



**UKHOSPITALITY**



**HOSPITALITY:  
A MENU FOR  
CHANGE**

**#MENUFORCHANGE**

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## FOREWORD

Welcome to UKHospitality's Menu for Change and thank you for your interest in hospitality. The sector is a vital one for the UK economy, generating £130bn in turnover per year, contributing £39bn in tax and employing over 3.2m people. It is the 3rd largest sector in the country.

UKHospitality's members, and the sector at large, contribute in every region of the UK, both economically and socially. Our venues - pubs, bars, restaurants, hotels and more - are important community hubs; places for people to meet, socialise and relax. We are intimately linked to the tourism sector which, as an export earner, is more valuable than all of food and drink exports and acts as a literal shop window for the UK.

The past few years have been turbulent for many in the sector, but many businesses have also evolved to meet demands and flourished despite tough trading conditions. Our Menu

for Change outlines how the sector can unleash its potential if it is given the correct support across a range of key areas.

If regulation is sensible, then hospitality is in pole position to lead on issues as diverse as sustainability, promoting healthier attitudes to food and drink and job creation. We can also be the secret weapon in the resurrection and future growth of Britain's high streets. By unleashing our potential, we can unleash Britain's potential.

We hope that you take the messages in our Menu for Change to heart and wish you the best for the election.



**UKHOSPITALITY**

Kate Nicholls,  
Chief Executive



## HOSPITALITY: BRITAIN'S BEATING HEART

Britain's internationally renowned hospitality sets global standards for customer offer and service, outstanding venues and innovative business development and practices. It forms the core of Britain's attractiveness as a thriving and valuable tourist destination.

Yet for Britons - and Britain - it is far more even than this: not only does hospitality provide food, drink, comfort and enjoyment on special occasions and in everyday life, it is the engine of the nation socially, culturally and economically.

Hospitality is the UK's third largest private employer, providing more than 3.2 million jobs - twice that of financial services, and bigger than automotive, pharmaceuticals and aerospace combined. Those jobs are spread across the nation and, with 1 in 6 net new jobs - half a million - being in hospitality, employment in the sector has increased by 24% in a decade.

Hospitality creates £130 billion in economic activity, invests £10bn and generates £39 billion in tax receipts per year for the

Exchequer each year: enough to service the country's entire defence budget or social care bill. Productivity growth, at 2.5%, exceeds that of the overall economy. An industry of entrepreneurs, 90% of hospitality businesses are local SMEs, representing 6% of total businesses and 5% of GDP.

These strengths, coupled with the sector's robust ability to weather economic lows as well as highs, underpin the priority focus that hospitality deserves from Government. Across the policy agenda, hospitality is a bedrock of Great British culture, the essence of our heritage and a powerful driver for positive economic growth.





Vibrant venues with diverse formats and offerings make hospitality the backbone of our high streets, the original social network of Britain. Providing food, drink and comfort around the clock, hospitality attracts customers to high streets from breakfast until the last nightclub closes deep into the night - and a place to stay away from home.

The exciting, multifaceted careers that hospitality offers across the skills spectrum have never been more attractive, with diverse positions ranging from chefs and housekeepers to marketing, social media, legal and nutrition roles, to name but a few. Furthermore, hospitality's meritocratic operating environment means that career progression is swift and steep for talented, hardworking and dedicated workers of all ages.

The British lifestyle is constantly changing, with the way that we eat, drink, socialise and party always evolving with innovative new offers. Hospitality can be a key instrument in influencing lifestyle choices, nudging consumer behaviours and helping to deliver a happier, healthier Britain.

There is a huge opportunity to be grasped for hospitality, politicians and the Great British public: by delivering a policy and operating environment that empowers hospitality to thrive, Britain's employment, commercial and social interests will be better served, as well as safeguarding the future enjoyment and pleasure of Britons and inbound tourists alike. Our message is simple: unleash potential in us and we will unleash Britain's potential.

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# DELIVERING A MENU FOR CHANGE

Hospitality is a dynamic, vibrant and innovative sector delivering vital jobs, growth and investment in the heart of our local communities and the national economy.

