A REPORT INTO THE PROSPECTS FOR THE EVENTS INDUSTRY SUPPLY CHAIN DURING THE COVID-19 INDUSTRY SHUTDOWN

9th April 2020
Businesses involved in the supply of services to the UK Events Industry (£70bn contributor to the UK economy) took part in research into the financial impacts of Covid 19 and the need for further support. The survey took place between 3rd and 7th April 2019.

A survey was circulated to members of member associations of both the Business Visits and Events Partnership and the Events Industry Forum

Those associations whose memberships responded were: The National Outdoor Events Association, Production Services Association, The Event Services Association, The Event Supplier and Services Association, Portable Sanitation Europe, MUTA (marquees, tents and structures), the British Air Display Association and The Concert Promoters’ Association.

The 963 companies responding are broken down thus:

Q2 What is the nature of your supply to live events

- Technical (light, sound...): 44%
- Infrastructure (trackway...): 24%
- Venue: 6%
- Event organiser: 26%
60% of those companies responding have liquidity for 3 months or less, even after all current measures are taken into account.

Q13 How many months of liquidity do you think your business has left, taking into account Government schemes announced to date and assuming social distancing measures continue indefinitely?

![Bar chart showing the distribution of liquidity for 3 months or less.]

Only 0.5% of those companies responding have been successful in applying for CBILS

Q10 Have you been successful in applying for CBILS?

![Bar chart showing the success rates: 1% Yes, 10% No, 25% Waiting, 64% Not applied.]
Before cost reduction measures, the majority of business rates bill, where applicable, account for 5% or less of business expenditure; after cost reduction measures, this proportion of expenditure increases significantly.

![Bar chart showing the change in business rates as a percentage of outgoings before and after cost reduction measures. Before cost reduction measures, most companies have business rates bills that account for 0.1-5% of their outgoings, with a smaller proportion having bills in the 6-10%, 11-20%, and 21%+ categories. After cost reduction measures, the distribution shifts, with a larger proportion of companies having bills in the 0.1-5% and 6-10% categories and a smaller proportion in the 11-20% and 21%+ categories.]

The removal of business rates alone would give 39% of companies just one month of extra liquidity. 32% would remain solvent for between 2 and 3 months, suggesting the need for hospitality and leisure grants in addition to 100% BR relief.

Q14 How many EXTRA months of liquidity would your firm get if you were able to get business rates relief?

![Bar chart showing the distribution of responses to the question. The chart indicates that 39% of respondents would get 1 month of extra liquidity, 13% would get 2 months, 13% would get 3 months, 2% would get 4 months, 5% would get 5 or 6 months, and 14% would get more than 6 months of extra liquidity.]

1% of companies have been successful in obtaining a hospitality and leisure grant.

Q9 Have you been successful in obtaining a leisure and hospitality business grant?
35% of companies have applied for 100% business rates relief, only 5% have so far been successful.

Q4 Have you applied for 100% business rates discount

Yes: 25%
No: 5%
Considering: 8%
Don't expect to apply for my business: 50%

Q8 Have you been successful in receiving 100% business rates discount.

Yes: 1%
No: 14%
Working: 32%
Not applied: 49%