

**CONNECT**

# CSPA 2024 The Political Context

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## About Connect

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Independent public affairs and communications agency, ranked in the PR Week **Top 10 for public affairs**



Cross-party networks to guide clients through politics, **enhance reputations, and drive positive change.**



**Skilled and talented team** including former politicians, advisers, journalists, councillors and civil servants



**Professional and ethical**, following codes of practice for the PR and public affairs industries.



Retained advisors to **CSPA and the LLA** and a track record of offering strategic support.



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Ensure your voice as CSPA members is heard by politicians and policy makers

Raise the profile of your campaigns, particularly in the media

Make sure legislation is fit for purpose and supports you

Provide political advice and guidance



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## Later Life Ambitions

- Aims to encourage today's decision makers to confront the challenges of tomorrow – 10 years of joint work this year
- LLA Manifesto – ahead of General Election campaign 2024
- Policy development for a new Government
- Cross party engagement – meeting those with influence
- Events – Parliamentary manifesto launch, policy drop ins
- Media – Budget and Triple Lock campaign coverage
- Member involvement – template letters to MP and toolkits
- Social media – gaining support and reach



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## Political Context



**Labour Government**  
opportunities and risks



**Helping the Government** to achieve  
better policy objectives



**Legislation in the Kings' Speech**  
Monitoring, engaging and changing



**Budgetary constraints and**  
long term challenges



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## Questions?

If you have any questions, please contact

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