## HOSPITALITY IS BIG BUSINESS:

**£130<sup>bn</sup>**  
p.a. in turnover

**5%**  
OF GDP

**AN INDUSTRY OF ENTREPRENEURS:**  
90% OF HOSPITALITY BUSINESSES ARE LOCAL SMES

**TOURISM VISITOR SPEND**  
**£24.3<sup>bn</sup>**  
per year

**c73%**  
TOTAL IN-BOUND SPEND

**3.2m**  
HOSPITALITY WORKERS

**3<sup>rd</sup>**  
largest private sector employer

**2X GREATER THAN FINANCIAL SERVICES**

**1 IN 6 NET NEW JOBS**

HALF A MILLION CREATED IN HOSPITALITY SINCE 2009  
EMPLOYMENT IS UP 24% IN A DECADE

**2.5%**  
PRODUCTIVITY GROWTH

**HOSPITALITY INVESTS**  
**£10<sup>bn</sup>**  
per year

**TAX RECEIPTS**  
**c. £40<sup>bn</sup>**  
in direct gross tax receipts

# HOSPITALITY CAN ACHIEVE EVEN MORE

Hospitality is well placed to contribute pragmatically and positively, having achieved higher and faster growth in output, wages and productivity than the economy as a whole in recent years. With the right stable and supportive tax and regulatory framework we can boost skills and opportunities, secure investment in regeneration and unlock the value of our social capital to unleash Britain's global potential.

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## TO DELIVER OUR SHARED ASPIRATIONS WE WANT TO WORK WITH GOVERNMENT TO SECURE THE RIGHT CONDITIONS TO:

### UNLOCK OUR ECONOMIC GROWTH

**The ambition:** hospitality output could grow by 5.5% over the next 3 years, outstripping the economy and high street. A third of that turnover is returned in taxes, funding vital public services.

- ✓ Business rates are a growing burden and fall disproportionately on hospitality - we overpay by more than £2.4bn - and businesses are penalised with higher bills when they improve their premises. We need root and branch reform of rates to make it fit for purpose, rebalance the tax share to reflect the modern digital economy and incentivise investment.

### BOOST SKILLS AND OPPORTUNITIES FOR OUR WORKFORCE

**The ambition:** hospitality employment could grow by half a million, generating good quality career opportunities for all ages, levels and in all regions. With two thirds of our workforce already semi-skilled, we are committed to investing in the skills we need and 30,000 apprenticeships. We want a skilled, happy workforce, enjoying the rewards they deserve in a meritocratic industry.

- ✓ Doubling the employer NICs threshold would help us boost take-home pay by removing the lowest paid from tax

altogether, safeguard youth employment and let businesses invest in training and innovation. We have record low unemployment and a decreasing pool of young Britons: a new migration policy must protect and reflect the skills the economy needs.

### BRINGING OUR COMMUNITIES TOGETHER

**The ambition:** hospitality venues are the glue that binds our communities together. High streets, seaside towns and city centres face different challenges but hospitality serves to benefit them all and our investment in our businesses underpins wider regeneration and local infrastructure projects as well as attracting inward investment and export earnings.

- ✓ The Tourism Sector Deal is an ambitious partnership between Government and the industry which seeks to cement and build on the transformational place-making potential of our third largest industry. Tourism Enterprise Zones should incentivise infrastructure investment and encourage a creative approach to development to rebalance the economy, serve the needs of diverse communities and bring prosperity across the regions.



## BRITAIN AND THE EUROPEAN UNION

As it stands the UK is a member of the European Union and clearly there are differing opinions on the future relationship. Here we set out our priorities regardless of the outcome of the election and any proposed deal. However, we would urge a future Government to provide certainty to business and the wider population as soon as possible to unlock investment and improve consumer sentiment.

People are the most important element of the hospitality sector and businesses value their employees from the UK and from overseas. The last few years have been a period of considerable uncertainty for EU citizens, though the development of the Settled Status scheme and confirmation of their rights has been welcome. We believe it is now time that they were given legal certainty about their right to remain. Related to this we believe there is a need for clear





direction on future immigration policy that encourages skilled workers to all sectors to the UK, allows intra-company transfers and allows a temporary route for lower-skilled workers, particularly young people.

