

**GREAT
BRITISH SUMMER**
Savings

Stakeholder toolkit

Introduction: Great British Summer Savings

Tackling the cost of living remains this Government's top priority, as households and families continue to feel the pressure on their finances.

Last month, Chancellor Rachel Reeves announced a targeted and temporary scheme to reduce the costs of children's meals in restaurants, children's tickets for theatres, concerts and cinemas, and tickets for everyone for family-focused attractions like soft play, adventure centres, and theme parks.

From 25 June to 1 September, VAT will be slashed on eligible activities to reduce the cost of days out for families over the Summer holidays and support businesses to increase footfall. Children aged five to 15 in England will also be able to travel free on participating local bus services throughout August.

By cutting VAT for businesses and helping you to lower prices for your customers, we expect to increase footfall for hospitality and attractions operators throughout the vital summer months, getting more people through the door and boosting local economies at a time when consumer confidence needs support.

This **toolkit** contains everything you need to communicate the support available effectively, including:

- Newsletter copy
- Social media assets
- Logos and assets for your own marketing
- Useful links

Useful links

- Great British Summer Savings [campaign website](#)
- Great British Summer Savings [launch announcement](#)
- [Factsheet](#) on temporary VAT reduction
- [Factsheet](#) on free bus travel announcement
- [Downloadable assets](#)



Why does Great British Summer Savings matter for you?

The insight

We know the cost-of-living is a concern for many households. Rising prices can make life's little treats hard to afford, especially during the school holidays when costs build up. **And we know this affects businesses too**, when families cut back on days out.

Great British Summer Savings directly addresses this, by making activities more affordable for families over summer holidays.

By reducing prices, **we expect to increase footfall for hospitality and attractions operators, getting more people through the door and boosting local businesses and economies**. We will be actively promoting the scheme now and into the summer to encourage take up and enhance the benefits for businesses.

Whilst **we cannot mandate pass-through to consumers, the success of this policy – including its benefits to businesses in terms of increased demand – depends on it**.

The detail

From 25 June to 1 September inclusive, a temporary reduced rate of VAT of 5% will apply to:

- ✓ children's meals served from a children's menu
- ✓ children's admission to theatres, cinemas, concerts, exhibitions and shows
- ✓ admission tickets to certain attractions suitable for families with children including amusement parks, fairs, museums, zoos, soft play centres, circuses, adventure parks, nature reserves, wildlife parks and observation attractions.

If a visit will be between 25 June and 1 September, businesses may choose to apply the reduced rate, even if a customer has already booked, and provide refunds to customers, and we encourage businesses to do so.

Individual businesses should consult HMRC's guidance to determine how the rules apply in their circumstances, which can be found [here](#).

How we can work together



Suggested social media copy

- We are cutting the prices of our **[INSERT SERVICE]** for families this summer thanks to the UK Government's *Great British Summer Savings*.
- The little joys in life matter - a family holiday, a meal out, or a daytrip making memories with your kids. But we know these things can feel unaffordable for many families in the summer. That's why we're using *Great British Summer Savings* to slash the cost of tickets/meals for children, so you don't have to say no to making memories this summer.
- Discounts run from 25 June to 1 September. Start booking now!
- Find out more about how you can benefit at [Summer Savings - Cost of Living Help](#)



**GREAT
BRITISH
SUMMER**
Savings

Discounted entry to theme parks,
soft play and more.

Plus, cheaper meals out for kids.



FUNDED BY THE UK GOVERNMENT

Suggested newsletter copy

- This summer, we are cutting prices for children and families on our [INSERT SERVICE], supported by the UK Government's decision to slash VAT across children's meals, activities, and days out as part of their *Great British Summer Savings*.
- We know the holidays can be a difficult time for families when cost of living pressures can make days out unaffordable. Thanks to *Great British Summer Savings*, the prices of our [INSERT SERVICE] will be reduced throughout the summer, so you don't have to say no to making memories.
- From 25 June to 1 September, the Government has slashed VAT on the costs of children's restaurant meals, children's tickets for theatres and cinemas and all tickets for attractions like soft play, amusement parks, and museums. This allows us to lower our prices and ultimately make summer days out more affordable for more families. To help families get around when driving might not always be an option, children aged 5-15 will also be able to travel for free on participating local buses across England throughout August.
- These new measures come into effect on the 25th June, but you can start booking your reduced-cost activities now.
- Find out more about how you could benefit from Great British Summer Savings here - [Summer Savings - Cost of Living Help](#)



Branding assets

Key visuals



Assets available [here](#)

Postcard visuals



Assets available [here](#)

Provided assets



A4 Poster



1080x1440 Social Post



1080x1920 Social Post

Copy:

- *"Discounted entry to Zoos, theme parks and more. Search Great British Summer Savings."*
- *"Children aged 5-15 travel free on buses this August. Search Great British Summer Savings"*

Assets available [here](#)

Typefaces

abcdefghijklmnopqrstuvwxyz

Gelato Luxe Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Waverly CF Heavy - (ALL IN CAPITALS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Adobe Handwriting Frank

ABCDEFGHIJKLMNOPQRSTUVWXYZ

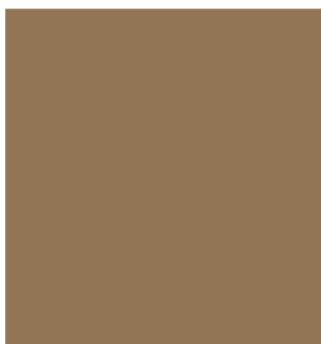
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Polymath Display Bold

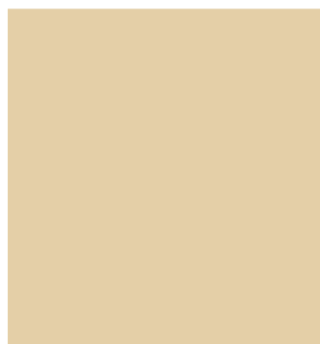
Colour palette



a1bbce



917555



e4cfa7



24424b