

Events Industry Alliance End of Week Report

Friday 21st August

EIA update

- **Henham attend Formula E season finale at Excel London, with James Asser MP.**
- **Preparation beginning for the Budget submission.**
- **Ongoing outreach to Government ministers and Departmental officials continues.**
- **A quiet week with Parliament in recess; but now less than two weeks until its return.**

Hi all,

This week Henham attended the Formula E season finale at Excel London, alongside James Asser MP, who represents the venue's constituency of West Ham and Beckton. The visit gave us a chance to show him first-hand the scale and flexibility of Excel London's event space, and the calibre of major international events it can host. We will follow up with his office to discuss how he can continue to support the sector in Parliament once the House returns from recess.

With the Budget submission deadline now set for 9 September, our focus has also shifted to making the case for the business events sector's role in delivering the Government's growth ambitions and Industrial Strategy objectives, as well as pressing for a dedicated sector strategy. We'll also use this to address wider sector issues, such as business rates. If members have concerns or specific asks they would like included in the submission, please contact your relevant director, respond to this email, or get in touch with one of the Henham team.

Alongside outreach to the relevant new ministers in Andy Burnham's government, we are also progressing engagement with officials, including a conversation currently being arranged with the Global Trade Advocacy Directorate at the Department for Business, Innovation, Science and Trade.

Finally, as mentioned over the last few weeks, the team at ESSA has put together a tool to help members contact their MP. You can find the link to it [here](#). We really encourage members to use it: it's very accessible, and some members are already reporting responses from MPs. If you do get a response and would like any assistance with follow-up, please do contact the Henham team!

Best,
Alexander

Government this week

Friday 21st August

- Andy Burnham is increasingly positioning No.10 North as the centre of gravity for local economic growth, [telling The Times](#) that shifting growth policy away from HM Treasury represents a "huge transfer of power" and arguing the Treasury's focus on both growth and fiscal control has diluted its growth mission. This builds on July's machinery of government changes, which moved responsibility for local economic growth and devolution strategy to No.10 North from MHCLG and HM Treasury.

Burnham is expected to push for devolved tax-raising powers at the Budget on 28 October and is today chairing a “growth situation room” at No.10 North with the Chancellor and Angela Rayner.

- The UK [recorded a larger-than-expected](#) £1.8bn deficit in July, despite strong tax receipts, as government spending continued to rise faster than income. The deficit so far this year is still lower than last year, but slightly worse than expected, pointing to continued pressure on the public finances. Higher borrowing costs and weaker growth are likely to leave less room for the Chancellor ahead of the October Budget.

What happened in Parliament

Parliament is in recess and will return on 1st September.

Week ahead

Tuesday 25th August

- The Tribunal Procedure Committee's [consultation](#) on proposed rule changes for tribunal determinations under section 11 of the Terrorism (Protection of Premises) Act 2025 (Martyn's Law) closes. The rules would govern how venues and event organisers can seek a binding ruling on scope, responsible-person status and duty-to-cooperate questions at shared or multi-occupancy premises.

Both Houses will return on 1st September.

Regional News

Tuesday 18th August

- Tony Lankester, Chief Executive of the Edinburgh Festival Fringe Society, [warned](#) that Edinburgh City Council's 5% visitor levy - in force since 24th July - is now costing festivals over £1.1 million a year in accommodation costs for performers and staff, while none of the levy revenue has yet reached them. The council's Culture and Communities Convener responded saying the cultural sector “will be able to benefit from a range of new and expanded funding opportunities through the Visitor Levy”, and that a special committee meeting would consider further support later in August.

Media snapshot

New EIA research finds exhibitions sector delivered £11.7bn in 2025

The Events Industry Alliance [published new research](#) showing UK exhibitions supported £11.7 billion in total economic output in 2025 and more than 127,000 jobs, across 1,154 exhibitions attracting 6.8 million visits and 139,000 exhibitors. Direct spending totalled £5.3 billion and each exhibitor supported an average of £84,493 in total economic output. Ian Taylor, Chief Operating Officer of NEC and Chair of both AEV and the EIA, said: “These figures show exhibitions are a significant contributor to the UK economy and industrial strategy.”

AEV Conference 2026 to Explore “Human Advantage”

The Association of Event Venues (AEV) [has announced](#) that its tenth annual conference will take place on 26 November at the newly redeveloped Olympia in London, with the theme “The Human Advantage: Why people matter more in an AI world,” focusing on the continued importance of people in an increasingly AI-driven events industry. The event will bring together around 300 professionals and feature sessions on AI, live event value and industry security, alongside networking events and the launch of AEV’s Emerging Talent Award “Class of 2026”.

The experience economy is a blockbuster phenomenon

The Financial Times [argues that](#) the “experience economy” is attracting major new investment, as consumers continue to prioritise live events such as theatre, sports and cinema despite rapid advances in AI and streaming technology. High-profile deals - including the £4.5bn acquisition of ATG Entertainment’s theatre portfolio and a record \$12.5bn purchase of the Los Angeles Lakers - reflect growing confidence that in-person experiences will remain resilient and valuable.

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

Get in touch

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