Food and drink are a vital part of the hospitality sector's offer, with a large proportion of this being imported from the EU. We believe it is important for customers and business alike that trade in food and drink is unimpeded, whatever the future relationship between the UK and the EU. This means minimal tariffs on food and drink imported from the EU and the smoothest possible movement of goods that can be

achieved. In addition, we would welcome attempts to reduce import tariffs with non-EU countries to help deliver lower costs and increased choice for customers.

If the UK leaves the EU, we believe there should be a thorough review and concerted campaign around EU regulations. This would aim to remove or amend regulations that hamper business but that do not provide protection to the environment or workers. In particular we believe that Government has misapplied state aid rules in relation to business rates reliefs and that the UK should not be beholden to these any further.

#### **UKH IS CALLING ON GOVERNMENT TO:**

- ✓ Guarantee the rights of EU citizens in the UK and ensure the smoothest possible trade with the EU on food and drink



## A SKILLED, HAPPY AND PROTECTED WORKFORCE

People are at the heart of the hospitality sector, and the better the people in the sector, the better the service that we can provide. Investment in skills and training are vital to this, both on-the-job and through the wider education system. It is also important that people love their jobs in hospitality and are provided with security, that is why working conditions have improved so much in recent years and more is being done.

As a major employer throughout the country already, and one that is committed to expanding its workforce together with improvements to productivity, work needs to be done to ensure a flow of people into the sector. This includes improving the reputation of the sector, by highlighting the career opportunities available; it can be by attracting those whose jobs are being automated out of existence; and by having a pathway for overseas citizens to come and boost our sector.



## A HIGHLY-SKILLED HOSPITALITY WORKFORCE

Hospitality has been a major supporter of apprenticeships throughout the UK and - via the Sector Deal - has committed to supporting the ambition of 30,000 apprenticeships per year by 2025 in England. To achieve this there need to be improvements in the structure of the education and skills regime in the country as part of a coordinated pipeline of talent into the sector.

This needs to begin early in life: there are wider societal benefits from promoting an interest in cooking from a young age to support an interest in nutrition and sustainability. This should be supported by more recognition of food subjects at secondary school, particularly

at GCSE level. Industry is developing a framework that supports these objectives and would welcome Government support.

The development of T-levels to provide high-quality vocational training is a very welcome step but we believe there needs to be a greater focus on hospitality, as well as catering. T-levels can be a route into higher level apprenticeships or an alternative for those that want to learn on-the-job. The apprenticeship regime has proved frustrating for many businesses, particularly SMEs, and needs reform. We believe with a few small changes it could be improved immeasurably and provide a fantastic route for both learners and business - but it needs to provide business with greater flexibility.

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## MAKING HOSPITALITY A CAREER OF CHOICE

Hospitality has a very broad range of jobs, both in terms of roles and the skill levels required. They can be someone's first job straight from school or they can be highly technical, requiring an advanced degree of experience and training. Regardless, it is an accessible sector that rewards talent, delivering social mobility, with rapid progression available.

Historically, the sector has under-sold itself, but this is beginning to change. Many brands have been superbly marketing the great roles and careers they provide. The Tourism Sector Deal provides a fantastic opportunity for the sector to revolutionise perceptions, where we have spearheaded the development of the Hospitality and Tourism Skills Board. This could also be interwoven into the ambition to ensure that people are prepared for changes in the economy with advances in automation. Hospitality has the potential to absorb many of those whose roles will cease to exist in the future.



## ATTRACTING OVERSEAS TALENT TO HOSPITALITY

The sector is revolutionising how it attracts domestic talent, with an unprecedented focus on perceptions, quality of job roles and skills and training. However, there is still likely to be a need for overseas talent to play a role in powering the hospitality sector. Overseas workers also bring skills that are not always present in the UK, such as a business-level fluency in languages, that is vital to improving the UK's tourism offer.

