



NOEA

National Outdoor Events Association

Briefing Document: UK Live Events Industry

Prepared by the National Outdoor Event Association (NOEA)

“The Creative Industries are an engine of growth”

Events stimulate business activity, community cohesion, cultural awareness, community spirit, fitness and health

NOEA is a representative association for the outdoor and live events sectors. Its members consist of business and individuals involved in the production of live events, including cultural, specialist, music, festival, and food, both domestically and around the world.



The Value of Events (spend by visitors)

Conferences and Meetings	£16.3 billion
Exhibitions & Trade Fairs	£10.9 billion
Business Travel Meetings	£ 4.0 billion
Incentive Travel	£ 2.4 billion
<i>Arts & culture</i>	<i>£ 5.6 billion</i>
<i>Fairs & Shows</i>	<i>£ 6.0 billion</i>
<i>Music Events</i>	<i>£ 6.6 billion</i>
<i>Sporting Events</i>	<i>£ 9.7 billion</i>
<i>Air displays</i>	<i>£0.1 billion</i>
Total	£61.6 billion



“After the pandemic, we invested in events. We needed to give as many reasons as possible to get people out of their homes, onto the streets, to feed businesses and to come together as a community.”

London Breed, former Mayor of San Francisco



Supporting the Government’s Five Missions

1. **Events employ approximately 700,000 people** in highly skilled operational, marketing and technical roles and offer young people opportunities and apprenticeships. It is an industry with a low bar to access and a high ceiling to flourish in
2. **Event participation** makes people more likely to **be healthy, culturally and socially aware, and interested in knowledge exchange, self and professional development and less likely to create social problems.**
3. **Events drive the visitor economy**, accounting for 50% of all tourism spend, projecting the **UK, through business and outdoor events as a vibrant, innovative, successful, purposeful, forward looking and creative Nation.**
4. Events represent the best of **‘Brand Britain’** and a large part of our outward **identity**; from the **Coronation of King Charles III** to the **New Year’s Fireworks, Hogmanay, Wimbledon, Royal Ascot, Glastonbury, and The Royal Edinburgh Military Tattoo**
5. **Ticket levy (contribution)** Currently £1.7 million voluntary levy on large scale events; moving closer to £2 million, to address the grass roots crisis (Music Venue Trust / Live Trust)



Key Policy Asks

- 1. Development of a comprehensive national Events strategy**, consolidating resources from various Whitehall Departments and agencies, akin to the stature of UKSport and the Arts Council.

Northern Ireland, Scotland and Wales all have a coordinated industry and government events strategy, England is the only Home Country without one.

- [Integrated Strategy 2030 | Northern Ireland Business Events](#)
- [Scotland's National Events Strategy | VisitScotland.org](#)
- [The National Events Strategy for Wales 2022 to 2030 | GOV.WALES](#)

- 2. Integration** of major business and outdoor events with key governmental industrial and social initiatives.
- 3. Support across DCMS directorates for the Events Industry**, while fully embracing the sector as part of the Creative Industries with support within the DCMS Creative Industries Directorate. Collaboration with government/local authorities. At present, primary government bodies engaged are DCMS and DEFRA, however support is limited and fragmented.
- 4. Introducing tax allowances, on a par with those available in TV & Film production, which would encourage new events to be introduced in places and at times of the year when capacity is available and additional demand is needed.** This would stimulate growth in regions of the UK where additional content/product is needed and could be directed to times of the year when demand needs boosting.





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- 5. Embed events into industrial and social initiatives.**
- 6. International models.** Other countries use clearer regulatory frameworks and ring-fenced tourism taxes to fund events — models the UK could adopt.
- 7. Support and partnership for derisking outdoor event innovation** (see below)

Impact of Recent legislation

- **Martyn's Law** will increase security costs.
- **Recycling regulations** (from 2027) will require all events to recycle on-site.
- **Employment Rights Bill** may impact casual summer staff.
- **Healthcare standards** becoming statutory could raise costs and operational complexity.

Further regulatory changes needed

- Rebuild local authority expertise, support for, and budgets for events.
- Develop consistent event medical regulations — raising standards while protecting small events.
- Revise Section 66 of the Police Bill in consultation with industry.
- Encourage urban centres to host small-scale events with permanent infrastructure support.
- Ensure tourism tax revenues are ring-fenced for events, as seen in Europe.
- Promote inbound tourism more strategically, linking heritage, culture, and events.

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