



LOCAL CAMPAIGNING PACK

#TaxHomesFairly

INTRODUCTION

What's this pack all about?

Council Tax is broken, outdated and unfair. From a replacement of the hated Poll Tax in the early 1990's, Council Tax has become one of the biggest challenges facing the country today - especially during a cost of living crisis.

This pack provides local people, councillors, MPs and Parliamentary candidates with the resources they need in order to campaign for fairer property taxes in their local area.

By demonstrating support from local people, we can secure more representatives to support our campaign, adding pressure on the Government to undertake the fundamental reform that is so necessary for the country.

What's in this pack?

- ▶ Council Tax: the UK's most regressive tax
- ▶ Introducing a fairer system: the Proportional Property Tax
- ▶ Take Action | Local residents
- ▶ Take Action | Councillors
- ▶ Take Action | MPs and candidates
- ▶ Useful Links & Social Media Downloads



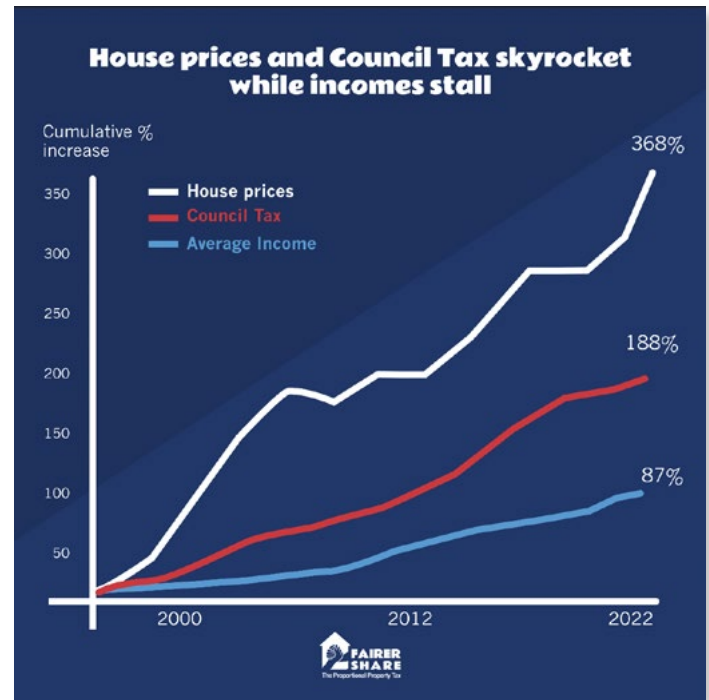
COUNCIL TAX: THE UK'S MOST REGRESSIVE TAX

BACKGROUND: FROM POLL TAX TO COUNCIL TAX

After the fateful Poll Tax riots and the removal of Margaret Thatcher, Council Tax was the rushed-through replacement. Rather than a fixed sum being charged to every liable individual, Council Tax created 8 property price bands into which all properties would fit. Each household's Council Tax is then calculated dependent on the band and the local rates.

WHY IS REFORM NEEDED?

In 2022, Council Tax is still calculated based on 1991 property values, meaning that house price changes across the country over the past 30 years are not taken into account when calculating a tax bill. This, combined with geographic variations in council budgets and demand for services, has led to an extremely unfair system where a £80,000 property in say Easington (County Durham) pays more Council Tax than an £200 million mansion in Westminster — the most expensive property ever bought in the UK.



Property value:

<p>£165,000</p> <p>Bill & Sue Hartlepool</p> <p>Council Tax: £1,864</p>	<p>£10 million (for his daughter!)</p> <p>Philip Green Westminster</p> <p>Council Tax: £1,655</p>	<p>£4 million</p> <p>David Cameron Kensington & Chelsea</p> <p>Council Tax: £2,627</p>	<p>£171 million (for his daughter too!)</p> <p>Bernie Ecclestone Kensington & Chelsea</p> <p>Council Tax: £2,627</p>
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Recent analysis shows that over 4.3 million low-income families are currently in debt, with Council Tax being the 2nd biggest cause of this debt. Overall in England alone, there is over £4.9 billion of Council Tax debt - and it is rising fast!

STAMP DUTY ISN'T WORKING EITHER!

Stamp Duty is a tax levied on the purchase of a property. While Council Tax needs to be reformed because it is regressive and unfair, Stamp Duty is highly progressive. However, Stamp Duty is poorly designed. By adding a transaction tax such as Stamp Duty onto the sale of a property, we decrease the incentive for people to downsize when they need to, and as such, many properties that would be appropriate for young families, are being used by someone who wants to move, does not wish to incur the cost of paying Stamp Duty.

With the cost of living crisis intensifying, house prices continuing to become more unaffordable and wages unable to keep up, reforming Council Tax and creating a fairer system can reduce the burden on low-income families, desperate for financial support.

