

WIBT POLICY & PRACTICE SERIES

Policy Action Toolkit

How to Influence Tech Policy in the UK

A practical, plain-English guide for SMEs and founders who want to shape the digital asset and technology policies that affect their businesses.

You have more power than you think - this toolkit shows you exactly how.

6

Steps to
influence UK
tech policy

3

Ready-to-use
templates

7

Practical
action
sections

Introduction

Why Your Voice Matters in Tech Policy

Technology policy is not made in a vacuum. It is shaped by consultations, parliamentary committees, industry working groups, and the voices of those who engage. As a founder, SME owner, or digital asset holder, you are directly affected by the decisions being made right now about how blockchain, crypto, AI and digital property are regulated in the UK.

Yet most of the people most affected by these policies never participate in shaping them - not because they lack the right, but because no one has shown them how. This toolkit changes that.

"Policy is only shaped well when diverse voices - including women and founders too often left behind - are part of the conversation."

- Dr Lisa Cameron, MP 2015-24, Chair - Crypto & Digital Assets APPG

Section 1

The UK Tech Policy Landscape: Who Decides?

UK technology policy is developed across several interconnected institutions. Understanding who does what is the first step to knowing where to direct your voice.

Institution	Role	How to Engage
HM Treasury	Leads on crypto/digital asset regulation and financial services policy	Respond to consultations; write to Economic Secretary
FCA	Regulates crypto asset promotions, AML registration, stablecoin oversight	Respond to Discussion Papers (DPs) and Consultation Papers (CPs)
DSIT	Leads on AI, data, digital identity and innovation policy	Engage via innovation hubs and calls for evidence
Crypto & Digital Assets APPG	Cross-party parliamentary group; raises issues in Parliament	Attend events; submit written evidence; request to speak
Law Commission	Reviews and recommends reforms to English law (led the 2025 Act)	Respond to calls for evidence during reviews

Section 2

Six Steps to Influencing UK Tech Policy

You do not need to be a lawyer or a lobbyist to influence policy. These six steps give you a clear, practical pathway from awareness to action.

1

Know the Current Consultations

The FCA, HM Treasury and DSIT regularly publish open consultations. Sign up for alerts at gov.uk/government/consultations. Filter by 'digital assets', 'crypto' or 'financial services'.

2

Write to Your MP

Every MP represents a constituency. If your business is affected by tech policy, your MP needs to know. Use the template in Section 5. MPs raise issues in Parliament - your letter can trigger a question or debate.

3

Join or Engage with an APPG

All-Party Parliamentary Groups are open to the public. The Crypto & Digital Assets APPG, chaired by Dr Lisa Cameron, welcomes submissions from industry. Contact the secretariat to attend events or submit evidence.

4

Respond to FCA Consultations

The FCA publishes Discussion Papers (DPs) and Consultation Papers (CPs). Anyone can respond. Your response does not need to be long - a focused 2-3 page submission on how a proposal affects your business is valuable.

5

Build Relationships with Policymakers

Attend parliamentary events, APPG meetings and industry roundtables. Regulators and MPs want to hear from real businesses. Introduce yourself, share your experience and offer to be a case study.

6

Use Collective Voice

Join industry bodies such as CryptoUK, the Blockchain Association, or WiBT's own advocacy network. Collective submissions carry more weight. Coordinate with peers to amplify your message.

"Participation in policy is not a privilege reserved for large corporations. Every founder has a stake and a voice."

- Baroness Manzila Uddin, Co-Chair, APPG on Digital Identity

Section 3

How to Engage with APPGs

All-Party Parliamentary Groups (APPGs) are informal cross-party groups of MPs and Lords who share a common interest. They are one of the most accessible entry points for non-lobbyists to engage directly with parliamentarians on specific policy areas.

