

26 January 2021

Andy Slaughter MP  
House of Commons  
London  
SW1A 0AA

Dear Andy,

**Re: Business Rates Holiday Extension**

I am writing on behalf of businesses and property owners in London's West End, calling for **an immediate extension to the current business rates holiday for the next twelve months, to be announced as soon as possible by the Chancellor**. Clarifying these plans sooner will help London's businesses survive, prosper and contribute to the nation's economic recovery.

By way of introduction, Heart of London Business Alliance (HOLBA) represents over 500 businesses and 100 property owners in London's iconic West End spanning from Piccadilly, St James's, to Piccadilly Circus and Leicester Square. We ensure the commercial and cultural wellbeing of the area and under normal times host over 45,000 employees, providing roughly 1,180 jobs per hectare, with an **economic contribution of £4.6bn GVA** including an immeasurable cultural contribution to London and the whole country.

The past year has been immensely challenging for West End businesses, faced with the higher costs of operating a business in central London including the continuing high monthly rent costs. Our businesses have strived to open when they can, ensuring a Covid-secure environment for their customers. However, throughout 2020 footfall remained low, even when allowed to reopen, with an average of a 70% downturn in footfall compared to the previous year as commuters, national visitors and international visitors stayed away. The unpredictable nature of the pandemic has often meant that even the best laid plans have been destroyed at a moment's notice, with swathes of staff being furloughed and many losing their jobs. Stuck under lockdown restrictions presently and faced with months of social distancing and additional measures when restrictions are eased, **2021 looks set to be another painfully hard year**.

While we accept the public health imperative means that businesses cannot go on as usual, we remain worried about what the future may hold. Our businesses face a cliff edge at the end of March, as the business rates holiday comes to an end. For businesses, waiting to find out what is in the Budget means that they cannot make financial plans for April until the start of March. This lack of certainty is an existential threat to businesses, many of whom will struggle to survive should the Chancellor choose not to extend current measures. That is why we would appreciate you joining us and other industry bodies in calling for **an immediate extension to the current business rates holiday for the next twelve months, to be announced as soon as possible**, giving businesses time to plan, protect their staff, provide for their customers, and stay afloat during a critical time.

I would greatly welcome your support and the opportunity to discuss this further with you given your endorsement of Rupa Huq MP's Support for Hospitality Businesses motion and concern regarding the issue. If you are happy to do this, I would be grateful if you could suggest a suitable date and time, and in the meantime please do not hesitate to get in touch if you have any further questions.

Yours sincerely,



**Ros Morgan**  
Chief Executive Officer  
Heart of London Business Alliance

26 January 2021

Charlotte Nichols MP  
Shadow Minister for Women and Equalities  
House of Commons  
London  
SW1A 0AA

Dear Charlotte,

**Re: Business Rates Holiday Extension**

I am writing on behalf of businesses and property owners in London's West End, calling for **an immediate extension to the current business rates holiday for the next twelve months, to be announced as soon as possible by the Chancellor**. Clarifying these plans sooner will help London's businesses survive, prosper and contribute to the nation's economic recovery.

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I would greatly welcome your support and the opportunity to discuss this further with you given your role as Chair of the All-Party Parliamentary Group for Pubs and support for the wider hospitality sector. If you are happy to do this, I would be grateful if you could suggest a suitable date and time, and in the meantime please do not hesitate to get in touch if you have any further questions.

Yours sincerely,



**Ros Morgan**  
Chief Executive Officer  
Heart of London Business Alliance

26 January 2021

Darren Jones MP  
Chair of the Business, Energy and Industrial Strategy Committee  
House of Commons  
London  
SW1A 0AA

Dear Darren,

**Re: Business Rates Holiday Extension**

I am writing on behalf of businesses and property owners in London's West End, calling for **an immediate extension to the current business rates holiday for the next twelve months, to be announced as soon as possible by the Chancellor**. Clarifying these plans sooner will help London's businesses survive, prosper and contribute to the nation's economic recovery.

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I would greatly welcome your support and the opportunity to discuss this further with you given your role as Chair of the Business, Energy and Industrial Strategy Committee and the work you oversee concerning the impact of coronavirus on businesses and workers. If you are happy to do this, I would be grateful if you could suggest a suitable date and time, and in the meantime please do not hesitate to get in touch if you have any further questions.

