

CAVENDISH

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Weekly Monitoring
Friday 25th July



EIA Update

This week we received a sixth month update from the Events APPG. They are currently working on setting objectives for the group and their plan of activity for the year ahead, this will include two interesting sounding plans of work. One around World Travel Market and the other creating a Mayoral Summit for the events sector.

The EIA is continuing our campaign for a mutual recognition campaign and is looking to meet with our European counterparts to discuss this further. As a reminder you can find our LinkedIn posts [here](#) please do all engage with these posts.

Parliament rose for recess on Tuesday 22nd July, therefore this will be the last monitor until Parliament returns on 1st September. Have a wonderful summer.

Political Update

Parliament has been relatively quiet due to recess this week. Leader of the Conservative Party, Kemi Badenoch has taken the opportunity to reshuffle the Shadow Cabinet. Badenoch's changes aim to strengthen the Conservative front bench, while managing internal leadership ambitions and addressing the party's low standing in national polls. Of particular relevance to the EIA Nigel Huddleston is now the Shadow Secretary of State for Culture.

This week it was officially announced that former Leader of the Labour Party Jeremy Corbyn MP and Zarah Sultana MP were launching a new political party, to "take on the rich and powerful" and offer an alternative to Labour's "control freaks" and Reform UK's "dangerously divisive" politics. In a joint statement with Zarah Sultana, he declared: "It's time for a new kind of political party – one that belongs to you." The Labour Party

responded by saying that "the electorate has twice given its verdict on a Jeremy Corbyn led party."

Elsewhere it was confirmed that during President Trump's visit to Scotland, to open a new golf course, he would meet with Prime Minister Keir Starmer. It is expected that they will discuss trade and tariffs amongst other issues and that these will act as preliminary talks ahead of Trump's visit in September.

News

Scotland's Business Events

Scotland's business events sector is thriving, with association meetings alone valued at nearly £350m in 2023/24 double the previous year. Neil Brownlee Head of Business Events at VisitScotland credits the country's policy-driven model, which aligns events with national goals, for attracting major conferences like the Ocean Sciences Meeting. New infrastructure investments, including a £15m refurbishment of Mar Hall and the opening of Seaton House in St Andrews, are boosting appeal. The new Business Events Monitor aims to quantify the sector's impact and encourage further growth and collaboration across Scotland's meetings and events industry.

France Signs Five-Year Business Events Pact to Boost Sector Growth

French events association UNIMEV has signed a five-year 'Business Tourism and Events' sector contract with the French Government, local authorities, and industry partners. The agreement, finalised in Angers, aims to strengthen the €10bn professional events industry and its €20bn tourism spin-offs. It supports sustainable development, streamlines visa processes, and promotes innovation. UNIMEV co-president Philippe Pasquet called it "a recognition, a commitment, a method" to showcase French talent and elevate events as a pillar of the nation's global influence.

CMS Committee launches an inquiry into major sporting and cultural events

The Culture, Media and Sport Committee has launched an inquiry into the UK's major events sector, focusing on large-scale sporting and cultural gatherings that attract over 10,000 attendees daily. The inquiry will explore challenges, opportunities for growth, and the impact of recent legislation such as the Terrorism (Protection of Premises) Act 2025. Chair Dame Caroline Dinenage MP said the aim is to ensure these events "continue to thrive" and to examine how Government and organisers can collaborate more effectively to enhance, expand and export the UK's world-renowned events like Wimbledon and the Edinburgh Fringe.

Retail Leaders Urge Return of Tax-Free Shopping to Boost UK Economy

Reinstating tax-free shopping for EU visitors could boost the UK economy by £3.7bn annually and create over 73,000 jobs, according to a report by the Association of International Retail. Chair Derrick Hardman said, "We have the opportunity to become the best place in the world for shopping," urging ministers to reverse the 2021 VAT rebate cut. Retailers and hospitality leaders argue the move would attract high-

spending tourists, particularly benefiting regional economies and restoring the UK's global appeal as a premier shopping destination.

EU Biometric Border Checks to Begin for British Travellers in 2025

From 12 October 2025, British travellers entering the Schengen Area will be subject to the EU's new Entry-Exit System (EES), which replaces passport stamping with biometric checks. Travellers will be required to provide either fingerprints or a facial biometric, no longer both, on first entry, with facial recognition used for subsequent visits within three years. The system will be fully rolled out by April 2026 and aims to enforce the 90-day stay rule for non-EU nationals. Ireland remains exempt from the EES.

India and UK Trade Deal

The UK has signed a landmark trade deal with India, securing nearly £6 billion in new investment and export wins, expected to create over 2,200 British jobs. Prime Minister Keir Starmer hailed the agreement as "a major win for Britain," promising economic growth, cheaper goods, and wage increases. The deal slashes tariffs on key exports like whisky and aerospace components, boosts collaboration on defence and technology, and strengthens efforts against organised crime and illegal migration.

Parliament

House of Commons

Written Question on Ticket Levy

Adam Thompson, Labour MP for Erewash asked the Secretary of State for Culture, Media and Sport:

"How her Department monitors progress of the grassroots ticket levy."

Chris Bryant, Minister for Culture, Media and Sports responded:

"The Government wants to see the music industry supporting the ticket levy to back the artists, venues, festivals and promoters who make up our grassroots sector. We are working closely with the sector to monitor progress, particularly with LIVE and the Music Venue Trust, who are tracking data on the uptake of the levy. Sector reporting shows 8% of 2025 tickets on sale in the UK now include the grassroots ticket levy, with an encouraging uptake in recent months. Summer ticket sales and the establishment of the LIVE Trust should mean greater uptake by autumn. I am delighted that the Royal Albert Hall has announced that it will now include the levy for all ticketed events and am enthusiastically encouraging all venues, promoters and artists to follow suit. If not, the Government will reconvene the live music sector to consider legislative options."

"Since November I have held two roundtables with members of the live music sector to drive progress on the levy uptake. We are urging major promoters to act without delay, and I recently met Live Nation to encourage them to back the scheme in earnest. I

would also urge every major artist to encourage their team to sign up as a matter of urgency so that at least a majority of qualifying tickets carry the levy by the end of the year."

Written Question on Tax Reliefs in within the Culture Sector

Adam Thompson, Labour MP for Erewash asked the Chancellor of the Exchequer:

"Whether she plans to extend (a) film and (b) high-end TV tax relief to grassroots performing arts."

James Murray, Exchequer Secretary to the Treasury responded:

"The Government recognises the importance of the creative industries, including the key role they play in driving economic growth.

"The Government supports the creative industries through tax reliefs and funding, where the recently published Creative Industries Sector Plan set out the Government's vision. Up to £30 million will be set aside for a new Music Growth package over the next three years, which will create new touring, performance, mentoring and export opportunities for emerging talent, while also delivering a significant uplift in funding for the grassroots sector to support small venues.

"The objective of the creative industry tax reliefs is to support and incentivise productions rather than to support venues themselves. When considering new tax reliefs, the Government takes into account costs, complexity, and the market failure the relief is seeking to address. Extending the Audio-Visual Expenditure Credit (AVEC) to grassroots performing arts is not currently under consideration."

**For any queries regarding this round-up
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