

**UNLOCK THE
HIGH STREET**

Digital Toolkit



**co-operative
party**

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CAMPAIGN

Our 'Unlock The High Street' campaign seeks to empower communities and give them the tools they need to breathe new life into high streets – not a return to the past's broken models but an opportunity to support people to come together and shape the places they call home.

This means ownership transparency and new routes for community and co-operative ownership, because we know what who owns our economy is in whose interests it operates.

We want to tap into the power of community politics that saw many neighbourhoods through this pandemic through mutual aid networks.

We need to reform the way businesses on our high streets are taxed, so that they aren't penalised by onerous business rates while global online retailers get away without paying their fair share.

And we need to put our money where our mouth is – not just providing the funding for town centre renewal but allowing the people affected rather than politicians and bureaucrats to decide how it's spent.

HOW TO SUPPORT

Here are some quick ways you can support the campaign:

1. Ask your council to support our “Unlock the High Streets” motion:
www.party.coop/unlockthehighstreet/councils
2. Sign our “Unlock the High Streets” petition to give local community control over how levelling up funds are spent **www.party.coop/unlockthehighstreet/petition**
3. Boost the campaign on social media by sharing our posts



@CoopParty

SOCIAL MEDIA

Campaign Video

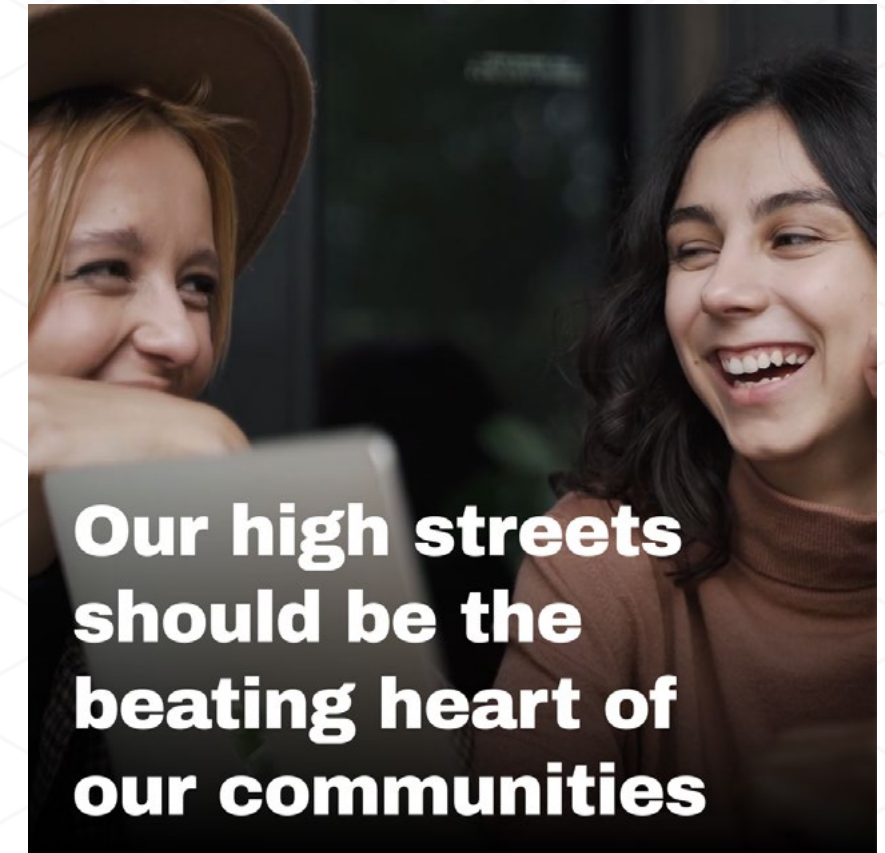
Social media copy

It's time for communities to have both the power and funding they need to [#UnlockTheHighStreet](#).

Join the [@CoopParty](#) campaign to reimagine the high street and unlock their potential from the bottom up.

