



That was the year that was

Typically we'd be rounding up the year that is ending, reciting the highs and lows, the wins and losses. There is no doubt that the partnership, which is the primary function of the BVEP, has worked extraordinarily well this past year.

Through our working groups we have facilitated direct input into critical guidance, enabling our partners to lead on crucial discussions grounded in their expertise and the reality of delivering events safely and managing risks effectively.

We have provided access to key officials and ministers, as well as clarification over so many questions that have arisen as we slipped from tier to tier, lock down to freedom day then plan A to plan B. It has been - and will remain - a roller coaster of a ride.

However, like many of us I suspect, I'm simply not in the mood to rehearse all the good work that has been done in the face of what we've then actually received in terms of meaningful support and re-assurance that we are not just recognised as a crucial element of the visitor economy but are also a massive driver of economic benefit and social improvement as well as delivering opportunities for growth at national, regional and local levels.

So rather than dwell on the that let's look forward to 2022 with a wish list of things that would improve our lot. It's not a long list.

- Confidence - back us and we'll be ready to come back to meet the pent-up demand we saw in the late summer and early autumn.
- Consistent communications - just be clearer when announcing new measures. Think carefully of unintended consequences.
- Lead rather than react - show us and everyone else that there is both a pathway and a timescale for the journey ahead.
- Recognise our unique complexity - business events are not like concerts, theatre shows or festivals. Hard to get your head around the eco-system we operate in? Try harder.

As usual many thanks to everyone on the BVEP Executive committee for the hard work and long yards you have put in this year. Thank you too all our partners and key stakeholders for sticking with us. 2022 looms. Have a very good break over the festive season and we look forward to taking up the load in the New Year. Have a peaceful, healthy and safe time.

Best regards,

Simon Hughes

BVEP Chairman