

Events Industry Alliance End of Week Report

Friday 10th April

EIA update

This week, Henham has progressed activity around our agreed core workstreams, looking to strengthen political engagement and support the sector's positioning within the Industrial Strategy. As part of efforts to increase ministerial attendance at events, we have been developing a survey for members to build a clearer picture of current event engagement with government. This short survey will be shared with members in the coming week, and we would be grateful if you could find the time to fill it out. If you have any questions, please do reach out to a member of the Henham team, or reply to this email.

Alongside this, we are advancing our work positioning business events as critical support for the IS-8 sectors, assembling an evidence packet to share with civil servants, MPs, and others. We have also begun targeted outreach to key stakeholders, drafting initial correspondence to a small group of priority MPs with the aim of securing meetings and building long-term advocacy for the sector. This forms part of our broader effort to develop a strong network of parliamentary allies who can help amplify the EIA's message over the months ahead.

In addition, we have supported progress on the SASIE report, including sharing a revised foreword and offering input on wider communications. Finally, we are preparing for next week's meeting with Mims Davies MP, to ensure we maximise engagement over the importance of the events industry to the UK economy.

Government this week

Thursday 9th April

- The Department for Business and Trade [set out its progress](#) on the Industrial Strategy. The update was primarily a delivery check on major investment, infrastructure, and innovation commitments, highlighting progress on large-scale capital projects, sector-specific R&D funding and skills infrastructure across the government's priority growth sectors. It shows the strategy operating mainly as an investment-led growth framework, focused on unlocking private capital, boosting productivity and supporting exports, rather than addressing regulatory, tax or labour-market constraints facing individual sectors.

What happened in Parliament

With Parliament in recess, it was quieter on the legislative front this week. Parliament returns on Monday, 13th April. See below for a look ahead of relevant upcoming Parliamentary activity.

Written questions

There were no relevant written questions answered this week.

Regional news

Thursday 9th April

- The Green Party [launched its local election campaign](#) and set out its emerging policy priorities, with leader Zack Polanski criticising the government's housing and foreign policy. While there were no specific developments of direct relevance to the events industry, we will continue to monitor and provide updates as the party's policy platform becomes clearer ahead of the elections.
- Plaid Cymru [launched their manifesto](#) ahead of the Senedd election. It includes pledges to rebalance business rates in favour of hospitality, leisure, and town-centre businesses, alongside expanding Wales-based public procurement from 55% to at least 70%, to benefit local supply chains. It also advances a strongly pro-EU and pro-connectivity agenda. This includes a European Alignment Act and devolving Air Passenger Duty while strengthening ports and Cardiff Airport to support international travel and trade.

Friday 10th April

- The London Defence Conference, [an invitation-only](#) event bringing together leaders from government, military, industry, academia and media to discuss key defence and security issues opened its first day. The conference had strong ministerial support with **John Healey (Secretary of State for Defence)** opening the event.

Week ahead

Monday 13th April

- Oral Questions. Ministry of Housing, Communities and Local Government. **Henham to monitor.**

Tuesday 14th April

- The APPG for Events will hold its AGM to elect Officers and review its recent work and priorities for the year ahead. **Henham to monitor.**
- The European Affairs Committee will host a session on dynamic alignment with the EU. It will take evidence from the Swiss and Norwegian Ambassadors, with potential implications for UK–EU regulatory alignment.

Wednesday 15th April

- PMQs. **Henham to monitor.**

Thursday 16th April

- Oral Questions: Department for Culture, Media and Sport. **Henham to monitor.**

Media snapshot

First UK-based hospitality sustainability certification adds independent audits for events

Greengage Solutions [has partnered with](#) sustainability specialists *From Now* to introduce independent auditing for ECOsmart-certified properties, launching in April 2026. This makes ECOsmart the first UK hospitality certification to implement third-party verification, aligning with the EU's 'Empowering Consumers for the Green Transition' directive and reinforcing credibility ahead of upcoming anti-greenwashing legislation.

UK air passenger duty rises from April 2026

Air Passenger Duty (APD) [increased from 1 April 2026](#) across most fare bands, including significant rises for long-haul travel and private aviation, adding to the overall cost of flying from the UK. Industry groups have raised concerns that continued increases could affect travel demand and the UK's competitiveness, with potential implications for sectors reliant on international connectivity.

Eventflow launches AI assistant for exhibitor support

Eventflow has launched [Eventflow AI](#), an AI-powered assistant designed to streamline exhibitor support by answering common queries using event-specific data. The tool provides instant, accurate responses to questions typically found in exhibitor manuals, reducing administrative workload for organisers while improving the exhibitor experience. Already in use at events including BTC Prague and the BIBA Conference, the feature also offers insights into content gaps, helping organisers continuously improve event information and support.

Industries warn cuts to security apprenticeships risk event safety

The *Night Time Industries Association* [published a joint letter](#) in conjunction with other security and night-time economy organisations warning that removing Level 2 and 3 security apprenticeships risks workforce gaps and undermining public safety ahead of Martyn's Law. Michael Kill, CEO of the Night Time Industries Association said “As Martyn's Law comes into force, venues and public spaces will be under increasing pressure to deliver enhanced security measures. Without the right people, properly trained and developed through structured pathways, we risk creating a gap in capability that will directly impact public safety and business resilience.”

If you have any questions regarding this update, please contact the Henham Strategy team

Get in touch

If you would like to unsubscribe from these updates, please email alexander.edwards@henhamstrategy.co.uk