



Opportunities for Growth in the UK Events Industry

Roles & responsibilities

A report to the All Party Parliamentary Group For Events

Presented jointly by the



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1.0 The UK Event Industry

1.1 The opportunity to be the global destination of choice

The UK events industry presents an opportunity for the UK to be the global business destination of choice and at the same time, create real growth for UK events by generating business opportunities for local firms leading to the formation of vital international business and research networks. The UK enjoys a hard-earned global reputation, and leaders from industries around the world want to hold their events here in the UK.

1.2 The legacy from events

When the Olympic and Paralympic Games take place in London next year and the Commonwealth Games come to Glasgow and the SECC in 2014, the world will watch but the legacy will remain. By attracting events from around the world, delegates not only bring economic benefits vital to our economy, they also bring global leaders and thinkers to discuss, debate, learn and share. They engage with our own leaders and institutions in their particular fields leaving an invaluable legacy of knowledge behind and making connections that will last for decades.

1.3 Defining the value to the UK

Annual income from events:

Sector	Estimated value in 2010 (£ billions)	Estimated value in 2015 (£)	Estimated value in 2020 (£)
Conferences and meetings	18.8	21.8	25.2
Exhibitions and trade shows	9.3	10.8	12.4
Incentive travel	1.2	1.4	1.6
Corporate hospitality	1.0	1.2	1.3
Outdoor events	1.0	1.2	1.3
Festivals and cultural events	1.1	1.3	1.4
Music events	1.4	1.7	2.0
Sports events	2.3	2.8	3.2
TOTAL for discretionary events	36.1	42.2	48.4

Other statistics:

- No. of businesses in the sector = 25,000
- No. of people employed = 530,000 full time equivalent (FTE) jobs

1. 4 Invisible benefits

The sector also provides an 'invisible' benefit in its export earnings potential. Many of the leading global exhibition organising companies are UK based, and they lead the world in the development of cutting edge, business-to-business (B2B) and business-to-consumer (B2C) exhibitions and trade fairs. The profits generated from staging events across the world return significant export income to UK Plc.

1.5 Prospects for music events and festivals

The music and festivals market will grow significantly in future years. Although the recession has had an impact on some events, particularly some of the smaller festivals that do not always have the resources behind them to underwrite difficult years, the long term trends towards greater leisure time and demand for entertainment are positive. The UK's strong musical and festival heritage also makes this a potentially strong market for attracting visitors to the UK.

- 7,000 major outdoor events held each year, 700 folk festivals held each year in the UK
- No. of music licences issued up by 10% to just under 100,000p.a.
- Between 2005 and 2009 there was an average annual increase of more than 1.64 million adults attending outdoor festivals and events in the UK
- More than 50,000 (2008) people employed in the UK's live music industry

1.6 London 2012 legacy

London 2012 will provide an unrivalled opportunity to show the world just how good Britain is at planning and delivering major international events and provide an increase in the volume of international conferences and exhibitions in the years following 2012, but the events industry is not just a branch of tourism.

20% of the benefits from London 2012 Olympic and Paralympic Games will come from additional business visits expenditure = £433m at 2006 prices.

2.0 Strategic aims for the industry

- To promote Britain as a leading global destination for business, cultural, leisure and sports events building on the established creative and logistical expertise of the industry
- To increase the UK slice of the world market share of international events and deliver long term jobs from multiple disciplines located across key regions in the UK and deliver a greater share to the country's GDP

2.1 Roles and responsibilities

To achieve this will require a partnership between industry, parliament, local and national government that will embrace the growth agenda. Listed below is a summary of the key goals from each of the partners.

2.2 The role for industry:

- Use the expertise within the events sector to develop Britain's creative enterprise
- Maintain long-term support for those agencies which promote and invest in the future of business visits and events
- Encourage policies that optimise trade development, information exchange and research and development (conferences, exhibitions, festivals)
- Embrace the government's apprenticeship ambitions
- Secure events which augment and support key industry sectors. Support the roll-out of the Accredited in Meetings (AIM) quality standard across all event venues and encourage government support for their exclusive use
- Engage with industry leaders in supporting a sector quality, skills and qualifications strategy and implement a programme to include an Institute of Event Management to provide continued professional development, establish industry-accredited qualifications (apprenticeships) and Further and Higher Education programmes in Event Management.

2.3 The role for Parliament:

- Create an All-Parliamentary Group for Events – (Already done)
- Ask Members of Parliament with constituencies that have a reliance on business visitors and event activities to play a prominent role in the annual National Meetings and Events Week (October)

2.4 The role for Local Government:

- Encourage local authorities to recognise the impact events have on local economies
- Initiate a national programme to better inform local authority managers of how events can promote their destination's image and prosperity
- Encourage local authorities to invest in event facilities and adopt an Events Plan
- Encourage local government to open public buildings for event use

2.5 The role for National Government:

- Procure letters of bid support from government departments and ministers in the bid process
- Involve ministers in welcoming overseas organising committees and attendance at opening ceremonies
- Encourage government and local departmental spending on communications, training, information exchange and policy development through the use of live events
- Provide a flexible, cost effective employment environment for employers in the sector who employ a combined total of 530,000 people
- Appoint a government minister to engage industry leaders and establish a national events programme
- Maintain long-term support for those agencies which promote and invest in the future of business visits and events

- Encourage policies that optimise trade development, information exchange and research and development (conferences, exhibitions, festivals)
- Improve the co-ordination of policies for the sector across Whitehall departments, especially DCMS, Treasury, Trade and Transport

Trial 'Daylight Saving' to produce lighter evenings all year round which would benefit outdoor events resulting in longer opening hours and increased business.

