



# Member-led lobbying

A brief guide

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V1.0



# What do we mean by lobbying?

- Lobbying is the act of reaching out to those who can make and influence decisions that have an impact on our industry
- These will typically be your local MP, councillors, senior regulators and so on
- Lobbying can be done in a number of ways, from signing petitions and writing letters through to face-to-face meetings and engaging on social media



# Why lobby?

- While the STA undertakes a substantial amount of lobbying work on your behalf, there are occasions when individual members can provide extra clout to our efforts, such as helping to engage with an MP in your constituency



# Successful member-led lobbying

- During our #Fair4Solar campaign, certain members have taken the initiative to lobby their MP
- AES Solar, Naked Solar, Solar Kingdom and more have engaged with their MPs in ways which have greatly contributed to getting industry views heard in Parliament

# AES Solar

Member of Parliament: Douglas Ross (Conservative)

- AES Solar reached out to their local MP, and invited him to visit their HQ in Forres, Scotland
- During this visit, Douglas was briefed on the challenges the industry is facing, including the issue of the export tariff
- As a result, Douglas raised the issue in Parliament at the January BEIS Orals, in which he secured a meeting with Energy Minister Claire Perry



# Naked Solar

Member of Parliament: Steve Double (Conservative)

- As part of 10:10 Climate Action's #DaylightRobbery campaign, Steve was one of many MPs who received a solar panel and briefing materials in his mailbox. He wrote a derisory tweet in response
- Following this, Naked Solar reached out to him via email to put forward their views on the Export Tariff issue
- As a result, Steve Double's office contacted the STA to ask how they can best engage with Claire Perry on the issue



# Other examples

Peter Randall, Solar Kingdom

Member of Parliament: Ian Murray (Labour)

- Peter met with his MP and the leader of the local authority to brief them on the export tariff issue and also provide copies of our Leading Lights report

Paul Barwell, NextEnergy

Member of Parliament: Greg Clark (Conservative)

- Paul arranged a meeting with Greg Clark to make the case for the export tariff. As Greg is the Secretary of State for BEIS, this meeting was important in helping to get across the necessity of a fair payment mechanism for small-scale exports





# How you can lobby: Writing

- Step 1: Go to [WriteToThem.com](https://www.writetothem.com) and enter your HQ post code. This will reveal a list of your councillors, MP, MEPs and, if relevant, devolved assembly/government members
- Step 2: Select who you wish to write to, and pen your letter. Templates can be provided by the STA upon request
- Step 3: Wait for a reply, which should be forthcoming, and let us know the result!



# How you can lobby: Twitter

- Step 1: Find out who your representatives are using [WriteToThem.com](https://www.writetothem.com)
- Step 2: Search for their name using the Twitter search bar
- Step 3: Draft your Tweet and don't forget to tag them in it!
- Step 4: Tag @theSolarTrade too so we can see what you said!



# How you can lobby: Meetings

- Step 1: Find out who your representatives are using [WriteToThem.com](https://www.writetothem.com)
- Step 2: Get their contact details through a relevant platform, such as [Parliament.UK](https://www.parliament.uk) for MPs, [Gov.UK](https://www.gov.uk) for councillors, [Europarl.eu](https://www.europarl.eu) for MEPs etc
- Step 3: Reach out to them via email or over the phone. Ask to either attend a surgery or invite them to visit your offices
- Step 4: Arrange a date, have the meeting and let us know how it went!

# Make the most of it: Company Visit

If you invite your MP or other representatives to visit your HQ, make sure to make the most of it. A visit from your MP is an opportunity to generate some good publicity for your company and help to keep industry issues in the spotlight.

- Take photos or videos
- Put a press release out to local media
- Publicise on social media

Don't forget we are here to guide you.  
Let us know if we can help!



MPs Matthew Hancock and Mims Davies visit a solar farm



# Don't be shy!

- Remember, your MP and other representatives are there to support you and your business. Don't be shy about reaching out to them!
- If you have lobbied your MP, or need any advice on how to do so, [email Jack and let him know!](#)



Thanks for reading