



## ALL PARTY PARLIAMENTARY GROUP - UK EVENTS INDUSTRY - Key Recommendations

	Recommendations	BVEP Response	Agreed Action	Lead(s)
	<b>Recommendations for Industry</b>			
1	<p>Share best practice</p> <p>(Need to define what best practices should be shared – The Report talks about operating and marketing effectiveness. Suggest also room to encourage trade media to feature best practices; facilitate an industry report on best practice and a series of workshops through one of the Partners).</p>	<p>The BVEP terms of Reference now includes a commitment to foster best practice.</p> <p>BVEP also fosters open forums. BVEP to work closely with 'Interboard' (VisitEngland, VisitScotland, Tourism Ireland, NITB, London &amp; Partners) partners on best practice examples</p> <p><b>Agree that the fundamental first step is agreeing what best practices should be shared. This needs to be prioritized as potentially a LONG LIST!!</b></p> <p><b>Once priority areas agreed, the expert organization in that field should lead on establishing that (taking into account who is best placed to international benchmark also).</b></p> <p><b>Once best practice established, it should be collated in one area (area of BVEP website?) and shared through BVEP and its members organisations (including UK Interboard members).</b></p>	<p>BVEP, through its partners will encourage the sharing of best practice through:</p> <ul style="list-style-type: none"> <li>- Website</li> <li>- Newsletter</li> <li>- Britain for Events</li> </ul> <p>To include e.g.</p> <ul style="list-style-type: none"> <li>- Professionalisation (apprenticeships)</li> <li>- Sustainability</li> <li>- Case studies</li> </ul>	<p>BVEP &amp; partners Interboard - Tracy Halliwell (VC rep: SA)</p>

# Business Visits & Events Partnership



CONNECTING BRITAIN'S EVENTS INDUSTRY

2	Form industry partnerships with local and regional authorities	<p>BVEP to continue to support better relationships with local and regional authorities, principally through our partner organisations LAEOG and interboard members</p> <p><b>Agree. There are no plans for a regional roadshow however. From an England perspective, we can look to incorporate into the work we are currently doing 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).</b></p> <p><b>Need to agree the message. What do we actually want to say to LEP's/DMO's.</b></p> <p><b>This could be a permanent agenda item for Interboard.</b></p>	<p>Gain further insight from VisitEngland on existing activity with local authorities including plans for a regional roadshow <b>in conjunction with Eventia.</b></p>	<p>LAEOG (Andy Grove)</p> <p><b>UK Interboard – VE, VS, NITB, VW, L&amp;P</b></p> <p>(VC rep: SH)</p>
---	--	---	---	---

# Business Visits & Events Partnership



CONNECTING BRITAIN'S EVENTS INDUSTRY

<p>3</p>	<p>Greater engagement with Ministerial Bid Support and UKTI Events Alliance</p>	<p>Since the APPG inquiry took place, VisitEngland has set up and is achieving success with the Ministerial Bid Support Initiative.</p> <p>VisitEngland, BVEP and Britain for Events continue to keep dialogue with UKTI. <b>Proposal to operate an “events portal” on behalf of UKTI with support from VisitBritain.</b></p> <p><b>England: Since the English MBSI was re-established under the auspices of VisitEngland in May 2013, to date there have been 13 requests for Ministerial Support Letters. Of those 10 have been received and 2 events won. 2 are outstanding and 1 not received.</b></p> <p><b>The initiative is working well.</b></p> <p><b>Agree that there should be more active PR of bids won once we have more success stories.</b></p> <p><b>Other NTO’s lead on their own MBSI’s</b></p>	<p>More communication of Initiatives through our partners to member level to encourage further engagement</p> <p>BVEP to circulate MBSI one page guideline to all partners and member organisations <b>(This has already been done – Suggest more active PR of bids submitted and won).</b></p> <p>VisitEngland, BVEP and Britain for Events to coordinate activity and communication with UKTI</p>	<p>UK Interboard – VE, VS, VW, NITB</p> <p>Britain for Events All Partners</p> <p>(VC rep. SH)</p> <p><b>(VC rep CS)</b></p>
----------	---	--	---	--

# Business Visits & Events Partnership

CONNECTING BRITAIN'S EVENTS INDUSTRY

4	<p>Embrace Sustainability and Apprenticeship programmes</p> <p>(In the last edition of Conference News, I read about the Apprenticeship and Internship schemes already in place in the sector. It would be good to scope these further and prepare a list of available schemes).</p>	<p>Industry needs to gather further research / information on the validity of this claim</p>	<p>BVEP to invite prospective chairs to create sub-committees comprising influencing organisations and individuals with a view to producing a quantitative piece of research in three areas:</p> <p><b>Sustainability</b> Fiona Pelham and other sustainability champions (e.g. Sam Wilson and others pro and con)</p> <p><b>Apprenticeships</b> Juliet Price / Institute of Event Management British Hospitality Association and the Big Conversation campaign</p> <p><b>Internships-</b> Michael Forman re internships</p> <p>MIA / AIM to look at discussing with AIM development group across all three sub-committees.</p> <p>BVEP to communicate the progress of the sub-committees to the partners and stakeholders</p>	<p>VC rep. CS / SA</p> <p>Fiona Pelham(Chair</p> <p>JP(Chair)</p> <p>MF</p> <p>John Gallery</p> <p>VC's</p>
---	--	--	--	---