We believe it is vital that any future immigration system encourages skilled citizens from overseas to come to the UK to settle, but also provides a temporary route to supplement the workforce in lower-skilled roles. This is particularly important in the short-term as the industry implements its plan to become more attractive to the domestic workforce.



## SECURITY AND FLEXIBILITY IN HOSPALITY JOBS

Patterns of working are changing and in broad terms this means that people are looking for more flexible working. Hospitality lends itself well to flexibility but there are occasions where this has been abused by rogue employers. For this reason, the sector, like the Government and other parties, supported the recommendations of the Taylor Review and subsequent policy announcements.

In addition, the sector has been proactive in working with employee representatives to work up and promote best practice to ensure transparency, clarity and improved understanding of tipping in venues, for workers, employers and customers

alike. We will continue to support the Government to ensure equitable systems to reward staff appropriately, without adding administrative costs for venues. Consideration should be given to general definitions of earned income, particularly in relation to future immigration policy.

In terms of creating a great place to work, sector businesses are keen to ensure their staff are looked after. This can include support for mental health issues and protection against harassment. Work is underway to look at what can be done, particularly through a code of practice. Government support in developing and distributing this would be beneficial.

### UKH IS CALLING ON GOVERNMENT TO:

- ✔ Reform the apprenticeship levy and roll out T-levels to deliver a highly-trained workforce
- ✔ Invest in the Tourism Sector Deal to promote the great careers in hospitality
- ✔ Work closely with industry on the implementation of the Taylor Review recommendations and tipping legislation
- ✔ Ensure a future immigration system works for the whole economy, at all skills levels, and includes a temporary route into work



# INCENTIVISING GROWTH AND INVESTMENT BY REDUCING TAX AND COST PRESSURES

Hospitality is a relatively low-margin sector, with an enormous proportion of turnover being eaten up by tax and employment costs. This burden can disincentivise entrepreneurs and hold back investment - in property, technology, equipment and people. It is critical that business costs for hospitality are cut as a means of boosting growth, investment, jobs and productivity.

## **BUSINESS RATES ARE KILLING THE HIGH STREET**

The high street is undeniably under stress, with high-profile closures both in retail and in hospitality, damaging communities. While a multitude of factors contribute to this, undoubtedly business rates are one of the most significant. The 2017 revaluation shifted an even greater burden onto the high streets and accelerated this trend. It

is worth noting that the type of businesses affected on high streets is also being affected in rural and suburban areas.

Hospitality is the sector most acutely discriminated against by business rates, paying over £3 billion - 11% of the total - despite being responsible for 2.5% of eligible economic activity. If the sector's rate bill was equivalent to its proportion of the economy, then it would be slashed by £2.4 billion.

Business rates is a tax from a different time, centuries before the digital economy existed. There is a fundamental need to readjust the country's business tax system unless Government wants to see the disappearance of physical businesses that do so much to create a sense of community spirit throughout the country.



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### **A COMPETITIVE VAT REGIME TO PROMOTE DOMESTIC AND OVERSEAS TOURISM**

The UK is one of very few countries not to have a reduced rate of VAT on accommodation and food and drink products sold out-of-home. This makes the UK uncompetitive on price with our major rivals across Europe, adversely affecting inbound tourism (effectively an export) and meaning that more Britons take their holidays overseas.

This policy is perverse and needs to be changed: it is time to reduce VAT to 5% for the accommodation and out-of-home food and drink sector. The subsequent economic benefits and jobs generated will more than make up for any loss in revenue.

To compound the high VAT rate there have also been calls for the introduction of a 'tourist tax' - the Scottish Government is

currently consulting on how this could be implemented by local authorities. We believe that this is a totally disproportionate, anti-growth, anti-tourism measure that will also create a bureaucratic nightmare for business. We urge the UK Government to continue its current policy and ensure that these powers are reserved. As a sector we are sympathetic to the desire at local level to attract tourism, but this should be done collaboratively with business rather than through an extra tax.

The UK has some of the highest alcohol excise rates in the world and this is an extra tax burden on the hospitality sector. Although the tax is paid by drinks producers it inevitably gets passed through to hospitality businesses resulting in higher customer prices and lost trade, or lower margins. We believe that there is a need to reduce duty rates, and to look particularly at how rates could be reduced for products purchased in the hospitality sector.



