

Events Industry Alliance End of Week Report

Friday 16th October

EIA update

- **Henham discuss the next phase of business events advocacy with the EIA Board.**
- **IS8 launch preparations continue, including press and communications activity.**

Hi all,

It was great to meet with EIA Board members yesterday at Excel London to discuss the next phase of our work and our approach to securing stronger Government support for the business events sector. We discussed how the Government's response to the DCMS committee report will impact our work going forward, and agreed to focus on getting business events a specific chapter in the upcoming National Events Strategy. To do this, we will be developing a paper on what that chapter should hold, including very specific asks of Government. Thanks to all board members who gave us valuable feedback on the work so far, and much to think on as we draft the paper.

At the meeting, we also discussed the need to consider how to make use of mayors and local leaders to provide upward pressure on Government. While we have been more focused on getting Government to recognise business events, given the recent successes in recognition and the growing devolution conversation, we'll be considering how to add that pillar to our advocacy work.

Work has also continued as we build towards the launch of the IS8 evidence document, with a focus this week on developing the communications around its publication. We have drafted a press release to help communicate the key findings and recommendations to a wider audience, supporting the broader engagement approach, and ensuring the document has a clear public-facing narrative. Alongside this wider launch activity, the EIA and Henham have also both co-ordinated on sending the document out to Parliamentary allies and special advisers in government.

Engagement between ESSA members and their local MPs continues to build, with the number of interactions now in double figures. We remain on hand to support members looking to arrange meetings with their MPs and encourage anyone who would like assistance to get in touch with the Henham team.

Best,
Alexander

Government this week

Thursday 15th October

- New regulations under Martyn's Law (the Terrorism (Protection of Premises) Act 2025) [came into force](#). For a building or venue with more than one of the uses listed in the Act, they set out how to decide which one counts as its main use. They apply across the UK.

Friday 16th October

- The Treasury's [call for evidence](#) on how pubs and hotels are valued for business rates closes today. It forms part of an independent review led by Jerry Schurder, launched by the Treasury in August. The review will report in March 2027, ahead of the next business rates revaluation in 2029. The Treasury has already confirmed that the 2026 valuations will remain unchanged.

What happened in Parliament

Wednesday 14th October

- During PMQs, when asked about plans to improve town centres, Andy Burnham [confirmed](#) that the high streets strategy will be published "later this year".

Thursday 15th October

- During Business, Innovation, Science and Trade questions, **Bradley Thomas (Con, Bromsgrove)** [said](#) that "the [hospitality] sector has the highest effective tax rate of any sector in the economy, paying the equivalent of 82p in taxes for every £1 of pre-tax profit made".
 - **Kate Dearden (Minister for the Future of Work)** replied that the Government is providing support for pubs, clubs and live music venues, including "15% business rates relief in 2026-27, and an additional 20% discount from April next year."

Written questions

Wednesday 14th October

- **Caroline Dinenage (Chair of the Culture, Media and Sport Committee)** tabled two written questions in August on the British Tourist Authority's (BTA) Business Events Growth Programme. One [asked](#) what funding was allocated for and provided to the programme over the last five financial years, and the other [asked](#) which grants for it were allocated to the BTA. Both were due for an answer on 2nd September.
 - **Stephanie Peacock (Minister for Sport, Tourism, Place and Digital Government)** replied that from 2021 to 2026 the BTA allocated "approximately £1.25m of funding annually to support business events". This year, she said, the BTA "reprioritised funding to avoid duplication with VisitScotland and VisitWales and to support smaller businesses to attend international trade shows". She added that MeetEngland's budget this year of £300,000 "accounts for around 20% of VisitEngland's core operational budget for 26/27".
- **Noah Law (Lab, St Austell and Newquay)** [asked](#) what steps the Government is taking to ensure that businesses in the local visitor economy can shape where Overnight Visitor Levy proceeds are invested.
 - **Jim McMahon (Minister for Local Government, Devolution and Regional Growth)** replied that where a Mayor or local leader chooses to take forward a levy, they will need to consult on specific proposals, including how any revenue should be invested, and consider the impacts for their area.

Week ahead

Tuesday 20th October

- The Business, Innovation, Science and Trade Committee takes oral evidence on the work of the Department from **Jonathan Reynolds (Secretary of State for Business, Innovation, Science and Trade)** and **Amanda Brooks (Interim Permanent Secretary)**. **Henham to monitor transcript.**

Wednesday 21st October

- PMQs. **Henham to monitor.**

Friday 23rd October

The Security Industry Authority's [consultation](#) on proposed changes to licence-linked qualifications closes.

Regional News

Thursday 15th October

- It was [reported that](#) the Edinburgh International Conference Centre (EICC) will host the G20 Finance Ministers and Central Bank Governors Meeting next July, as part of the UK's G20 presidency. This follows the news that the G20 Leaders' Summit will be held at Manchester Central next November.
- The Event Complex Aberdeen (TECA), the University of Aberdeen, Robert Gordon University, NHS Grampian and Aberdeen Convention Bureau have [formed a taskforce](#) to win more national and international association conferences for Aberdeen and the north-east of Scotland. The partners said it formalises a joint bidding approach, and that they will draw up a list of associations to approach, focusing on strengths such as energy and life sciences.

Media snapshot

AEO Forums 2027 launches with the theme 'Raise your game'

The Association of Event Organisers (AEO) has [announced](#) that AEO Forums 2027 will take place on 29th January 2027 at the Business Design Centre in London. Anna Golden (Chief Executive, AEO) said: "Raise your game is about giving people the opportunity to step outside of the day-to-day".

Diversified acquires Smart Buildings Show

Diversified UK & Europe has [acquired](#) Smart Buildings Media, which runs the Smart Buildings Show. The show will be co-located at Excel London with Digital Construction Week and GEO Business in June. Carsten Holm (Managing Director, Diversified UK & Europe) said: "Bringing the show alongside Digital Construction Week and GEO Business lets us give it real scale".

IBTM World Trends Report 2027 published

IBTM World has published its [Trends Report 2027](#), which presents 'Regeneration' as a new direction for the experiences economy and argues that being physically in the room may matter more as more work becomes automated.

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

Get in touch

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