**Reform regulation 7 Marketing Toolkit – Forum of British Pubs**

This marketing toolkit has been created to help you promote the Reform regulation 7 campaign.

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3. **Letter to MP**

We need your help to get this message to government and that means writing to your MP. We realise that takes a little time but in the long run it will be worth it and if we can get MP’s to take notice of their constituents and push to Reform Regulation 7.

So please use our [template letter](https://creator.communigator.co.uk/editor/%7BContent/CampaignURL%7D/lz.aspx?p1=%7bContent/EMailLink%7d&w=3085) (provided in media pack) and write to your MP. **Please ensure you edit the necessary information.**

The first step is to find out who your local MP is and you can do this through the following website:- [WriteToThem](https://www.writetothem.com/)

Add your postcode to find your MP, and then click on their name.

Here you can copy and paste the text of the template letter we have provided into the text box.

Complete all details and then send.

1. **Suggested social posts**

**A picture containing text, sign

Description automatically generated**

Reform regulation 7 to enable a rent assessment for tenants due to an unforeseen ‘trigger event’.

#ReformReg7 <https://www.forumofbritishpubs.com/reform-regulation-7-of-the-pubs-code/>

Support our campaign to change Regulation 7 of The Pubs Code to allow a rent assessment due to the pandemic. #ReformReg7 <https://www.forumofbritishpubs.com/reform-regulation-7-of-the-pubs-code/>

Changing just 1 line of Regulation 7 would enable tenants to receive a rent assessment if an unforeseen “trigger event” occurs. #ReformReg7 <https://www.forumofbritishpubs.com/reform-regulation-7-of-the-pubs-code/>