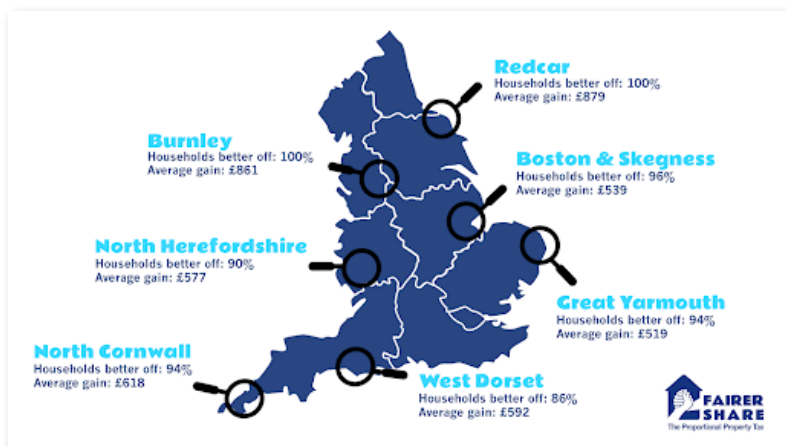
INTRODUCING A FAIRER SYSTEM: THE PROPORTIONAL PROPERTY TAX



WHAT IS THE PROPORTIONAL PROPERTY TAX?

Our solution is to replace both Council Tax and Stamp Duty with the Proportional Property Tax (PPT). PPT is a flat rate charged at 0.48% of a property's value. This rate would be applied evenly all over the country. In addition, we propose that the Proportional Property Tax includes a surcharge rate of 0.96% for all second homes, empty homes, holiday lets and foreign-owned investment properties. Many of the complicated elements of the Council Tax system can be removed if the Proportional Property Tax was introduced, while the new system would use up-to-date property values to calculate each household's tax bill. Find out more about the [Proportional Property Tax here](#).

So far, 21 MPs from both major parties, Councillors, economists, think tanks and campaigners from across the political spectrum have announced their support for Fairer Share and the Proportional Property Tax. You can see exactly who supports our campaign [here](#).



WHAT ARE THE BENEFITS OF REFORMING COUNCIL TAX?

- 77% of households in England will benefit
- The average household saving will be £556
- Households who cannot afford to pay can defer until the sale of their property
- The threat of prison or enforcement action will be removed for those in arrears
- 595,000 homes will be released back onto the market
- Local residents in their primary homes will pay the lowest tax rate
- Renters will be removed from the property tax system
- £5.6 billion will be raised to support important local services
- £400 million of local authority admin costs will be saved
- A simpler system that replaces ineffective elements of the system, such as the “bedroom tax”
- A Proportional Property Tax is net supported in every constituency in Britain

Read our full list of benefits [here](#).



TAKE ACTION | LOCAL RESIDENTS

Set up a local Fairer Share campaign group

To create national change, sometimes you need local action. To create a property tax system that is truly fair, we need people across the country to demonstrate their support and apply pressure to their local leaders.

What do we want to achieve?

There are two clear targets for local campaign groups:

1. For the local council to pass a motion supporting Fairer Share
2. For your local MP to support Fairer Share

HOW WOULD YOU DO THIS?

Firstly, we need to set-up a local Fairer Share campaign group:

- Step 1 -** Find a group of local people that want to champion a fairer system. If this includes members of the local council then great, but this is not essential.
- Step 2 -** Create a Facebook group for your local Fairer Share campaign ([see this example from Fairer Share Hartlepool](#))
- Step 3 -** Complete the 'About' section on the Facebook group
- Step 4 -** Invite friends, families and people in the local area to join the group
- Step 5 -** Get in touch with us at campaign@fairershare.org.uk. We can then support your campaign with how to engage local leaders and local media in addition to sharing Fairer Share graphics and videos to support the campaign.

Write to your MP

Another way to reach your local representative is via email. We have a very quick and easy-to-use function on our website that allows you to email your local MP. And it takes less than one minute to do!

[Email your MP here!](#)

Example social media post

You can find out how a replacing Council Tax would impact households in your area by clicking [here](#)



Fairer Share @FairerShare · 15m

Council Tax is broken, regressive & based on property values from 30 years ago - favouring the super-rich & those with multiple properties.

A fairer system would put £556 into the pockets of over 19 million households!

Spread the word!
#TaxHomesFairly



fairershare.org.uk
Proportional Property Tax - Fairer Share Campaign



TAKE ACTION | COUNCILLORS

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What if a Fairer Share campaign group already exists in my local area?

Join it! Every local campaign group is looking for support from their local representatives - they would be thrilled to have your support.

Submit a motion at a local council meeting

If there is already some support within your council for reform, you can submit a motion at your local council meeting.