Yours sincerely,



**Ros Morgan**  
Chief Executive Officer  
Heart of London Business Alliance

26 January 2021

Dr Rupa Huq MP  
House of Commons  
London  
SW1A 0AA

Dear Dr Rupa,

**Re: Business Rates Holiday Extension**

I am writing on behalf of businesses and property owners in London's West End, calling for **an immediate extension to the current business rates holiday for the next twelve months, to be announced as soon as possible by the Chancellor**. Clarifying these plans sooner will help London's businesses survive, prosper and contribute to the nation's economic recovery.

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I would greatly welcome your support and the opportunity to discuss this further with you given the Support for Hospitality Businesses motion you have tabled in Parliament recently and your written question to the Chancellor on the matter. If you are happy to do this, I would be grateful if you could suggest a suitable date and time, and in the meantime please do not hesitate to get in touch if you have any further questions.

Yours sincerely,



**Ros Morgan**  
Chief Executive Officer  
Heart of London Business Alliance

26 January 2021

Felicity Buchan MP  
House of Commons  
London  
SW1A 0AA

Dear Felicity,

**Re: Business Rates Holiday Extension**

I am writing on behalf of businesses and property owners in London's West End, calling for **an immediate extension to the current business rates holiday for the next twelve months, to be announced as soon as possible by the Chancellor**. Clarifying these plans sooner will help London's businesses survive, prosper and contribute to the nation's economic recovery.

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I would greatly welcome your support and the opportunity to discuss this further with you, sharing the experiences and concerns of local businesses and people. If you are happy to do this, I would be grateful if you could suggest a suitable date and time, and in the meantime please do not hesitate to get in touch if you have any further questions.

Yours sincerely,



**Ros Morgan**  
Chief Executive Officer  
Heart of London Business Alliance

26 January 2021

Marco Longhi MP  
House of Commons  
London  
SW1A 0AA

Dear Marco,

**Re: Business Rates Holiday Extension**

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I would greatly welcome your support and the opportunity to discuss this further with you given your written question to the Chancellor on the issue. If you are happy to do this, I would be grateful if you could suggest a suitable date and time, and in the meantime please do not hesitate to get in touch if you have any further questions.

Yours sincerely,



**Ros Morgan**  
Chief Executive Officer  
Heart of London Business Alliance

26 January 2021

Sadiq Khan  
The Mayor of London  
City Hall, The Queen's Walk  
London  
SE1 2AA

Dear Mr Mayor,

**Re: Business Rates Holiday Extension**

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I would greatly welcome your support and the opportunity to discuss this further with you, sharing the experiences and fears of local businesses and local people as the cliff edge approaches. If you are happy to do this, I would be grateful if you could suggest a suitable date and time, and in the meantime please do not hesitate to get in touch if you have any further questions.

Yours sincerely,



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Chief Executive Officer  
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26 January 2021

Sadiq Khan  
The Mayor of London  
City Hall, The Queen's Walk  
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SE1 2AA

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Yours sincerely,



**Ros Morgan**  
Chief Executive Officer  
Heart of London Business Alliance

26 January 2021

Mike Williams  
Director, Business and International Tax  
HM Treasury, 1 Horse Guards Road  
London  
SW1A 2HQ

Dear Mike,

**Re: Business Rates Holiday Extension**

I am writing on behalf of businesses and property owners in London's West End, calling for **an immediate extension to the current business rates holiday for the next twelve months, to be announced as soon as possible by the Chancellor**. Clarifying these plans sooner will help London's businesses survive, prosper and contribute to the nation's economic recovery.

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I would greatly welcome the opportunity to share the experiences of our businesses and people with you in the coming weeks. If you are happy to do this, I would be grateful if you could suggest a suitable date and time, and in the meantime please do not hesitate to get in touch if you have any further questions.

