



Department for
Business, Energy
& Industrial Strategy

Paul Scully MP

Department for Business, Energy &
Industrial Strategy
1 Victoria Street
London
SW1H 0ET

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

T +44 (0) 20 7215 5000
E enquiries@beis.gov.uk
W www.gov.uk

16 July 2021

Dear Darren,

Hospitality Strategy: Reopening, Recovery, Resilience

I am pleased to inform you that, today, we are publishing a Hospitality Strategy to support this vital sector through its recovery from COVID-19.

The hospitality sector contributes significantly to the economy and plays a leading role in supporting local communities, high streets and city centres across the country. However, it has been one of the hardest sectors hit by the pandemic.

The impact of the COVID-19 pandemic on a sector that exists to bring people together was always going to be significant. That is why the Government's £352 billion package of support included specific and targeted help for hospitality businesses.

To support the sector's bounce back, our Hospitality Strategy sets out the Government's long-term vision to help them on their road to recovery and beyond. This will sit alongside and support other government strategies and plans, including the Build Back Better High Streets Strategy¹ and Tourism Recovery Plan².

We have worked closely with sector partners and businesses to develop the Strategy, which reflects our shared ambition to return the sector to its pre-pandemic health and creating thousands of resilient and dynamic businesses for years to come. We want to boost investor and employer confidence in the sector after months of uncertainty, and help hospitality businesses evolve alongside changing customer demands and behaviours, which will ultimately future-proof hospitality businesses for any potential shocks.

The Strategy covers:

1. **Business resilience** - creating a sector which can adapt to consumer trends and is capable of weathering future shocks to income. Measures include those set out in the High Street Strategy, such as reviewing the long-term relationship between tenants and landlords, and developing a model for hospitality-led regeneration hubs.
2. **Jobs and Skills** – strengthening the hospitality workforce by equipping employees to succeed in a modernised sector, attracting and retaining the right people and providing clearer career pathways. We will do this by raising the profile of skills and

¹ <https://www.gov.uk/government/publications/build-back-better-high-streets>

² <https://www.gov.uk/government/publications/tourism-recovery-plan>

careers in hospitality, and improving digital technology and management in the workforce.

3. **International Trade and Tourism** – supporting the sector to have a leading international reputation, supported by an international supply chain. We aim to strengthen the link between hospitality and international tourism and develop the sector's presence on the global stage. To do this we will showcase and promote the best of UK hospitality abroad and at home, and support businesses establishing themselves abroad.
4. **Environment** - encouraging the hospitality sector to be resourceful and environmentally friendly, and supportive of the Government's ambitious net zero goals. We will work with the sector and supply chain to meet best practice on environmental sustainability, support businesses to minimise waste and single-use practices and maximise levels of reusing and recycling.
5. **Innovation and Investment** - encouraging the sector to invest in innovative practices that empower growth and bolster productivity. We will support the innovation system to support hospitality start-ups and utilise emerging technology and digital trends, supporting technology adoption and develop new operating models.
6. **Community and wellbeing** – recognising the social value of the sector and championing hospitality's role in communities across the country.

Once published the Hospitality Strategy can be found on Gov.uk³. My officials have worked extensively with departments across Whitehall in shaping the Strategy and will continue to do so as we take forward the proposals contained in it.

Yours sincerely,



PAUL SCULLY MP

Minister for Small Business, Consumers & Labour Markets
Minister for London

³ <https://www.gov.uk/government/publications/hospitality-strategy-reopening-recovery-resilience>