Here is an example motion by Councillor Rob Crute, that was passed by Durham County Council:

The current Council Tax system is outdated, unfair and no longer fit for purpose. Therefore, this council agrees to pursue every available opportunity – including the involvement of appropriate government departments and other agencies as necessary – to consider the benefits and feasibility of adopting a fairer system in the form of a Proportional Property Tax.

Announce your support for Fairer Share & the Proportional Property Tax

While others on your local council may not support our campaign, your voice will help us make progress. We'd love for you to announce your support for Fairer Share & the Proportional Property Tax using the editable support card.

Example social media post

You can find out how a replacing Council Tax would impact households in your area by clicking [here](#)



Example support card

Contact campaign@fairershare.org.uk with a portrait image of yourself and we will send you a version personalised to you.



TAKE ACTION | MPs & CANDIDATES

Announce your support for Fairer Share & the Proportional Property Tax

The more MPs support our campaign, the more chance we have of convincing the major parties to support Council Tax reform. Join the 21 MPs and announce your support for our campaign.

Want to know how your constituency would be impacted first? You can check at: fairershare.org.uk/constituency-data

Contact Fairer Share to get more information for how you can support the campaign for fairer property taxes

Announcing your support is great, but we also need MPs and candidates to actively push for a Proportional Property Tax. If you want to find out what you can do, or have any questions around the campaign, please do not hesitate to get in touch at campaign@fairershare.org.uk.

Example social post

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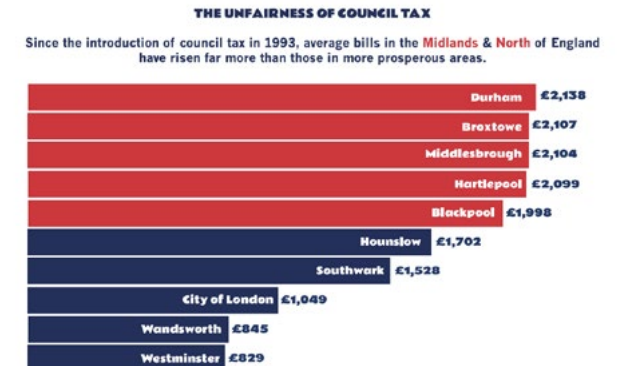
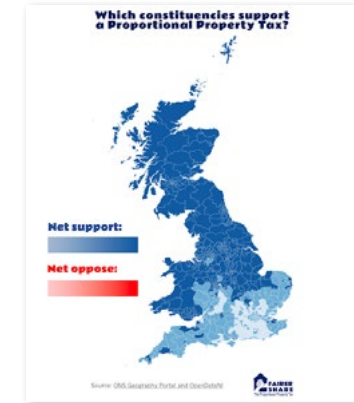
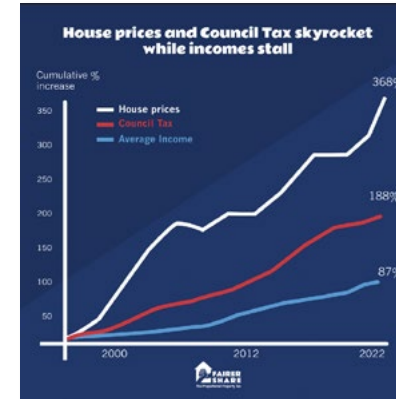
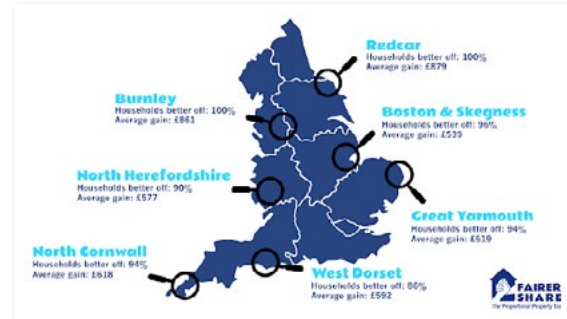


Example support card

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SOCIAL MEDIA DOWNLOADS



Icon for campaign group profile picture

[Click here to download any of the logos or graphics above](#)

USEFUL LINKS

What is the Proportional Property Tax?:

fairershare.org.uk/proportional-property-tax

Our supporters:

fairershare.org.uk/supporters

Impact by constituency:

fairershare.org.uk/constituency-data

Impact by local authority:

fairershare.org.uk/local-authority-data

Manifesto & Reports:

fairershare.org.uk/manifesto-reports

Fairer Share YouTube

[youtube.com/channel/UCDcGUiA_Rtcyoou1o6JRrYA/
featured](https://youtube.com/channel/UCDcGUiA_Rtcyoou1o6JRrYA/featured)

Fairer Share Twitter

twitter.com/FairerShare

Fairer Share Facebook

facebook.com/FairerShare