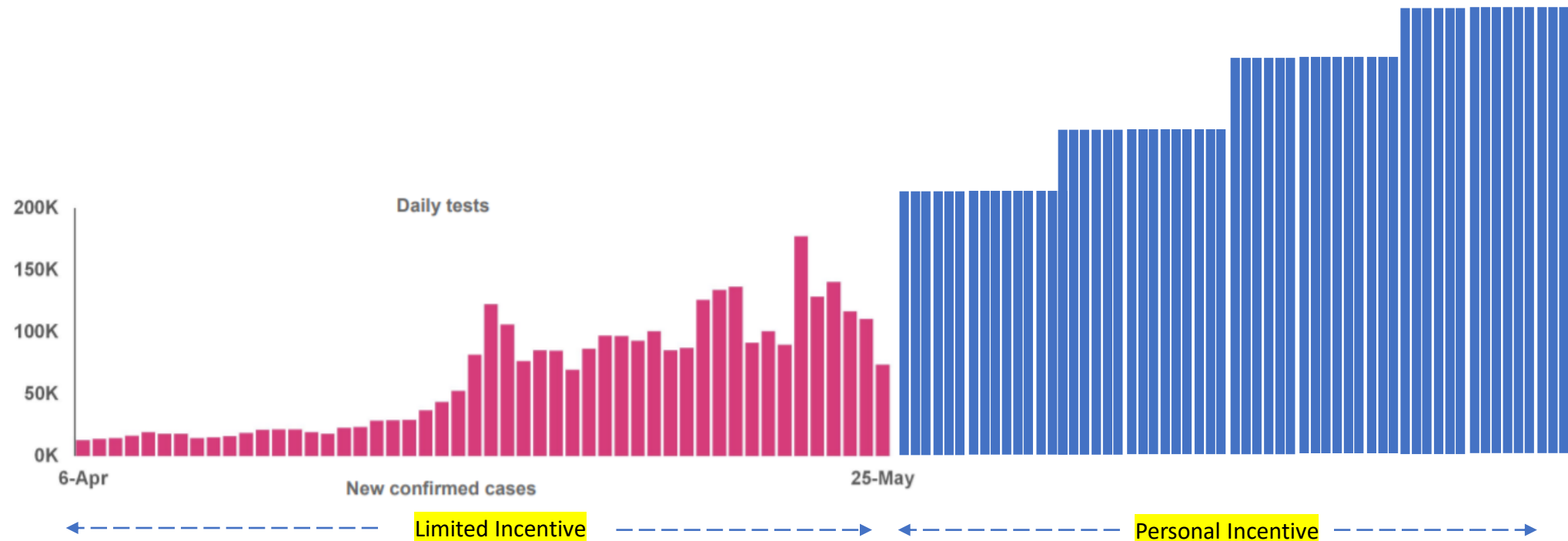
© June 2020
Melvin Benn

Our shared interest



Increasing COVID-19 testing

By providing an **incentive based scheme** we can help government **rapidly increase** public use of the **NHSX trace app** and **participation rates** for COVID-19 **population testing**



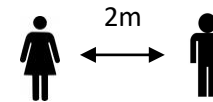
Today, limited incentives to take a COVID-19 test are resulting in a cap on population testing rates. Plus only those with symptoms are likely to attend

By linking a test with a personal incentive, this cap can be removed and testing numbers accelerate, increasing governments situational awareness. Plus those with symptoms and those who are asymptomatic are likely to attend

Safely restarting the economy

Where there is low testing and uncertainty around public infection rates, social distancing must be maintained.

But this is causing economic damage as some industries cannot operate under these conditions



Where sectors of the population have recently tested negative for COVID-19, social distancing amongst those people can be temporarily but safely relaxed.

This can unlock the restart of the hospitality and entertainment industry, protecting jobs and restarting the economy



