

MP Hosting Toolkit

Resources for supporters of the Better Business Act

What's in this toolkit?

A light teal, organic, blob-like shape with a white text label.

Your Role

**Ideas for reaching your
elected representatives.**

A dark teal, organic, blob-like shape with a white text label.

Templates

**Guidance on how to
communicate your support for
the BBA to your MP.**

Using your voice to advocate for the BBA

Your MP was elected to represent their constituents in Parliament. That includes you!

Showing MPs first-hand how businesses are operating within their constituency, and already taking ownership of their social and environmental impact, will help to build the case for the Better Business Act.

You don't need to be a policy expert to host your MP and convince them of the importance of the BBA. Remember, many will not be specialists, and you are the expert on your own business.



Local Visibility

A visit from an MP is a good opportunity to generate local press coverage, and cement awareness of the Better Business Act within your community.

The BBA Campaign Team, who can be contacted at advocacy@betterbusinessact.org, can support you to identify local media opportunities that will boost your business' visibility and bolster the campaign.

Publicising a visit in the local press is a win-win. MPs will be keen to be seen taking an active interest in businesses in their constituency and you are able to boost your profile in the community.

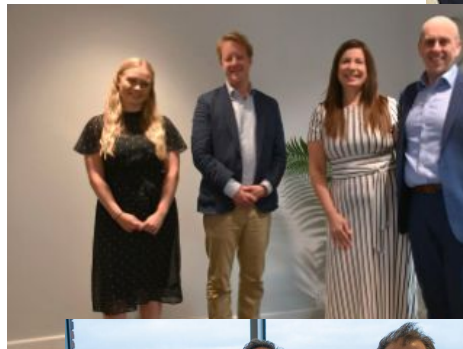


Capturing the moment

Editors of local newspapers like to see images of a politician participating in an activity – such as pouring a pint! Alternatively, a group photograph with all staff is equally effective.



And why not tweet a photo of your MP in action? Make sure you tag us on @betterbusinessact.





Templates

On the next slide, you'll find a sample email to send to your MP to let them know that you would like to host them over the summer.

These are suggestions but please do use your own words to explain why you care about the Better Business Act. MPs receive hundreds of messages a day and are more likely to respond to personalised correspondence.

Additional resources including key messages are available on [our website](#).



Dear [Name of your MP],

I am one of your constituents and I am writing to invite you to visit (my business) at your earliest opportunity.

[Share more about your yourself and your business here. For example: "I am one of the founders of xx. Located in xx we employee xx people in your constituency."]

I would particularly like to invite you to visit (your business) to explain the reasons why we are supporting the Better Business Act. The Act would free decision-makers in business like me to act in everyone's long term interests by changing the law that governs how businesses act. The Act would amend s.172 of the Companies Act to ensure businesses are legally responsible for benefiting workers, customers, communities and the environment while delivering profit. You can find out more about the campaign at <https://betterbusinessact.org>.

The Better Business Act has the support of over 900 businesses across the country including John Lewis, Iceland, innocent as well as the Institute of Directors.

I would appreciate the opportunity to discuss the Better Business Act with you. With your support we can and we will act to make sure that every business plays its part in creating a cleaner, greener, fairer future for all. I have suggested a few possible dates for a visit below. If none of those dates are suitable, please let us know when you are available. [Add your possible dates here].

I look forward to hearing from you.

[Greeting, signature and your address].





“ Fantastic to have hosted @YourMP today.
Delighted to have been able to speak about the
@betterbizact and explain how it will make all
businesses responsible for benefiting workers,
customers, communities and the environment
while delivering a profit 🧑‍🏭 🌍 🇬🇧 ”



Coordination

To keep things as simple as possible for you, and to coordinate the campaign, please CC e-mails to MPs to: advocacy@betterbusinessact.org

Please also use this email address if you would like to be put in touch with other BBA supporters in your constituency.

We'll keep track of MPs who supporters have heard from and their responses and to help you coordinate with fellow BBA supporters in your vicinity.

1

Who is my MP?

Search constituencies and MPs in the United Kingdom by name, postcode or location [here](#).

2

How do I get in touch?

Searching using the above link will take you to a page listing your MP's contact details. Make sure you contact them via their Constituency Office.

3

Should I write to the MP who represents my home or my business?

You should ensure that you are inviting the MP who represents the particular site where you want to host the visit.

4

How do I know who else in my area is supportive of the BBA?

It can be daunting hosting a visit alone if it's your first time. Equally, being able to offer an MP an opportunity to engage with several local business in a compressed format can be a compelling proposition. Email us at advocacy@betterbusinessact.org and we can look at putting you in touch.

5

How should I follow up?

MPs will appreciate the message and it will ensure that a good relationship is maintained. Email us and we can support you in shaping an appropriate follow-up with clear asks. What these asks are will depend on how your visit went and could range from asking a question in the Commons to convening a further event on the BBA.



Thank you!

Any questions, reach out to act@betterbusinessact.com