

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



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10% is fair for hospitality

Join the campaign

Hospitality is one of the UK's greatest success stories. It employs millions of people, gives young people their first jobs, keeps high streets alive and brings communities together.

But the sector is under enormous pressure.

Rising energy costs. Food inflation. Huge employment costs. Unjust business rates. The highest tax burden in the UK economy.

And on top of all of that – a 20% VAT rate that is among the highest in Europe.

On 1 July, the hospitality industry is coming together to launch 'VAT's the Problem' – the united sector campaign calling for hospitality VAT to be reduced from 20% to 10%.

This is a plan for fair tax.

This is a plan for growth.

Countries including Spain, Italy, France, Ireland and Germany know how important hospitality is to society, and they know it pays too much tax. That's why they already support hospitality with lower VAT rates. The UK deserves the same.

A 10% VAT rate would:

- Support pubs, restaurants, cafes, hotels and nightclubs, and many more. Get businesses investing in jobs and helping our customers
- Strengthen high streets and local communities

Because when hospitality businesses close, communities lose far more than places to eat and drink – they lose connection, opportunity and local identity.

This campaign is about everyone: Our customers, waiting staff, chefs, kitchen porters, bar staff, hotel teams, farmers, brewers, suppliers and producers.

Tom Kerridge is spearheading this nationwide movement, and we are asking the whole of hospitality to stand together to say Vat's The Problem – 10% is fair for hospitality.

How you can help

Industry ask

Be ready for the 1 July. Use your venue, platforms and networks to spread the message:

Sign the petition on the website www.vatstheproblem.co.uk and share it with all of your teams – we need as many of you to sign this NOW ahead of the formal launch.

Put the link to the website on your own emails, socials and website.

Get the posters, beer mats, and till receipts we are making. We'll tell you when they are ready.

Use the social media toolkit to spread the word

A full campaign toolkit will be available before the 1 July for businesses across hospitality. Let us know what else you need – we want to hear from you.

Customer ask

Speak to your customers and ask them to stand with you. We want them to support their local pubs, clubs, restaurants, cafés, tourism sites, caterers and hotels by signing the petition and sharing the campaign.

Visit: www.vatstheproblem.co.uk

Email: info@vatstheproblem.co.uk

Our message to Government is simple:

10% VAT is fair for hospitality.

#VATsTheProblem