Template Message to Trade Body Memberships

Dear

The Government’s surprise announcement that it plans to stop offering tax free shopping to all international visitors after December 31st 2020 was an unwelcome shock. Britain will be the only company in Europe not to offer tax free shopping, losing a £3.5 billion sector and undermining Britain’s global appeal and competitiveness.

You can read about it in the attached article in today’s Financial Times

(Association) is part of a coalition of trade bodies campaigning to overturn this decision. As part of the campaign we need businesses to make their opposition known. We need you to:

1. Contact your local MP (by phone or letter)

You can find your MP and contact details here <https://members.parliament.uk/FindYourMP>

1. Write to the Chancellor

Rt Hon Rishi Sunak MP

Chancellor of the Exchequer

1 Horse Guards Road

London SW1A 2HQ

public.enquiries@hmtreasury.gov.uk

1. Brief your local newspapers

Letters need only be a page or two long.

Key points to be made.

* Your disappointment at the abolition of the tax-free shopping scheme
* The importance of tax-free shopping to your business
* The impact on your business of this decision
* Ask the Chancellor to reconsider the decision
* Ask your local MP to raise it with the Chancellor
1. Social media

Share the article in the Financial Times and any further coverage on yours and your business’s Twitter, Linkedin or Instagram accounts and tag the Chancellor @RishiSunak @hmtreasury @KemiBadenoch, relevant local MPs and decisionmakers.

Link to FT article is here: <https://on.ft.com/2RpFTwl>

Link to example Tweet is here: <https://bit.ly/32uT7yo>

Please can you keep us informed of any letters and media activity as well as any responses.

Many thanks