

Government responses to the DCMS Select Committee Report on “Promoting Britain Abroad” Report.

Recommendation one: We recommend that the Government should work with the creative industries at a strategic level and establish a creative industries export office. This should be coordinated by the DCMS but involve officials from all relevant departments, such as the Department for Business, Energy and Industrial Strategy, the Home Office and the Department for Transport.

Government Response: In light of a wide range of existing support, the Government does not see a case for the establishment of a separate creative industries export office. The Government will set out its ambition for the creative sector to 2030, including boosting growth and exports, in the upcoming Creative Industries Sector Vision, which will be published in early 2023. The Government continues to support creative businesses and professionals exporting to Europe - and the world - with a range of export support programmes. In 2022/23, the Department for International Trade (DIT) provided funding through the Internationalisation Fund, the UK Tradeshow Programme and for music the Music Export Growth Scheme and the International Showcase Fund. DIT's Export Support Service has a policy hub which provides support for more complex business enquiries, including those relating to the creative industries such as ATA carnets and temporary movement of creative professionals. Additionally, their Export Support Service has a policy hub which provides support for more complex business enquiries, including those relating to the creative industries such as ATA carnets and temporary movement of creative professionals. Furthermore, the Government has committed £21 million over the next three years for the UK Global Screen Fund to ensure even more of our world-class independent screen content is reaching audiences around the world. Nonetheless, DCMS consistently looks for new ways to promote the UK's exceptional cultural offer overseas - whether that is through working with the British Council on their extensive Seasons of Culture programme in priority countries, or the GREAT campaign on targeted efforts around changing perceptions of the UK overseas. Following on from a number of set piece events in 2022 which generated soft power, such as the Queen's Platinum Jubilee, 2023 will focus on several major events which demonstrate the power of DCMS's sectors in broadcasting positive perceptions and boosting growth. This includes the Coronation of King Charles III in May, and the Eurovision Song Contest being hosted in Liverpool on behalf of Ukraine. These events provide timely and valuable opportunities to promote Britain's welcome, creativity and ability to host events of the highest calibre.

Recommendation two: The Government should expand VisitBritain's Business Events Growth Programme and indicate in its response to our report the level of additional funding and the date by which it will be awarded.

Government response: Although the Government does not presently intend to expand VisitBritain's Business Events Growth Programme (BEGP), we will continue to evaluate the case for expanding this as part of future DCMS budgetary planning. The Government recognises that VisitBritain's BEGP plays an important role in helping UK destinations to attract and grow international delegations at a range of valuable business events. In turn, these events have fuelled investment into UK growth sectors while propelling vital research and innovation. VisitBritain received £500,000 for Business Events from DCMS in the last financial year (additional funding for business events was allocated from the VisitEngland core budget), and £340,000 was spent on the BEGP. Here, the BEGP supported 24 international events held or due to be held in all corners of the UK. In recent years, BEGP funding has helped London host the largest ever Sibos financial services

event, Leeds to welcome this year's brand new UK Real Estate Investment & Infrastructure Forum and Glasgow to win this year's Euroanaesthesia Congress (set to attract over 8,000 delegates from more than 100 countries). The Government also adds strength to UK event bids through embracing the advocacy strand of the BEGP. For example, three Secretaries of State provided letters of support for London's successful bid to host the EcoCity World Summit in 2023. While the event is predicted to generate a £877,000 delegate spend, it will more importantly further enhance the UK's reputation as a leader on clean growth following last year's COP 26 summit in Glasgow. **DCMS recognises that the business events sector is a powerful asset for the economy.** The Department relaunched the Events Industry Board as a Tourism Industry Council Working Group to generate practical policy options to both support the sector's recovery and to maximise collaboration between industry, VisitBritain and the Government. Ministerial attendance at business events last year such as the World Travel Market, Global Offshore Wind, Farnborough International Airshow and London Tech Week demonstrates that the Government is prioritising the recovery of the sector, and will continue to explore ways to reconnect, rebuild and innovate the industry. These occasions, paired with appetite for more sustainable ways of doing business, are set to drive growth in upcoming years

Recommendation six: We recommend that the Government should negotiate an agreement with the EU to provide a single-entry document for performers to submit to any EU country they wish to visit.

Government response: The Government believes that the proposal of an EU-wide visa waiver is unviable. The EU did not offer a visa waiver for paid activities during the Trade and Cooperation Agreement negotiations. Instead, a reciprocal visa waiver agreement was offered, covering all current and any future Member States for short stays, for example, as a tourist. This remains incompatible with the Government's manifesto commitment to take control of our borders, and nor would it meet the sector's needs. The Government recognises that the way creative workers work in the EU has changed, and the sector will need to adapt to new requirements now we are no longer a Member State. Government Response to the Committee's Second Report Committed to supporting the sector to adapt to these new arrangements, the Government has worked extensively with the sector and directly with Member States to clarify what creative workers need to do to help them resume touring with confidence. The UK took an ambitious approach during negotiations with the EU that would have ensured that touring artists and their support staff did not need work permits to perform in the EU, for up to 90 days in 6 months, and that event hauliers could move freely. Regrettably, our proposals were rejected by the EU. The Government's trade deal with the three European Free Trade Association (EFTA) countries (Norway, Iceland and Liechtenstein) ensures that touring artists and their support staff do not need work permits. This demonstrates that the offer made to the EU by the Government is workable. Following engagement by the UK Government and the sector, almost all EU Member States have confirmed that UK musicians and performers do not need visas or work permits for some short-term touring. This includes the UK's most important touring markets, such as France, Germany and the Netherlands; and also Spain, which introduced 90-day visa and work permit-free touring in November 2021. Regarding EU citizens coming to the UK, the UK's rules for touring creative professionals are comparatively more generous than in many EU Member States. The UK's domestic rules allow musicians, entertainers and artists (and their technical staff) from non-visa national countries, such as EU Member States and the US, to perform in the UK without requiring a visa, and the UK does not have work-permits. Ultimately, only Member States can change their visa rules beyond what is required of their membership of the Schengen Area. If Member States are willing to change their rules to more closely reflect the UK's arrangements, the Government would encourage them to do so