



ANNUAL REPORT 2013



WWW.PSA.ORG.UK

FROM THE CHAIRMAN

After around 8 years on Council, witnessing growth in activity and a significant increase in membership, it's time for me to take my turn as Chairman.

Each change at the helm helps to maintain some form of continuity but also allows for individual focus.

Freelancers/subcontractors have accounted for our recent growth, and as such I'd like to see those members more engaged with our work.

That engagement comes in various ways and methods, Council membership may not be convenient, the nature of the business makes it difficult for many to commit to meetings, but members with an interest in a particular field, or a particular activity can still get involved in other ways.

Most of the meetings we attend or hold are documented, were now using online collaboration tools in order to share those documents in order to keep people up to speed with our work.

Of course, we are always looking to improve the services that we offer, as well as getting more efficient in the way that we run things, more importantly we are always open to ideas and suggestions from our members, so there are no excuses for not being involved!

Read on for news of further, planned developments.

Steve Banks



FROM THE GENERAL MANAGER

2013, back to normal, whatever that is. Expressed as figures, normal in the events sector is somewhere around £36m, that's the visitor spend. Normal in live music is £662m, that's the taxable income of the live music business, the bit that Government makes money on. Both figures are crucial, both figures are derived from research that, in one way or another, we've helped with, whether through our membership of UK Live Music, or our support of the Events Industry Forum (EIF) and its formation of an All Party Parliamentary Group (APPG) for Events. Both of these groups have conducted research that forms the basis of communication with Government, it puts a value on decisions that affect the sectors we serve, it fosters recognition. The APPG and UK Live Music are channels to decision makers that are open to organisations like the PSA, that is why we get involved with wider groups, to take the voice that we give to you and add strength by collaboration. What's good for Live Events, what's good for Live Music, is good for our members.

Andy Lenthall



OUR MEMBERSHIP

The PSA is not an overtly commercial organisation, it runs on a not for profit basis and its activities are funded mainly by membership fees. In recent years, levels of membership have grown to reach a current level of around 1100 individuals.

DELIVERING MORE MEMBER BENEFITS

As well as saving money, we like to make life easier for members. The information that we share, either through our web site or individually, be email or phone can help do that. We are currently in the process of redeveloping the PSA web site to make it easier to add content to our resource centre, this will help us gather information and signpost any of the latest updates.

Mondiale, our management company has assisted with the cost of web development, helping to develop secure, single sign in as well as more efficient joining, renewal and payment facilities. These efficiencies release more time for work on behalf of members rather than administration.

A more secure web site means that we can allow members to update their entries on our member search database; we've already added a 'biography' field, for members to describe their expertise and experience.

We've also added training to our online offer, in partnership with specialist providers, Maguire training. Currently, the programme consists of CPD compliant business skill training. This, we believe, fills a gap in provision for our sector, enabling members to develop skills in areas such management, negotiation and sales. We can add our own courses to the platform as time goes by, developing another valuable resource, available to all, discounted for members.



MEASURING AND DEFINING OUR INDUSTRY

In our report last year, we spoke about our work with UK Live Music, helping to measure the contribution that live music makes to the UK's economy. The research is complete and the results are published. Within those results, production services for live music are recognised as a core part of the industry, an element that is essential, without which, live music would simply not happen. The research is the solid foundation on which successful lobbying and engagement with Government is built. For the first time, we have an accurate picture of the income that is affected when decisions are made, good or bad. In Live Music alone, discounting other live events, we, as services providers, contribute around £150m GVA (profit and wages, the money we pay tax on) and around £100m in export revenue. Simply put, for the first time, our sector has recognition and a value in one of the markets it serves.

In the General Manager's introduction, research into the wider events sector is mentioned, citing a £36m figure for spend relating to attendance at business events, another market that our members serve. As with live music, it is our intention to highlight production services as a key part of that sector, as a part of the UK's armoury in attracting key events to our shores. We intend to work closer with the Business Visits and events Partnership and the All Party Parliamentary Group for Events to highlight our input. That work will begin with a meeting between Government procureent specialists and industry representatives, looking at simplifying the tendering process for national and local government events work.



REPRESENTING OUR MEMBERS

With 1100 members, the PSA has the largest UK membership of any organisation focussed solely on the production of live events, that puts us in the best position to represent our members' interests. From live entertainment licensing, highlighting our role in the live music sector, gaining recognition for our input into our wider events sector, working with Government agencies for effective regulation and enforcement, or helping to develop guidance, standards or codes of practice the fact that we represent such a group gives your sector the voice it needs. The things that you perhaps didn't know needed doing...we do them.

During 2014, we will be giving members more opportunity to get involved with or simply follow our activity. We will be breaking much of our representative work down into projects, using online collaboration tools, we will be able to share meeting schedules, agendas and notes, enabling easier member input.

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 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:

- 20th January – Wembley Stadium (XL Video)
- 10th April – The Hub Theatre, Haywards Heath
- 21st May – IMC Productions
- 10th July – Meeting cancelled
- 10th September – Wembley Stadium (XL Video)
- 22nd October – Carpenters Arms Lodon W1
- 11th December – AEG Live

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

Name	Company	Meeting Attendance/6
Steve Banks – Chairman	Wigwam Acoustics	6
Dave Bigg - Vice chair	Digico	4
Graham Gerrard – Treasurer	Gerrard ABS	2
Keith Wood	AEG Live	3
Lee Spencer	XL Video	4
Paul Tilbrook	Self Employed	2
Gerald Salt	Stagecraft	0
Simon James	The Event Safety Shop	2
Stuart Milne	Showstars Ltd	2
Tom Rees	Self Employed	4
Dave Keighley	Self Employed	0
Ian Revens	Self Employed	2
Eric Porter	Self Employed	3
Gary Cooper-Burrows	Rockdrops	2