

VAT'S THE PROBLEM

Dear hospitality,

Our sector is under huge pressure. We know it. We live and breathe it every day.

We know that the key to unleashing hospitality's potential to grow and thrive into the future comes through a VAT cut.

We're making sure Government knows that too, and we need your help.

Today, we're launching #VATsTheProblem. It's a nationwide campaign for all hospitality businesses to unite behind a call to cut VAT for hospitality to 10%. In Europe, VAT rates run anywhere between 8% and 12%, whereas we sit as one of the highest with 20%.

That needs to change and we need your help to push this message to government, your guests, your customers and the public at large.

We've launched a petition, and we're aiming to get a million signatures supporting a VAT cut to 10% for hospitality.

Now is the time for hospitality to galvanise behind this campaign.

Three hospitality businesses per day are closing. We need them to stay open, we need growth, we need to bring youth unemployment down and we need to secure the future of the most exciting sector that we have.

Our ask is simple. Visit www.vatstheproblem.co.uk and add your name to the petition.

Be part of a movement that aims to get hospitality recognised and taxed in a much fairer way. I know that the Government is listening, but we do need to push hard.

Ask every single member of your team to sign the petition, and ask them to rally their friends and family, too.

The next step is that on the 1 July, with hopefully tens of thousands of signatures already, we will launch the campaign to the consumer, with every hospitality business asking their guests to do the same. Sign the petition.

We have a simple one-pager explaining the campaign, detailing everything we're asking for, why we're asking for it and how you can get involved.

This is a nationwide campaign with ambassadors big and small spreading the word to everyone that will listen, all asking for the same thing; a cut to hospitality's VAT to 10%.

Let's all get behind the campaign, make our voices heard and bang the drum for hospitality!

Big love.

Tom Kerridge

