

# Serving Britain

## Policy ideas to unlock growth

Every day, across Britain, hospitality creates places where people want to live, work and invest.

It is an inclusive employer of 3.5 million people, providing routes into leadership and skilled careers across the country and society. It builds – and rebuilds – communities, acting as an economic and social focal point for regeneration. It is a powerhouse that contributes £140 billion in economic activity and £54 billion in tax receipts to the economy every year.

There is no doubt that today hospitality is Serving Britain. These policy recommendations can unlock the potential of the sector to make the most impact at the lowest cost. We know that in the first months of a new parliament a government will want to make an early impact, as well as achieving long term and lasting change. These recommendations can be delivered over the first 100 days, the first 100 weeks, and the whole parliamentary term.

### Reform business rates to protect our high streets

Stop overtaxing high street businesses, by introducing a permanent lower business rates multiplier for hospitality – funded by rebalancing the burden to reflect the rise of the online economy.

100  
Days

### Reform the Apprenticeship Levy so the sector can train more people

Help more people into training by making the Apprenticeship Levy more flexible, freeing up funds to be used for non-apprenticeship skills training, and introducing a modular approach for learners.

### Support businesses with their staff costs

Help businesses with their staffing costs by reducing Employer National Insurance Contributions to 10% for lower-paid earners and increasing the threshold at which they are paid.

100  
Weeks

### Support green investment in the sector

Reform investment credits so they can be offset against employment taxes rather than corporation taxes, so they incentivise investment in green energy and decarbonisation.

### Reform planning rules, so that hospitality can power regeneration

Planning decisions take too long. Reform the planning system to put hospitality-led regeneration at the heart of the future high street and introduce a faster, streamlined approach to planning applications for hospitality businesses.

Whole  
Term

### Reform VAT for the sector to bring it in line with European rivals

Reduce the rate of VAT for the sector to keep prices lower, making British tourism competitive, stimulating demand, creating new jobs and allowing businesses to reinvest in their services.

# The UK's hospitality sector

## UK EMPLOYMENT



## HOSPITALITY IS AT THE HEART OF THE ECONOMY



### PRODUCTIVITY

**4.3%** growth since 2009

**40%** above economy as a whole

**50%** of GVA is from SMEs

Invests **£7bn** pa in high streets and communities

Creates **£20bn** in exports through tourism spend

**69%** of tourist inbound spend

Our third largest export

## WITH THE RIGHT CONDITIONS BY 2027 WE CAN:

Create an additional **500k** jobs



Grow by

**6%**

over the next five years

**1%**

compared to the wider economy



Add **£29bn** to the economy, spread across every region



Forecast to increase by up to **32%** by **2027**