

## BVEP Newsletter - November issue

**A FLURRY OF ACTIVITY** - After many years of campaigning, it seems we are finally making headway with certain political initiatives. These include the Ministerial Bid Support Initiative - following the announcement of the introduction of a bid support process by VisitEngland and DCMS last month. This follows on from recent changes to immigration controls in respect of business and Chinese visitors, which should be helpful to increase attendance at events. And on the back of special visas for the Commonwealth Games, it is hoped that similar changes can be considered for a special events visa to offer a bespoke welcome to visitors attending events.

Other positive steps are UKTI's Event Alliance, a package of support for event organisers and small businesses and confirmation from VisitBritain of their strategy of assistance to the events sector. With the All Party Parliamentary Group report on Competitiveness out soon and recent good news of more growth in the economy, UK businesses and organisations should be better equipped and encouraged to hold events to promote their products and services and enrich the cultural diversity of events open to the British public. Both these opportunities are clearly illustrated in the recently published HBAA and UK Music reports.

**Michael Hirst, Chair of the Business Visits & Events Partnership**

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### Partnership News – Vice-Chairs and Lead Partners Take the Helm

At the recent Business Visits & Events Partnership meeting in Belfast, **Samme Allen, Richard Foulkes, Simon Hughes, and Chris Skeith** were re-elected as Vice Chairs of the partnership for the next two years.



In addition a number of lead partners were announced. **John Gallery** from the MIA was confirmed as Chairman of the BVEP's sub- group on Research; **Brian Kirsh**, Head of Regulatory Affairs at Eventia, will lead a group in developing a new manifesto for the Events Sector ahead of the 2015 General Election; **Juliet Price**, Chief executive of HBAA, will lead on Professional Development and represent the partnership on the establishment of the Institute of Event Management. **Michael Foreman**, representing ABPCO, will head up a number of collaborative initiatives that will include a joint internship programme across industry sectors and a joint industry event.

Vice Chair Samme Allen, who represents MPI UK Chapter on the Partnership, commented, "Over the last few years the BVEP has become a valuable knowledge sharing forum which represents the wide diversity of the UK events industry. Now it's about taking this intelligence and using it to best benefit the future growth and sustainability of our industry."

Read more about the new appointments [here](#)

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### **Partner News - Ministerial Bid Support Initiative**

Following recommendations in the Partnerships Subvention report (2011), VisitEngland have established a working process alongside DCMS, which involves other relevant government ministers and departments.

“The support of Ministers can have a major impact on the winning of major convention business,” comments Simon Gidman, Head of Business Visits & Events, VisitEngland. “VisitEngland, in partnership with England’s leading events destinations, are targeting international events from our priority economic sectors including life sciences, energy, engineering and the creative industries.”

The initiative was confirmed before the Minister, Hugh Robertson MP left DCMS to take up his new role at the Foreign Office as part of the government’s recent Ministerial reshuffle. New Minister Helen Grant has offered her support for the Initiative.

You can read more on the story [here](#)



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### **Industry News – VisitBritain Outlines Support for Events Industry**

Following a meeting with representatives of the BVEP and the Britain for Events campaign, Sandie Dawe, Chief Executive of VisitBritain outlined the support offered by VisitBritain to help grow the international demand for UK events.

VisitBritain outlined its commitment to add value to existing activities by national bodies as part of delivering its “Golden Strategy” for the period 2012 – 2020. The strategy acknowledges that business tourism remains a significant component of international tourism to the UK and is performing strongly. It states that events boost Britain’s image and business travellers are a ready audience for activity which promotes an extension of their stay in Britain for leisure activity.

“VisitBritain reduced its support for business tourism following a reduction to budget and subsequent restructure in 2011. Simultaneously other national tourist boards, city convention bureaux, and the sector itself have continued to promote business visits and events with positive results,” commented Sandie Dawe, Chief Executive, VisitBritain.

Read the full story [here](#) and the [“Delivering a Golden Legacy” strategy](#)





### **Industry News – Special Event Visa**

The BVEP welcomed a series of changes to immigration control, including the introduction of special immigration controls for participants and accompanying persons at the Commonwealth Games to be held in Glasgow in 2014.

These could help develop the Partnership's interest in having a Special Events Visa available to any event where over 2,000 international delegates are attending. Such visas would allow a special welcome to visitors of events and enable dedicated processing and arrival procedures to be set up.

“Following the Partnership's research on Subvention, one of the key recommendations to make Britain more competitive internationally was the introduction of a special events visa for business events, conferences and trade shows, all of which drive UK enterprise and exports,” commented Simon Hughes, Vice Chair of the Business Visits & Events Partnership.

Read the full story [here](#)

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### **Industry News – UKTI Launch Events Alliance**

UK Trade & Investment (UKTI) has launched the Events Alliance, an initiative that provides valuable support for the events industry as part of its wider brief to support UK businesses to increase their export activity and to attract more inward investment.



The Events Alliance will 'work in partnership with event organisers to increase the number of UK and overseas trade related events supported by UKTI' and will provide a number of resources for the events industry.

As part of its brief the Events Alliance is able to support any UK SME in any sector and can provide a number of services including; promotion of specific events, attendance at events by UKTI officials, hosting of networking opportunities, to host a pavilion at specific events, provide knowledge and territory market intelligence etc.

For more information contact Jacqueline Rossi, Events Alliance: [jacqueline.rossi@ukti.gsi.gov.uk](mailto:jacqueline.rossi@ukti.gsi.gov.uk)

Read story in detail [here](#)

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## Research – HBAA and UK Music Tourism Reports

Two new studies came out this month and outlined areas of success for the music tourism sector, while a report by the HBAA highlighted potential challenges set to face the industry in the coming year.



HBAA conducted a survey looking into some of the biggest challenges facing the conference and events industry, with procurement and the RFP process seen as key obstructions to business growth in 2013. Conducted by over 80 agencies and venues, in association with PricewaterhouseCoopers (PwC) and the Conference Centres of Excellence, the survey sought to gauge the industry's trading outlook for the remainder of 2013 and 2014. 86% of respondents claimed to be 'more optimistic' than six months previously, yet 81% of the surveyed businesses listed weak economic growth as one of the three biggest obstacles facing their trade, whilst inflation and rising business costs was a key issue for 49% of companies.

The *Wish You Were Here* report, released by UK Music and VisitBritain on 11 Oct demonstrated the incredible pulling power of live music and its potential to fuel tourism throughout the country. The size of the music tourism industry identified that 6.5 million tourists attended a festival or gig last year, generating spend of £2.2 billion in the process.

Music tourism provides a massive boost to the UK's nations, regions and local economies, including at least 24,000 jobs each year.

Read more about the HBAA report [here](#)

Read the UK Music report [here](#)

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## Contact us

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