

Events Industry Alliance End of Week Report

Friday 10th July

EIA update

Hi all,

This week brought a significant milestone for the sector's recognition case, with the Culture, Media and Sport Committee publishing its [report into business events](#) on Monday. The report, which the Alliance supported through oral and written evidence to the inquiry, calls for a standalone national business events strategy, more structured ministerial attendance at major events, and for lead responsibility to move from DCMS to the Department for Business and Trade. It is the clearest parliamentary articulation yet of the arguments we have been making, that business events are instrumental to UK growth, trade, and investment, and deserve to be understood as more than a subset of tourism. We are now focused on maximising this opportunity and pressing the Government to act on the committee's recommendations.

On Tuesday, Henham attended The Business of Events Policy Forum at IET London where the APPG for Events Chair Martin Rhodes and CMS Committee Chair Dame Caroline Dinenage MP all spoke, and the [2026 Global Destination Report](#) was launched. The discussion reinforced a theme increasingly central to our work, that the sector needs to evidence its wider social and economic value and not only its headline numbers.

We also had the pleasure of meeting many of you on Thursday at the ESSA AGM and the AEO/AEV CEO Summit. We had some productive conversations around our strategy, and it was great to update attendees on the wider state of UK politics and what it means for events

Best,
Alexander

Government this week

Thursday 7th July

- The Security Industry Authority published its [Business Plan for 2026-27](#), setting out its priorities as it prepares to take on the role of regulator under the Terrorism (Protection of Premises) Act 2025 (Martyn's Law). The plan notes one of its two strategic aims is to enhance protective security at premises and events across the UK. The law will come into force in spring 2027.

Wednesday 8th July

- The Department for Business and Trade marked the first year of the Modern Industrial Strategy with a package of measures, including a [regulatory shake-up](#) intended to make the UK the fastest market in the world to commercialise innovation, and a joint Treasury and DBT [Regulatory Action Plan](#) on how regulators should support growth. It also released a report showing that, one year on from the launch, Britain has attracted more than £380 billion in private investment and £38 billion of export announcements has been secured across key sectors, supporting over 155,000 jobs.

Thursday 9th July

- The Treasury published a [Roadmap for collaboration between the UK and Spain](#), signed by **Rachel Reeves** and Spanish First Vice-President Carlos Cuerdo. It commits both governments to cooperation on trade in services, including business mobility and the mutual recognition of professional qualifications.

What happened in Parliament

Monday 6th July

- The Culture, Media and Sport Committee published its report into business events, the culmination of its inquiry into the sector. The cross-party report describes the sector as deserving greater recognition within Government, argues against the scaling back of VisitBritain's business events activity, and recommends a standalone national business events strategy aligned with the Industrial Strategy, a sector-led National Business Events Council, continued funding for international promotion, and the transfer of lead responsibility from DCMS to the Department for Business and Trade. In the report's press release, **Committee Chair Dame Caroline Dinenage (Con, Gosport)** [said](#) the Government's decision to "slash support for business events is utterly irrational and entirely counterproductive".

Tuesday 7th July

- Ahead of Peter Kyle's appearance on Tuesday, the Business and Trade Committee [criticised](#) the Government's response to its small business report as inadequate and largely a restatement of existing policies. It warned that SMEs face pandemic-level cost pressures without comparable support - citing rising energy, tax, and wage costs highlighted by the Federation of Small Businesses - with closures threatening high streets and growth. The Committee is calling for a revised response within two months, urging stronger action on tax, energy, procurement, and protections to help small firms survive and grow.

Written Questions

Tuesday 7th July

- **Edward Morello (LD, West Dorset)** asked the Secretary of State for Business and Trade, what recent support has been given to the hospitality industry.
 - **Kate Dearden (Parliamentary Under-Secretary of State for Business and Trade)** pointed to permanently lower business rates multipliers for over 750,000 retail, hospitality and leisure properties, the £4.3 billion support package over three years, and the 15% cut to pub business rates bills from April worth around £1,650 to the average pub, with hospitality support channelled through the Hospitality Sector Council.

Thursday 9th July

- **Damian Hinds (Con, East Hampshire)** [asked](#) the Secretary of State for Culture, Media and Sport, what alternative sources of finance and support are available from the Government for organisations and events previously served by the Business Events Growth Programme.
 - **Stephanie Peacock (Minister for Sport, Tourism, Civil Society and Youth)** replied that DCMS recognises the significant economic contribution of business events, which facilitate trade and investment and generate visitor spending, noting that UK conferences and meetings generated an estimated £22.5 billion. She added that consideration of how best to support the sector going forward will be included in the upcoming strategies for both Major Events and the Visitor Economy.

Week ahead

Wednesday 15th July

- PMQs. **Henham to monitor.**
- There will be a Westminster Hall hosts a debate on the potential merits of a VAT reduction pilot for hospitality businesses in Northern Ireland, led by **Robin Swann (UUP, South Antrim)**

Thursday 16th July

- The nominations for Labour's leadership close on 16th July. It is highly likely Burnham will stand unopposed; in this case he will be declared the leader on the Friday – taking office as Prime Minister on the following Monday.
- **At the end of Thursday, the Commons will rise for summer recess, returning on Tuesday 1st September.**

Media snapshot

2026 Global Destination Report finds a resilient but pressured sector

[The 2026 Global Destination Report](#), launched by The Business of Events with VisitScotland Business Events at Tuesday's Policy Forum, found that the global events sector remains resilient, with around 90% of destinations reporting stable or increasing event volumes and 67% seeing economic value grow in 2025. However, the report highlights growing pressures on the sector, with the vast majority of destinations facing flat or reduced budgets, 60% saying government support remains unchanged and inadequate, and around most reporting that geopolitical uncertainty is affecting their ability to win and deliver events.

Newcastle's growth reflects evolving event preferences

Newcastle is [gaining momentum](#) as a business events destination, with Crowne Plaza Newcastle reporting a 36.1% rise in new enquiries and an increase in confirmed business over the past year. The growth comes as the North East ramps up efforts to attract conferences and major events, with £7 million investment in the visitor economy and a strengthened focus on promoting the region to organisers.

Lime Venue Portfolio Expands with Manchester United

Lime Venue Portfolio [has announced](#) a new partnership with Manchester United to operate United Events, the club's non-matchday events division at Old Trafford. The partnership reflects Manchester's growing reputation as a leading business events destination, supported by strong transport links, hotel infrastructure and continued demand for distinctive delegate experiences.

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

Get in touch

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