

Calling on the Government to **#RaiseTheBar**

Media Briefing

Please find below your media briefing for any interviews conducted as a case study or spokesperson for the #RaiseTheBar campaign.

What is the #RaiseTheBar campaign?

The campaign which launched last Tuesday needs more traction, influence and eyeballs to amplify our simple message to the Chancellor –

“increase the threshold from £51,000 to £150,000 and save tens of thousands of businesses from shops to restaurants, cafes to pubs and clubs to hotels and leisure attractions from going under by allowing more businesses the opportunity to access the £25,000 grant”.

The campaign was also given airtime last night [Monday 27 April] in the Government's daily briefing with Matt Hancock, following a question from the Sheffield Star.

Core message

It only takes 60 seconds to sign the #RaiseTheBar petition. Everyone can spare 60 seconds to save the nation's High Streets and our local communities.

What is the call to action?

We are calling on industry leaders, business owners, their employees and customers, celebrities and the general public to back the campaign and sign our petition here at [Change.org](https://www.change.org/p/raise-the-bar) [<https://bit.ly/2yJt7T8>]

Go to www.raise-the-bar-campaign.com to find out more details and how you can get in touch.

Sample tweet/social post

'It only takes 60 seconds to sign the #RaiseTheBar petition to save the nation's High Streets and our communities. I've just signed and encourage everyone to do the same here <https://bit.ly/2yJt7T8>