



HM Government

# **Coronavirus Business Support Campaign**

Communications Toolkit

# Coronavirus Business Support Campaign



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## How can you help?

Your support is invaluable in reaching businesses, employers and employees across the UK to reassure them that the Government will deliver help and financial support during this period of unprecedented disruption. Available support for businesses and employees is outlined at: <https://www.businesssupport.gov.uk/coronavirus-business-support/>

Further advice for businesses and employees in [Scotland](#), [Wales](#) and [Northern Ireland](#) is available.

Ways you can support include:

- Posting social media content and creating your own with relevance to your audiences;
- Including content in newsletters, blogs and online (both internal and external).

## In this toolkit

- What support is there?
- Digital content: scripts, images, videos and animations

# What support is there?



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- **Coronavirus Job Retention Scheme**

Under the coronavirus Job Retention Scheme, all UK employers with a PAYE scheme will be able to access support to continue paying part of their employees' salary for those that would otherwise have been laid off during this crisis. This applies to employees who have been asked to stop working, but who are being kept on the pay roll, otherwise described as 'furloughed workers'. HMRC will reimburse 80% of their wages, up to £2,500 per month. This is to safeguard workers from being made redundant. The Coronavirus Job Retention Scheme will cover the cost of wages backdated to March 1st and is initially open for 3 months, but will be extended if necessary.

<https://www.businesssupport.gov.uk/coronavirus-job-retention-scheme/>

# What support is there?



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- **Coronavirus Business Interruption Loan Scheme**

This scheme will help businesses affected by coronavirus to access bank lending and overdrafts if they need to. For loans up to £5 million, the Government is providing a guarantee of 80% for each loan. This will give lenders the confidence to continue to provide finance to businesses. The Government will not charge businesses or banks for this guarantee.

<https://www.businesssupport.gov.uk/coronavirus-business-interruption-loan-scheme/>

- **Business Rates Holiday for Retail, Hospitality and Leisure**

Businesses in the retail, hospitality and leisure sectors in England will not have to pay business rates for the 2020-21 tax year. Businesses that received the retail discount in the 2019-20 tax year will be rebilled by their local authority as soon as possible.

<https://www.businesssupport.gov.uk/business-rates-holiday-for-retail-hospitality-and-leisure/>

# What support is there?



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- **Cash Grant for Retail, Hospitality and Leisure**

If your business is in the retail, hospitality or leisure sector in England, you will receive a cash grant of up to £25,000 per property. Businesses in these sectors with a rateable value of under £15,000 will receive a grant of £10,000. Businesses with a rateable value of between £15,001 and £51,000 will receive a grant of £25,000.

<https://www.businesssupport.gov.uk/cash-grant-for-retail-hospitality-and-leisure/>

- **Small Business Grant Funding**

The Government is providing additional funding for Local Authorities to support small businesses in England that already pay little or no business rates because of small business rate relief (SBRR), rural rate relief (RRR) and tapered relief. This will provide a one-off grant of £10,000 to eligible businesses to help meet their ongoing business costs.

<https://www.businesssupport.gov.uk/small-business-grant-funding/>

# What support is there?



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- **Statutory Sick Pay Rebate**

The Government will bring forward legislation to allow small and medium-sized businesses to reclaim Statutory Sick Pay (SSP) paid for staff sickness absence due to coronavirus. This refund will cover up to 2 weeks' SSP per eligible employee who has been off work because of coronavirus.

<https://www.businesssupport.gov.uk/statutory-sick-pay-rebate/>

- **Time to Pay**

All businesses and self-employed people in financial distress, and with outstanding tax liabilities, may be eligible to receive support with their tax affairs through HMRC's Time To Pay service. These arrangements are agreed on a case-by-case basis and are tailored to individual circumstances and liabilities.

<https://www.businesssupport.gov.uk/time-to-pay/>

# What support is there?



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- **Covid-19 Corporate Financing Facility**

The new Covid-19 Corporate Financing Facility (CCFF) means that the Bank of England will buy short-term debt from larger companies. This will support companies which are fundamentally strong, but have been affected by a short-term funding squeeze. It will also support corporate finance markets overall and ease the supply of credit to all firms. The scheme will be funded by central bank reserves – in line with other Bank of England market operations. It will operate for at least 12 months, and for as long as steps are needed to relieve cash flow pressures on firms that make a material contribution to the UK economy.

<https://www.businesssupport.gov.uk/covid-19-corporate-financing-facility/>

# What support is there?



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- **Business Rates Holiday for Nurseries**

Nurseries in England do not have to pay business rates for the 2020-21 tax year.

<https://www.businesssupport.gov.uk/business-rates-holiday-for-nurseries/>

- **VAT Deferral**

The Government will support businesses by deferring Valued Added Tax (VAT) payments for 3 months.

<https://www.businesssupport.gov.uk/vat-deferral/>

- **Income Tax Deferral for the Self-Employed**

If you are self-employed, Income Tax payments due in July 2020 under the Self-Assessment system will be deferred to January 2021.

<https://www.businesssupport.gov.uk/income-tax-deferral-for-the-self-employed/>

# Digital content: scripts, images, videos and animations



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Our online toolkit is available here: <https://industrialstrategy.frontify.com/d/55EzeVU6rhza/covid-19-business-support>

This toolkit includes content for social media and scripts for newsletters and other communications materials that will be regularly updated.

Please share content and messaging on your social media, websites, internal channels and newsletters.

Please also follow our social channels to keep up to date with campaign messages and amplify content where appropriate:

Twitter [@bizsupportgovuk](https://twitter.com/bizsupportgovuk)

LinkedIn [Business Support](https://www.linkedin.com/company/business-support)

Facebook [Business Support](https://www.facebook.com/business-support)