

## Events Industry Alliance End of Week Report

### *Thursday 2nd April*

#### EIA update

This week, building on the strategy session, the EIA and Henham began mapping our key targets for upcoming engagement and evidence gathering. This work will feed directly into our efforts to secure recognition for the sector and position business events as critical to the UK's Industrial Strategy, demonstrating how the industry is supporting one of the Government's flagship policies.

A central element of this will be increasing political attendance at events across the sector. To underpin this ambition, we are trying to develop a clearer picture of existing engagement. To that end, we have drafted a member survey going out in the coming weeks, designed to capture as comprehensive a view as possible of how the sector has engaged with Government to date. The findings will establish a benchmark against which we can measure and drive improvement.

We have also worked to embed these messages around recognition, the Industrial Strategy, and political attendance in our letter to Chris Bryant, Minister for Trade Policy.

Finally, we held an introductory meeting with Rupert Daniels, Director for Services and Skills at the Department for Business and Trade, beginning what we hope will be a valuable relationship as we seek to build allies across government.

#### Government this week

*Wednesday 1<sup>st</sup> April*

- **Keir Starmer** [indicated that](#) there is potential for closer alignment with aspects of the EU single market, particularly in areas such as defence, security, energy, emissions, and broader economic cooperation, while making clear the UK would not rejoin the single market, customs union, or freedom of movement. He framed this year's EU summit as an opportunity to pursue "more ambitious" partnerships, building on last year's agreements on trade, fishing rights, and energy, and stressed that closer cooperation with Europe is essential given the current global volatility and geopolitical tensions.

#### What happened in Parliament

With Parliament in recess, it was quieter on the legislative front this week. Parliament returns 13 April, before rising again briefly for the early May bank holiday.

#### Written questions

*Monday 30th March*

- **Julian Smith (Cons, Skipton and Ripon)** [asked](#) the Chancellor of the Exchequer whether the Government would consider introducing a full 20p discount on the Business Rates multiplier for retail, hospitality and leisure businesses (up from the current 5p reduction) and what impact such an increased discount would have on the hospitality sector.

- **Dan Tomlinson (Exchequer Secretary to the Treasury)** said the current 5p reduction in the business rates multiplier is worth nearly £1 billion annually, benefiting over 750,000 properties. The cut is permanent, uncapped, and ensures all qualifying high street properties in England benefit. It is funded by a new “high-value” multiplier on the top 1% of properties (including large distribution warehouses), set 33% higher than the small-business rate. While legislation allowed for up to a 20p reduction, this was a maximum limit rather than a commitment, and the Government opted for 5p. There are no plans to increase the relief to 20p.

*Tuesday 31st March*

- **Matt Vickers (Conservative, Stockton South)** [asked](#) the Chancellor whether the Government will review the long-term structure of business rates in England, and what impact property-based taxes like business rates have on business investment and productivity.
  - **Dan Tomlinson (Exchequer Secretary to the Treasury)** said the Government recently held a Call for Evidence on business rates and investment, which closed on 18 February 2026 and gathered stakeholder input on the tax’s structure, reliefs (such as small business rate relief and empty property relief) and how rates influence investment decisions. The Treasury is analysing the responses and will publish a response to that evidence in due course.

*Wednesday 1st April*

- **Markus Campbell-Savours (Labour, Penrith and Solway)** [asked](#) the Secretary of State for Energy Security and Net Zero, whether he has considered supporting businesses with the cost of energy following recent increases in its cost.
  - **Martin McCluskey (Parliamentary Under Secretary of State (Department for Energy Security and Net Zero))** said that the Government is accelerating the transition to clean, homegrown electricity through the Clean Power 2030 mission, which will shield end-users from the volatility of fossil fuel prices. He said the Government is taking action to expand the British industry supercharger from April to reduce costs for the most energy-intensive businesses, and a significant proportion of businesses are on fixed-term contracts that shield them from market volatility for the contract duration.

## Regional news

*Tuesday 31st March*

- Ahead of the Scottish elections, the Scottish Chambers of Commerce released [“Backing Scotland’s Businesses: A Plan for Growth”](#), a business-led roadmap aiming to make Scotland a globally competitive economy by 2050. It urges the next Scottish Government to tackle infrastructure delays, skills shortages, rising costs, and export barriers through five key national priorities and clear milestones for immediate and long-term action. It also noted recent UK visa restrictions are reducing the number of skilled workers entering Scotland’s labour market, particularly in sectors such as health, hospitality, and construction.

## Week ahead

Parliament has now entered recess; both Houses will return on Monday 13<sup>th</sup> April.

## Media snapshot

*New Overground Services to Support Olympia’s Transformation*

Global investors Yoo Capital and Deutsche Finance International [have partnered with](#) Transport for London to fund additional London Overground services to Kensington (Olympia) as part of the venue’s £1.3bn transformation. From 18 May 2026, 16 extra peak-time trains on the Mildmay line will increase capacity by up

to a third, improving access to the revitalised destination. The move supports Olympia's evolution into a major cultural and events hub - featuring new venues, hotels, and public spaces - expected to attract millions of visitors annually.

### *DreamHack UK Debut Draws 50,000, Spotlighting E-Sports' Event Potential*

DreamHack was hosted at the National Exhibition Centre this weekend, drawing an estimated 50,000 attendees to its first UK edition. Already established in cities such as Jönköping and Atlanta, the event demonstrates the growing commercial and cultural significance of e-sports festivals, with mainstream media coverage - [including by the BBC](#) - highlighting its relevance. It underscores the opportunities for venues, organisers, and brands to engage younger, digitally connected audiences through large-scale, immersive experiences.

### *Live Recruitment Diversity Report 2026*

The 2026 Live Recruitment Diversity Report, [drawing on data from over 48,000 professionals](#), highlighted a mixed picture across the UK events industry. While women make up 59% of the workforce, they remain underrepresented at senior levels, and an average gender pay gap of around £4,000 persists, with ethnically diverse professionals, particularly women, earning the least. The findings point to ongoing challenges around progression, pay equity and retention, despite relatively strong overall representation and signs of social mobility within the sector.

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

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