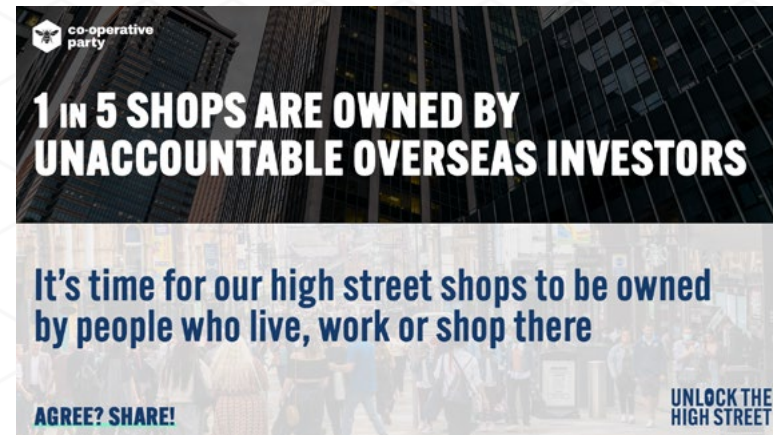
www.party.coop/unlockthehighstreet

Download file



SOCIAL MEDIA

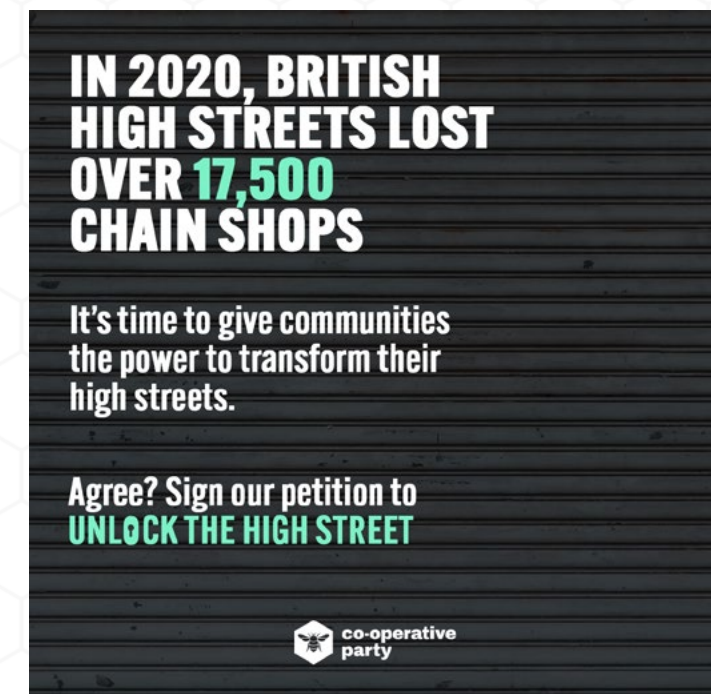
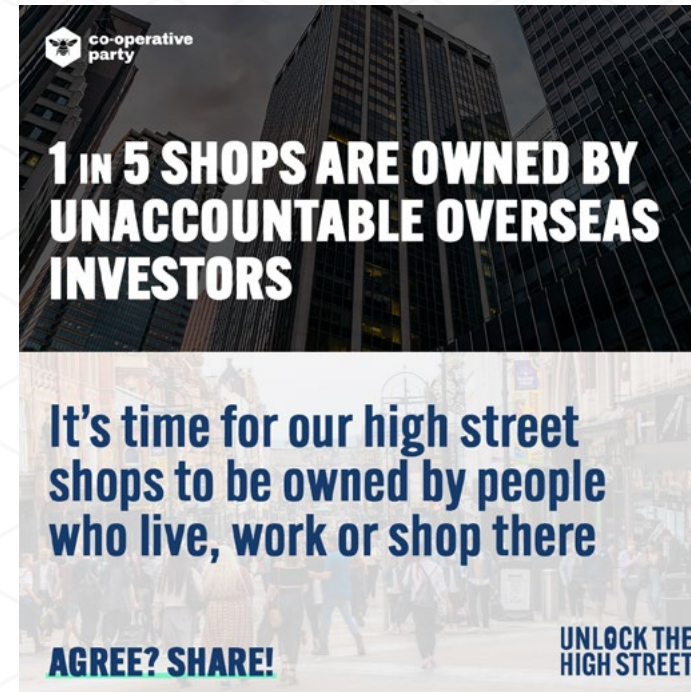
Twitter Graphics



Download graphics

SOCIAL MEDIA

Instagram/Facebook/LinkedIn Graphics



[Download graphics](#)

SUGGESTED SOCIAL MEDIA POSTS

Tweet 1

Join me and ask your local council to pass the [@CoopParty](#) [#UnlockTheHighStreet](#) motion, which will help tackle some of the biggest issues facing struggling high streets – from business rates to absentee landlords. www.party.coop/unlockthehighstreet/councils

Tweet 2

Decisions are best made by those closest to them, and local communities, not Westminster, should have control over how “levelling up” funds are spent in their area.

