



Event Industry Alliance  
119 High Street  
Berkhamsted  
HP4 2DJ

2<sup>nd</sup> October 2020

The Rt Hon Boris Johnson MP

The Prime Minister

10 Downing Street

London

SW1A 2AB

The Rt Hon Rishi Sunak MP

Chancellor of the Exchequer

11 Downing Street

London

SW1A 2AB

Dear Prime Minister, Dear Chancellor,

#### **Proposal for Events Industry Hibernation Support Package**

As representatives of the UK events industry we are writing to raise our serious concerns over the existential threat faced by our sector given the Government's decision to close events for at least another six months and the inability of many events companies to access the support measures announced by the Chancellor in the Winter Economy Plan. We write to propose an urgent support package for the sector.

We understand the challenging decisions government must take to control the spread of the virus whilst mitigating its economic and social impact. However, the Prime Minister's announcement last week means that the once vibrant and growing UK events industry has been closed by the Government, and this is certain to have catastrophic employment consequences across the UK.

Britain's events sector employs around 600,000 people, with the exhibitions sector alone supporting some 114,000 of those jobs. Although nearly 60% of events and exhibitions businesses benefitted from the Government's job retention scheme, its forthcoming cessation will leave the sector, its employees and the communities in which it operates in uniquely exposed, having been one of the only sectors not allowed to reopen during the summer.

The Events Industry Alliance (EIA) anticipates that 80% of the exhibitions sector workforce (consisting of events suppliers, organisers and venues), over 90,000 people, will be made redundant in the coming weeks due to continued event closures and the inability of their employers to access the new Job Support Scheme as they are not able to trade at all during the time and therefore will have no income to pay employees.

A recent survey highlighted the significant impact on companies' revenues due to the Government's closure of events. This showed that events suppliers expected their revenues in November to be only 8% of pre-COVID levels, with corresponding figures of 9% for events venues and 13% for event organisers.

Targeted Government support is urgently needed for the industry to survive. We therefore propose that the Government develops an 'Events Industry Hibernation Support Package' consisting of the following proportionate, time-limited measures to address its unique circumstances:

- An adapted wage subsidy scheme, with a temporary higher Government contribution to event companies' employment costs, reflecting that Government restrictions are preventing them from generating revenues;

- A regular review process with clear criteria and industry involvement to assess the ability of COVID-secure events to resume at a future date. This would enable both for companies in the sector to prepare for a resumption of events and for temporary Government support measures to be tapered off as the sector is reopened and starts to generate revenues, which it is confident of doing; and,
- An enhanced grant and loan scheme offered to companies in the sector whilst it remains closed by the Government.

The support package would be time-limited and would be entirely contingent on the sector not being able to trade. The support should be offered on an opt-in basis, with the most severely impacted companies applying for additional employment cost contributions and/or grants or loans.

The sector stands ready to provide the Government with any information it would need to develop and define the scope of these and any other measures.

We are not an unviable sector and simply require support to survive until the time is right to resume events, at which point we can return to our role of driving growth in the wider economy. Before COVID-19, the events industry was a vibrant, growing sector; contributing some £70bn of economic impact to the UK, with trade shows and consumer exhibitions some £11bn. The sector also supports a further 180,000 businesses, many of whom are SMEs, who rely on exhibitions and events to meet customers and generate sales across every market and industry sector.

The sector is also a vital contributor to the UK's economic competitiveness, and acts as the UK's shop window to the world, enabling companies from a wide range of sectors to meet prospective customers, generating sales and driving UK exports. International competitors such as France and Germany recognise the vital contribution their events industries make to their own economies and have taken steps to permit COVID-secure events to continue. These and other countries are also providing more targeted support to help their events sectors get through these tough times. This is a highly mobile sector and the UK faces fierce international competition.

We remain confident that UK exhibitions can take place safely when the time is right to resume them with the robust health and safety measures already successfully demonstrated in the recent pilot. We have welcomed the engagement we have had with the Secretary of State for Culture, Media and Sport on the steps the sector will be able to take to control the environments we create as 'organised gatherings' through a risk assessed approach, including (but not limited to) sophisticated track and trace measures to ensure public safety is maintained, and we look forward to continuing that dialogue.

However, vital parts of the ecosystem needed to resume events in the UK will cease to exist in the coming weeks, with catastrophic employment consequences, if targeted Government action is not taken now.

We hope that you will look favourably on this proposal and we and our teams stand ready to work with your officials to develop this proposed package of sector support measures.

