

Site visit event guidance

UK Steel members are already extremely accustomed to providing site visits and hosting external visitors. This site visit event guidance is therefore superfluous. However, it may help as a check list to assist in having Parliamentary Candidates visiting during the General Election, if desired.

Provide briefing for visitors

- Location and transport option
- Site visit plan overview
- Any health and safety requirements or equipment they may need to bring
- Enquire as to their own requests to bring equipment e.g. will they want to film?
- UK Steel manifesto and your business' top asks
- Social media post request – attach social media assets

Agenda for the visit

- **Arrival and Registration:** Detail the process for arrival, including check-in procedures and parking information.
- **Welcome Briefing:** A short introduction session, including a welcome speech from senior management.
- **Facility Tour:** Provide an outline of the tour, including key areas to be visited (e.g., production lines, control rooms, quality control labs).
- **Interactive Sessions:** Plan for Q&A sessions, discussions with employees, and demonstrations of key processes.
- **Refreshments:** Include a break with refreshments and a chance for informal discussions.

Key points of interest

These are some of the points to discuss:

- **Company Overview:** Present a brief history of the company, its mission, and core values.
- **Economic Impact:** Highlight the company's role in the local and national economy, including job creation and economic contributions.
- **Technological Advancements:** Showcase any innovative technologies and processes being used.
- **Environmental Initiatives:** Discuss the company's efforts in reaching Net Zero targets and reducing environmental impact.
- **Policy asks:** Outline why lower electricity prices, public procurement policies, trade remedies, etc., are needed. Feel free to refer to UK Steel's Manifesto

Media and publicity

- **Photography and Filming:** Encourage photography and filming, but outline where it can be done. Ensure the candidate share the photos with you.
- **Press Coverage:** You can invite local press along or issue a press release if coordinated with the candidate.
- **Social media:** Please post about the site visit on social media if you can using #StandForSteel. Encourage the Parliamentary candidate to post too. You can use the assets provided in the member toolkit.

Post-visit follow-up

- **Ongoing Engagement:** Suggest ways to maintain ongoing communication and engagement with the candidate post-visit.
- **Manifesto:** Send them a letter thanking them for their visit and link to the UK Steel Manifesto.