**IMPORTANT NOTE: This letter is for MD’s /Company owners/Senior directors/**

**Please edit the sample letter to suit your circumstances** *Your Company headed paper or contact address.*

**Delete as appropriate.**  *Remember to include an email and telephone*

*contact direct to you.*

MP’s Name

Address

*[You can find your local MP here:* <https://members.parliament.uk/constituencies/>

*The entry will tell you which address to write to, email contact address and how to address the MP in writing]*

Date:

Dear Name of MP

I am writing on behalf of [Company name], in [Constituency name]. We employ [add XXX number] staff and are a ***manufacturer/ distributer/ rental & production/ professional service / events company/ venue etc.*** working in the Creative & Cultural sector and collectively serving the Events, Entertainment Technology, Leisure, Performing Arts and TV & Film sectors in your constituency.

Whilst the Government’s announcements to date are welcome, there is still more that needs to be done as we remain extremely concerned about the devastating impact to our business, and the sector’s survival and recovery without new initiatives. What I have detailed below is a snapshot of my situation right now and the likely future. I have also listed the Government support currently available to us.

**In the short term** /[Delete /edit as appropriate]

* Currently we are using our cash reserves which will deplete by the end of [add month 2020]
* We have taken out a Government loan for £XXXX/[Delete as required] which will see us through until [add month 2020]

OR

* We have not taken out a Government loan because ….add your own reason
* We have Furloughed [add XXX number] of staff and have [add XXX number] staff continuing to work.
* We have [received / not received] the Retail, Hospitality and Leisure grants as there is confusion on eligibility between local authorities across our industry.

OR

* We have not received the Retail, Hospitality and Leisure grants as we are based in a regional area that demands high rates therefore our rateable value is over £51,000. There is also confusion on eligibility between local authorities across our industry.
* We [have received / have not received] the small business grant fund as we [are / are not] eligible for Small Business Rates Relief.

**In the long term**

* As we are in the Events, Entertainment Technology, Performing Arts and TV & Film sectors our income has dropped by XX % with no hope of recovery of income until XXXXXX
* We will have to cease trading as we will become insolvent by [add month 2020]
* We will have to make [add XXX number] people redundant creating unemployment in your constituency if nothing changes.

Clearly these are unprecedented and difficult times, and we appreciate the landscape is changing rapidly. However, if we do not get more financial support from the Government we will not exist.

The value of the sectors is huge to the UK economy; please see below a summary of official data collected nationally to support this.

The sectors live events, Events, Entertainment technology, Leisure, Performing Arts and TV & Film sectors are worth more than £100bn to the annual economy as evidenced in [DCMS figures](https://www.gov.uk/government/news/britains-creative-industries-break-the-100-billion-barrier) and was the fastest growing sector in the UK. 1

The British Visits and Events Partnership (BVEP) report2 states overall events support half of the UK’s visitor economy with a total £70bn direct spend. UK entertainment technology industry that supplies events and entertainment and includes; manufacturers, distributors, rental & production, professional services, events companies like ours, is valued at £1.36bn in 2018/2019, according to PLASA Industry Research 20193. The Live Music sector made a contribution of £1.1 billion (GVA) in 2018, according to UK Music’s latest Music by Numbers report4. Overall, according to a [study by Bournemouth University](https://www.eventsindustryforum.co.uk/index.php/contributing-billions-to-the-uk-economy)5 last year, the outdoor event industry alone contributed £30.4bn (GVA), employing just under 600,000 people. A recent survey outlined by SOLT and UK Theatre6 states the total loss of income is estimated at £630 million to the theatre sector from a 12-week closure. Details of sources are included at the end of this letter. A current report into prospects for the events supply chain, carried out for the Events Industry Forum and Business Visits and Events Partnership, shows that 60% of companies in the sector have 3 months or less liquidity and that companies would survive for a further one or two months if they were to receive business rates discounts afforded to the rest of the retail, hospitality and leisure sectors.

My company needs the Government to review immediately financial support for our industry, and proposals for the longer term, as we work in a sector that will not start to see income generation until 2021. That is a fact that will not change following the lockdown.

Finally, I have outlined some possible initiatives for the Government to consider for the immediate and longer term:

* **Immediately make it clear to local authorities that, as part of the supply chain, the Retail, Hospitality and Leisure grant is open to this industry. Remove the £51,000 limit depending on regional variances. Many companies are located in London or major cities and this blanket ceiling across the UK is unfair.**
* **Reduce the financial burden of running a business by offering other forms of recovery grants on cost of commercial rent, lease payments, insurance and business rates, tax breaks and request the banks give longer mortgage holidays to businesses in our sector. The Government needs to understand offering loans is not enough as there is no certainty.**
* **Allow extension of The Furlough Scheme, which has been an essential lifeline for us and all employers in our sector to retain highly skilled staff, and which should remain for companies in sectors where the recovery is in the longer term, such as the Events, Performing Arts, Entertainment Technology, TV & Film Sectors**.
* **Extend the term of support for self-employed subcontractors. Our sector’s workforce is made up of 72% self-employed freelancers4 and without the right support, we are in danger of losing our workforce to other sectors, widening an already apparent skills gap.**

I am asking for your help to raise these issues in debates, letters, PQs, EDMs or whichever measures you feel will be most effective. What we need is your voice to help us raise this issue. Please represent our local concerns at a national level. Very often this technical industry, that is the supply chain for entertainment and events, is forgotten and yet collectively adds enormous contribution and value to the UK economy.

I look forward to your response.

**Yours sincerely**

**Company owner/MD**

**Reference Sources**

**UK Government**

**1Source:** *UK Government – DCMS*[*https://www.gov.uk/government/news/britains-creative-industries-break-the-100-billion-barrier*](https://www.gov.uk/government/news/britains-creative-industries-break-the-100-billion-barrier)

**Events**

**2***Source: British Visits and Events Partnership (BVEP)* [*https://www.businessvisitsandeventspartnership.com/component/phocadownload/category/10-other?download=368:bvep-events-manifesto-nov-2019*](https://www.businessvisitsandeventspartnership.com/component/phocadownload/category/10-other?download=368:bvep-events-manifesto-nov-2019)

**Entertainment Technology**

**3***Source: PLASA industry research 07.11.2019* [*www.plasa.org*](http://www.plasa.org)  
 *Source: PLASA Member Covid-19 impact report 06.04.20* [*www.plasa.org*](http://www.plasa.org)

**Live Music**

***4****UK Music’s latest Music By Numbers report*. <https://www.ukmusic.org/research/music-by-numbers/>

**Events**

**5***Source: Bournemouth University study* [*https://www.eventsindustryforum.co.uk/images/documents/EIF\_summary\_report\_final.pdf*](https://www.eventsindustryforum.co.uk/images/documents/EIF_summary_report_final.pdf)

**Theatre**

**6** *SOLT UK Theatre Research* [*https://solt.co.uk/*](https://solt.co.uk/)