Agree? Join me in signing the [@CoopParty](#) petition

www.party.coop/unlockthehighstreet/petition

[#UnlockTheHighStreet](#)

Tweet 3

It's time for communities to have both the power and funding they need to [#UnlockTheHighStreet](#).

Join the [@CoopParty](#) campaign to reimagine the high street and unlock their potential from the bottom up.

www.party.coop/unlockthehighstreet

[#UnlockTheHighStreet](#)

SUGGESTED SOCIAL MEDIA POSTS

Facebook/LinkedIn 1

Our high streets should be the beating heart of our communities – but instead they’ve faced decades of decline.

It’s time to put communities in the driving seat, and give them the power and funding not just to save their high streets, but to transform them.

Join the campaign to
[#UnlockTheHighStreet](#)

www.party.coop/unlockthehighstreet

Facebook/LinkedIn 2

It’s time for communities to have both the power and funding they need to unlock the high street.

Decisions are best made by those closest to them, and local communities, not Westminster, should have control over how “levelling up” funds are spent in their area.

Agree? Join the [@CoopParty](#) campaign to
[#UnlockTheHighStreet](#)

www.party.coop/unlockthehighstreet

SUGGESTED SOCIAL MEDIA POSTS

Instagram 1

Our high streets should be the beating heart of our communities - but they've been facing many challenges for a long time.

Together, we can create real change - not just by 'saving' our high streets, but by transforming them.

Write to your council and ask them to support local community-led renewal

Sign our petition calling on Rishi Sunak to devolve levelling-up funds

Spread the word with friends and family

www.party.coop/unlockthehighstreet

#highstreet #community #cooperation #levellingup #instagood #instalike #motivation

Instagram 2

It's time for communities to have both the power and funding they need to #Unlock-TheHighStreet.

Decisions are best made by those closest to them, and local communities, not Westminster, should have control over how "levelling up" funds are spent in their area.

Agree? Join me and call on the Government to devolve Levelling Up funding

Go to www.party.coop/unlockthehighstreet or head over to @coopparty and click the link in bio

#highstreet #community #cooperation #levellingup #instagood #instalike #motivation

Note: adding your location to your post, or including the name of your city, town or village in the hashtags (i.e #rochdale) will mean more people living in your area (or interested in it) will see your post! Don't forget to share it to your stories too

MESSAGING

Additional messaging for you to craft your own social media posts, or to help you personalise your letter to your council leader

Key messages

- Our high streets should be the beating heart of our communities
- We don't have to wait for decisions made at Westminster. Our councils can support community-led high street revival right now
- Decisions are best made by local communities - not places like Westminster
- It's time for communities to have both the power and funding they need to #UnlockTheHighStreet
- Together, we can create real change - not by 'saving' our high streets, but by transforming them for good
- We need to know who owns our high streets. Without this, it's impossible for communities and councils to hold landlords and investors to account, or work with them to lead change
- More high street shops should be owned by those who live, shop and work there - not absentee overseas landlords
- It isn't right that online retailers can get away without paying their fair share of tax, while bricks and mortar businesses are penalised. We need to reform the way businesses are taxed to be fairer
- Communities deserve better than shuttered shops and absent landlords – they deserve a genuine say and stake in the places they call home

Statistics

- In 2020, British high streets lost more than 17,500 chain store retail outlets
- One in five shops are owned by unaccountable overseas investors

TAKE THE NEXT STEP

Take the campaign to the streets

Communities deserve better than shuttered shops and absent landlords – they deserve a genuine say and stake in their town centre.

We've developed a "how to" guide for councillors and activists seeking not simply to save their high street but to transform it.

Get involved at www.party.coop/unlockthehighstreet/how



GET IN TOUCH

Get in touch if you have ideas on how we can maximise the impact of the campaign at mail@party.coop

If you're a councillor, you can submit ideas and best practice at www.party.coop/unlockthehighstreet/evidence

Find out more about the campaign at www.party.coop/unlockthehighstreet

in co-operation



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