



Department for  
Business, Energy  
& Industrial Strategy

1 Victoria Street  
London  
SW1H 0ET  
T +44 (0) 20 7215 5000  
W [www.beis.gov.uk/contact](http://www.beis.gov.uk/contact)  
E [www.beis.gov.uk](http://www.beis.gov.uk)

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Dear Advertising Association members,

Coronavirus is the biggest challenge the UK has faced in decades, and we are not alone. Across the world we are seeing its devastating impact on our families and loved ones, as well as on the economy.

The UK's 5.9 million SMEs are vital to our economy, accounting for 99% of all business and employing around 17 million people. Whilst the impact of Coronavirus has brought some businesses new opportunities, many have faced challenges that were unimaginable only a few months ago.

The Government has put in place an unprecedented package of financial support to protect jobs and the economy. But now we must begin to recover. Our objective is to return to our way of life as soon as possible – focusing on not just saving lives, but also livelihoods.

We are taking decisive action to support businesses to recover, including the extension of the Coronavirus Job Retention Scheme – to protect jobs, and the Bounce Back Loans scheme for small business. But we know that it is not just financial support that SMEs need – there is compelling evidence that those businesses which take up external advice perform much better than those who do not. There has never been a more important time for businesses to utilise the trusted advice of a professional.

That is why we are delighted that our Department is working with the Advertising Association, the wider Professional and Business Services Sector, and Enterprise Nation to ensure SMEs can get the advice they need to re-orientate, re-plan and relaunch over the coming months. Through the Recovery Advice for Business Scheme we are calling on professionals across the sector to volunteer to give SMEs one hour of free advice, each month, until the end of this year – and we are sure many of you will want to give more. Enterprise Nation have offered their online platform which many SMEs already use as means through which advisers and SMEs can connect.

We have seen hundreds of thousands of individuals volunteer their time to support the NHS throughout the crisis. But, in working closely with the business community, we have been struck by the enormous contributions that UK firms have made to support communities, frontline workers, and their fellow businesses too. We recognise that many of you will have also been impacted by the crisis yourself, but by joining in this scheme, you can help to drive forward the recovery of the UK and raise the profile of professional advice in delivering long term prosperity and productivity.

Please go to [Enterprise Nation](http://Enterprise Nation) to find out more about how you can be a part of this effort.

Best wishes,

**Nadhim Zahawi MP**  
Minister for Business and Industry

**Paul Scully MP**  
Minister for Small Business, Consumers and  
Labour Markets