Yours sincerely,



**Ros Morgan**  
Chief Executive Officer  
Heart of London Business Alliance

26 January 2021

Nickie Aiken MP  
House of Commons  
London  
SW1A 0AA

Dear Nickie,

**Re: Business Rates Holiday Extension**

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As you already know, Heart of London Business Alliance (HOLBA) represents over 500 businesses and 100 property owners in London's iconic West End spanning from Piccadilly, St James's, to Piccadilly Circus and Leicester Square. We ensure the commercial and cultural wellbeing of the area and under normal times host over 45,000 employees, providing roughly 1,180 jobs per hectare, with an **economic contribution of £4.6bn GVA** including an immeasurable cultural contribution to London and the whole country.

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I would greatly welcome your support and the opportunity to talk about this further with you given our previous experience in discussing key issues for the area. If you are happy to do this, I would be grateful if you could suggest a suitable date and time, and in the meantime please do not hesitate to get in touch if you have any further questions.

Yours sincerely,



**Ros Morgan**  
Chief Executive Officer  
Heart of London Business Alliance

26 January 2021

Rt Hon Jesse Norman MP  
Financial Secretary to the Treasury  
HM Treasury, 1 Horse Guards Road  
London  
SW1A 2HQ

Dear Minister,

**Re: Business Rates Holiday Extension**

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Yours sincerely,



**Ros Morgan**  
Chief Executive Officer  
Heart of London Business Alliance

26 January 2021

Rt Hon Mel Stride MP  
Chair of the Treasury Committee  
House of Commons  
London  
SW1A 0AA

Dear Mel,

**Re: Business Rates Holiday Extension**

I am writing on behalf of businesses and property owners in London's West End, calling for **an immediate extension to the current business rates holiday for the next twelve months, to be announced as soon as possible by the Chancellor**. Clarifying these plans sooner will help London's businesses survive, prosper and contribute to the nation's economic recovery.

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I would greatly welcome your support and the opportunity to discuss this further with you given your role as Chair of the Treasury Committee and the work you oversee regarding the impact of coronavirus on business. If you are happy to do this, I would be grateful if you could suggest a suitable date and time, and in the meantime please do not hesitate to get in touch if you have any further questions.

Yours sincerely,



**Ros Morgan**  
Chief Executive Officer  
Heart of London Business Alliance

26 January 2021

The Rt Hon Rishi Sunak MP  
Chancellor of the Exchequer  
HM Treasury, 1 Horse Guards Road  
London  
SW1A 2HQ

Dear Chancellor,

**Re: Business Rates Holiday Extension**

I am writing on behalf of businesses and property owners in London's West End, calling for **an immediate extension to the current business rates holiday for the next twelve months, to be announced as soon as possible**. Clarifying these plans sooner will inspire confidence, helping London's businesses survive, prosper and contribute to the nation's economic recovery.

As you may recall from our previous correspondence, Heart of London Business Alliance (HOLBA) represents over 500 businesses and 100 property owners in London's iconic West End spanning from Piccadilly, St James's, to Piccadilly Circus and Leicester Square. We ensure the commercial and cultural wellbeing of the area and under normal times host over 45,000 employees, providing roughly 1,180 jobs per hectare, with an **economic contribution of £4.6bn GVA** including an immeasurable cultural contribution to London and the whole country.

The past year has been immensely challenging for West End businesses, faced with the higher costs of operating a business in central London including the continuing high monthly rent costs. Our businesses have strived to open when they can, ensuring a Covid-secure environment for their customers. However, throughout 2020 footfall remained low, even when allowed to reopen, with an average of a 70% downturn in footfall compared to the previous year as commuters, national visitors and international visitors stayed away. The unpredictable nature of the pandemic has often meant that even the best laid plans have been destroyed at a moment's notice, with swathes of staff being furloughed and many losing their jobs. Stuck under lockdown restrictions presently and faced with months of social distancing and additional measures when restrictions are eased, **2021 looks set to be another painfully hard year**.

While we accept the public health imperative means that businesses cannot go on as usual, we remain worried about what the future may hold. Our businesses face a cliff edge at the end of March, as the business rates holiday comes to an end. For businesses, waiting to find out what is in the Budget means that they cannot make financial plans for April until the start of March. This lack of certainty is an existential threat to businesses, many of whom will struggle to survive should you opt against extending current measures. That is why we would appreciate you listening to us and other industry bodies and announce **an immediate extension to the current business rates holiday for the next twelve months, as soon as possible**, giving businesses time to plan, protect their staff, provide for their customers, and stay afloat during a critical time.

