



UK Government

*Eat Out*  
— TO —  
**HELP OUT**

Key messages for your  
clients and customers

## Summary

With just a week to go before the UK Government's Eat Out to Help Out scheme opens to customers (3 August 2020), HMRC is urging eligible businesses to sign up now and take full advantage of the benefits of the scheme.

Tens of thousands of restaurants, cafes, bars and other eligible businesses have already signed up to the scheme. This will allow them to provide 50% off food and non-alcoholic drinks, up to £10 per person, all day Monday to Wednesday throughout August. Participating restaurants and establishments will then be reimbursed for the discount they pass onto customers.

The scheme is one of a number of new measures the UK Government has put in place to support the recovery of the economy after the impact of Coronavirus (COVID-19). The scheme will support around 130,000 businesses and help protect the jobs of nearly 1.8 million workers.

Food outlets must continue to follow the latest government guidelines to keep staff and customers safe. The Food Standards Agency has produced information on [reopening and adapting food businesses](#) during COVID-19. Visit GOV.UK for further guidance and support.

You can find out further details about the scheme below. We would appreciate if you could share this information with your clients, members and other networks so they can enjoy the benefits of the scheme. We have also included a template newsletter article that you may wish to use at the end of this document.

### **Eat Out to Help Out – Project Team**

## Key messages

- Restaurants, cafes, bars and other establishments who want to take advantage of the Eat Out to Help Out Scheme can [register online now](#).
- There's only a week left to register on GOV.UK and make sure you are taking full advantage of the scheme which opens to customers on 3 August 2020.
- Eat Out to Help Out supports around 130,000 businesses and helps protect the jobs of their 1.8 million employees.
- Diners can get 50% off food and non-alcoholic drinks, up to £10 per person, at participating restaurants, bars, cafes, pubs or other dine-in establishments.
- Customers can use the offer unlimited times and it will be valid all day, Mondays-Wednesdays during August.
- It is open to restaurants and establishments that sell food for consumption on the premises. Premises can provide their own dining area, or share it with others that allow customers to dine-in.
- It's UK wide.
- The scheme is simple and easy to use. Customers don't need vouchers. We'll reimburse participating restaurants and establishments for the discount they pass onto customers.
- You cannot apply the discount if you are not registered for the scheme
- Over 32,000 restaurants, cafes, bars and other eligible establishments have already registered, including pub chains, like Greene King, restaurants, like Wagamamas, and thousands of independent small businesses across the UK.

## Who can register?

Eligible establishments are those in which food is sold for immediate on-premises consumption. This could include:

- restaurants
- cafés
- public houses that serve food
- hotel restaurants
- restaurants and cafes within tourist attractions, holiday sites and leisure facilities
- dining rooms within members' clubs
- workplace canteens

Further guidance explaining who can register is available on [GOV.UK](#).

## Registration process

- Registering is quick and easy.
- The registration portal closes on 31 August 2020. But to take full advantage of the scheme make sure you register before 3 August.
- The first day you can offer the scheme to diners is 3 August 2020.
- You'll be able to make a claim 7 days after registration for days you have operated the scheme. You can claim once each week in August 2020.
- After you register you will receive a Welcome letter, promotional poster and sticker that you can put in your window to let your customers know that you are a member of the scheme.
- You can also download promotional material including social media assets at [GOV.UK](https://www.gov.uk).

## Can my tax agent or another intermediary register and claim for me?

- Tax agents and other intermediaries cannot register or make claims on behalf of their clients. Attempts to do so may trigger a fraud alert and result in delays in registering and claiming. Designing a scheme that enabled agents to apply on behalf of your clients would have taken substantially longer to deliver, at a time when speed is the priority.
- We have worked hard to make the registration and claims process as easy as possible.
- Our phone lines will be very busy over the next couple of weeks so we would really value agents help in explaining the scheme to your clients and ensure they understand how to claim. You can find our guidance on [GOV.UK](https://www.gov.uk).
- We have designed the scheme to be as simple as possible for customers to use. You can help them to prepare by making sure they have all the necessary documents and details ready to register and make a claim.

## How are HMRC promoting the scheme?

- Every restaurant, cafe, bar or other eligible establishment that registers will receive a welcome letter, including a promotional sticker and poster, that we recommend they stick on their window to show they are registered for the scheme and offering the discount.
- We have also published Eat Out to Help Out Promotional Material that businesses are free to use to help them promote the scheme to their customers.
- We have released an online restaurant finder, which can be found on [GOV.UK](https://www.gov.uk), that customers can use to find out which restaurants are participating in their local area.
- We will also be promoting the scheme to consumers and encouraging them to take advantage of the opportunity to dine out. This will include a UK-wide marketing campaign using a range of channels including press and online advertising and PR.

## Reclaiming the discount?

- Restaurants will be reimbursed through the claim's portal available on GOV.UK from 7 August
- You can only claim for days on or after the date you registered.
- You can only claim 7 days after the day on which you registered. So, establishments will need to be registered by close of play on Friday 31 July to use the claims portal the day it goes live.
- You can claim once each week in August and we will make payments within 5 working days of a claim.
- Guidance on how to make a claim can be found on [GOV.UK](#).
- Further guidance and support
- You can find further guidance and support on the [Eat Out to Help Out guidance pages](#) and [Promotional Materials page](#) on GOV.UK.
- You can get the latest information by signing up for one of our brand new [Eat Out to Help Out live webinars](#) or [watch a recording](#) on HMRC's YouTube channel.

## Key dates

<b>13 July – 31 August</b>	Registration open to businesses.
<b>w/c 27 July</b>	Restaurant finder goes live at <a href="http://gov.uk/eatout">gov.uk/eatout</a> to help customers find their local participating business.
<b>3 August</b>	Customers can start using the discount at registered establishments every Monday, Tuesday and Wednesday throughout August.
<b>7 August</b>	The claims portal for establishments goes live – establishments can start to claim back the value of the discounts applied
<b>31 August</b>	Scheme closes to customers
<b>30 September</b>	Deadline for final claims from establishments.

## Annex A

### Template email

Tens of thousands of restaurants across the UK have now signed up to the Eat Out to Help Out Scheme.

It's not just restaurants who are eligible – the scheme is open to all establishments that sell food for consumption on the premises; such as hotels, leisure centres and office canteens.

Eligible establishments can [register now](#), and we encourage businesses to sign up early, so they are ready to use the scheme when it starts on 3 August 2020.

Businesses using the scheme will offer a 50% reduction, up to a maximum of £10 per person, to all diners who eat and/or drink-in on Mondays to Wednesdays throughout August. Alcohol and service charges are excluded from the offer.

Customers do not need a voucher as participating establishments will simply deduct the discount from their bill and reclaim the discounted amount through an online service.

Claims can be made on a weekly basis and will be paid into bank accounts within five working days. Businesses must wait seven days from registration to make their first claim.

Outlets that have already registered will start to receive window stickers this week, so customers can start looking out for the logo.

Registered outlets are listed on a new online Restaurant Finder which is available at [gov.uk/eatout](https://gov.uk/eatout).

Further information for businesses, including how to register and make a claim, is available [online](#).