

**Helen Morgan MP**  
North Shropshire



HOUSE OF COMMONS  
LONDON SW1A 0AA

**Ruth Ross**

CEO, Shropshire Chamber of Commerce

**By email only**

11 June 2026

Dear Ruth,

**Re: Overnight Visitor Levy**

Thank you for writing to me regarding the proposed Overnight Visitor Levy.

I fully appreciate the concerns around the impact that a tourist tax would have on Shropshire and its tourist industry.

This week in Parliament I met with representatives of UK Hospitality and owners of businesses that could be affected to discuss the matter in detail.

Our hospitality and tourism industries are vital not just here in Shropshire but across the country. While Liberal Democrats strongly believe in devolving more economic powers to local areas, we cannot lose sight of the fact that our tourism industry is already struggling under mounting costs, the Government's National Insurance Contributions (NICs) hike, and a VAT rate that is higher than that of our international peers.

If the Government is going to give mayors the power to implement local tourist taxes, then it must also introduce vital relief for the sector, such as easing the NICs burden (reversing the NICs hike for hospitality businesses or introducing a lower rate for part-time staff), implementing an emergency 5p cut to VAT on hospitality, accommodation and entertainment until April 2027, and launching a serious drive to promote Britain's tourism industry overseas.

The UK tourism industry has been badly damaged by the botched Brexit deal. This has impacted the viability of our businesses and the job security of millions of people. That is why Liberal Democrats support the introduction of a UK-EU youth mobility visa, which would help address the recruitment pressures the tourism industry currently faces and provide a much-needed boost to growth in the sector.

We are also calling for a new, practical agreement with the EU to extend visa-free travel and ease restrictions. This includes pushing for a reciprocal travel arrangement so Britons can visit EU countries for six months a year visa-free.

My colleague Sarah Olney MP, Liberal Democrat Business Spokesperson, set out the party's vision for a revitalised tourism industry in a parliamentary debate last year. You can find her full contribution [here](#).

**Constituency Office**  
**1st Floor, Maypole Court, 2 High Street, Wem, Shropshire, SY4 5AA**

We must scrutinise the detail of any potential tourist tax to ensure that decisions are taken at a local level and the Government must give a cast-iron guarantee that it will not further reduce already insufficient levels of existing funding to local government.

This is particularly important here in Shropshire, where the financial emergency facing the council has been well documented.

Please be assured that I will continue to stand up for our local tourism businesses and will be monitoring developments closely.

Thank you again for writing to me.

Yours sincerely,

A handwritten signature in black ink that reads "Helen Morgan". The signature is written in a cursive, slightly slanted style.

**Helen Morgan MP, North Shropshire**