



ANNUAL REPORT



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FROM THE CHAIRMAN

From time to time I find myself chatting with lapsed PSA members, and I always ask why they decided not to renew their membership. The answer is usually that they just didn't see the benefits of being a member. That's one of the reasons for this – our first annual report. I'm convinced the PSA is of great benefit to its members, and to the live event industry as a whole. But I'm also convinced that we haven't done nearly enough to tell people about it.

One reason for membership is to support an organisation that is able to represent the whole industry in a way that individuals can't. In this report you'll read about the work we've done in areas such as licensing, health and safety, and radio spectrum – to make sure the production industry is heard and understood by government and regulators. It would be a wonderful thing if that alone was considered a reason to join the PSA. But it needn't be – there are a growing number of other reasons to join the Association. Eligibility for crew-cover insurance and the soon to be launched secure on line certificate store are two good examples.

As you'll read in this report, 2011 has been a very successful year for the PSA, with membership climbing, and a number of long term projects finally launching. With continued support from the membership, 2012 looks set to be just as fruitful.

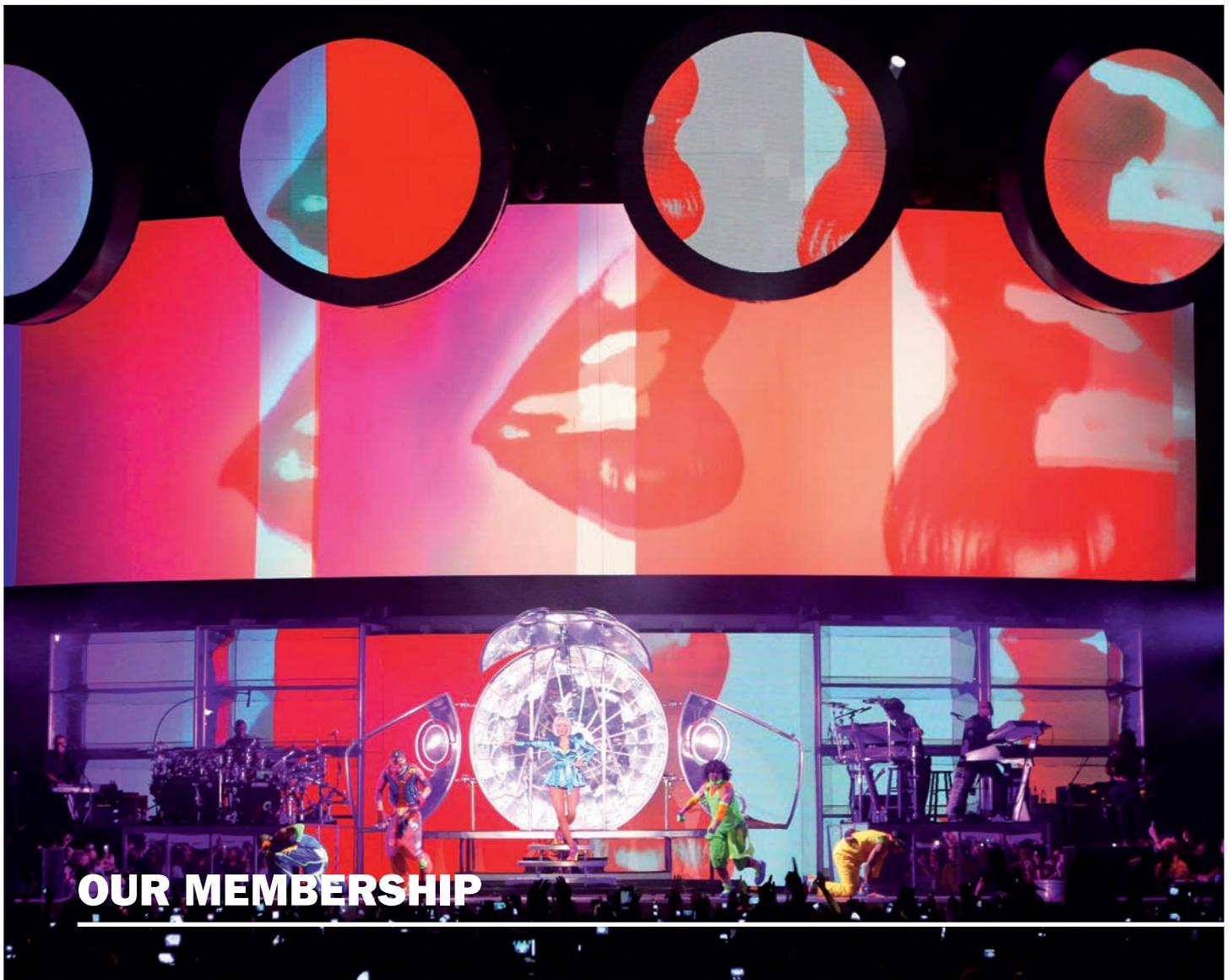
James Cobb

There's no show without the band – any agent will tell you that. And without production, it's called busking – I'll tell any agent that. Of course, they'd still want their 20%. The rousing speech at a party conference wouldn't be quite so rousing without production. It's so easy for something so obvious to remain invisible, the efforts of hundreds distilled into adulation for one individual on stage. You, the suppliers, technicians, designers, coordinators and operators deserve recognition. That's what the PSA is here for, to gain recognition for the engine room, the power behind live events. With that recognition comes the ability to lobby, consult and represent your interests with the many organisations and individuals that can indirectly affect your working life – for better or worse. Changes to laws that might encourage more events, the removal of access to radio spectrum, charges for driving vans in London, moves to attract large scale business events to our shores – these are just some of the things that we can affect, but only with the support of your membership.

Andy Lenthall



FROM THE GENERAL MANAGER



OUR MEMBERSHIP

2011 saw membership numbers double to over 900 people... and rising, mainly thanks to the introduction of the members only, membership inclusive public liability insurance product from Crewcover. This has shifted the balance of membership from an even split between company and individuals to a 71/29% split in favour of individual, the split perhaps reflecting more the characteristics of our sector.

