

Business Visits & Events Partnership

December Newsletter

Deadline Extended to the 8th December for Industry to Submit Proposals

The Secretary of State for Culture, Media and Sport, Sajid Jarvid, speaking at the opening of the World Travel Market, at the ExCel Exhibition Centre in London announced "the Government will be working in Partnership with the events industry to develop a joint strategy to support growth in this important sector".

As part of the preparation for the proposed strategy the industry has been asked to identify, i) Events that are at risk of being lost if steps aren't taken to retain them. ii) Events that with a little extra support could be tipped into world class events. iii) Events that the sector feels Britain is well placed to attract; iv) Overseas events where Brit-

The members of industry organisations, event companies, Destination Management Organisations, event organisers and venues are being invited to submit proposals, covering conferences/conventions, exhibitions/trade fairs, outdoor events, cultural, music, sporting events and festivals by completing the survey, by the now extended deadline 8th Decemeber [here](#).

For the full story please visit [BVEP News](#)



BVEP Launches 'Events are GREAT' Manifesto, 'Events can WIN for Britain'

The Business Visits & Events Partnership (BVEP) has launched a Manifesto for the Meetings and Events Industry that passes on its recommendations on how the events industry can help shape Britain's future.

The Manifesto has been issued to senior policy makers, Government departments, MPs and Ministers. The document is titled 'Events Can Win for Britain' and takes on the GREAT campaign branding; underlining the role the industry can play to boost both business and tourism.

The Partnership's Manifesto Working Group, under the leadership of Brian Kirsch, Event Assured and EVCOM, put the manifesto together with input from the Partnership's 22 leading representative bodies.

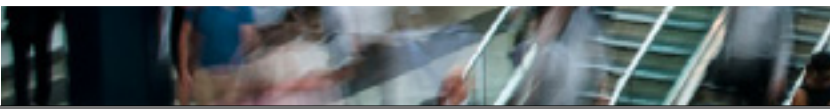
"Increasingly we are getting the ear of Government and we wanted a document that not only sells our industry, but explains how ministers and policy makers can create a better environment for the industry to flourish" comments Brian Kirsch.

Find your copy of the Manifesto on the [BVEP website](#)

1. Place events at the centre of economic growth
2. Fully incorporate Events in the GREAT campaign
3. Integrate the Events sector into the Creative Industries Strategy
4. Create a Special Events visa
5. Provide subvention funds to DMOs
6. Increase the annual tax exemption for staff parties and social functions



Business Visits continue to perform well, according to new IPS figures



According to the latest International Passenger Survey (IPS), business visits continue to perform well this year. Visits have continued to show signs of a steady recovery from this valuable market - they are up 9% compared to September last year. After some variability since the start of 2014 business visits increased 3% over the first nine months of this year.

September 2014 saw the UK welcome 3% more visits than 2013. In the last year business visits were tracking 3% higher in the nine months to September, compared to last year. Business visits continue a period of steady recovery, up 4% in the 12 months to September 2014 - the strongest rolling 12 months to September since 2008

Between September and the last three months, business visits increased by 9% to reach 810,000 in September. After some variability in the last three months, business visits were up 4% during July, August and September 2014.

9%

Increase in business visits year on year

3%

Increase of business visits in the first 9 months of this year

810,000

Number of business visits reached between July and September

Event Industry calls for Christmas Party Present for UK employees

The UK events industry is calling on Government to give a special Christmas present to every employee in the country, by supporting an increase in the level of tax exemption on corporate events including Christmas Parties.

The request comes during the run up to the Chancellor's Autumn Statement and a key period for the procurement of Christmas Parties by companies across the UK as they look to reward employees over the festive period. At the moment businesses enjoy a £150 tax exemption on employee benefits, however the UK events industry is calling for this to be doubled, and for the Treasury to benefit from the inevitable boost in Christmas spending that this would create.

"The opportunity here is vast. A simple tax exemption would not only encourage more events and thus motivation and reward for employees, but it would inject investment in event facilities from venues, hotels, unique venues, caterers, bars and restaurants," comments Richard Foulkes, Vice Chairman of the Business Visits & Events Partnership.

The Industry has already written to the Chancellor of the Exchequer. It is calling for support from Government and business to review the current status, which hasn't be adjusted since 2003 and to endorse the request ahead of Christmas 2014.

"This could be a brilliant Christmas reward for every employee in the country following a strong year for UK business,"

Richard Foulkes,
Vice Chairman BVEP



BVEP supports National Events Month at their Celebration Event

National Events Month drew to a close last month, The promotional campaign hosted a stunning Celebration Event attended by over 100 industry professionals and members of Government, including representatives from the Department for Culture, Media and Sport and UK Trade and Investment.

With the continuing support of the UK Prime Minister David Cameron, National Events Month aims to reach event organisers around the world and encourage them to use the UK for their meetings and events. The campaign is looking to bring more major events to the UK from sporting, musical, major conventions and trade fairs

Tourism Minister, Helen Grant, showcased her support for the campaign, whilst congratulating its success:

"The UK events industry contributes a huge amount to our economy and the sector is predicted to be worth £48.8 billion by 2020. Britain for Events have done a tremendous job throughout National Events Month, championing the UK as a great place to host international events .."

The Celebration Event also saw a fantastic selection of industry experts addressing the industry including Brian Pirkle, Regional Sales Director for Cvent, Alistair Turner, Campaign Director for Britain for Events and Michael Hirst, Chairman of Britain Visits Events Partnerships (BVEP).



Contact the Business Visits and Events Partnership at:

www.businessvisitsandeventspartnership.com