

#WhatAboutWeddings

clarity | parity | choice

WHAT ABOUT WEDDINGS BRIEFING FOR CAMPAIGN

'ONE LOST DAY' 29th AUGUST 2020

The **#WhatAboutWeddings** campaign has been created to highlight awareness of the critical need for assistance for the £14.7bn wedding sector. Wedding suppliers, venues and couples are paralysed as a result of the pandemic restrictions which have not been lifted in any recognisable form for weddings. We have been pushing government to provide CLARITY (a date they will review weddings), PARITY (so ceremonies from all faiths and communities can take place under the same guidelines as civil ceremonies and be inclusive of all devolved nations) and finally CHOICE (a stimulus package for the sector to help us through to 2021). We have constructive ideas to restore consumer confidence and ignite the 2021 booking season. This will help us get through the long winter ahead. For more information on the campaign, please visit the website at whataboutweddings.co.uk.

NEXT STEPS

It is vital that we keep weddings at the top of the agenda for when the MP's return from their summer holiday recess next week. The economy is at the heart of everything the government is doing, so we have produced up to date statistics that highlight the value of the wedding sector to the economy. On Saturday 29th August at 8am, we will be sharing these statistics along with a new set of campaign tiles on Instagram and Twitter (you will find them here):

1. The Bank Holiday Saturday is usually the busiest wedding day in the calendar.
2. 133,560 people will not go to work.
3. Because 4,452 weddings will not take place in England, Wales, Scotland and Northern Ireland
4. An additional 213,696 workers will not have provided their services.
5. A total of 347,256 workers will be impacted in just one day.
6. The total direct spend on weddings annually is £14.7bn - £9.4bn on the day itself, £3.2bn spend on retail (outfits, rings, gift list) and £2.1bn on travel, tourism and pre-wedding events (honeymoon, stag & hen, wedding weekend related travel and tourism).
7. This means that weddings contribute more to the economy than live sports events and three times that of live arts and cultural events.
8. Approx. 250,000 people depend on work related to delivering the day itself with an estimated 150,000 more in support functions - a total of 400,000 involved in weddings.

The wedding sector has business for 2021, we have couples who want to spend their money with us and we just need help to get there so that we can contribute significantly to the recovery in every area of the country. We are a sector worth saving and we need to prove this. This latest campaign push will highlight how much 'one lost day' means, that day being this Bank Holiday Saturday (typically be the busiest day of the year for the wedding sector).

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GET INVOLVED, HELP US SPREAD THIS MESSAGE

Please help us make this campaign push a success by sharing the tiles on your own social channels (we have produced imagery for both Instagram and Twitter). We must show what these lost days mean to us and to our sector. We invite you to share your own caption - you may include the stats above if you wish, but we encourage you to share your own experience and thoughts. Are you unable to work on Saturday due to restrictions/postponements?

Our campaign requires a 360 degree approach - we want to involve **everyone**. Your words can express whatever you want them to. Your words don't need to be 'perfect' - they just need to be honest and from the heart. This is a weekend to highlight to everyone that will listen, how just one single day affects the livelihoods of hundreds of thousands of people across the country, and remind the government, as they prepare to return, that they can't afford the sector to lose more days.

IMPORTANT INFORMATION

1. PLEASE DO NOT SHARE BEFORE **8AM ON SATURDAY 29TH AUGUST**.
2. You will find social media tiles here:
<https://whataboutweddings.co.uk/one-lost-day-campaign-tiles/>
3. Please tag suppliers, sector colleagues and MPs (we have included a useful list of MPs below).
4. Please ensure you always include the **#whataboutweddings** hashtag in every post.
5. In your captions, please call on others to share the image and to share their stories.
6. Support the campaign by retweeting and resharing other content.
7. Instagram has a character count limit of 2200 (you can check your character count here <https://charactercounttool.com/>).
8. Please refer to the 'wedding sector' rather than the wedding industry - there's a lot of negativity around weddings being 'an industry'.

USEFUL SOCIAL MEDIA TAGS ON TWITTER

@JenniferTHF
@michaelkbrodie
@didoharding
@HuddlestonNigel
@CopelandTories
@YasminQureshiMP
@hammersmithandy
@BorisJohnson
@RishiSunak

@scullyp
@AlokSharm_RDG
@Ed_Miliband
@LucyMPowell
@DrRosena
@Keir_Starmer
@AnnelieseDodds
@sarahjolney1

USEFUL SOCIAL MEDIA TAGS ON INSTAGRAM

@scullyps
@borisjohnsonuk
@rishisunakmp
@aloksharmardg
@ed_miliband
@lucympowell
@drrosena
@keirstarmer
@sarahjolney