

It has been another **hugely impactful six months** for LIVE. By bringing solutions to policymakers, we are an **increasingly respected partner of Government & Parliament** across a wealth of policy areas, including: touring barriers, ticket touts, misogyny, safety (Martyn's Law), licensing, tax relief, major events, inclusion and sustainability.

## LIVE TRUST

**5M+**

TICKETS PLEDGED TO LIVE TRUST

**£500k**

DISTRIBUTED IN PHASE ONE

**7**

PROGRAMMES FUNDED

**£1**

PER TICKET FROM SHOWS OVERY 5,000 CAPACITY

## A SIMPLE GOAL: PROTECT, EXPAND & SUPPORT GRASSROOTS MUSIC

### PHASE ONE

£500K distributed across 7 programmes with 9 organisations supporting artists, promoters, venues, festivals and more.

### PHASE TWO – SUMMER '26

Building on Phase One learnings and results from impact reports, more organisations will be invited to apply and partnership approaches will be pursued.

### PHASE THREE – AUTUMN '26

Aim to create the LIVE Trust's first 'open fund' for public applications from programmes.

[PRESS FOR LIVE TRUST ONE SIDER](#)



## MAJOR EVENTS, MUSIC PLAN AND MUSIC GROWTH PACKAGE

### MAJOR EVENTS

LIVE is the only music representative on the Government's Major Events workstream. Focused on making the UK the place to hold events for 10K+ people. Opportunities to address VAT, visas, licensing, and Martyn's Law compliance.

### MUSIC PLAN

Government's plan to make the UK the best place to make and invest in music. LIVE facilitating working groups with DCMS. A positive opportunity to galvanise support around LIVE's agenda — embedded in Industrial Strategy (IS8).

### MUSIC GROWTH PACKAGE

£30 million over 3 years. LIVE sits on the advisory panel. Work is being aligned with the LIVE Trust and the wider funding landscape to maximise impact across the grassroots sector.

## KEY UPDATES

### BUSINESS RATES

- Government planned higher rates for £500k+ valued music venues – a self-defeating policy.
- LIVE, MVT & NAA campaigned rapidly with NAA's vital research underpinning the push confirming **arena attendees spend 2.5 times more outside the arena than inside.**
- Result: Treasury recognised live music venues as a discrete entity for the first time.
- 15% reduction in 2026 – 2027, followed by a 2 year freeze applying to ALL live music venues.
- More to do: secure uniform application across councils and address flaws in the underlying valuation process.

### EU TOURING

- Government committed to seeking improved EU touring arrangements.
- LIVE part of the Cultural Exchange Coalition (co-chaired by MU's Dave Webster also Chair, LIVE Touring).
- New EU visa policy strategy offers encouragement for short-term business visitors.
- A1 Forms processing times improved; discussions ongoing on carnets and sponsor regime.

### TERRORISM (POP) ACT – MARTYN'S LAW

- Implementation timeline: not until 2027 to meet 24-month commitment.
- LIVE on advisory panel giving us direct input to Home Office & SIA.
- Home Office guidance nearing completion; SIA will consult soon.
- More to do: some local authorities are referencing the legislation now, compliance not yet possible.
- **Do not spend money with consultants**

### TICKETING

- Government preparing legislation to restrict secondary market sales
- Broad principle: can sell for what you paid, potential cap on fees
- Bill should be in next King's Speech.
- No legislative plans for primary market.
- STAR to lead on improving clarity to consumers.

### SHOW MUST GO ON REPORT - SUSTAINABILITY

- Launched in Parliament last month, a true cross-sector partnership
- Live events = 15.9kg CO<sub>2</sub>e per person per day (36kg in everyday life)
- Industry actions alone can deliver a **37% reduction by 2030**
- With Government support: 37% becomes a **50% reduction**

### LIVE TALKS

Free online workshops focused on EDI, sustainability and wellbeing.

#### Next LIVE TALKS:

#### Imposter Feelings in Live Music

(Wed 25 March, 12pm)

sign up or view recordings at

[www.livemusic.biz/live-talks](http://www.livemusic.biz/live-talks)

### LIVE AWARDS 2026 - SAVE THE DATE!

**Wednesday 9 December @ Troxy, London.**

Celebrating excellence across the live music industry. Mark your calendars now, more details to follow!