



UKHOSPITALITY

#TAXEDOUT

toolkit

#TAXEDOUT

Background



**The 2024 Budget was a hammer blow to hospitality.
The country needs jobs. We create them. But we are being #TaxedOut**

Hospitality businesses are reporting jobs being lost, hours cut, investment cancelled and businesses closing. A sector that has grown faster than the wider economy in recent years has been badly damaged.

The burden on hospitality is unjust. Even before the Budget, the sector paid twice as much tax as financial services as a proportion of pre-tax profits.

We want to get back to growth. But we need three changes in the Budget.

And we need your help.

We've created this guide to help you use your voice to tell the Government to change course before hospitality is #TaxedOut of driving growth and creating jobs.

Our asks

Lower business rates to revive high streets

Fix NICs to boost jobs

Cut VAT on hospitality to drive investment

#TAKEEDOUT

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Get involved



Use your voice

We need everyone in hospitality to tell the government that we are being #TaxedOut.

Use your channels to share posts, videos and your story to ask for change.

[Find out more here](#)

Display our poster

Show customers what's at stake - hospitality is being #TaxedOut of existence.

Download, print and display the #TaxedOut poster and help turn public support into real change.

[Download our poster here.](#)

Write to your MP

Write directly to your local MP, using our template letter, asking them to support our campaign and tell the Government to change course before hospitality is #TaxedOut.

[Find the tool on our webpage](#)

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Key messages



The country needs jobs. We create them. We need change in the Budget before we are #TaxedOut.

The tax burden on hospitality is unfair, and without action we are going to be #TaxedOut.

We need action to save our high streets before they are #TaxedOut.

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Key stats

1/3 of hospitality businesses are operating at a loss

76% of hospitality operators have increased prices

6 in 10 hospitality businesses have cut jobs

63% of hospitality businesses have reduced the hours available to staff

84,000 hospitality jobs lost since the Budget



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Share your story



The more pressure we can put on Government to understand the devastating impact on hospitality and how changes would help to unlock your business, the more chance we have of getting change.

We need your voice. The more real stories we can share, the harder it is for Government to ignore the impact of being #TaxedOut.

- ✓ Share our campaign image and use the hashtag #TaxedOut.
- ✓ Tell us your story: How has the Budget affected your business, your team, and your future? What is it holding you back from doing?
- ✓ Create a video or write it out and post it on social media using #TaxedOut – or send it to us directly, and we'll help amplify it.
- ✓ Encourage your team and peers to speak up too across social media.

Together, we can show that hospitality matters and that it deserves fair treatment.

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Drafted tweets



- X We're proud to support @UKHofficial 's #TaxedOut campaign. Hospitality is being taxed out of growth and the Government must change course in the Budget.
- X This year's Budget hit us hard. We've had to cut hours, delay investment, and rethink our future. We're being #TaxedOut. We need VAT cuts, NICs reform & lower business rates – now. @UKHofficial
- X Since the Budget we've lost 84,000 jobs. In the same time the year before we created 18,000. We are being #TaxedOut. @UKHofficial
- X We've lost good people and had to reduce hours for the rest. Hospitality creates jobs, but we're being punished for it. Fix NICs. Cut VAT. Lower business rates. Support the sector. #TaxedOut @UKHofficial
- X We're proud to be on the high street, but right now, the tax burden is pushing us out. We need an urgent lowering of business rates to stay open. Hospitality is being #TaxedOut. @UKHofficial
- X If you work in hospitality, your voice matters. Share your story. Show what's happening on the ground. Together we can show that we're being #TaxedOut and demand change in the Budget. @UKHofficial



DOWNLOAD



The country needs jobs.

Hospitality creates them.

But we are being

#TAXEDOUT

Email signature







Attach this link: <https://shorturl.at/wYPBO>

#TAKEEDOUT



Tag us

-  @ukhospitality
-  UKHospitality
-  @UKHofficial
-  UKHospitality

More information

