

# After the Election: Members' Action Checklist

Plunkett UK's priority over the coming weeks is to represent our community business members in conversations with newly-elected and re-elected MPs, and to influence policy changes, particularly focusing on supporting all developing projects, supporting the existing network and supporting the wider rural sector.

As well as the work at a national level, we are seeing an increased interest from local politicians wanting to know more about community businesses in their area.

**Could you take action by emailing your MP and inviting them to see your business?** Here are some things to consider:

- **Email them.** Use [members.parliament.uk/members/commons](https://members.parliament.uk/members/commons) to find their email address.
- **Keep the message simple.** Congratulate them on being elected and tell them about your community business and the impact it is having.
- **Invite them to visit your project.** They will be in the constituency Friday-Sunday and over the summer recess (late July - early Sept).
- **Could they get involved?** Ask if they would like to volunteer for an afternoon, or attend a committee meeting to truly understand the work you do. If you have an open community share offer, perhaps you could invite them to invest?
- **Sell the visit as much as you can!** This might mean mentioning photo and social media post opportunities. Give them a taster: what they'll see, who they'll meet, some of the benefits of community businesses. It must be advantageous to them - good contact with positive local news and good photos for their social media.
- **What's your call to action?** Consider what you want from your MP/candidate. It is important to have an 'ask' of them, but if you haven't got a specific point to raise, then why not be an advocate for our national movement. You could encourage MPs to become [individual members](#) of Plunkett for just £20.

- **It's all about the people.** Make sure they get chance to meet volunteers and others who benefit from the business. Who's got the most inspiring story to tell? Who can talk powerfully about how they have benefitted/been empowered? Remember to showcase the diversity of your business as much as possible - we want to show them that it is for everyone!
- **Think about images.** Organise a dedicated, good photographer with a good camera who can give you the shots quickly and easily for your website, press and social media. Have a think about what would make the best shot.
- **Get in touch with the local press,** as they may be able to send a reporter or photographer. If not, then arrange to send over a press release about the event immediately afterwards.

### ***If they decline your offer of a visit...***

**Ask them to mention your business in speeches,** in social media, press and in the House (including if they are a new MP, in their maiden speech). Give them information to help them boast about your brilliance.

**Keep up your positive messaging on social media** telling the world and your new MP regularly about the great stuff you're doing, the benefit a community-owned business brings and your plans for the future.

## **Plunkett is happy to support you!**

So that we can track engagement, please keep Plunkett informed of your local engagement via [data@plunkett.co.uk](mailto:data@plunkett.co.uk). We are happy to help you with briefings and any follow-up communications too.

***Our ask: Alongside you promoting your individual story and getting across your support needs, we would also ask that you help to convey the message that the community ownership movement is 'more than just the bricks and mortar'.***

We know that owning the asset is the initial ambition of all groups looking at this form of business, but it is the impact you are having which is far more transformative for your community, the local economy, and the environment more widely – and we need your help to get this message out there to support our calls for sector support more widely.

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