Working in partnership

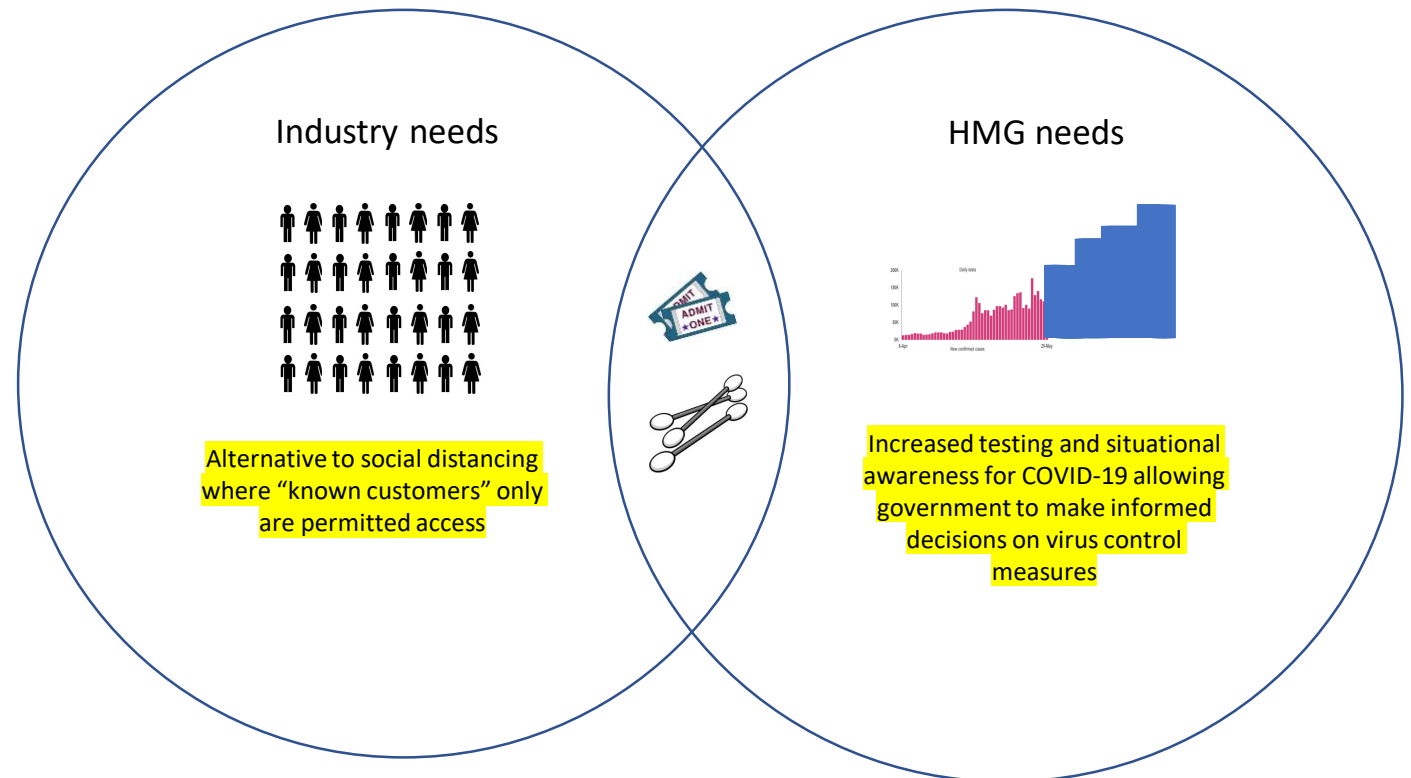
Every music, sport, theatre or restaurant trip = a motivation to test

Our proposal will connect **access to the entertainment and hospitality sector to a mandatory COVID-19 test.**

This will create a **personal incentive** for the population to get frequently tested and use the NHS trace app.

In doing so it will **rapidly increase population testing and tracing.**

This known customer principle provides a **safe alternative to social distancing for the entertainment and hospitality sector** for “known customers” who have tested free from COVID-19.



Example journey map



Commercial agreements between entertainment and hospitality consortium, high street retailers and testing lab.

Joint national media campaign

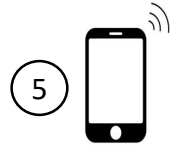


Customers book concert, sporting, theatre or restaurant etc. Advised to **attend high street store for antigen** testing and to download the NHS trace app.

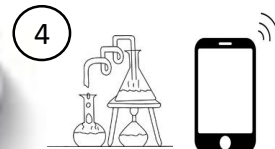


Customer attends local high street store and collects home testing kit. Once complete, it is registered via the app, and returned to the store for onward processing.

Self testing has a low risk of fraud due to customer not knowing if a friend taking the test for them has corona and is asymptomatic



App becomes time limited "authority to enter" as holder is free from COVID-19



Lab check results. For negative results, lab generates "in app" notification that the holder is COVID-19 free



Touchless physical security measures



Additional hygiene at venue



Additional health screening on entry to event



Venue checks app certificate on entry.



HMG receive marked increase in NHS trace app usage, population testing numbers and results

COVID-19 testing

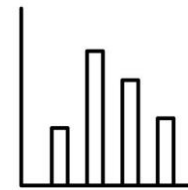
Locally accessible tests that can be conducted safely at home with fast and secure electronic notification



Register test



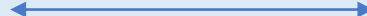
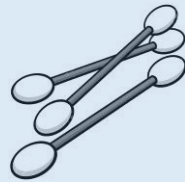
Return to store



Receive "in app" results fast

Frequency of testing

A flexible system that can adapt to changes in local infection rates



Time between test and event (certificate validity) based on **R + infection rate + medical advice**

Options include regularly bi-monthly tests for unfettered access to sector or immediately before a planned event in higher risk scenarios.

By linking the certificate with the NHS trace app, upon contact with a COVID-19 person, the certificate can automatically expire

Provisional timeline

- ✓ **June** Agreement in principle for pilot in partnership with HM Government
- ✓ **June/July** National awareness campaign on full capacity strategy
- ✓ **August** Proof of concept pilot at a single event
- ✓ **September** Further sector pilots (theatre, sporting events, restaurants)
- ✓ **November+** Industry restart with embedded new process and rapid scaling