

Rishi Sunak MP
Chancellor of the Exchequer
11 Downing St,
Westminster,
London. SW1A 2AB

12th February 2021

Dear Chancellor,

Budget 2021: How hospitality can help drive UK growth and prosperity

As you make the final preparations for your Budget on 3rd March, you will no doubt be trying to reconcile the ongoing costs of supporting businesses through this latest phase of the pandemic with the prospect of people being able to return to work in large numbers later this year, thanks to the roll out of the Government's vaccine programme.

As representatives of leading businesses in the hospitality sector we want to play our role in our nation's economic revival. Given the right fiscal support in March, and safe and sustainable trading conditions in place, we can help this country 'bounce back' from the pandemic in a safe and responsible way.

Last July, you rightly identified that a cut in VAT for hospitality and tourism to 5% would be a practical and helpful way to allow companies like ours to invest in safeguarding the futures of our business and the jobs of our employees. This was indeed the case, albeit only in the very limited time during which we could trade freely.

Extending the VAT cut until the end of the coming tax year will allow us to better make use of this positive measure, stimulating the economy and helping businesses to stay afloat, and, crucially, helping to boost consumer confidence. Government must also look at expanding the VAT cut to other products currently excluded, such as on-premise alcohol sales, leisure activities and weddings. Should we be allowed to reopen in the run up to Easter, it could also help us avoid having to pass on substantial price rises to customers in early April as a result of returning to a 20% rate, just prior to the Easter trading weekend. This measure will be critical to boosting employment, particularly in 16–24-year-olds.

In addition, the business rates holiday has been a lifeline for struggling businesses like ours during COVID, with so little revenue coming in. It is equally vital that this measure is extended by a year to afford us a sustainable recovery. The ravages of the pandemic mean that the rateable values upon which business rates are factored, are now significantly out of kilter with actual property values, so it would be grossly unfair to apply this tax as it stands. An extension would also assist with a resolution of the rent debt mountain that has accrued over the past year.

Alongside these two hospitality-specific measures we would like to see support offered to business in general to increase liquidity through extending and flexing loan repayment terms, deferring Government-owed debt and replacing the Job Retention Bonus with a new

retention mechanism. Finally, an extension of furlough would allow us to keep our workforce employed as the sector is allowed to carefully reopen in the Spring.

In the aftermath of the financial crisis of 2008, it was businesses like ours in the hospitality sector that generated growth and offered employment to many, particularly those in deprived areas. We can do so again with a presence in towns and cities and rural and seaside communities right across the country. Thank you for your support to date and we look forward to working with you to champion the nation's recovery in the months and years ahead.

Yours sincerely,

Name	Company
Frank Whitaker	Aberdeen City & Shire Hotels Association
Mark Lilley	Abokado
Aiden McAuley	Accor HotelServices UK Limited
Jose Gómez	Adagio Aparthotel Edinburgh Royal Mile
Satyam Talwar	Adagio Aparthotel London Brentford
Kathryn Haskins	Alexandra Hotel & Restaurant
Paul Wigham	All Our Bars
James Baer	Amber Taverns
Tony Burns	Anderbury Hotels
James Nye	Anglian Country Inns
Angela Vickers	Apex Hotels
Martin Wolstencroft	Arc Inspirations Ltd
Robin Bidgood	Army & Navy Club Ltd.
Andrew Botting	Artizian Catering
Mathew Griffin	Assured Hotels
Christopher Varley	Aynsome Manor Hotel
Steve Holmes	Azzurri
Paul Kelly	BALPPA
Wendy Bartlett MBE	Bartlett Mitchell
Keith Knowles	Beds and Bars
Rob Paterson	Best Western Hotels
Angela Burns	Best Western Premier Moor Hall Hotel & Spa
Paul Black	Bone Daddies
Andrew Phillips	Boodle's
David Armstrong	Boundless (CSMA)
Paul Flaum	Bourne Leisure Ltd
Duncan Clark	Braxted Park and Wedding Venue Support Group
Jon McClelland	Brooklands Hotel
Marco Gervasoni	Brooklands Hotel
Alasdair Murdoch	Burger King UK
Kenny Blair	Buzzworks Holdings
Gerry Ford	Caffe Nero
H. Ashton Crosby	Capdesia Group Ltd.
Matthew di Rienzo	Caraffini Ltd

