**THE EVENTS INDUSTRY FORUM**

MINUTES OF MEETING HELD AT NCASS, BIRMINGHAM

ON THURSDAY 16TH MARCH 20917

Present:

Steve Heap (Chair), Association of Festival Organisers

Jim Winship (Secretary), the Event Service Association

Mark Harding, UK Crowd Management Association

Andy Grove, Local Authority Event Organisers Group

Paul Hooper – Association of Show and Agricultural Associations

Teresa Moore, The Greener Event and Universities

Beverley Griffiths – Emergency Planning College

Andy Lenthall, Production Services Association

Susan Tanner, National Outdoor Event Association

Michael Hirst, Business Visits and Events Partnership

Sean Whittle, Portable Sanitation Europe

Clive Owen, Portable Sanitation Europe

Bob Fox, National Catering Association

Ian Whitby, Chief Fire Officers Association

Mark Laurie, National Catering Association

Chris Atkins, Hire Association Europe

Carl Hagemann, Chartered Institute for the Management of Sports & Physical Activity

Apologies:

Carol Smith, Concert Promoters Association

**Minutes of Last Meeting**

These were approved by the meeting. The chairman handed out a report of his activities since the last meeting.

**Membership Report**

Jim Winship reported that 23 organisations are currently in membership of EIF.

As it is difficult to assess the exact number of members that EIF has without a membership fee structure, it was agreed that all members should pay £50 a year which will be invoiced in April each year.

**Purple Guide**

Mini Purple Guide: Jim Winship reported that the guide had been drafted and the majority of chapters had been approved by the Working Groups. Currently there are 10 awaiting completion or finalizing. It is hoped to have the new mini version available by April.

The meeting agreed that a charge of £10 should be made for this new version, with a £10 voucher to upgrade to the full Purple Guide.

It was agreed that ideally the new version should be designed so that it can be printed as one document.

Police Charging Chapter: Andy Grove reported that following a meeting with the Concert Promoters Association some changes were due to be made to the guidance. Once this is completed it will be submitted to the EIF for consideration to be included in the Purple Guide.

Medical Chapter: Following various comments on the content of the current chapter, EIF is planning to review this chapter shortly and a new draft will be sent to the Working Group.

Purple Guide: Jim Winship reported that once the mini version of the guide is completed work will begin on reviewing all the current Purple Guide chapters.

Sustainability Chapter: Teresa Moore kindly agreed to draft a new Sustainability Chapter for the Purple Guide. Jim Winship to assist in putting together a working group.

**Purple Guide Grants**

Jim Winship reported that the Directors had agreed to give a £2000 grant for research into the safety of ignitors in the pyrotechnic industry. This work is being undertaken by the British Pyrotechnic Association.

The project funded by the Forum with Powerful Thinking has now been completed and a members can view the project at   
**View the Smart Energy Guide**

**Purple Guide Marketing**

The meeting discussed the need to do more marketing for the Purple Guide as well as concerns that others are copying the content internationally without giving recognition to the Guide. It was generally felt that EIF should not be too concerned about others developing guidance around the Guide as this helped to promote a safer industry generally. However, it was felt that more could be done to promote the guide, especially to local authorities who often still refer to the original version or to their own guides.

EIF to undertake a marketing programme to reach out to local authorities, particularly when the new mini guide becomes available.

EIF to also look into producing an article in the local authority press and writing to local authorities to encourage them to use the new guide. A banner advert might also be produced which members could use on websites, emails etc.

It was further agreed that EIF should provide a logo link to the guide that could be used by members to promote the Purple Guide on their websites. NCASS said they would support this.

**Purple Guide Research Project**

The Directors of EIF Ltd reported that they were looking at supporting a research project with the aim of developing a tool which the industry and local authorities could use to evaluate the social and economic contribution events make to an area.

The Forum to further research what has already been done in this sphere by Visit Britain/England and others. BVEP has also been mapping research in the event sector, which should be taken into account.

Michael Hirst drew attention to the website [www.eventimpacts.com](http://www.eventimpacts.com) which provides a ready toolkit to calculate the economic and social benefits of holding events. It was agreed that contact be made to evaluate whether the toolkit could be updated to provide more data relevant to festivals and outdoor events.

It was also pointed out that Mash Media might be interested in sponsoring research.

**PRS**

Steve Heap reported that the music industry remains in negotiation with PRS over fees. Although it had been thought an agreement was reached earlier in the year, this turned out not to be so.

Paul Hooper said that the Agricultural Show sector was meeting with PRS shortly about establishing a joint agreement with them and PPL about fees. He said that he would report back on the outcome.

**Joint Emergency Services Interoperability Programme (JESIP)**

Beverley Griffiths reported that there is a move for this programme to be applied to events in view of the raised concerns about terrorism.

There are also concerns about bad advice being given by some police forces, such as the use of vehicle as barriers to block roads to create a ‘ring of steel’.

The use of drones at events is also a concern.

Beverley said that she would keep EIF informed of developments.

**Business Rates**

Steve Heap reported that rates are now being levied on farmers where fields are being used for events.

**Wifi Standard for Events**

Andy Lenthall that there is nothing to report yet.

**BVEP Report**

Professionalism: Michael Hirst reported that in the absence of an Institute being established, BVEP is working with Bournemouth University to map what exists in terms of event training across the UK. The aim is to make this information available on a website.

Apprenticeships: Michael Hirst reported that 12 conference organizers have got together to form a trailblazer apprenticeship scheme with First Protocol.

Industry Strategy Green Paper: Michael Hirst reported that the Government is making funds available to support areas where the UK sees areas of opportunity for growth. BVEP is currently considering whether to put in a proposal for funding. A paper will be circulated on this with these minutes.

BVEP and the Outdoor Sector: Concerns were raised whether BVEP really represented the interests of the outdoor sector as it appeared to be dominated by conferences, meetings and exhibitions. Michael Hirst assured the meeting that outdoor events were included

**New Pyrotechnic Offence**

Andy Lenthall reported that a new offence of possession of pyrotechnic articles at qualifying musical events comes into force from 3rd April – in time for the start of the 2017 music festival season. Regulations defining a qualifying musical event for the purposes of an offence were laid before Parliament on Thursday 9th March – link [here](http://www.legislation.gov.uk/uksi/2017/306/made). These define a qualifying musical event as an event that is provided to any extent for members of the public and takes place on premises in respect of which a premises licence under the Licensing Act 2003 (the 2003 Act) has been granted. The direct link to premises licensed under the 2003 Act will make it easier to determine whether the offence applies.

**The Greener Event Award 2017**

Teresa May presented a paper to the meeting and asked for EIF’s endorsement of the Award. The EIF logo would be used showing it as a supporter.

Members were asked to consider this and send an email to Jim Winship saying whether or not they thought EIF should support this. Deadline for this is the end of March.

**Next Meeting –** The next meeting will take place at NCASS in Birmingham in November – date to be confirmed.