

Events Industry Alliance End of Week Report

Friday 9th October

EIA update

- **EIA and Henham develop proposals for the next phase of advocacy activity.**
- **International research explores how other countries support business events.**
- **IS8 document finalised ahead of publication and stakeholder outreach.**
- **Attention turns to Parliament's return and the upcoming Budget.**

Hi all,

Following last week's six-month review, we have been developing a fuller strategy for the next phase of our work with the EIA. This includes securing appropriate coverage of business events in the forthcoming National Events Strategy and strengthening Government ownership of the sector. We look forward to presenting this work to the board next Thursday.

As part of this preparation, we have begun researching business events strategies in countries including Germany, Australia and Ireland, where the sector benefits from stronger support. Although there are important differences in how these countries are governed, their approaches offer useful lessons for how the UK Government could better support the sector.

This week, we finalised the IS8 evidence document and agreed the approach to engagement, including its distribution list, publication and stakeholder outreach. We are also preparing for a public launch, supported by communications and press activity to build awareness of the document and its recommendations.

Henham has also been at the Conservative Party Conference this week. Our takeaway was that the event exposed a gap between Badenoch's popularity among party members and the party's weak polling, with headline policies largely aimed at its existing base. While Badenoch's flagship policy document 'The Right Way' offers a clear diagnosis of Britain's problems, she is yet to set out a convincing, economically credible programme capable of winning broader electoral support.

With Parliament returning next week and the Budget now less than a month away, political attention is turning firmly back to Westminster. We will monitor developments closely as MPs return and Budget speculation intensifies, while continuing to identify opportunities to raise the EIA's priorities with ministers, officials and parliamentarians. It is also encouraging that ESSA members' engagement with local MPs is continuing, with interactions now in double figures. Any members who would like further support in arranging a meeting with their MP should contact the Henham team.

Best,
Alexander

Government this week

Wednesday 7th October

- DCMS [published guidance](#) on the Event Management and Delivery Framework 1, a multi-supplier framework agreement for event management and delivery services. It has five lots, covering public-facing events, indoor events, third-party events, smaller-scale events and crowd assurance services.

Friday 9th October

- **Sagal Abdi-Wali** won the Holborn and St Pancras by-election with 45% of the vote, defeating Zack Polanski, who took 33%. For Burnham, the victory will provide reassurance in his first major electoral test as Prime Minister, reinforcing polling that indicates a 'Burnham bounce'. However, turnout was just 39% - the lowest of any by-election in England during this Parliament - highlighting the challenge Labour still faces in winning over voters in London. John Curtice has indicated this morning that the result may well put Burnham off the idea of holding an early General Election.

What happened in Parliament

Both Houses remained in conference recess throughout the week; they will return on Monday 12th October.

Written questions

There were no relevant written questions this week.

Week ahead

Monday 12th October

- Both houses of Parliament return from recess.

Tuesday 13th October

- The Digital, Culture, Media and Sport Committee takes [oral evidence](#) in its tourism inquiry from **Chris Haslam (Chief Travel Writer, The Sunday Times)**, **Alex Polizzi (hotelier, businesswoman and television presenter)** and **Jamie Christon (Chief Executive, Chester Zoo)**.

Wednesday 14th October

- PMQs. **Henham to monitor.**
- The Northern Ireland Affairs Committee takes evidence as part of its inquiry into the taxation of the hospitality and tourism sectors in Northern Ireland from **Dr Joanne Stuart (Chief Executive, Northern Ireland Tourism Alliance)** and **Aidan Lyons (Director of Indirect Tax, Grant Thornton Ireland)**. **Henham to monitor the transcript.**

Thursday 15th October

- Two Private Members' Bills are listed for Second Reading: **Gagan Mohindra's (Con, South West Hertfordshire) Non-Domestic Rating (Retail, Hospitality and Leisure) Bill** and **Sir Christopher Chope's (Con, Christchurch) Hospitality Services (Value Added Tax Exemption) Bill**. Neither is among the first four bills listed, so they may not be reached. **Henham to monitor.**

Regional News

Thursday 8th October

- **Steve Rotheram (Mayor of the Liverpool City Region)** led the region's first mission to India, as part of the joint Great North mission delivered with DBIST and the Foreign, Commonwealth and

Development Office, which brings together delegations from across the North of England. Destinations include Mumbai, where the focus includes business, investment, tourism and sport.

Media snapshot

Informa to buy Clarion Events

Informa [has agreed to buy](#) Clarion Events from Blackstone in a £2.24bn deal. The acquisition brings more than 100 B2B live event brands into Informa, including Defence and Security Equipment International (DSEI) at ExCeL London, and is subject to customary regulatory approvals and closing conditions.

AEO renews sales training partnership with Flume

The Association of Event Organisers (AEO) has [extended its partnership](#) with Flume until the end of August 2027. AEO members receive a free half-day introductory sales training session, and Flume returns as sole sponsor of the sales stream at AEO Forums 2027, at the Business Design Centre in London on Friday 29th January. Anna Golden (Chief Executive, AEO) said: “Great events need great sales teams, and investing in their development is essential to the continued success of our industry.”

Conservative Party promise to scrap multiple taxes at Tory Conference

Andrew Griffith (Shadow Chancellor) used his conference speech to pledge to scrap the levy on high-value homes, and said that “tax simplification will be a mission for every Treasury minister”. The party’s published [list of policies announced at the conference](#) also includes halving employer National Insurance for workers aged 21 to 24, scrapping what it calls the “Family Homes Tax” and the “Grocery Tax”, and a third runway at Heathrow.

Pre-Budget pressure on business rates

UKHospitality launched its [Placemaking report](#) on 5th October, with 33 recommendations across seven areas, including business rates, licensing and planning. On business rates, it calls for reform and speeding up of the appeals process.

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