

**MINUTES OF EVENT INDUSTRY FORUM DIRECTORS MEETING HELD ONLINE ON TUESDAY, 8TH SEPTEMBER 2020**

**Present:**

Steve Heap

Susan Tanner

Paul Hooper

Carl Hagemann

Andy Lenthall

Mark Laurie

Jim Winship

**EIF Funds**

Jim Winship reported that the Forum currently has over £134,000 in its bank account.

**EIF Emergency Fund Proposals**

Following discussions among the Directors, the meeting agreed that the Forum should put together a case for the Government to create an Emergency Fund for the industry in order to enable those, particularly in the supply sector, to survive the winter months and also to provide cash flow support to help the sector get restarted next Spring.

The meeting agreed to undertake research into how much funding would be necessary and to establish how such funding, if granted, would be administered.

A document to be drawn up for presentation to Government.

It was further agreed that EIF should approach BVEP and UK Music, as the three pillars of the event market, to make this a joint approach to Government.

**Appointment of Former MP**

The meeting unanimously agreed to appoint former MP Andrew Bingham to advise the Forum and to lobby Ministers on its behalf.

**One Industry One Voice**

The meeting agreed that the Forum should approach Simon Hughes, who is co-ordinating the One Industry One Voice campaign, about bringing the Emergency Funding appeal under the same umbrella and, also, with a view to working with them on the ‘We Create Experiences’ campaign they are planning this Autumn.

*Since the meeting the Directors have agreed to contribute £5,000 to the ‘We Create Experiences’ campaign fund.*

**EIF PR Campaign**

The Directors discussed plans for a PR campaign for next March/April with the aim of encouraging people back to outdoor events and assuring them that they are safe to attend. It was agreed that the Forum should discuss this with the One Industry One Voice organisers with a view to maintaining the ‘We Create Experiences’ theme. *This has subsequently been agreed.*

**Good to Go**

Jim Winship reported that after protracted discussions with Visit Britain, agreement has been reached to link the Government’s ‘Good to Go’ campaign with the EIF/DCMS guidance. Visit Britain has agreed that event organisers will need to confirm in future that they can comply with this guidance in order to use the ‘Good to Go’ logo. EIF will also promote the use of the logo across the industry as a way of assuring the public that events following the guidance are safe. Details will be circulated to members shortly.

**Grants**

The meeting confirmed that all grant applications will be suspended until further notice and that EIF resources will be focused on helping to get the industry back.

**Next Meeting**

No date was set for a next meeting.