

## Checklist for Engaging Local Elected Representatives

### *Before the Visit: Preparation*

- ☐ **Identify key representatives** (MP, MSP, MLA, MS, councillors, mayor)
- ☐ **Collect contact info** (email, phone, address)
- ☐ **Prioritise those aligned with your goals**
- ☐ **Send tailored invitation** using CTA's template
- ☐ **Review CTA's Toolkit** (letters, press releases, social media, case studies)
- ☐ **Arrange visit schedule** and assist with logistics if needed

### *During the Visit*

- ☐ **Brief your team** on schedule and visitors
- ☐ **Assign a guide** for the representative
- ☐ **Welcome and tour:** introduce staff, volunteers, passengers; showcase operations
- ☐ **Share impact stories** (healthcare, education, reduced isolation)  
Use real quotes and testimonials
- ☐ **Present challenges**
- ☐ **Ask for their ongoing support**

### *Media & Comms*

- ☐ **Prepare press release** (use CTA template)
- ☐ **Invite local media** (photographer/journalist)
- ☐ **Capture and share visit** on social media (tag reps)

### *After the Visit*

- ☐ **Send thank-you message-** Reinforce key asks and appreciation
- ☐ **Evaluate impact-** Engagement level, feedback, next steps
- ☐ **Maintain contact-** Share updates, invite to future events



# 1. Inviting Local Elected Representatives (Pre-Event Preparation)

## Identify Local Elected Representatives

Research and gather contact details (email, phone, office address) for the following local elected representatives:

- Local Members of Parliament (MPs) [Find your MP - MPs and Lords - UK Parliament](#)
- Members of the Legislative Assembly (MLAs) in Northern Ireland [Locate Your MLA](#)
- Members of the Scottish Parliament (MSPs) in Scotland [Current and previous Members of the Scottish Parliament \(MSPs\)](#)
- Members of the Senedd (MSs) in Wales [Find a Member of the Senedd](#)
- Local Councillors and Mayors

**Tip:** If multiple representatives are relevant, choose the ones best suited to your organisation, based on their role, influence, and alignment with your goals. Prioritise representatives who are in a position to support and advocate for community transport.

## Tailor Invitations

Customise your invitation using CTA's template, focusing on specific issues or benefits relevant to the representative's constituency. Highlight how your service impacts their community and aligns with their priorities.

Invite them to visit your service either during or before Community Transport Week (13–17 October). Acknowledge their busy schedules and send invitations as early as possible to allow time for scheduling.

## Review CTA's Toolkit

Familiarise yourself with CTA's toolkit, which includes resources such as invitation letter templates, press releases, social media templates, and case studies of successful engagement.

## Coordinate Visit Schedules

Reach out to schedule a visit within the CT Week dates. Follow up politely if necessary, offering assistance with scheduling and logistics to make the visit as smooth as possible.



## 2. Hosting Local Representatives as part of Community Transport Week (13th–17th October)

### Welcome and Engage

Brief your staff and volunteers on the visit schedule and key representatives attending. Assign staff to guide the representatives and ensure they understand your service's operations.

During the visit, greet the representatives warmly, introduce them to key staff, volunteers, and passengers, and offer a tour of your facilities, showcasing areas such as your fleet, offices, and volunteer coordination. Encourage interaction with passengers, especially those who benefit from the service.

### Showcase the Impact of Your Service

Share success stories that demonstrate the positive impact on local communities, such as improved access to healthcare, education, and reduced isolation. Provide firsthand accounts from passengers or community members who have received help from your service. Highlight challenges, including funding needs, fleet modernisation, and workforce shortages.

**Share Local Success Stories:** Showcase the positive impact of your service on the community. Focus on tangible outcomes like improved access to healthcare, education, employment opportunities, and reduced social isolation. Use quotes or brief stories from passengers, volunteers, or local residents who have directly benefited. Personal testimonials are powerful and memorable.

**Highlight Key Challenges:** Be honest about current obstacles such as:

- Inadequate or uncertain funding
- Need for fleet modernisation (e.g., transitioning to greener vehicles)
- Workforce shortages, especially among drivers and volunteers

**Invite Them to Act:** Ask your MP how they can support your work and suggest clear, actionable ways to help, such as:

- Raising your concerns in Parliament through a question or motion
- Championing community transport in local council budget discussions
- Using their convening power to bring stakeholders together (e.g. DWP, NHS, transport authorities)



**Make It Easy:** Provide them with briefing materials, statistics, and key messages they can use in public or political settings.

### **Prepare resources for Media Engagement**

Prepare a press release for local media using CTA's template. If possible, arrange for local reporters or photographers to cover the visit. Post updates, photos, and videos on social media, tagging the representatives to increase visibility.

## **3. Post-Visit Follow-Up**

### **Send Thank-You Communication**

After the visit, send a personalised thank-you letter or email to each representative, expressing appreciation for their time and participation during CT Week. Reinforce the importance of their support for sustained funding and investment in community transport services.

### **Review the Visit's Success**

Evaluate the effectiveness of the visit by considering whether the representatives engaged meaningfully with your service, if key messages were communicated, and if any immediate feedback or support was received.

### **Maintain Engagement**

Continue to engage with elected representatives by sending updates on your service's progress and any outcomes from their support. Invite them to future events or gatherings to foster ongoing advocacy for Community Transport.

