

Event Lines In The Sand in a post Brexit Britain

Draft

1. A bigger role for government working with the events industry

- Raise the profile of the Events Industry Board to ensure more urgent cross-government department working to apply the maximum government “soft power” support for event bids and involvement of key government departments and Ministers in the process.
- Place the use of events as a central part of international trade development and business growth by promoting Britain as a world-class event destination.
- Promote the use of Britain’s creative talent and event organising services to be exported world-wide.
- Increase the role and resource of VisitBritain in promoting overseas business visits and events to Britain, fully incorporating Events into the GREAT programme and showcasing Britain as a leading global destination for business, cultural and sporting events.

2. Grow infrastructure, enable greater access and increase investment

- Evaluate existing capacity of conference and exhibition facilities with an objective to incentivise investment to increase space in existing and new venues to meet increased demand and enable Britain to compete with international competitors.
- Allow the use of more public buildings for event use.
- Establish an International Convention Centre for Britain
- Increase the size of Britain’s main trade fair facilities
- Accelerate the solution to provide more air capacity to link with major event destinations within Britain.
- Evaluate transport connectivity between ports of entry and event venues to ensure ease of access.

3. Avoid greater regulation

- Ensure the retention of and future free movement of people engaged in the events sector. In particular ensure that Britain’s creative and production talents are not impeded from operating world-wide and Britain can attract those same skills and talents from overseas.
- Ensure no additional bureaucracy in transferring goods and business samples to conferences and exhibition in the Britain and overseas.

- Achieve consistent enforcement and reduction of licensing and health and safety requirements across Britain.
- Reform the Package Travel Regulations to remove from regulation B2B transactions with large corporate customers.
- Maintain the free movement of travellers on business visits.
- Create a “special events” visa to provide a more positive welcome.
- Reduce the cost and procedure for visa issuance to business travellers.
- Ensure no additional travel restrictions or unavoidable increase in cost of travel to events in Britain with the present free movement of delegates to and from events in Britain and overseas.
- Reform ATOL licensing to create a level playing field between tour operators and airlines to exempt transactions between event management companies and large corporate customers.

4. **A more competitive tax regime**

- Increase the exemption for annual parties and other social functions
- Increase capital allowances to facilitate greater investment in meeting and event venues.
- Incentivise inward investment in new and additional event infrastructure.
- Reduce VAT levels on accommodation, conference and event services in line with European levels
- Reform the Tour Operator Margin Scheme to re-introduce a B2B opt-out option.
- Introduce allowances to businesses using events held in Britain to grow inward investment and exports.
- Reduce Air Passenger Duty.
- Reduce corporation tax.

5. **Support the industry and business sectors that sustain the Events Industry**

- Maintain funding for scientific research
- Maintain the status of the single market, especially in so far as it affects Britain’s main exports, such as automotive, food, aviation IT, finance, pharmaceuticals, professional services and new technologies to ensure these industries will continue to flourish and use events in Britain to showcase their products.
- Agree single market access to Britain financial and other service sectors.
- Enable Britain’s hospitality industry to retain and attract the resources it needs to provide first class international service.
- Ensure continued access of UK airlines to European markets and the benefit of Open Skies agreement and the EC Single European Sky initiative.

- Maintain and increase funding to enable continuing professional development and the attraction of international students to study and work in Britain.
- Support and prioritise direct foreign inward investment