Paul Smith	Castle Leisure Group
Daniel Sangiuseppe	Castlewood Hotels
Tim Jones	CH&CO Catering Ltd
John & Lissette Trembling	Chequers Hotel Pulborough
Vincent Labeyrie	Club Gascon
Lisa Buckley	Côte
Nick Davies	Cottage In The Wood Hotel
Will Macpherson	Courtyard by Marriott Edinburgh West
Chris Wayne-Wills FIH	Crerar Hotels
Des Gunewardena	D&D London
David Loewi	D&D London
James Davy	Davy's
Mark Carrick	Davy's
Julie Tippins	DHP
John Hayes	Disco Bowl Ltd
Pete Terry	Disco Bowl Ltd
Malcolm Duck	Ducks At Kilspindie
Mark Cotman	Eastbourne Hospitality Association
Richard Metcalfe	Edgbaston Park Hotel, University Of Birmingham
Neil Ellis	Edinburgh Hotels Association
Inderneel Singh	Edwardian Hotels London
Andrew Jacobs	Escape Hunt
Landen Prescott-Brann	ETM Group Limited
John Pette	Fairlawns Hotel Ltd
Lynn Brutman	Four Seasons Hotel London at Park Lane
Guus Bakker	Frasers Hospitality /Malmaison & Hotel du Vin)
Simon Emeny	Fuller, Smith & Turner P.L.C.
Martin Williams	Gaucha & M Restaurants
Serena von der Heyde	Georgian House Hotel
Alexander Salussolia	Glendola Leisure Group
Jonathan Webley	Grand Hotel (Eastbourne) Ltd
Sir Francis Mackay	Graysons Hospitality Ltd
Tim O'Neill	Graysons Hospitality Ltd
Janice Fisher	Greater Glasgow Hotels Association
Nick Mackenzie	Greene King
Matt Snell	Gusto Italian
Craig Webster	Hampton by Hilton Edinburgh Airport
Julia Hands	Hand Picked Hotels Holdings (Guernsey) Limited
Geoffrey Harrison	Harrison Catering Services
Mike Tye	Haulfryn Group
Stephen Cassidy	Hilton
Guillaume Marly	Hotel Café Royal
Michael Nawrot	Hotel Indigo Edinburgh
Ben Morcombe	Hotel Indigo Liverpool
Arnaud de Saint Exupery	HYATT Hotels
Karan Khanna	IHG Hotels & Resorts

Richard Hassell	Ilslington Country House Hotel and Spa
Alexander Walduck	Imperial London Hotels Ltd
John Hutson	JD Wetherspoon
Frank Borkin	Kingstone Escape Rooms
Amanda Newbery	Knightwood leisure
Gavin Ellis	Knockomie Hotel
Gavin George	Laine Pub Company Ltd
Anthony Rosser	Lake Vyrnwy Hotel & Spa
Neil Kirby	Langham Hotel
Nick White	Le Bistrot Pierre
Berin Jones	Llandudno Hospitality Association
Calum Ross	Loch Melfort Hotel
Nick Collins	Loungers
Harry Murray MBE	Lucknam Park Hotel & Spa
Amanda Hyndman	Mandarin Oriental Hyde Park London
Ronny Maier	Marriott International
Gary McManus	Mcmanus Pub Co Ltd
Nick Varney	Merlin Entertainments
Reina Alston	Mid Sussex Hoteliers Association
Phil Urban	Mitchells & Butlers
Mark Mosimann	Mosimann's Ltd
Ken McMeikan	Moto Hospitality
Matt Butler	Moviescape Ltd
Philip Millward	NAMCO UK Ltd
Peter Dornom	Norton House Hotel & Spa (Handpicked Hotels)
Robert Robinson	Notes Coffee
Peter Borg-Neal	Oakman Inns & Restaurants
Alistair Telfer	Oxford & Cambridge Club
Richard Lee	Pandox
Steve Richards	Parkdean Resorts
Alistair Handyside	PASC UK Ltd
Hamish Stoddart	Peach Pub Company
Emma Brealey	Petwood Hotel
Phil Harris	Pier Pressure
Jens Hofma	Pizza Hut Restaurants
Zoe Bowley	PizzaExpress
Stefano Ispani	Ponti's
Clive Chesser	Punch Pubs & Co
Russell Imrie	Queensferry Hotels Ltd
Claire Jones	Raby Estates
Peter Marks	Rekom UK
Rob Pitcher	Revolution Bars Group
Daniel Davies	Rockpoint Leisure
Gavin Adair	Rosa's Thai Café
Sally Beck MI FIH	Royal Lancaster London
Dr Annette Prandzioch	Royal Over-Seas League

Maria Sundrica	Santuario Ltd
Steven Hesketh	Savvy Hotel Group
Tristan Nesbitt	Sheraton Grand Hotel (and EHA)
Chris Bray	Sodexo UK & Ireland
David Connell	South Lodge Hotel, Lower Beeding
Elizabeth Armstrong	Springwells
Emilien Felix	St Andrew Square Hotel Ltd T/A ibis Styles Edinburgh St Andrew Square
Kevin Georgel	St Austell Brewery
Andrew Evans	St. Brides Spa Hotel
Trevor Gulliver	St. John Group
Dan McLennan	Stange & Co Pub Company
Suzanne Baker	Stonegate Pub Company
John Angus	Switch Hospitality
Robert B Cook	TGI Fridays
James Spragg	The Big Table Group
Jeremy Goring	The Goring Hotel
David Morgan-Hewitt MI FIH	The Goring Hotel
Simon Thomas	The Hippodrome Casino Limited
Yassen Yankov	The In & Out Club
Doris Greif	The Langham, London
Adrian Ellis	The Lowry Hotel
Justin Baird-Murray	The Metropole
Kevin Sammons	The Pub People Company
Andy Hornby	The Restaurant Group
Adam Reeves	The Robert Parker Collection
Miles Wade CBE	The Royal Automobile Club
Daniel Rose-Bristow	The Torridon
Andrew McKenzie	The Vineyard At Stockcross
Mike Morgan	The Welsh Rarebits Collection
James Thomson	The Witchery By The Castle
Andy Lennox	The Wonky Table, Fired up Hospitality
Philip Thorley	Thorley Taverns
Graham Grose	Thurlestone Estates Ltd
Tim Hassell	Thurlestone Hotel
Andrew Ingle	TimeTrap Escape Rooms
Simon Atkins	Union Jack Club
Malcolm Heap	Urban Pubs and Bars Limited
Phil Roker	Vacherin
Colin Sweeney	Weston Park Enterprises Ltd
Patrick Dardis	Young & Co's Brewery PLC