**THE EVENTS INDUSTRY FORUM**

**MINUTES OF MEETING HELD AT DERBY UNIVERSITY**

**ON THURSDAY 30TH OCTOBER 2014**

Present:

Jim Winship (Secretary) – the Event Service Association

Susan Tanner – National Outdoor Event Association

Richard Limb – National Outdoor Event Association

Steve Heap – Association of Festival Organisers

Bob Fox – National Catering Association

Sally-Anne Dodd – National Traction Engine Trust

Bob Harris – National Market Traders Federation

Chris Skeith – Event Supplier and Services Association

James Shelley - Event Supplier and Services Association

Michael Hirst – Business Visits and Events Partnership

David Bilton – Independent Street Artists Network

Paul Hooper – Association of Show and Agricultural Associations

Vanessa Mawer – Emergency Planning College

Mark Harding – UK Crowd Management Association

Andy Grove – Local Authority Event Organisers Group

Apologies:

Graham Lake-Grange – Major Event Organisers

Nigel Cox – Rugby Football Union

Martin Murdoch – Portable Sanitation Europe

Andy Lenthall – Production Services Association

Carl Hagemann – Institute of Sport and Recreational Management

Mark Bradshaw – Event Hire Association

Carole Smith – Concert Promoters Association

Rod Woodham – Emergency Planning College

Beverley Griffiths – Emergency Planning College

**Membership Report**

This was circulated prior to the meeting. It was agreed that EIF should contact members who have not paid and drop them from membership if they do not want to continue.

**Purple Guide**

A number of issues were discussed and agreed.

**EIF Limited:** The meeting agreed that the current structure set up with advice from lawyers should continue and that two additional Board Directors should be appointed.

Jim Winship to circulate a list of those putting their names forward with a short biography. Members to vote on who should be appointed. Directors to initially serve two years and then 50% to be put up for re-election each year. The Directors to monitor the finances of the organisation and represent the interests of all EIF ‘members’ in the running of the company. This to also include the selection of projects to support with funding (see below). Jim Winship to check share structure, quorum requirements and any restrictions in the M&As about how funds are spent.

**Excess Funds:** It was agreed that EIF Ltd should be allowed to run as it is until March 2015 when the Directors would take stock of the funds available and use a proportion of these (leaving a reserve for the Purple Guide) to benefit the industry. EIF ‘members’ to put forward suggestions for projects to be funded and the Directors to consider these and present their best selection to the next EIF meeting in March 2015. Michael Hirst suggested that some funds might be used to support new events in areas – such as seaside regeneration areas – where there is a need to boost the local economies. This would be in line with Government objectives. Other ideas suggested included a bursary for youngsters entering the events industry (Richard Limb) and research for the industry (Steve Heap). *Please can we have your suggestions for end of November.*

**Chapter Updates:** Jim Winship reported that EIF has started the process of reviewing all the chapters in the Purple Guide with the aim of having changes in place by early in the New Year.

**New Chapters:** Members were asked to look at the current guide and suggest areas where additional chapters are needed. A new chapter covering SAG meetings is already in the pipeline via the Emergency Planning College.

**Subscriptions and Printed Version:** The meeting agreed that the current subscription level should be kept. There was some discussion over whether there needs to be a printed version and it was agreed that Jim Winship would send an email to all those registered as subscribers to establish how much interest there is in this. If it is required it should be self-funding, although some primary funding may be needed from EIF.

**Collages:** Jim Winship reported that he is currently looking at ways to provide bulk versions of the Guide for colleges under licence.

**Marketing the Guide:** Jim Winship suggested that more work could be done to market the Guide, particularly overseas, and that he was hoping to meeting with DCMS and UKTI to see if greater support could be gained for this.

**Primary Authority:** Jim Winship also reported that he was having discussions with Durham about setting up a Primary Authority scheme around the Purple Guide. The principal aim would be to help iron out some of the inconsistencies in interpretation of guidelines and legislation around events. There was some discussion over this and it was agreed that EIF should consider other authorities before selecting who to work with. Members agreed to suggest authorities for the Secretariat to speak to. The Better Regulation Delivery Office supports this approach.

**Sky Lanterns**

Susan Tanner reported that the NOEA campaign to ban sky lanterns was going well and the official launch had gained considerable media coverage. Although Defra is reluctant to introduce a total ban, increasing numbers of organisers are supporting the campaign. A logo has been created for use by supporters which is available from NOEA.

**Rates at Festivals and Other Events**

Steve Heap reported that the valuation office is currently consulting on the charging of rates for pubic parks, farmland etc. where events take place. Some event sites are already charged (e.g. Glastonbury) but the consultation is likely to lead to this happening across the UK. Steve agreed to circulate a letter that has been sent from Government and Jim Winship said that he would raise this with DCMS as another potential negative against events. *Steve’s letter is attached.*

**Parliamentary Group**

In the absence of Phil Mist, this group has been led by the Business Visits and Events Partnership although it was started by EIF. Members were asked for offers to lead the group. Jim Winship to do this in the short term. He also suggested that the group might co-ordinate a meeting with those MPs interested in the seaside town regeneration and that EIF might put together a presentation/discussion for them on how events could contribute to this. This might also link into the campaign to encourage people to get out of London.

**Business Visits and Events Partnership Report**

Michael Hirst reported on five items from a recent BVEP meeting:

National Event Month (October): Michael reported that the month of activity had been a success with each week focusing on a different sector of the industry. Next year it is intended that each section should take ownership of its own week.

Creative Industries Strategy: Events are currently not considered part of the Creative Industries Council and BVEP is lending its support to changing this so that the industry can be better represented to Government.

DCMS: Following a visit to a fair in Europe, the Prime Minister has told DCMS to make events a bigger priority. As a result there is now a real focus on this area and the Department is seeking to pull things together better. They are also currently looking to identify those events that could become more effective with support from government.

BVEP Manifesto: The Partnership has published a manifesto of actions it would like Government to take to better support the events industry. This will be circulated to the Parties with the aim of getting some elements into their manifestos but,in order to do this, the Partnership needs support from the industry to both circulate the document across the industry (an electronic version has already been sent and a hard copy will be sent shortly) and to lobby local MPs and parliamentary candidates.

Christmans Parties: The Partnership has also urged the Chancellor to increase the tax free allowance for Christmas parties in his Autumn statement pointing out that the current sum is out of date and an increase would cost the Treasury very little as it would recover most through other taxes.

**Rural Broadband**

Paul Hooper reported that Vodafone and O2 have taken an interest again in providing broadband at events and he said that he would report back to the Forum on progress with this.

**Daylight Hours**

The meeting briefly discussed the likelihood that there may be a new attempt to change British Summer time.

**Countryside is Great Campaign**

Jim Dixon from National Parks UK spoke to the meeting about the Visit Britain campaign to promote the UK countryside and asked members to suggest regional events that could be usefully promoted as part of this campaign. The aim is to target overseas visitors but the elements of the campaign are also likely to be picked up by Visit England for more localised home promotion.

**Next Meeting**

The next meeting will take place in March 2015. Members were asked for suggestions for a venue. Date to be set by Secretariat once venue identified.