# Business Visits & Events Partnership



CONNECTING BRITAIN'S EVENTS INDUSTRY

5	Create a single better resourced organisation to represent the industry	<p>BVEP to reiterate that it remains the most representative body in the UK events industry</p> <p>BVEP acknowledges the need to be even broader in its representation and seeks improved financing to take on industry progressing activity.</p> <p>Finance would be through sponsorship, private and public funding, and commercial initiatives.</p> <p>BVEP also recognises the need for stronger engagement with VisitBritain</p> <p><b>From the UK Interboard perspective we are still not clear why we need stronger engagement with VisitBritain.</b></p> <p><b>Agree that BVEP should be better resourced.</b></p> <p><b>A smaller core group of representatives should be established to assist in driving things forward. The current meetings are too big and the agenda too broad to achieve that.</b></p>	<p>BVEP to create commercial action plan for the partnership</p> <p>BVEP to seek government funding to support its growth and employment agendas</p> <p><b>(Need to mention the recruitment plan to increase membership of the Partnership)</b></p>	BVEP (VC rep. RF + AT)
---	---	--	---	---------------------------

# Business Visits & Events Partnership



CONNECTING BRITAIN'S EVENTS INDUSTRY

	<p><b>Recommendations for Government</b></p>	<p>It is not for the BVEP to involve itself in the recommendations to government, however it could be an interested party in keeping track on the progress of the recommendations from the APPG Inquiry.</p> <p>Industry to agree if the BVEP, through its partners, is the right platform to represent the industry in holding government to account on the following recommendations.</p> <p><b>Yes, the BVEP should be. It is the lobbying organization for the industry.</b></p> <p><b>UK interboard members take an 'advisory' role to government.</b></p>	<p>(Suggest we indicate that the Partnership will use the recommendations of the report to write to appropriate Ministers, Government Departments and Agencies and other influencers to support the changes in policies being proposed).</p>	<p>(BVEP – MH)</p>
<p>1</p>	<p>Establish a cross-departmental approach towards the Industry</p>	<p>Support lobbying for a Growth Council currently being undertaken by the Tourism Alliance</p> <p><b>Not sure what this Growth Council is. Need clarity.</b></p>	<p>Ensure business events and leisure events interests are included in any new Council established by DCMS &amp; BIS.</p> <p>Include in Events Manifesto</p>	<p>(BVEP – MH)</p> <p>(Brian Kirsch)</p>

# Business Visits & Events Partnership



CONNECTING BRITAIN'S EVENTS INDUSTRY

2	Create a special events visa	<p>Requests for the introduction of a “special events” visa have already been proposed to the Home Office and Borders Agency and are reiterated at VisitBritain Welcome to Britain meetings.</p> <p>Agree</p>	<p>Identify a pilot trial with a specific event where over 2,000 delegates will attend for visa requiring destinations.</p> <p>Include in Events Manifesto</p>	<p>(BVEP – SH/BK)</p> <p>London and Partners to provide potential event to be used as a trial.</p> <p>(L&amp;Ptnrs – TH)</p>
3	Conduct a feasibility study into tax raising powers of Local Authorities for capital investment	<p>Endorse proposal to DCLG and the Treasury</p>	<p>Identify a project which will support event infrastructure.</p>	<p>(BVEP –ALL)</p>
4	Consider the impact of taxation on the events industry (inc. APD, VAT etc.)	<p>Support current campaigns being conducted by the Tourism Alliance and the Fair Tax on Flying campaign.</p>	<p>Prepare research to specifically highlight cost to the events sector and benefits from lower levels of taxation.</p> <p>Include reduction in tax in Events Manifesto</p>	<p>(BVEP-JG)</p> <p>(Manifesto Group-BK)</p>

# Business Visits & Events Partnership



CONNECTING BRITAIN'S EVENTS INDUSTRY

5	<p>Recognise BVEP and B4E as representative of industry and include VB &amp; DMOs within the Partnership.</p> <p><b>This should read National Tourist Boards – NOT DMO's. NTO's already members!?!</b></p> <p><b>Not clear why we need VB on the partnership. That is what the UK Interboard is there to do.</b></p>	<p>BVEP welcomes endorsement of its role as industry co-ordinator and representative of industry issues.</p>	<p>Help strengthen the Partnership by providing additional funding to enlarge its role to achieve greater economic benefit from events</p>	<p>(BVEP – RF/AT)</p>
---	--	--	--	-----------------------



# Business Visits & Events Partnership



CONNECTING BRITAIN'S EVENTS INDUSTRY

6	<p>Facilitate local authorities and DMOs working with business organisations to develop a region specific approach to subvention.</p> <p>Is this an action for government?</p> <p>Not sure what is actually intended here.</p>	<p>Accept the need for such action</p>	<p>Discussion on these matters already initiated on the VisitEngland Destinations Forum. Could also be discussed by the InterBoard Group</p> <p>Include in Events Manifesto</p> <p>What destinations forum?</p>	<p>UK Interboard – however need to understand better before committing to a role in this action (VE).</p> <p>(Manifesto Group – BK)</p>
7	<p>Develop a communications programme in partnership with the industry for local authorities to promote the benefits of events and offer guidance on best practice and regulation.</p> <p>Is this an action for government?</p> <p>How does this differ from point 2 in the industry recommendations? Surely this is the objective of point 2???</p>	<p>Accept the need for such a programme</p>	<p>Proposal to work with UK Interboard members, LGA and DCLG through one of the Partners to enable such a programme</p>	<p>UK Interboard</p> <p>Eventia –SH</p> <p>LAEOG - AG</p>