

XX October 2020

Dear [insert MP name],

Financial support for the Hair, Grooming, Beauty, Spa and Wellness Industry

My name is [x], I am a local constituent and I [work/own/operate x business/am a self-employed x]. I am writing to seek your support in ensuring the long-term health of the hair, grooming, beauty, spa and wellbeing industry, as its future remains at risk due to the COVID-19 pandemic.

I would be grateful if you would write to the Prime Minister & the Chancellor to ask them to support the industry during this critical phase and to seriously consider the following:

- 1. A reduction of VAT to 5% in line with hospitality for all hair and beauty businesses in the UK.**
- 2. A government backed incentive programme to ensure client's feel safe to return to our businesses.**
- 3. Bring forward additional economic stimulus package for the sector to support the self-employed.**

The industry contributes over £30bn to the UK economy, employing over 600,000 people, predominantly women, across 49,371 salons, and our businesses are at the heart of the UK's high streets up and down the country offering personal wellbeing at a time when we need it the most.

While I and others in the industry were delighted that hair, grooming, beauty, spa and wellbeing services could finally open their doors, it has been met with challenges due to work from home orders, increased cost of PPE, local lockdowns and a reduction in social activity.

There has already been a sharp increase in permanent closures of hair and beauty businesses in the UK, around 20% to date. And redundancies upwards of 15%.

Our sector has largely been overlooked as the viable economic player that it is. Other industries have seen extensive support packages tailored to their sector and whilst we appreciate the offer of government backed loans, this just drives us further into debt following months of mandatory closure.

If urgent action is not taken many businesses across the country, including my own and many others in [constituency] will be forced to close too and many more people will face unemployment.

The extended uncertainty around further lockdowns and the new Covid alert levels has caused heightened anxiety on the long-term future of our sector and the thousands of jobs it supports. As you will have seen, in the very high alert level areas, the closure of "personal care and close contact services" are included amongst the additional interventions that local authorities, in consultation with government, could agree to take to help drive down transmission levels.

I would welcome a meeting with you at the earliest opportunity to discuss my concerns and demonstrate our COVID secure operation in a bid to secure your support, as my local MP. I look forward to hearing from you.

Best regards,

[Name and postcode]

Supported by The UK Spa Association

