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**MINUTES OF EVENT INDUSTRY FORUM DIRECTORS MEETING HELD ONLINE ON FRIDAY, 22ND JANUARY 2021**

**Present:**

Steve Heap

Susan Tanner

Paul Hooper

Carl Hagemann (part-time)

Andy Lenthall

Jim Winship

**Minutes of Last Meeting**

Agreed

**Apologies for Absence**

None were received

**APPG**

Susan Tanner reported on the first meeting of the All Party Group for Events which she and Steve Heap had attended. She said the Theresa Villiers MP seemed to understand the issues facing the industry and that the other MPs attending had been enthusiastic. She and Steve had both had been given time to talk about the outdoor sector, although the meeting had been predominantly about indoor and business events.

Although there was some concern about the APPG being dominated by the indoor sector, the meeting agreed that EIF should continue supporting the group.

Jim Winship agreed to obtain a copy of the minutes of the APPG meeting from its secretariat and to circulate these to all EIF members.

**Lobby Support**

Jim Winship reported that currently EIF is not using Andrew Bingham for any particular lobbying as there is little he can achieve against the current lockdown backdrop. However, he continues to be available for when EIF needs him.

Paul Hooper expressed frustration that agricultural events are continuing to be ignored by DEFRA. Jim Winship said that EIF continues to support the case for agricultural shows as part of the outdoor sector via DCMS. Jim agreed to discuss this with Paul separately.

**PR Campaign**

Jim Winship reported that One Industry One Voice (OIOV) had run a B-2-B campaign in December to encourage businesses to include events in their marketing budgets for 2021. This was largely focused around indoor events.

A consumer campaign is now being planned by OIOV, although the timing of this will be crucial as he said he could see no point in running such a campaign until there was more assurance that events could go ahead and that the capacities allowed would provide sufficient opportunity for numbers to attend. Although there appears to be strong demand for events, running a campaign too soon could be counterproductive at a time when consumers need be to confident that they are safe and if there is a risk of events getting cancelled again.

Jim reported that he is representing EIF on OIOV and the working group for the B-2-C campaign.

**Purple Guide**

Steve Heap reported that work is being done to update the Children’s Chapter. A further chapter covering Adventure Sports is also close to being completed.

**Festival COVID Guidance**

Steve Heap reported that the Festival working group is currently supporting the development of supplementary guidance in relation to COVID.

The meeting confirmed agreement for EIF to contribute £1500 to the development of this guidance.

**Amusement Device Safety Council**

Carl Hagemann confirmed that he was representing the Council on EIF.

**Next Meeting**

No date was set for a next meeting.