

2 HOW TO RUN A STORE VISIT



This short guide provides you with some hints and tips on how to run a store visit with a parliamentary candidate during the General Election campaign.

Getting your local parliamentary candidates to visit your store is a great way of building a relationship with your future MP and making sure they understand what our sector needs from the next government.

Scan the QR code on the right, to watch a short film on how to run a store visit. ►



■ Invite your parliamentary candidate to visit your store:

You can use the emailing tool on ACS' Election Centre to contact your parliamentary candidate(s). Simply visit ACS' Election Centre (<https://tinyurl.com/yycxj36e>), enter your postcode, select the candidates you want to invite, and it will automatically generate and send an email for you.

During an election campaign, there are no Members of Parliament; instead, they are parliamentary candidates. It is up to you if you invite all the candidates or just one. If you are inviting more than one candidate to visit your store, we recommend you arrange separate meeting times.

■ What to do and say during the store visit and what to cover:

When the candidate arrives at your store:

- Introduce yourself and your store team.
- Give them a quick tour of the shop to show them what you offer the community.
- Offer them a cup of tea!

What to say:

Parliamentary candidates will be most interested in local issues affecting your business, employees and the local community. For example, discuss what is affecting trade in your area, concerns about anti-social behaviour, or information about local groups and charities you work with.

Three key questions you can ask them during the visits that are important to local shops:

- What are your plans to tackle shop theft, violence and abuse towards shopworkers?
- How will you help businesses invest and improve the places we trade, like town centres and local parades?
- How will you support businesses like mine with the cost of employing people?

■ Get a photo/video and share it on social media:

It's really important that you ask to get a photo with the candidate and share it on social media using the hashtag **#MyLocalShop**.

It's best to ask someone else to take the photo of you and the candidate. Make sure you get your store branding in the shot and hold up the I'm supporting **#MyLocalShop** front cover.

Here are some template social media posts you can use:

*Great to speak with my local candidate **insert name** about what local shops need from the next government **#MyLocalShop***

*Thanks to my local candidate **insert name** for dropping into the shop to talk about the challenges facing my business and the local community **#MyLocalShop***

For more information or support with contacting your parliamentary candidate or running a store visit, please contact campaigns@acs.org.uk



Rob Butler MP (Aylesbury) at Ash Service Station



Alex Norris MP (Nottingham North) at Londis, Highbury Vale



Simon Jupp MP (East Devon) at Woods Village Shop