



Right Honourable Elizabeth Truss PM
10 Downing Street
London
SW1A 2AA.

Friday 30th September 2022

Dear Prime Minister,

The UK's perilous events industry

I write to you on behalf of the National Outdoor Events Association as well as the wider events industry; including festivals, country shows, music, cultural and sporting events.

In short, we are an industry that enriches and entertains almost every citizen in the UK and was most recently, heavily involved in the quick turn around and exceptional implementation of HM The Queen's State Funeral (including tracking, barriers, crowd management, rigging and much, much more.)

Since the 2012 Olympics and subsequent Commonwealth Games in Glasgow (2014) and Birmingham (2022) there has been a renewed focus on our industry and the quality of what we do is the envy of the world. Despite the visible success of these events, and many more that we see televised on a weekly basis, the outlook from the events industry is far from positive and I write to ask for your help.

After two years plus of the Covid-19 pandemic, which has destroyed large quantities of event businesses and led to the loss of a large amount of talent, those left are currently carrying huge levels of Bounce Back and CBILs loans taken on just to survive and are looking at executing events on a shoestring, based on ticket sales from 2019 to 2022 but with 2022 and now at 2023 overheads.



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High inflation rates, the increasing cost of fuel and power and general pressure on consumer spending will all further bite into our industry as it enters its historically fallow period. Events businesses make the majority of their income during the summer months, this income sustains it from October – April; which at present is set to be one of the toughest periods on consumers and businesses in recent memory.

As the event industry's representative body, we're clear on how government can support the +25,000 UK event businesses and +250,000 event professionals in surviving this 'perfect storm':

- **We welcome the abolition of the recent National Insurance increase and the cap in power costs. However, this needs to go much further. We advocate for further caps on power costs for businesses, helping them to 'literally' keep the lights on over the winter**
- **A reduction in VAT to 5% across events industry specific business, will allow organisations to pay back debt and pay fair wages**
- **A 100% Business rate relief for at least 6 months will keep overheads down over this fallow period**
- **The complete cancellation of Bounce Back loans still due will allow a clean slate for these businesses. If not, many will still be paying back these loans into 2025**
- **Our employees will benefit from the 1p reduction in PAYE, but our employees are sadly amongst the worse paid. As an industry we are trying to increase the hourly rate, but this is hard due to the economic climate as an increase in ticket prices would have a detrimental effect on sales. Therefore, we would like to see the government increase the tax-free pay and NI threshold to £15,000. This will benefit hourly paid event staff**

It is our opinion that the government needs to be bold and adopt these suggestions or sadly businesses within the event industry will suffer, many will fold, leading to more talent exiting the industry, and many fulltime and part time staff becoming unemployed and having to rely on Universal Credit. It will also lead to more event cancellations, and the industry, currently one of the most respected in the world, being compromised in its ability to run quality, creative, but most importantly safe and secure events. This will not grow our economy we need to be bold an aggressive organising events throughout the country.



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This is now the industry's main priority, and we ask that your government can assist the event industry as you are doing other industries and help us now!

Yours faithfully,

Tom Clements Dip.ESM

President

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