## EMPLOYMENT TAXES THAT SUPPORT HIGHER WAGES

The hospitality sector has supported measures to 'abolish low pay' and endorses the National Living Wage which is already one of the highest in Europe. Measures to increase minimum wage rates are laudable but need to be done in partnership and collaboration with industry.

From industry's perspective there are several elements to how minimum wage increases are introduced to ensure they are successful and do not cause job losses. It is important that increases are introduced with caution, as a gradual process. This gives business time to adjust their business models, potentially leading to higher prices or investment in technology. Changes should also take into account prevailing economic conditions. Introducing large minimum wage rate increases in the middle of a recession, for example, is likely to increase business failures and job losses. The Low Pay Commission should continue to have a strong role in setting wage rates.

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UKH strongly believes that boosting wages should be a partnership between Government and business. Proposed minimum wage increases should be accompanied by a reduction in employment taxes. We believe the best mechanism for this is by reducing employer National Insurance Contributions (NICs). As a first step the threshold at which NICs are paid should be increased to £12,000. This should be reviewed every time that minimum wage rates are increased. This will help businesses manage cost increases and ensure there are no adverse effects for employees.

There have been calls for the youth rates to be abolished and there to be one minimum wage rate. In our view the youth rates have played a valuable role in maintaining relatively low youth employment and supporting young people into work. We believe there is value in maintaining some youth bands, but perhaps transitioning towards a system where there is a uniform rate above 21 years old.

#### **UKH IS CALLING ON GOVERNMENT TO:**

- ✓ Review business taxation to reduce the burden on property-based businesses and save the British High Street, supported by immediate reductions in rates bills and extended reliefs
- ✓ Cut tourism VAT to 5% to boost visitor numbers to the UK
- ✓ Reduce excise duty rates for alcohol across the next Parliament, including reduced rates in pubs, restaurants and hotels
- ✓ Reduce employer National Insurance Contributions to support the industry in delivering higher wages, with wage rates advised by the Low Pay Commission



## A BETTER BUSINESS LANDSCAPE

Hospitality businesses are subject to a host of regulations and legislation reflecting our varied businesses, ranging from food safety, environmental, licensing, nutrition, competition and many others.

Good regulation, combined equally importantly with smart and proportionate enforcement, can be a boon to hospitality operators and our customers. There needs to be a balance between what is required to keep our customers safe and secure, and what businesses are already doing themselves effectively without the need for restrictive, top-down legislation. We continue to work with all stakeholders to achieve this balance and ensure the sector's productivity and ability to invest are not hamstrung by red tape and inflexible legislation designed without the sector's needs in mind.

In a similar vein, businesses which operate in the sector or very close to it - for example online platforms - are often not subject to the same regulations as others, and positive legislation in this area can help the hospitality sector and protect businesses and customers.

We are calling for a business environment that supports the hospitality sector and allows it to invest and grow - as well as continuing to provide a great customer experience. The hospitality sector needs the regulatory flexibility to be able to invest in our businesses. We have outlined key areas below where Government support is vital to create an environment which works for business, and a smart approach to regulation and enforcement.



## FOOD AND DRINK

Great food and drink are a vital part of the hospitality sector, and despite the varied nature of our businesses food is one area that unites nearly all of them. Quite rightly, food regulation is an important area that we and our businesses take extremely seriously as protection of our customers is key. Good food regulation and enforcement of these rules helps create a positive businesses environment - sitting alongside myriad voluntary measures in areas such as allergens, menu labelling and reformulation of products that work well and allow businesses to keep customers informed about choices whilst also allowing businesses the flexibility to grow and invest.

UKH has engaged with the upcoming National Food and Drink Strategy in its early phases and looks forward to playing a key part in this as it develops. Growth and investment in the sector can be boosted by a strategy that seeks to support food businesses and not stifle them. Recognition of this in future food policymaking will be key in ensuring that hospitality businesses can continue to both serve great food and support their communities economically.