I would greatly welcome the opportunity to share the experiences of our businesses and people with you as the Government continues to work on the nation's economic recovery. If you are happy to do this, I would be grateful if you could suggest a suitable date and time, and in the meantime please do not hesitate to get in touch if you have any further questions.

Yours sincerely,



**Ros Morgan**  
Chief Executive Officer  
Heart of London Business Alliance

26 January 2021

Rt Hon Sir Desmond Swayne MP  
House of Commons  
London  
SW1A 0AA

Dear Sir Desmond,

**Re: Business Rates Holiday Extension**

I am writing on behalf of businesses and property owners in London's West End, calling for **an immediate extension to the current business rates holiday for the next twelve months, to be announced as soon as possible by the Chancellor**. Clarifying these plans sooner will help London's businesses survive, prosper and contribute to the nation's economic recovery.

By way of introduction, Heart of London Business Alliance (HOLBA) represents over 500 businesses and 100 property owners in London's iconic West End spanning from Piccadilly, St James's, to Piccadilly Circus and Leicester Square. We ensure the commercial and cultural wellbeing of the area and under normal times host over 45,000 employees, providing roughly 1,180 jobs per hectare, with an **economic contribution of £4.6bn GVA** including an immeasurable cultural contribution to London and the whole country.

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I would greatly welcome your support and the opportunity to discuss this further with you given your written question to the Chancellor regarding the potential merits of acting quickly to inform businesses. If you are happy to do this, I would be grateful if you could suggest a suitable date and time, and in the meantime please do not hesitate to get in touch if you have any further questions.

Yours sincerely,



**Ros Morgan**  
Chief Executive Officer  
Heart of London Business Alliance

26 January 2021

Sarah Olney MP  
House of Commons  
London  
SW1A 0AA

Dear Sarah,

**Re: Business Rates Holiday Extension**

I am writing on behalf of businesses and property owners in London's West End, calling for **an immediate extension to the current business rates holiday for the next twelve months, to be announced as soon as possible by the Chancellor**. Clarifying these plans sooner will help London's businesses survive, prosper and contribute to the nation's economic recovery.

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I would greatly welcome your support and the opportunity to discuss this further with you given Liberal Democrat policy on the issue and your endorsement of Rupa Huq MP's Support for Hospitality Businesses motion. If you are happy to do this, I would be grateful if you could suggest a suitable date and time, and in the meantime please do not hesitate to get in touch if you have any further questions.

Yours sincerely.



**Ros Morgan**  
Chief Executive Officer  
Heart of London Business Alliance

26 January 2021

Seema Malhotra MP  
Shadow Minister for Employment  
House of Commons  
London  
SW1A 0AA

Dear Seema,

**Re: Business Rates Holiday Extension**

I am writing on behalf of businesses and property owners in London's West End, calling for **an immediate extension to the current business rates holiday for the next twelve months, to be announced as soon as possible by the Chancellor**. Clarifying these plans sooner will help London's businesses survive, prosper and contribute to the nation's economic recovery.

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I would greatly welcome your support and the opportunity to discuss this further with you given your passion in supporting and empowering entrepreneurship. If you are happy to do this, I would be grateful if you could suggest a suitable date and time, and in the meantime please do not hesitate to get in touch if you have any further questions.

Yours sincerely,



**Ros Morgan**  
Chief Executive Officer  
Heart of London Business Alliance

26 January 2021

Steve Double MP  
House of Commons  
London  
SW1A 0AA

Dear Steve,

**Re: Business Rates Holiday Extension**

I am writing on behalf of businesses and property owners in London's West End, calling for **an immediate extension to the current business rates holiday for the next twelve months, to be announced as soon as possible by the Chancellor**. Clarifying these plans sooner will help London's businesses survive, prosper and contribute to the nation's economic recovery.

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I would greatly welcome your support and the opportunity to discuss this further with you given your passion for supporting the industries of hospitality and tourism. If you are happy to do this, I would be grateful if you could suggest a suitable date and time, and in the meantime please do not hesitate to get in touch if you have any further questions.

Yours sincerely,



**Ros Morgan**  
Chief Executive Officer  
Heart of London Business Alliance