**Template letter three: To explain why you would like your customers to write to their MPs (feel free to adjust this letter to fit your style)**

Dear Valued Customer,

I hope this message finds you well. As a loyal supporter of **[insert your business’ name]**, we wanted to thank you for your support through challenging economic times. We also wanted to take the opportunity to share some important developments regarding the challenges facing the independent hospitality sector.

In light of the upcoming Spring Budget we find ourselves in a position where the survival of many businesses like ours is at stake. Increased costs across the board have placed immense pressure across our industry making it increasingly difficult for the independent hospitality sector to continue providing the service and experience that you mean so much to you.

One in six businesses going into administration in 2023 was a hospitality business – marking a 22% increase from 2022 and a massive 91% rise compared to 2021.

Despite being an integral part of the economy as well as local communities, businesses like ours have received minimal support from the government since the onset of the cost-of-living crisis and are now grappling with a cost-of-operating crisis.

To counteract the impact of the cost of operating crisis, we are urging the government to implement the following:

* Introduce a 10% VAT rate for businesses in the hospitality sector to provide immediate relief to small and micro businesses.  
  or
* Explore reforms to the VAT threshold or introduce a smoothing mechanism that significantly lower rates for small and micro businesses

As such we are asking our customers to please write to your local MP to ask for a cut to the VAT rate for independent hospitality businesses.

We believe that collective action is crucial at this time, and we are seeking your support in urging our local Member of Parliament, [MP’s Name], to advocate for much-needed reforms. We have prepared a template letter that you can use to express your concerns to **[insert your MP’s name]**

Your support really can help make a difference.

Thank you,

The team at**[insert your business’ name]**

**[insert your name and address]**