**Food regulation is an important area that we and our businesses take extremely seriously as protection of our customers is key. Good food regulation and enforcement of these rules helps create a positive businesses environment.**



## A GREAT PROPERTY BASE

Along with people, hospitality is dependent on property to provide great customer experiences. There needs to be an overview of how the commercial property market works to ensure that there is a fair balance between landlords and occupiers. There also needs to be a review of planning rules to facilitate investment and to improve the offer on Britain's high streets.

**We are calling for a business environment that supports the hospitality sector and allows it to invest and grow - as well as continuing to provide a great customer experience. The hospitality sector needs the regulatory flexibility to be able to invest in our businesses.**





## A REGISTER FOR SHORT-TERM LETS

A national registration scheme for short-term holiday rental accommodation would tackle short-term lets being run as large commercial operations, unmasking this grey economy, boosting central government tax receipts, including VAT, and business rates. It would enable local authorities to identify short term lets, and thus to enforce complaints made by residents around noise, litter, anti-social behaviour etc., which currently is very challenging.

A register would also: bring such properties into the planning regime; better ensure that guests' health and safety is safeguarded; decriminalise and protect people currently offering short term lets, unaware that they are unwittingly breaching health and safety and/or insurance infringements and; better inform measures to address affordable housing challenges by providing a more accurate survey of building use.

Mandatory registration systems are used across the world to effectively regulate short term lets, to ensure the safety of guests, wellbeing of local residents and a fair and balanced accommodation sector. A recent Scottish Government consultation on a registration system showed a majority of respondents are supportive of such a measure.

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## ONLINE TRAVEL AGENTS

Online Travel Agent (OTA) platforms have boosted some accommodation businesses in recent years by promoting their existence and availability. However, as with other areas of the online sector, regulation has not been developed to ensure a fair operating environment for all businesses: the UK market has become too concentrated and merits action. While we welcome the Competition and Market Authority's action so far, including the launch of the principles in 2019, narrow parity in contracts negatively affects both businesses and customers, and must be addressed.



## SUSTAINABILITY

Our sector is leading on sustainability, including voluntary reduction of single use plastic, working with our partners in WRAP on reducing packaging and food waste as part of the Courtauld 2025 agreement, tackling carbon emissions, initiatives to increase local food sourcing and measures to reduce the use of palm oil. We are promoting a bold plan for 'Green Sector Deals' that introduce a partnership between industry and individual sectors that develop a tailored plan for environmental improvements.

Future Government work on sustainability should ensure that business is not stifled by inflexible legislation and can continue with business-led schemes that work well for businesses, customers and the wider supply chain. This includes major proposals such as deposit return schemes, where getting future legislation right is key to enabling businesses to effectively improve recycling rates and help protect the environment.

We are promoting a bold plan for 'Green Sector Deals' that introduce a partnership between industry and individual sectors that develop a tailored plan for environmental improvements.





## REGULATORY ENFORCEMENT

Robust legislation is synonymous with good enforcement. This ranges across areas important to hospitality businesses such as planning, alcohol licensing, health and safety, fire safety and many others. There are many positive schemes to facilitate interaction between businesses and those enforcing the multitude of laws to which the hospitality sector is subject, that ensure regulatory enforcement supports the sector to grow and invest.



### UKH IS CALLING ON GOVERNMENT TO:

- ✓ Support effective voluntary measures to inform our customers regarding calorie counts and reformulation of meals and drinks
- ✓ Introduce a national registration system for short-term letting properties
- ✓ Ban 'rate parity' restrictive clauses imposed by Online Travel Agents on accommodation providers to allow cheaper prices for consumers
- ✓ Introduce 'Green Sector Deals' to deliver a step-change in business sustainability, starting with hospitality
- ✓ Review the relationship between commercial landlords and occupiers, alongside reform of the planning system to incentivise investment



# THE FOUNDATIONS OF A THRIVING HOSPITALITY AND TOURISM SECTOR

The hospitality sector has a positive vision of its future and a plan to achieve that goal that includes more jobs, with more skilled and higher paid staff, as well as sustainable economic growth to boost the UK economy. However, there are broader elements where Government support is needed. National infrastructure enhancements are imperative to facilitate the growth the sector is looking to deliver, particularly in the area of connectivity, both in terms of transport and communication. It also needs Government to use its soft powers to promote the UK on the global stage as an open and welcoming place to visit, for both business and pleasure.

