Tax Awareness Week: Your voice can help make a difference

Briefings

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One conversation can make tax feelless daunting. One shared resource can help someone find theguidance they need. Together, our members can take that understanding further. Thats why were inviting you to be part of the second Tax Awareness Week from CIOT and ATT, beginning on 8March 2027.

Tax touches everyone, but for many itcan feel complicated or intimidating. TaxAwareness Week is an opportunity to make tax more approachable, challenge misconceptions and encourage people to seek reliable information and qualified advice. It also shows the difference our profession makes to individuals, businesses and the wider economy.

Education remains at the heart of the week. By sharing accessible information and opening up conversations, we want tohelp people better understand their taxobligations, recognise the value of professional advice and discover the opportunities a career in tax can offer. Whether someone is approaching their first

tax return, growing a business orexploring their future, greater understanding can build confidence.

Each day will focus on a different theme:

- Day 1: Why you need to be tax aware
- Day 2: Debunking tax myths
- Day 3: Understanding your taxes
- Day 4: Volunteering and careers in tax
- Day 5: The benefits of using a qualified tax adviser

As members, you bring these subjects to life every day. You know the questions people ask, the misconceptions that cause confusion and the reassurance that a clear explanation can provide. Tax Awareness Week is your opportunity to share your perspective with a wider audience and show the human side of our profession.

Taking part need not be time-consuming. Share a CIOT or ATT social media post with your own introduction. Explain a common tax misconception in plain English. Tell your network what drew you to a career in tax or highlight how volunteering can make a difference. Youcould also encourage colleagues and students to join in, reaching beyond our existing professional networks.

Put the week commencing 8 March 2027 in your diary and think about one way you or your firm could contribute. Follow CIOT and ATT on social media and look out for campaign updates. Whether you share one post or spark a wider discussion, your involvement can help useful information reach someone who needs it.

This is a shared opportunity for the CIOT and ATT community to turn professional knowledge into public understanding. Lets make our second TaxAwareness Week a fresh invitation toask questions, challenge myths and discover the value of qualified tax advice. Every contribution matters.

For further resources, visit the CIOT website at www.tax.org.uk/tax-awareness-week and the ATT website at www.att.org.uk/tax-awareness-week.