

## **All Party Parliamentary Group Enquiry into the International Competitiveness of the UK Events Industry Industry Response**

### **Background**

In December 2013 the All Party Parliamentary Group (APPG) for Events officially launched the findings of its enquiry into the international competitiveness of the UK events industry. The report was the result of extensive research and witness testimony into the events sector and was led by Nick de Bois, Chair of the APPG for Events.

After extensive industry collaboration, this document has solidified the response from the events industry, to the findings of the report. This document has been drafted with the expectation of hearing further feedback from the industry before being presented back to the enquiry and implemented by UK events industry as a whole.

### **Industry response**

#### 1. Sharing of best practice

- It is widely accepted by members of the events industry that the sharing of best practice should be encouraged to both underline areas of industry quality, and to advocate benchmarking and continued improvement throughout the industry
- Many initiatives already exist throughout the industry that reward best practice, there is however a need to ensure this is disseminated throughout the industry
- The Business Visits & Events Partnership has agreed, through its partners, to encourage the sharing of best practice through:
  - Website
  - Newsletter
  - Britain for Events
- Best practice can be deemed to include
  - Professionalisation (apprenticeships)
  - Sustainability
  - Event case studies

- The 'Interboard' (VisitEngland, VisitScotland, Tourism Ireland, NITB, London & Partners) will support this drive through its own membership reach
- The Interboard will also support the process in terms of prioritising the different aspects of best practice but also collating tangible examples

## 2. Form industry partnerships with local and regional authorities

- The industry agreed with the sentiment that it should have good relations with local authorities to encourage them to support local events and to create supportive environments that allow events to take place within local counties, towns and cities
- The BVEP will continue to support better relationships with local and regional authorities, principally through our partner organisations the MIA Destinations Group, LAEOG and Interboard
- There was a suggestion as part of this recommendation that a regional roadshow be considered by the industry. This is not something that is planned at present but could be progressed through a partnership between national destination body and a BVEP partner
- It was suggested that English destinations could incorporate the work currently being undertaken with LEP's (in establishing and increasing the emphasis on the visitor economy in their economic growth priorities) and DMO's (offering guidance/sharing best practice)
- The Interboard agreed to lead on messaging for this communication

## 3. Greater engagement with Ministerial Bid Support and UKTI Events Alliance

- Since the APPG inquiry took place, VisitEngland has set up and is achieving success with the Ministerial Bid Support Initiative
- VisitEngland, BVEP and Britain for Events continue to keep dialogue with UKTI

- The BVEP and Britain for Events campaign is working with the Department of Culture, Media and Sport (DCMS) to encourage further use of 'Events' within the GREAT campaign to support development of trade and inward investment and the export of event creativity.
- The BVEP has coordinated a committee to produce an Events Manifesto with the objective of outlining its aims and ambitions to government

#### 4. Embrace Sustainability and Apprenticeship programmes

- The industry needs to gather further research / information on the validity of this claim
- The BVEP will invite prospective chairs to create a sub-committee comprising influencing organisations and individuals with a view to producing a quantitative piece of research in three areas:
  - Sustainability
  - Apprenticeships
  - Internships
- The industry accepted that, whilst there are multiple examples of professional qualifications and CPD opportunities, many of these need to be standardised and offer consistency to executives in the industry. The BVEP will report the findings of the APPGI to the Institute of Event Management which has now been established within the industry

#### 5. Create a single better resourced organisation to represent the industry

- The BVEP reiterates that it remains the most representative body in the UK events industry, however it acknowledges the need to be even broader in its representation and seeks improved financing to take on industry progressing activity
- Financing of the BVEP would be through sponsorship, private and public funding, and commercial initiatives and is creating a commercial action plan for the partnership
- The BVEP continues to seek government funding to support its growth and employment agendas and is encouraging industry cohesion behind the Institute of Event Management who will aid the industry in this area