Our work is still largely funded by membership fees so this growth is welcome, it has helped to give the PSA's reserves a much-needed boost. As well as financing the work of your association, each and every new individual adds to the strength of our voice.

DELIVERING MORE MEMBER BENEFITS

The development of Crewcover alone has delivered a huge benefit to members; the simple aim of effective cover for crew at a cost-effective price has been achieved. In addition, certain incidents occurring in 2011 served to highlight the need for insurance that works for the individual rather than a certificate that simply allows the individual to work. It was no accident that we worked with Precision Broking on Crewcover, a product and web-based application process more suited to our sector.

We are working with Precision Broking, the people behind Crewcover, to develop effective, members only products for company members, with new products earmarked for launch in early 2012.

Of course, we are there for the individual too, the past year has seen us pick up the phone and chase unpaid bills, point out some serious lapses in worker safety as well as the more general calls to our external support line on contract, staff and other legal issues.



FUTURE BENEFITS

SAFETY MANAGEMENT

2012 will be a busy year for many of our members, the Olympic and Paralympic games in London will be challenging and hopefully rewarding. One crucial aspect to the games is safety; during the construction of venues, accident data suggested impressively low injury rates compared to the wider construction industry. When LOCOG's safety team were looking at ceremonies and other events surrounding the games, they looked to the PSA for a solution. Again, it's no accident that we had already introduced our industry to Safety Passports – a scheme which has now been embraced by LOCOG's Ceremonies team and will be demanded of all contractors as part of their robust safety management systems. In addition, the adoption of Safety Passports will leave a legacy of better awareness of the real meaning of health and safety in our workplaces.

Of course, Safety Passports are not the only records that may be demanded from clients. Rigging certification, powered plant tickets, insurance documents – all manner of paperwork has to be provided to any number of clients or event organisers. In the coming months, we aim to develop an on-line system for securely storing and sharing such documents, giving individuals the ability to provide documents easily to companies that they choose. If adopted enthusiastically, this will eventually remove the burden of chasing up to date documentation from companies that use self-employed subcontractors.

We believe that event organisers and venue owners will, in the near future, require more evidence of competence from suppliers. A simple method of access to records will be the key to a less burdensome regime of checks.