The Tourism Sector Deal is a fantastic platform to grow the sector, and we look forward to the announcement of the new Tourism Enterprise Zones at the earliest opportunity.

## A WARM WELCOME

For overseas tourists the entry into a country is pivotal to their experience. The Government should make it as straightforward as possible for overseas tourists to the UK, to come and visit and do business. This includes making visa applications simple and allowing visa-free travel for more countries. It also means a smooth experience at the border when they do arrive, with well-resourced border controls.

### UKH IS CALLING ON GOVERNMENT TO:

- ✓ Invest in nationwide transport and communication infrastructure to unleash the potential of rural tourism



## GETTING AROUND

The hospitality and tourism sector is spread throughout the country, often in remote locations. To maximise the sector's potential it is important that transport links are appropriate - across air, rail, bus and roads. At present it can be very difficult to get the 'final mile' through public transport to many attractions and this needs to be addressed. Infrequent buses, that do not run at night, cause difficulties for those who want to visit pubs and restaurants out-of-town. Frequently it is felt that transport decisions do not take into account the needs of the sector and we propose that a separate transport strategy is developed to incorporate tourism needs.

## IT'S GOOD TO TALK... ABOUT HOSPITALITY

The world is ever more interconnected and people are communicating more than ever through technology. This relies on a national network to allow voice and data communications. Allowing people to remain connected can also promote tourism, if people are sharing their experiences then that is likely to stimulate demand from their friends and associates. The proposal to deliver 4G coverage to 95% of the country through a Shared Rural Network scheme as recently announced is very welcome, but we understand more needs to be done, particularly in relation to planning regulations and business rates.

## PROMOTING THE UK OVERSEAS

The UK has a great tourism offer, and very talented marketers to promote it overseas but we believe more resource needs to be channelled by Government into attracting overseas tourists to the UK, with the benefit that this will have to the economy and jobs.



# SUMMARY OF POLICY ASKS



## BRITAIN AND THE EUROPEAN UNION

- ✓ Guarantee the rights of EU citizens in the UK and ensure the smoothest possible trade with the EU on food and drink



## A SKILLED, HAPPY AND PROTECTED WORKFORCE

- ✓ Reform the apprenticeship levy and roll out T-levels to deliver a highly-trained workforce
- ✓ Invest in the Tourism Sector Deal to promote the great careers in hospitality
- ✓ Work closely with industry on the implementation of the Taylor Review recommendations and tipping legislation
- ✓ Ensure a future immigration system works for the whole economy, at all skills levels, and includes a temporary route into work

We are a responsible employer and community stakeholder, keen to play our part in resolving the challenges we face collectively on climate, sustainability and well-being as well as driving economic growth.



## INCENTIVISING GROWTH AND INVESTMENT BY REDUCING TAX AND COST PRESSURES

- ✓ Review business taxation to reduce the burden on property-based businesses and save the British High Street, supported by immediate reductions in rates bills
- ✓ Reduce excise duty rates for alcohol across the next Parliament, including reduced rates in pubs, restaurants and hotels
- ✓ Cut tourism VAT to 5% to boost visitor numbers to the UK
- ✓ Reduce employer National Insurance Contributions to support the industry in delivering higher wages, with wage rates advised by the Low Pay Commission



## A BETTER BUSINESS LANDSCAPE

- ✓ Support for effective voluntary measures to inform our customers regarding calorie counts and reformulation of meals and drinks
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- ✓ Introduce 'Green Sector Deals' to deliver a step-change in business sustainability, starting with hospitality
- ✓ Review the relationship between commercial landlords and occupiers, alongside reform of the planning system to incentivise investment



## THE FOUNDATIONS OF A THRIVING HOSPITALITY AND TOURISM SECTOR

- ✓ Invest in nationwide transport and communication infrastructure to unleash the potential of rural tourism

#MENUFORCHANGE



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