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Write to your Member of Parliament (MP) using the below template

We know January is the busiest time of the year for our sector as millions of people across the UK refocus on their health and wellbeing as the new year begins. This also provides an opportunity to engage your local MP and showcase how your services support the community. ukactive is continuously engaging and educating policymakers on the value of our sector so this is a chance for you to secure support at a local level, which will benefit your organisation in terms of promotion and support.

Inviting your MP to visit your facility, meet your members and experience your services can highlight the contribution you make to improving public health, tackling economic inactivity, and strengthening local communities. It can also highlight the pressures your business faces and the opportunities for growth.

Below is a template email invitation which you can customise to reflect your details, services and role in the local community. Being creative with your invitation may make your MP more inclined to visit. For example, invite them to watch or take part in a class with other local people – the opportunity to reach more of the community and get a good photo for social media may be something they are keen to take up!

To find your MP, visit this [website to find your constituency and the MP](#). If you need support finding your MP or arranging a visit, please contact us at: publicaffairs@ukactive.org.uk

Template for MPs in Government

Email Subject: Invitation to [facility/business name]

Dear Mr/Ms [Constituency MP's last name]

I'm writing on behalf of [add your site] in [constituency] to invite you to visit our local [business/ gym/ pool/ leisure centre] and see for yourself the value of our facility for the community. As January is a time when many of your constituents focus on improving their health, a visit would be an opportunity to experience first-hand how facilities like ours help people lead healthier, happier lives.

Our sector is essential in tackling the UK's biggest challenges, from health to economic growth and community resilience. Physical inactivity costs the economy more than £20bn annually, while ill health among working-age people costs £150bn a year – 7% of GDP. Facilities like ours can help, with research showing that getting inactive workers moving could deliver £17bn in healthcare savings and productivity gains. Beyond health, we reduce social isolation, improve mental wellbeing, support safer streets, and create vibrant community hubs that revitalise high streets and boost local economies.

If you have any questions or would like any further information, please contact our Policy team at publicaffairs@ukactive.org.uk



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[Add a paragraph about the impact of your specific facility within the constituency, such as the number of people attending, any health programmes, or community initiatives. Mention success stories, for example, youth groups, MSK hubs, or other programmes that have made a positive difference in the community, and any member stories that help show the impact]

In the UK, 36% of adults do not meet the physical activity recommendations set out by the World Health Organisation, getting less than 30 minutes of exercise a week. We want commitment from politicians to promote physical activity to improve public health, safety, community cohesion, and economic productivity, while reducing pressure on public services through preventive health measures.

We would love to welcome you to [Facility/Business Name] to discuss these issues and show you the incredible work we're doing to support [Constituency]. Please let us know a convenient time for your visit. If you have any questions or would like further information, feel free to contact me directly.

We look forward to hearing from you soon.

Kind regards,

[Your Name]

[Your Job Title]

[Your Facility Name]

[Your Contact Information]

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