

Events Industry Alliance End of Week Report

Friday 7th August

EIA update

Hi all,

With a quieter week in Westminster, due to Parliamentary Recess, and the Prime Minister taking his summer holiday, all action has focused around work on the public affairs front.

EIA's letter to Lisa Nandy (Secretary of State for Digital, Culture, Media and Sport), co-authored by The Business of Events went out with 214 signatories, and received great coverage in [trade press](#). The letter calls on the minister to back the recommendations of the Culture, Media and Sport Committee's [report on business events](#), as well as a reversal of the cuts made by the Department to VisitBritain's business events team. Thanks to all EIA members who were signatories; we hope the letter will be a useful tool going forward to interact with other new ministers in the Burnham administration.

Another document we're hoping to use as part of our outreach after Parliament's return is the Industrial Strategy positioning paper, which Henham has now drafted. This will set out how business events support each of the Government's eight priority sectors, and will underpin the wider case for recognition of the sector's role in delivering the Industrial Strategy.

Alongside messaging materials, we have also continued engagement with potential allies in the political world. Invitations have now been sent out to Richard Parker (Mayor of West Midlands Combined Authority), Saqib Bhatti MP (Con, Meriden and Solihull East), and Richard Tice (Reform, Boston and Skegness) to the AEO's annual conference / NEC's 50th anniversary. We are hoping the event can show Parker and Bhatti the value of the events industry in their local area, while giving Tice, who will be attending Reform's annual conference at the NEC as business spokesperson, a better understanding of the sector to UK plc. We are continuing to consider how best to engage with the full range of parties over the conference season, and in the run up to the autumn Budget.

Finally, as mentioned last week, a big thank you to the team at ESSA for putting together a very effective 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 of those that have already reporting responses from MPs. If you do get a response and would like any assistance with follow on, please do get in touch with the Henham team!

Best,
Alexander

Government this week

Wednesday 5th August

- The Security Industry Authority (SIA) [published an update](#) on preparations for Martyn's Law, alongside new Home Office guidance on the notification requirements that will apply once the Act comes into force. Qualifying venues will have three months to notify the SIA that they fall under the Act, while event organisers will need to notify the SIA within 14 days of publicly announcing an event date. Any changes to a venue's notification will need to be reported within 28 days. The SIA has reiterated that Martyn's Law is not intended to prevent events from taking place, but to ensure they are better prepared and safer.

What happened in Parliament

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

Week ahead

Both Houses will return on 1st September.

Media snapshot

Further statistics show the significance of this year's Farnborough Airshow

Final statistics on Farnborough International Airshow [revealed](#) the 2026 event drew 141,580 visitors, almost double the number of visitors at the 2024 iteration. The show also saw \$84.7bn in commercial deals struck across the week and attendees from 136 countries. Gareth Rogers, Chief Executive of Farnborough International, said the airshow “has once again shown what can be achieved when the global aerospace community comes together with purpose.”

Edinburgh Fringe venue calls for change to visitor levy funding

William Burdett-Coutts, founder and director of major Edinburgh Fringe venue operator Assembly, [has called for](#) a “turn in direction” in how Scotland’s visitor levy funds are distributed, arguing that they should better support the tourism and events sector. He revealed that Assembly has had to pay £60,000 towards the levy this summer. He warned that the current approach risks placing significant costs on venues without ensuring that levy revenues are properly reinvested in the sector.

Excel London’s ICC expansion generates £220m economic boost for London

Excel London’s ICC expansion [has generated](#) an additional £220m in economic value in its first year, with the new space helping the venue secure 30 major international events. The expansion added 25,000 sqm of event space, with 10 major congresses alone attracting 100,000 delegates and generating significant visitor spending across the capital.

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

Get in touch

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