EDUCATION

Much has been said about education and training over the past few years. Many company owners feel that many further and higher education courses are not fit for purpose, others suggest that vocational schemes such as apprenticeships are more suited to many jobs in our sector but, those that have investigated apprenticeships have been left disappointed by the educational aspect, again citing a lack of suitable courses. In addition, Sector Skills Councils that have the responsibility of developing education for certain sectors have wide briefs that lack the focus for the technical side of production – we also fall into gaps between sectors. One thing is certain, the requirement for new people with the correct skills, attitude and expectations is great, it is the key to the future prosperity of our sector and our country's position as a leading supplier of talent.

It has long been our aim to help the development of sector specific, fit for purpose higher and further education courses. Indeed, we have succeeded in doing so in the past. Over the past year and continuing into 2012, a group of individuals has been carefully researching the industry's attitudes to training and education, with a view to taking a more controlled approach. In essence, we are looking to develop a centre of excellence for the delivery and approval of training and education, purely for the technical aspects of live events. This is a major project that has the potential backing to do things on our terms rather than fitting in to a pigeon hole that isn't quite suited.

REPRESENTING OUR MEMBERS

You get on with the things that directly affect your business, we deal with the things that indirectly affect your business. Some of these things take a long time to become a reality; writing guidance on the Noise at Work regulations took 4 years, reviewing and revising the British Standard for temporary electrical supplies in entertainment took over a year. Rules, standards, regulations and guidance all affect the way you work, supporting the PSA gives you a representative voice to ensure outside influences are positive and manageable. From consulting at the beginning to helping businesses implement new elements to their operations, a representative voice like ours is crucial to the future of our sector.

Many of our members operate in the live music industry, and 2011 saw the formation of a joint-industry body to represent live music at the highest level. UK Live Music is made up of organisations representing production, promoters, venues, agents and festivals. In turn, UK Live music has a seat on the board of UK Music which is the most effective lobbying voice for the music industry in our country.

UK Music has already had great influence in Government proposals to deregulate entertainment licensing, something that will benefit the whole events sector by removing unnecessary, sometimes costly, regulatory burdens.

Health and Safety never seems to be far from the headlines. We like to skip the headlines and dig out the truth and, the truth is that we all want to be safe at work and return home healthy.

Problems can arise with misunderstandings and misinterpretation; the Safety Passport has delivered a better understanding for the thousands of people that now carry the card but our job is also to help regulators and enforcers understand our sector and how we operate. For many years, the PSA has had a constructive and

positive dialogue with the Health and Safety Executive (HSE), we will continue to do so.

2011 saw a lot of work go into the revision of the Event Safety Guide, formerly published by the HSE. Changes in approach have meant that the guide in its current format will not be published by the HSE but will exist as an industry-authored, web-based set of guidance documents. Needless to say, we will be involved.

There are also changes in enforcement. Up to now, most health and safety enforcement activity has been carried out by local authorities. From 2011, some enforcement activity switched to HSE control – mainly the building and dismantling of temporary structures. This change of regime requires a new group of inspectors to be enlightened to the products and methods employed in our sector. We are helping the HSE to build an advisory group to manage the transition and ensure efficient, effective enforcement.

2011 saw the culmination of a wide-reaching campaign to protect radio spectrum that is used for wireless audio devices. The PSA signed up to the Save Our Sound campaign and, along with the main lobbying efforts by the British Entertainment Industry Radio Group, the joint efforts not only secured continued spectrum availability but a funding package for companies that would be left with useless equipment after frequency switches. With rapid development of mobile data technology, the pressure on suitable spectrum is likely to remain high – the story will continue.

The PSA has also continued to play an active role in communicating wider issues through the Event Industry Forum (EIF). The EIF members spent much of 2011 working to develop content for the revised Event Safety Guide, as well as succeeding in its aim of creating an All Party Parliamentary Group for the events industry – the most effective way of communicating issues in the corridors of power.



INFORMING OUR MEMBERS

From email news bulletins and updates through articles in Total Production International every month, to the various social network feeds, we're keen to keep people updated with news of our activities as well as information that will aid the smooth running of your business. The PSA web site has recently been updated to incorporate a feed from our Facebook page – over 1000 followers now and a simple way of posting links to relevant news and useful tips, it's the quickest way of sharing information.

THE COUNCIL (AND ATTENDANCE RECORD)



The PSA is managed by a council consisting of 14 members. The PSA Council directs the activities of the association while the association's management carry out and coordinate its day to day running as well as some representation activities.

