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To the attention of The Rt. Hon Elizabeth Truss MP

Prime Minister

10 Downing Street
London SW1A 2AA

Dear Prime Minister,

I write on behalf of the Business Visits and Events Partnership (BVEP), representing the UK Events Industry, to warmly congratulate you on your appointment as Prime Minister and to offer support in delivering your key objectives of economic growth and a more aspirational society across the United Kingdom.

The UK Events Industry drives business activity and engenders community prosperity. Business events provide a highly competitive and productive platform for UK businesses to do business. They generate trade, exports, inward investment, regeneration, knowledge exchange and scientific and technological innovation, as well as providing a showcase for Britain on the global stage. The UK has resilient, highly innovative, world-class conference, exhibition and trade fair sectors that are estimated to generate £165 billion of trade transactions annually from both UK and international businesses. Outdoor cultural, leisure and festival events play a pivotal role in creating community cohesion. They enhance local economic activity and social opportunities, deliver community wellbeing, regional growth, and strong place-making solutions.

Additionally, events are key to driving the recovery of the tourism economy, in which attendance at events in the UK accounts for over half of all visitor's spend. This is currently estimated to be worth around £50 billion. However the Industry is targeting to build back to pre-pandemic levels in excess of £70 billion within the next eighteen months. The Industry's Recovery Plan sets out new initiatives that will improve the already strong offer of the UK as a world destination of choice for meetings, conferences, and exhibitions, so that it can retain its unrivalled position as the world's meeting place. Current initiatives include measures that will prioritise events in the Government's target economic and business sectors.

The Industry strongly believes there are significant untapped opportunities which would support the Government's objectives for the growth of the economy if the Events sector was given a more strategic role in the delivery and implementation of government policies.

To this end I have written on behalf of the Industry to the Secretaries of State at DCMS, BEIS, and DIT, all Departments which have an interest in ensuring that the utilisation of both business and leisure events is aligned with their priorities. I have also written to the Rt. Hon Edward Argar, Cabinet Office Minister with responsibility for cross-government and public sector transformation and efficiency, as the Industry believes there is much to be gained from greater consolidation of resource and activity across several Government departments and agencies.

The Industry wishes you and your Government much success in delivering a more prosperous economy and a successful United Kingdom and will do all we can to help in this endeavour.

Kindest regards,

Michael Hirst OBE

BVEP Lead – Advocacy & Government Relations



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About the BVEP

The Business Visits and Events Partnership's (BVEP) vision is to support sustainable growth for the UK's £70 billion UK Events Industry. BVEP's mission is to support growth across the entire sector via advocacy, networking, collaboration, and a collective voice.

BVEP's objectives are to:

- Operate an umbrella organisation to represent, promote and further the interest of member organisations involved in the United Kingdom Events Industry
- Advance the interests, standing, quality, sustainability, and growth of the United Kingdom Events' Industry
- Seek greater collaboration across the Events' Industry sectors on common issues
- Forge close links with Government departments, including devolved Governments where possible via representation that can influence favourable policies towards the Industry. In particular, maintain strong relationships with key sponsoring departments, DCMS, DIT and BEIS
- Seek a stronger link with the Creative Industries and other related sectors
- Encourage joint events
- Increase the focus on professionalism and skills development.

BVEP PARTNERS

Association of British Professional Conference Organisers (ABPCO)
Association for Events Management Education (AEME)
beam (formerly HBAA)
Business Travel Association (BTA)
Core Cities
Events Industry Alliance (EIA)
Events Industry Forum (EIF)
Event Marketing Association (EMA)
Event & Visual Communication Association (EVCOM)
International Congress & Convention Association (ICCA)
London & Partners
Meet in Ireland
Meetings Industry Association (MIA)
Meetings Professionals International UK & Ireland (MPI)
National Outdoors Events Association (NOEA)
Production Services Association (PSA)
Professional Convention Management Association (PCMA)
Professional Lighting and Sound Association (PLASA)
Tourism Northern Ireland
Unique Venues of London (UVL)
VisitBritain/VisitEngland
VisitScotland
Visit Wales.

Supporting Government Bodies

Department for Digital, Culture Media and Sport (DCMS)
Department for International Trade (DIT).