Yours sincerely,

Association of Event Organisers, Association of Event Venues, Event Supplier & Services Association & 334 Member Organisations (overleaf)

CC:

Alok Sharma, Secretary of State for Business, Energy and Industrial Strategy  
Oliver Dowden, Secretary of State for Culture, Media and Sport

2 Heads Global Design Ltd  
4D Design & Display Ltd  
73 Media Ltd  
A1 Event & Exhibition Cleaners Ltd  
Aboveline Ltd  
Abraxys Ltd  
ACC Liverpool  
ADD Enterprise  
Agility Logistics Ltd  
Aim Exhibitions Ltd  
Alfa Display And Design Ltd  
Aluvison NV  
AMI  
AMP Events  
Anti Copying in Design Ltd (Acid)  
Apex.co.uk  
ASP  
Aspect Exhibitions  
ATD Electrical Ltd  
attend2IT  
Aztec Event Services Ltd  
Backstage Hospitality Service UK Ltd  
Bang on Ltd  
Bauer Media - B2B & Transport  
BCD M&E - Accommodation Services  
Beazley Group  
beMatrix UK Ltd  
Bill Bowden Event Logistics Ltd  
Bill Moule & Sons Ltd  
BJA Design and Exhibitions Ltd  
Blue Hedgehog Displays Ltd  
Borough Bench Media Ltd  
Bournemouth International Centre  
Brand Events  
Brand Saints Ltd  
Bray Leino Events  
Briggs Equipment UK Ltd  
Brintex Ltd  
British Toy & Hobby Association  
Broadway Events  
BtoB Events Ltd  
Business Design Centre  
CBRE Managed Services Ltd  
CC Exhibitions Ltd  
CDI UK | Clements & Street  
CEVA Showfreight  
CFH Solutions Ltd  
Charles Twite & Co Ltd  
Immediate Media Co.  
Incendo Europe Ltd  
Indalo International Ltd  
Index Group  
InEvexco Ltd  
Infinity Colour Ltd  
Infinity Colour Ltd  
Informa Markets  
Information Technology Rentals Ltd  
Inovent Exhibitions Ltd  
Inside Events Ltd  
Insite Marketing Solutions Limited/Insite Graphics  
INTERFACE UK LTD  
Interlink Design and Display Ltd  
International Lifting & Shipping  
Joe Manby Ltd  
Jungheinrich UK Limited  
Kent Event Centre  
Korten Ltd  
KR Exhibition Services  
KRM Safety Management Ltd  
Kudos Exhibitions Ltd  
L C Events Ltd  
Leach Impact  
Leading Edge Design  
Level 29 (t/a Gleanin)  
Limelight  
LIVEBUZZ  
LIVEBUZZ  
MA Exhibitions  
Mack Brooks Exhibitions Ltd  
Maelstrom Event Solutions Limited  
Manchester Central  
Markey Coffee Communication  
Mash Media Group Ltd  
Mash Media Services Ltd  
Media 10 Limited  
MediaCo Ltd  
Mems International  
Messe Frankfurt UK LTD  
Millbrook Events  
Mind Body & Spirit  
Modex Exhibitions  
Montgomery Group  
Moore Kingston Smith  
Moore People  
NAEC Stoneleigh  
Nest Studios

CHS Group  
Circdata  
Clarion Events Ltd  
Clip International Ltd  
CloserStill Media  
Comexposium UK Ltd  
Concept Furniture International Ltd  
Concept G Exhibitions and Events (Pty) Ltd  
Cook and Associates  
Courts Design Ltd  
Create AV (UK) Ltd  
Creative Hire Ltd  
Creative Logistix Solutions Ltd (CLS)  
Creative8 Limited  
Creator International Ltd  
Cvent Inc  
Cvent Inc  
D Donovan and Sons (Carpet Services) Ltd  
Datalead Ltd  
DB Pixelhouse Ltd  
DC3 Design Ltd  
DCE Group  
DConcept  
DD Exhibitions  
Design Built Exhibitions Ltd  
DHL Trade Fairs & Events (UK) Limited  
Dijon Exhibition Design Co Ltd  
Display Revolution Ltd  
Display Wizard Ltd  
Diversified Communications UK  
dmg Events  
DMN designbuild  
Dobson Brown Ltd  
Dods Group PLC  
DSA Limited  
Duncan Sword Construction  
DVV Media HR Group Ltd  
D-Zine Furnishing Solutions Ltd  
East of England Arena and Events Centre  
Eastern Exhibition & Displays  
Easyfairs  
EDB UK Ltd  
Edge Exhibition Design Limited  
Eikon Exhibition Centre  
Electra  
Elevations Exhibition Design and Management  
ELS Displays Ltd  
Engage Business Media  
New Dimension Exhibitions Ltd  
New Scientist Ltd  
Nimlok Limited  
NJM (UK) Ltd  
Northstar Travel Media  
Oliver Kinross  
Olympia London  
Omanexpo LLC  
OPTIC (UK)  
Ottimo Digital Ltd  
OX2P Ltd  
P&J Live  
Park Display Ltd  
Perform Logistics Ltd  
Perton Signs Ltd  
PLASA Events Ltd  
PPMA  
Press Red Rentals Ltd  
Priority Exhibitions  
Project::4  
Prospects Events  
Publicity Systems Ltd  
QD Events Ltd  
Qdos Exhibitions Ltd  
Quartz Business Media  
Quattro Display Ltd  
Questex  
Raccoon Events  
Rapid News Publications Ltd  
RCNi  
Reed Exhibitions  
Reeds Carpeting Contractors Ltd  
Remote Audio Visual  
Resolutions Ltd  
Ricoh Arena  
RMC Digital Print Ltd  
Rocket Exhibition And Events  
Rocket Exhibition Services Ltd  
Rocket Graphics Ltd  
Royal Borough of Kensington and Chelsea  
Royal College of Physicians  
Royal Highland Centre  
RTD Systems  
Sandown Park Racecourse  
Saturn Exhibitions  
Scan Display Solutions (Pty) Ltd  
Scottish Event Campus (SEC)  
Sector Global Limited