Without the dedication and input from members of council, who give their time and travel for free, the PSA would not exist. Each year a number of council members must stand for re-election and, at the same time, we invite all current members to stand for election to council. The process is structured to give ample opportunity for members to join council whilst ensuring continuity.

Council meets regularly through the year, 2010 saw them meet on the following dates:

- 7th February 2011 - Novotel Hammersmith (AGM)
- 2nd March 2011 - Eat to The Beat
- 13th April 2011 - Meeting cancelled
- 25th May 2011 - SSE Installations
- 6th September - XL Video
- 2nd November - XL Video
- 13th December - Elstree Light and Power

The Council would like to express their gratitude for the hospitality shown by our hosts throughout the year.

Name	Company	Meeting Attendance/5
James Cobb - Chairman	Cobb Associates	5
Steve Banks - Vice Chair	Wigwam Acoustics	3
Graham Gerrard - Treasurer	Gerrard ABS	2
Emma Bigg	SSE Audio Group	3
Lee Spencer	XL Video	5
John Jones	Lift Turn Move Ltd	1
Dave Bigg	Self Employed	2
Simon James	The Event Safety Shop	1
Stuart Milne	Showstars Ltd	5
Tom Rees	Self Employed	4
Dave Keighley	Elstree Light and Power	3
Ian Revens	Self Employed	2
Eric Porter	Self Employed	2
Gary Cooper-Burrows	Rockdrops	1



LOOKING AHEAD – FROM THE CHAIRMAN

THE MANAGEMENT

Since 1996, the day to day running of the PSA has been managed by Mondiale Publishing Ltd (Mondiale). An employee of Mondiale but seconded as full-time General Manager of the PSA, Andy Lenthall coordinates Mondiale's provision of financial and administration functions as well as attending numerous events to ensure our members are represented effectively. From inheriting responsibility for an ailing organisation to the growth in membership, recognition and financial reserves, Mondiale's management has helped to create a strong and effective organisation.

ECONOMIC OUTLOOK AND THE EVENTS INDUSTRY

What should PSA members expect from 2012? Despite the global financial turmoil that just doesn't seem to go away, the production industry seems enormously positive about the future. In collaboration with the PSA, the consulting company Eksogen recently published a report into the feasibility of an Institute for the Live Event Technology Sector. They valued our sector at over 2.3 billion GBP. And they also found huge optimism for continued growth:

Nearly 90% of businesses surveyed plan to grow their turnover in the next three years.

Over 40% of these businesses surveyed expected to grow their turnover by in excess of 20%.

Over 75% of businesses expect to employ more people over the next three years.

Nearly two thirds of businesses are confident about the future growth of the sector.

A further study, conducted by the International Outdoor Event Expo (IOEX) shows 66% of respondees stating that 2011 was more profitable than 2010 and 64% confident of better prospect for 2012 than at the start of 2011.

Now statistics can be misleading. But that points pretty decisively to a healthy and growing sector.

Of course, mention 2012 and it's the Olympics that will more often than not spring to mind. Many PSA members have already won contracts, and others are still busy, either for LOCOG events, or for the myriad of local authority and private events that are planned for this year. But looking beyond the Olympics, 2012 and the years beyond look set to deliver continued growth in our sector.

THE NEXT 12 MONTHS

It's always hard to say what the PSA's agenda is going to be at the start of the year. In many ways we have to be reactive – to government, to the economy, to technological developments, and of course to the demands of the membership. But there are some initiatives that will definitely have our attention over the next 12 months:

Extension of the crew-cover insurance concept to deliver a members only combined policy for SME's.

The launch of a secure online portal for members to store training certificates, insurance documents and the like, reducing the administrative burden on both freelance members and companies.

Continued investigation of education provision in our sector, leading possibly to a course approval scheme, or even an industry led institute.

Working with the EIF to ensure that any guidance that's published to replace the withdrawn purple guide is fit for purpose.

Publishing a set of industry specific best practice standards that can form the backbone of 'pre-approved' supplier status.

And this annual report is only the beginning of a programme to better communicate to members and non-members alike. So further development of our web presence, news-letters, and overall communication strategy is a priority for 2012.

Paying the PSA membership fee is only the start. We need members to engage with the association: to come to the AGM, to suggest initiatives to council, to ask questions, to sit on working groups, or to represent the association at a national level. With support from the membership we can do all this and more...