2.6 Fiscal measures:

- Implement fair fiscal and taxation measures that encourage the growth of business visits and events, and ensure that the sector's 25,000 businesses, comprising mainly small businesses, operate in a supportive and competitive environment
- Reinstate corporate hospitality allowances on activities that seek to bring business and events to Britain and help to grow exports
- Reform the Tour Operators Margin Scheme (TOMS) to reintroduce a B2B opt-out option
- Adjust VAT on accommodation, conference and event services in line with European levels to create a level playing field with key competitors
- Reintroduce investment allowances to hotels, convention centres and event venues
- Establish National Subvention packages for UK destination bidding processes to compete with competitor countries (EU compliant)

2.7 De-regulation:

- Reform The Package Travel Regulations to remove B2B transactions with large corporate customers
- Reform ATOL licensing to create a level playing field between tour operators and airlines and to exempt transactions between event management companies and large corporate clients

- Support the development by the industry of a new Event Management Guide which will cross-reference additional guidelines developed by the industry in consultation with, and endorsed by, government departments to the health and safety guidelines being produced jointly with the Health & Safety Executive
- Encourage a more welcoming and more efficient Visa processing system for business and special event visitors, artists and entertainers
- Trial 'Daylight Saving' to produce lighter evenings all year round which would benefit outdoor events resulting in longer opening hours and increased business

2.8 Strategic planning:

- Improve infrastructure and transport by offering incentives to airlines to increase access to major cities, increase investment in rail networks, especially to and from airports to major event destinations e.g. Leeds, Belfast and Edinburgh which have no rail links from the airport to the city centres
- Support the creation of world class conference, exhibition and event facilities, improve and monitor the quality of welcome for inbound visitors including the provision of efficient transfer, better information and bespoke signage and initiate better data collection and coordination, coordinate with DCMS and government agencies to produce an economic impact study of the events sector, encourage competitiveness.

3.0 Competitive landscape and opportunities

This submission is founded by recognising that the UK as an event destination is substantive, but faces inherent disadvantages compared to other major destinations. Many of these hurdles can be eased through a partnership of industry and government founded on the mutual desire for significant growth.

The UK is considered generally to be an expensive destination with a fragmented convention industry but we should seek to build on the key strengths that are inherent in the UK events industry. These include geographic location, quality and variety of venue with exceptional green credentials, the English language and the strength of British science and medicine pedigree.

However, the UK is not able to offer large-scale public subvention of conferences, venues or delegates, as in other cities around the world.

The economic importance of conferences to a *country* is far more recognised by the UK's main competitor countries than in the UK.

The intellectual capital that follows major international business conferences is well established and the UK is presently only touching the surface when compared to the US, Germany, Hong Kong and Singapore. The events themselves will derive long term benefits, but will also establish the UK as a country of choice for permanent investment. Similarly, our tourism industry receives a massive injection of visitors from musical and cultural events and yet again, whilst our prospects are encouraging, we can do so much better.

4.0 Supporting organisations

This report was presented jointly by the Events Industry Forum and the Business Visits & Events Partnership using material collated from the Britain for Events Report, compiled by Tony Rogers of Tony Rogers Conference & Event Services, together with extracts from the Business Visits & Events Partnership's Manifesto. Both documents can be found on the Partnership's website: www.businessvisitsandeventspartnership.com



events industry forum

The Events Industry Forum is an informal body which meets twice a year to provide a gathering where events industry trade associations and similar bodies can meet to discuss issues of common interest.

Member & Associate Organisations

- The Event Services Association
- National Outdoor Events Association
- Association of Festival Organisers
- Local Authority Event Organisers Group
- Business Visits & Events Partnership
- Centre for Crowd Management
- Rugby Football Union
- Performance Textiles Association
- Portable Sanitation Europe
- UK Crowd Management Association
- National Catering Association
- Production Services Association
- Independent Street Artists Network
- Institute of Sports & Recreational Management
- Event Hire Association
- Association of Show and Agricultural Associations
- The Concert Promoters Association
- Hire Trade Alliance



The Business Visits & Events Partnership's aim is to lead the way in supporting a competitive, high quality and more profitable business visits and events sector in Britain. The Partnership seeks to provide a cohesive industry voice and works with government departments and agencies to influence and develop policies and practices favourable to the growth of tourism, trade and creative enterprise.

Members:

- Association of British Professional Conference Organisers
- Association for Conferences and Events
- Association for Events Management Education
- Conference Centres of Excellence
- Eventia
- Events Industry Alliance
- Events Industry Forum
- Hotel Booking Agents Association
- International Congress & Convention Association
- International Special Events Society
- London & Partners
- Meetings Industry Association
- Meeting Professionals International
- National Outdoor Events Association
- Northern Ireland Tourist Board
- Visit England
- Site Global
- Visit Scotland
- Visit Wales

Supporting Government Bodies:

- Department of Culture, Media & Sport
- UK Trade & Investment
- VisitBritain

5.0 About Britain for Events



Britain for Events is an annual campaign designed to promote the value of event tourism to the British economy and celebrate the creativity of those organisations within it.

Endorsed by the Minister for Tourism, John Penrose MP, the Business Visits and Events Partnership and national tourism body VisitBritain, the campaign also has the support of the regional tourism bodies from England and Scotland, along with a number of high profile industry and corporate brands.

The campaign will run until March 2012, with extensive pr and marketing activity which continues to position Britain as a world class destination for events of every kind. It will focus on every aspect from live music and sport, festivals and cultural events to meetings and conferences, exhibitions and trade shows and is a valuable way for businesses to align themselves with this £36 billion industry.