



UKHOSPITALITY
First Year Anniversary
Toolkit



JOIN IN THE CELEBRATIONS OF UKHOSPITALITY'S FIRST ANNIVERSARY

This toolkit can be used by your organisation to celebrate together with UKHospitality and communicate your support and commitment to promoting the hospitality industry to your customers and the media.

This toolkit includes; approved messaging and associated materials including a video, graphics and briefing document.

Thank you for your continued support.

Materials

Anniversary page <http://bit.ly/UKHAnniversary>

Video <http://bit.ly/UKHAnniversaryVideo>

Newsletter briefing <http://bit.ly/AnniversaryBriefing>

Infographic <http://bit.ly/UKHinfographic>

Graphics <http://bit.ly/UKHanniversaryassets>

Social media

UKHospitality is celebrating its anniversary. Activities will start from 10am on Thursday 30th May and we encourage you to RT, engage and share our posts to help us celebrate.

We also encourage you to share your favourite achievement or moment you have experienced over the last year; or if your sights are set on what lies ahead, share your aspirations for the coming months.

Suggested copy

We know that things can get busy, so to help, we have drafted some copy you can use on Twitter; or on your other social media platforms using our other handle @UKHospitality.

Don't forget to use our hashtag

#UKHIYear

Twitter

@ukhofficial

@UKHospKate

Facebook, LinkedIn and Instagram

@UKHospitality

For industry supporters

<p>Happy Birthday to @ukhofficial! See what they've been up to and what our peers expect for the year ahead. #UKH1Year http://bit.ly/UKHAnniversaryVideo</p>	
<p>.@ukhofficial, the united voice for the #hospitality sector, is celebrating its 1 year anniversary. #UKH1Year http://bit.ly/UKHAnniversaryVideo</p>	
<p>Over the last year we've been working alongside @ukhofficial to promote the interests of our industry. As the 3rd largest employer our industry provides great job opportunities for all #UKH1Year</p>	<p>THE VALUE AND CONTRIBUTION OF THE HOSPITALITY INDUSTRY</p>
<p>We are celebrating the 1-year anniversary of @ukhofficial and support them in their efforts to promote the interests of the #hospitality industry. #UKH1Year</p>	
<p>#Hospitality offers great job opportunities with the ability to progress – in the last 12 months @ukhofficial launched the Workforce Commission, bringing together businesses, employees and MPs to showcase the amazing career pathways on offer #UKH1Year</p>	
<p>Celebrating 1-year of @ukhofficial and a year of shared best practise and industry insight #UKH1Year</p>	

For businesses

<p>To celebrate @ukhofficial #UKH1Year we'd like to share with you some of what has been achieved on our behalf over the year. http://bit.ly/UKHAnniversaryVideo</p>	
<p>.@ukhofficial has turned one! In this time, they've ensured MPs hear first-hand from experts in the sector, to champion the interests of businesses link ours. Head to http://bit.ly/UKHanniversary to find out more #UKH1Year</p>	
<p>To mark @ukhofficial anniversary we'd like to congratulate them on their efforts to promote our industry and look forward to working together to achieve even more. #UKH1Year</p>	

PRESS NOTICE

UKHospitality, the single, authoritative voice for the hospitality sector, is celebrating one year since its creation. In 2018, the British Hospitality Association and the Association for Multiple Licenced Retailers merged to form one united voice: UKHospitality.

Given the importance of the hospitality sector to the UK's economy, the sector needs a robust trade body to effectively represent it.

UKHospitality is that voice.

Over the past 12 months, the UKHospitality membership has grown to cover over 700 companies across the UK. Spearheading the hospitality's representation on the strategic, structural and regulatory issues, UKHospitality has been campaigning for policies to help the sector achieve further growth as a key driver of the UK economy.

In its first year, UKHospitality has promoted the interests of this critical sector and its value to the UK economy. This engagement has been successful in many different policy areas, effectively communicating the needs and the concerns of a diverse and growing membership. This includes:

- Worked with partners to secure an 'in principle' Sector Deal agreement
- Securing sector-specific business rates relief and a select committee inquiry
- Supporting CMA action to enforce a set of principles for online booking platforms
- Ensuring hospitality businesses are opted out of a DRS scheme in Scotland
- Building a range of member engagement meetings including a revitalised regional network
- Enhancing engagement with Ministers and Parliamentarians through the APPG for Hospitality
- Preserving NMW youth rates
- Bolstering our political engagement and elevated hospitality to top table of government.

Given the current political and economic environment, the hospitality industry continues to face a myriad of pressures and UKHospitality is proud to be that representative voice.

UKHospitality will continue to ensure that the workforce needs of the sector are effectively addressed. That the inequitable tax burden the sector faces is eased and regulation on business is proportionate. As well as seeing the unregulated digital economy addressed and a level playing field is set.

UKHospitality CEO Kate Nicholls said: "We look back over the last year in celebration and focus on continuing to work together to unlock the industry's potential as one of the biggest engines of growth for the economy.

"UKHospitality was formed to create the single, authoritative voice for the hospitality sector, and whilst we have had a year of notable successes, we look forward to the next 12 months and building on the momentum and energy to achieve even more for our members. It's been an incredible journey and I look forward to working together to achieve further success."

UKHospitality's 2019 Summer Conference is fast approaching. Bringing together a wealth of knowledge and expertise from the vast and varied hospitality industry. The conference will be held in London 25th June. More information can be found: <http://bit.ly/UKHSummerConf>

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