

Rt. Hon Boris Johnson MP

Prime Minister

Rt. Hon Rishi Sunak MP

Chancellor of the Exchequer



19th December 2021

Dear Prime Minister,

RE: Give a #BusinessBooster to save our high streets, towns and city centres from extinction

We are writing to you on behalf of over 100 destinations across the UK and 100,000 retail, hospitality and leisure businesses to urge Government to provide a #BusinessBooster and urgent assurances that financial support will be provided to these sectors.

It is imperative that the Government acts quickly by offering financial assistance and other necessary interventions to those experiencing disruption following rising cases of the Omicron variant and the impact of "Plan B" measures. With consumer confidence expected to drop below its current level of -15 amid growing speculation of an impending lockdown, the time for action is now.

There is clearly growing concern of a lockdown following the announcement of Plan B restrictions on 8th December 2021 which must be reviewed on 29th December 2021, two days prior to New Year's Eve. Businesses need certainty with many holding on to the glimmer of hope that New Year may bring.

The critical Christmas trading period is in tatters leaving businesses, particularly those within the hospitality, retail and leisure sector teetering on the brink of financial ruin and set to lose £4bn in sales. While we appreciate risks to health due to the Omicron variant, we cannot and should not forget the businesses who have had all but been shut down and want to continue trading safely.

Hospitality is the UK's third largest sector, employing 3.2million people [10% of the UK workforce] and produces £130 billion of economic activity. These sectors are vital to our economic recovery and the current measures in place do not reflect the current concerns faced by businesses across our great nation. We urge you to act in order to save our high streets from extinction:

We are calling on Government to

- **BUSINESS RATES RELIEF:** provide businesses in the retail, hospitality and leisure sectors with 100% Business Rate Relief for up to and including 31st March 2022 [no cap]. After which we call on the Government to support the recovery by providing businesses in the retail, hospitality and leisure sectors with a 50% Business Rate Relief from 1st April 2022 to 30th June 2022 [no cap].

The current package of 25% Business Rate Relief was designed for an open economy, post Covid. The rise of the Omicron variant, increased restrictions and their impact on hospitality, leisure and retail require a response from Government that mirrors lockdown support.

- **VAT EXTENSION:** extend the current VAT reduction for the hospitality sector of 12.5% through to 31st March 2023 to allow the sector to respond and support the re-emergence of the UK economy.

The current rate of 12.5% allows businesses to achieve cost savings and most importantly of all for the economy and consumer confidence, not to pass the increased cost on allowing for the economy to recover once more in Spring 2022.

- **PROVIDE GRANTS:** introduce grants up to £15,000 by rateable value to businesses within the hospitality, retail and leisure sector to enable them to survive in light of a festive trading period in tatters, a bleak outlook for the new Year and the impending rent quarter date of 25th December 2021.

The quoted £250 million in unspent grants is not consistent in level and would place disproportionate pressure on business simply because of their location. Vast swathes of businesses would simply not receive a penny.

In addition to the measures recommended, we are seriously concerned that the freelance and self-employed community which upends the hospitality, retail and leisure sectors have so far during the pandemic been largely overlooked. We therefore propose the introduction of a Discretionary Grant Fund of up to £7,500 per claim that will ensure this community is appropriately supported.

We represent one of the largest networks of businesses across the United Kingdom. Business improvement Districts alongside our partners including UKHospitality, British Beer and Pub Association and Night Time Industries Association are clear that action must come forward now to prevent a catastrophic chain reaction to the future of our economy.

We would urge you, your Government, MPs from all sides of the aisle to consider carefully the impact and potential loss to the economy if no action is taken to prevent the crisis we now all face economically.

We understand that business groups are being invited to share insights to Government, and proposed this is extended to the Business Improvement District industry. This will provide you with the opportunity to learn of the challenges town and city centres are currently facing, and work collaboratively together on suitable solutions during this challenging time.

In doing so, we hope this will provide greater clarity and the need to consider how the Government might support these sectors further.

We appreciate the pressures facing Government economically but failing to act not only see thousands of businesses go to the wall but the real prospect that billions of previously allocated Government funds going to waste simply because we did not act to save our economy.

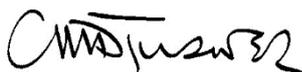
I look forward to hearing from you in due course.

Yours sincerely



Matthew Sims

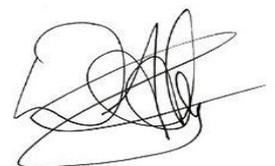
Chief Executive
Croydon BID and Co-Founder of #RaiseTheBar



Chris Turner
CEO, British BIDs



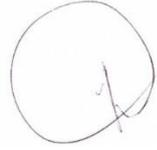
Ojay MacDonald
CEO, ATCM



Bill Addy
CEO, Liverpool BID
Chair, BID Foundation



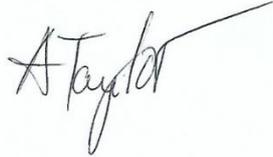
Amy Lane
Night Czar, Greater London Authority



Michael Kill
CEO, Night Time Industries Association



Emma McClarkin
CEO, British Beer & Pub Association



Andrew Taylor
Managing Director, Bart & Taylor



Jace Tyrrell
CEO, New West End Company
Chair, Association International Retail

Business Improvement Districts and town centre management partners:

Croydon BID
New West End Company
City Co Manchester
Manchester BID
Sheffield BID
Norwich BID
Liverpool BID
GO! Southampton BID
Destination Bristol
Bristol City Centre BID
Bournemouth Coastal BID
Love Hastings
Chester BID
Manor Royal BID
Winchester BID
Sunderland BID
Salisbury BID
Heart of London
Bath BID
We Are Waterloo BID
Angel BID
Preston BID

Edmonton Green Limited
Colmore BID
Positively Putney BID
Hull BID
Uxbridge BID
Jewellery Quarter BID
My Milton Keynes BID
Bilston BID
Purley BID
New Addington BID
Reading Central BID
Reading Abbey Quarter BID
Kippa BID
Your Eastbourne BID
Yorkshire Coast BID
Stoke on Trent City Centre BID
Brixton BID
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Booksellers Association of UK and Ireland
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Worcester BID
North Notts BID
Lancing Business Park BID
Our Colchester BID
Penrith BID
Lancaster BID
Lincoln BID
Kings Lynn BID
Romford BID
Cambridge BID
Baker Street Quarter BID
Brighton BID
Cheltenham BID
BID Leicester
Burnley BID
Northwich BID
BID Warrington
Wilmslow Town Centre BID
Gadbrook Park BID
Winsford Industrial Estate BID
Hemel Hempstead BID
Broadmead Bristol BID
Ipswich Central BID
Team London Bridge
Newham BID
Coventry BID
Rugby First BID
Great Yarmouth BID