Enigma Creative Solutions Ltd  
Envisage  
Equinox Design Ltd  
ESM Ltd  
Europa International Exhibition Services Ltd  
Event Exhibition and Design Limited  
Event Exhibition Services Ltd  
Event Support Solutions  
EventCity Ltd  
EventCreate Ltd  
Events Service LDA Limited  
EventShaper Ltd  
Evolve Creative Solutions Ltd  
ExCeL London  
Exhibit 3Sixty Ltd  
Exhibit Designers And Producers Association  
Exhibition and Event Carpeting Company Ltd  
Exhibition Freighting G.S.M Ltd  
Exhibition Girls Ltd  
Exhibition Power Limited  
Exhibition Services Ltd  
EXIB Ltd  
Explori  
Expo Floors Ltd  
Expose Designs  
EXSA (Exhibition Association of Southern Africa)  
Extreme Exhibitions Ltd  
F2F Events Ltd  
Farnborough International Exhibition and Conference Centre  
Farnborough International Limited  
Faversham House Group Ltd  
FESPA  
Fitz All Media Ltd  
Floor 2000 Ltd  
Floorex Carpets Ltd  
Fluency Marketing  
Fordmmp Limited  
Foremarke Exhibitions Ltd  
Formula Exhibitions Ltd  
Forum Events Ltd  
Fret Free Productions (Europe) Co Ltd  
Full Circle Events & Exhibitions Ltd  
Gallowglass Health & Safety LLP  
Genesis 3D Design Ltd  
GH Display  
Giant iTab  
GL Events  
Global Displays Ltd  
Sedef London  
Sharman Shaw Exhibitions Ltd  
Shinesmith  
Show Data Systems Ltd  
Showlite Ltd  
Sirius Conference And Events Ltd  
Sistemas de Exposicion  
Skala Contracts Ltd  
Skyline Whitespace Exhibitions Ltd  
Smart AV UK Ltd  
Smart Digital TV Ltd  
Smart Display & Exhibitions  
Smarter Shows Ltd  
SMP Group PLC  
Solutions 2 (UK) Ltd  
Sommer Event Flooring Ltd  
SQM sp. z.o.o. sp.k  
Stadium MK  
Stagecraftuk  
Standbuilder.co.uk Ltd  
Symbiosis UK Ltd  
T2 Display Ltd  
Tag Digital Ltd  
Tarsus Exhibitions Ltd  
Taylex Displays Ltd  
Tech AV Ltd  
Telford International Centre  
Tembo Ltd  
Terrapinn Ltd  
tfconnect  
The Barista  
The Black Pear  
The Brighton Centre  
The Event & Exhibition Partnership Ltd  
The Event Co - London Ltd  
The Exhibition Agency Ltd  
The Freeman Company (UK) Ltd  
The Inside BV  
The Intershell Group  
The Kia Oval  
The Manufacturing Technology Association - MTA  
The NEC  
The O2  
The QMJ Group Ltd  
The Silverstone Wing  
Thorns Group  
Thorns Group  
Tobacco Dock

Global Experience Specialists (GES)  
GovNet Communications  
Harrogate Convention Centre  
Hart Wilcox Production Company  
Heckford Exhibitions  
Henson Franklyn Ltd  
Highfields International Exhibition Services Ltd  
Hirex Ltd  
Hollywood Monster Ltd  
Hytex Communication Services Ltd  
Hyve Group  
IBC (International Broadcasting Convention)  
ICC Belfast  
ICC Wales & Celtic Manor  
ICHF  
Icon Exhibitions and Display Ltd  
IESA  
IET - The Institution of Engineering and Technology  
IFES AISBL  
IGNITION DG  
Iguana Exhibitions Limited  
Imagine Events Limited  
IMEX  
Total Expo Ltd  
Towergate Coverex  
Trades Exhibitions Ltd  
UKI Media & Events  
Ungerboeck Systems International GmbH  
Unique Exhibitions  
Universal Services (GB) Ltd t/a Media Hut  
University of Lincoln: Design for Exhibition & Museums  
Vectorworks UK Ltd  
Vividfish Ltd  
Vividink Ltd  
Vortex Events Ltd  
Ways & Means Events Ltd  
West End Studios Ltd  
White Rose Exhibitions Ltd  
William Reed Business Media Ltd  
Worldwide Exhibition Specialists Ltd  
Xpo Team  
X-Venture Ltd  
Yorkshire Event Centre Ltd  
Zero 1 Exhibitions