

c/o Camden Town Unlimited
5-7 Buck Street
London NW1 8NJ

Prime Minister
Chancellor of the Exchequer
10 Downing Street
London SW1A 2AA

4th January 2021

Dear Prime Minister and Chancellor,

An Urgent Plea

Further to our letter of 23rd December and with additional signatories, we the undersigned, who represent a vast swath of business interests in the capital, believe that it is imperative that you act now to save the business of London that are being so heavily impacted by the Tier 4 constraints.

We understand the need to act in the face of quickly rising case levels and can see that your hands are tied on the matter. We therefore implore you to take the following actions to preserve those businesses we can, so that London can be best placed to help the UK recovery we so sorely need.

We ask that you;

1. extended the VAT relief scheme throughout 2021;
2. extended the business rates relief scheme to businesses mandated to close throughout 2021;
3. expand the grants programme and distribute to local authorities based on number of businesses not residents;
4. targeted support to night-time economy businesses, such as nightclubs, which have been unable to open since March.

Yours sincerely,



Simon Pitkeathley, Chief Executive, Camden Town Unlimited & Euston Town
Richard Burge, Chief Executive, London Chamber of Commerce and Industry
Kate Nicholls, Chief Executive, UK Hospitality
John Dickie, Director of Strategy & Policy, London First
David Stringer-Lamarre, Chairman, Institute of Directors, London Region
Matthew Jaffa, Senior External Affairs Manager for London, Federation of Small Businesses
Jace Tyrrell, Chief Executive, New West End Company
Ros Morgan, Chief Executive, Heart of London Business Alliance
Bernard Donoghue, Director, Association of Leading Visitor Attractions
Michael Kill, Chief Executive, Night Time Industries Association
Matthew Simms, Chief Executive, Croydon BID
Don Randall, Chair, London Resilience Business Sector Panel

CC

Sadiq Khan, Mayor of London
Paul Scully, Minister for London