Five Steps to Engage with an APPG

- Find the right APPG: Search 'APPG register' at parliament.uk - there are over 700 APPGs
- Contact the secretariat: Every APPG has a secretariat (often an industry body). Email them
- Attend public meetings: Most APPGs hold open evidence sessions - request an invitation
- Submit written evidence: A 1-2 page brief on how policy affects your business is welcomed
- Follow up: Build a relationship with the secretariat and offer to be a regular case study

Key APPGs for Digital Asset and Tech Founders:

APPG	Focus	Contact
Crypto & Digital Assets APPG	Crypto regulation, digital property, blockchain innovation	cryptoappg.co.uk
Digital Identity APPG	Digital ID, data rights, online verification	parliament.uk/appg-register
FinTech APPG	Financial technology, open banking, payments	parliament.uk/appg-register
AI APPG	Artificial intelligence policy, regulation and ethics	parliament.uk/appg-register
Women & Enterprise APPG	Female entrepreneurship, access to finance, SME support	parliament.uk/appg-register

Section 4

How to Respond to an FCA Consultation

The Financial Conduct Authority (FCA) is the primary regulator for crypto assets in the UK. It regularly publishes Discussion Papers and Consultation Papers that directly affect how digital assets can be held, promoted, and traded. Responding to these consultations is one of the most direct ways to influence the rules that govern your business.

Current and Recent FCA Consultations to Watch

- CP24/20: Crypto asset admission and disclosure standards
- DP23/4: Regulating cryptoassets - Phase 1 (stablecoins)
- CP25/1: Financial promotions and crypto marketing rules
- Upcoming: Staking, lending and DeFi regulatory framework
- Upcoming: Digital securities sandbox - expanded scope

How to Write an Effective Consultation Response:

1

Read the summary first

FCA consultations have an executive summary. Read it to identify which questions are most relevant to your business.

2

Answer selectively

You do not need to answer every question. Focus on 3-5 questions where you have direct experience or evidence.

3

Use real examples

Regulators value concrete case studies. Describe how a proposed rule would specifically affect your business operations.

4

State your ask clearly

End each answer with a clear recommendation: 'We recommend that the FCA...' Vague responses are less impactful.

5**Submit before the deadline**

Deadlines are firm. Late submissions are not considered. Set a reminder 2 weeks before the closing date.

Section 5

Template: Writing to Your MP

Writing to your MP is one of the most underused yet effective tools available to founders and business owners. MPs are elected to represent their constituents - that includes you and your business. A well-written letter can prompt a parliamentary question, a debate, or a meeting with a minister.

Email Template: Raising a Digital Asset Policy Issue**Subject: Digital Asset Regulation - Impact on SMEs in [Your Area]**

Dear [MP Name],

I am writing as a constituent and founder of [Business Name], based in [Area].

I am writing to raise a concern about the current regulatory framework for digital assets and how it is affecting small businesses like mine in your constituency.

[Describe specific impact in 2-3 sentences. Be concrete and local.]

I would welcome the opportunity to discuss this with you briefly. I am happy to provide a one-page brief in advance. Please do not hesitate to contact me.

Kind regards, [Your Name] | [Business] | [Email] | [Phone]

■ Keep It Short

MPs receive hundreds of letters. One page, clear ask, local angle. Less is more.

■ Lead With Local

Always connect the issue to your local area - jobs, businesses, consumers in their constituency.

✉ Email First

Email is fastest. Follow up by post if no response within two weeks. Be polite throughout.

Section 6

Template: Requesting a Meeting With Your MP

Meeting Request Template

Subject: Request for 20-Minute Meeting - Digital Assets & SMEs in [Area]

Dear [MP Name],

I am a constituent and founder of [Business], based in [Area]. I would welcome the opportunity for a brief 20-minute meeting to discuss how the UK's digital asset regulatory framework is affecting small businesses in your constituency.

I will send a one-page brief in advance so you can prepare.

I am happy to meet at your constituency office or at Westminster at your convenience.

Kind regards, [Your Name] | [Contact Details]

Section 7

What NOT to Do: Common Mistakes to Avoid

Common Mistakes That Undermine Your Advocacy

- Do not send generic, untargeted letters - personalise every communication to the recipient
- Do not use jargon or assume technical knowledge - write for a non-expert audience
- Do not make demands - make recommendations and offer evidence
- Do not engage only when you are angry - build relationships before you need them
- Do not forget to follow up - one letter rarely achieves change; persistence does
- Do not overstate your case - credibility is your most valuable asset in policy engagement
- Do not act alone when you can act collectively - join industry bodies and coalitions

"Policy engagement is a long game. The founders who show up consistently are the ones who shape the rules."

- Lavinia Osbourne, Founder, Women in Blockchain Talks



About Women in Blockchain Talks (WiBT)

Women in Blockchain Talks is the No.1 global diversity-driven blockchain networking, training and educational platform. Our mission: give skills and confidence to anyone - regardless of age, gender or background - to build within Web3 and digital assets.

[Website](#)[LinkedIn](#)[WhatsApp Community](#)