

Events Industry Alliance End of Week Report

Friday 18th September

EIA update

- **Preparation ramps up for meeting potential government allies at Labour conference.**
- **Successful outreach with DCMS and from ESSA members expand our network of support.**
- **Government's response to the Culture, Media and Sport committee's report released.**

Hi all,

As Labour Conference approaches, we have been dialling up efforts to reach out to allies in the Party to speak to in Liverpool. Following the publication of the event's fringe plan, we are also now identifying events and receptions of relevance to the industry – another great opportunity to convene with figures who are potentially supportive to the sector in Parliament and government.

As part of this effort, the EIA will head to conference with our fully designed IS8 document providing a concise explainer and examples demonstrating how business events support delivery of the Government's eight Industrial Strategy priority sectors. This document will also be disseminated more widely across different parties, as well as to relevant government officials, particularly those in BIST.

Off the back of a successful National Events Strategy Workshop with DCMS in Sheffield, as well as further fruitful outreach from ESSA members, we have also expanded our network of potential allies to help us advocate for the Culture, Media and Sport Committee's recommendations for the government to better promote business events. As a reminder, this included: moving the sector to the remit of BIST, better planning for ministerial attendance at events, and the creation of a new long-term strategy for the sector.

Speaking of the committee's findings, we are pleased that the Government has published its [response](#) this afternoon. It commits to publishing a Major Events strategy that will include business events by spring 2027, and mirrors much of the language used to describe how the sector supports trade, investment, and the Industrial Strategy. With this published, we're working on a response and how to incorporate this into our work further.

Best,
Alexander

Government this week

Wednesday 16th September

- **Andy Burnham** warned that ["difficult decisions" will be taken in the Budget](#), after inflation rose to 3.1% in August on the back of surging fuel prices linked to the Middle East conflict. He said the Government "will take difficult decisions to make sure the economy remains on track" and would not "take risks with people's living standards or with the economy as a whole." He also rejected a charge from former Bank of England chief economist Andy Haldane that his government was a traditional tax-and-spend socialist government.

What happened in Parliament

Tuesday 15th September

- The motion to appoint **Nigel Huddleston (Con, Droitwich and Evesham)** to the Culture, Media and Sport Committee while removing **Damian Hinds (Con, East Hampshire)** [was officially approved](#).

The House of Commons rose for conference recess on Wednesday 16th September. The Lords rose the next day.

Written questions

Thursday 17th September

- **David Simmonds (Con, Ruislip, Northwood and Pinner)** [asked](#) the Chancellor of the Exchequer whether VAT is charged on the overnight visitor levy set by councils in Wales and Scotland.
 - **James Murray (Financial Secretary to the Treasury and Paymaster General)** [replied](#) that VAT is charged on the full amount a customer pays for their accommodation, so where a levy forms part of that payment, VAT is charged on the total amount, including the levy.
- **Warinder Juss (Lab, Wolverhampton West)** [asked](#) the Home Secretary whether event organisers could apply earlier for speakers' visas, to ensure they are considered in time for events.
 - **Jo White (Parliamentary Under-Secretary of State, Home Office)** replied that there are no plans to introduce a separate earlier application window; the three-month window is a longstanding operational policy applied equally to all visitors, though paid priority services remain available in many locations where a faster decision is required.

Week ahead

Parliament has now entered conference recess; both Houses will return on Monday 12th October.

Regional News

Friday 11th September

- Following the announcement that Labour mayors would cap the visitor levy charge at 5%, **Paul Bristow (Conservative Mayor of Cambridgeshire and Peterborough)** [ruled out placing the levy entirely](#). **Luke Campbell (Reform Mayor of Hull and East Yorkshire)** [also said](#) he won't use the power "at this time" citing worried tourism and hospitality operators he'd spoken to directly. Campbell was followed days later by fellow Reform Mayor, **Andrea Jenkyns**.

Media snapshot

The BTA, beam and MIA respond to visitor levy framework

The Business Travel Association, beam and the Meetings Industry Association issued a [joint response](#) to the Government's overnight visitor levy framework, warning that business travel “is not tourism” and cautioning that a conference or exhibition can involve “hundreds or thousands of room nights,” meaning even a modest charge becomes material to event budgets.

Home Office, SIA, and UKCMA to lead EBL Martyn's Law workshop

The Home Office (HO), the Security Industry Authority (SIA) and the United Kingdom Crowd Management Association (UKCMA) [will deliver an informative workshop](#) on Martyn's Law at Event Buyers Live 2026 (EBL). Martyn's Law is expected to come into force in spring 2027 to reduce the risk of harm at events and public premises in the event of a terrorist attack.

UKEVENTS urges Government to recognise events industry's importance

UKEVENTS this week [submitted its recommendations](#) ahead of the Autumn Budget, urging the Government to recognise the events industry as a major contributor to economic growth, investment and regional development across the United Kingdom. The organisation has forecast the industry to grow between 2% and 4% over the next two years.

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

Get in touch

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