



Campaigns and Political Activity Policy and Procedures

Date Adopted: 27th May 2026

Next Review Date: 27th May 2028

Policy Review: This policy will be reviewed by the trustees every 2 years or sooner if legal guidance changes.

1. Purpose

The purpose of this policy is to:

- Ensure that all campaigns and political activities undertaken by The West Kent Badger Group comply with UK charity law.
- Clarify the distinction between charitable campaigning and political activity.
- Provide clear guidance to trustees, volunteers, and members on acceptable campaigning and political engagement.

2. Scope

This policy applies to all trustees, volunteers, and members of The West Kent Badger Group when acting on behalf of the organisation or using its resources.

3. Legal Context

As a UK charity, The West Kent Badger Group:

- Must operate exclusively for charitable purposes.
- Must not support or oppose any political party.
- Can engage in campaigning and political activity only to further its charitable purposes.

Key References:

- Charity Commission Guidance CC9: *Speaking Out – Guidance on Campaigning and Political Activity by Charities*
- Charities Act 2011

4. Definitions

- **Campaigning:** Activities aimed at influencing public policy, government decisions, or public opinion in support of the charity's objectives.

- **Political Activity:** Actions that attempt to promote a political party or candidate, or that are primarily political rather than charitable in nature.

5. Principles

The West Kent Badger Group will:

1. Campaign only to advance its charitable objectives, e.g., protecting badgers and their habitats.
2. Ensure all political activity is non-partisan.
3. Be transparent about its purpose, funding, and methods.
4. Ensure campaigns are factual, evidence-based, and respectful.
5. Keep records of decisions related to campaigns and political activity.

6. Permissible Campaigning Activities

Examples of acceptable activities include:

- Writing to local councils or MPs about badger protection measures.
- Raising public awareness about threats to badger populations.
- Organising educational events on wildlife conservation.
- Publishing factual reports or research related to badgers.

7. Prohibited Activities

- Endorsing or opposing political parties or candidates.
- Donating funds or resources to a political party or campaign.
- Using the charity's resources for party-political purposes.

8. Procedures for Campaigning and Political Activity

1. **Proposal:** Any campaign or political activity must be proposed to the trustees with a clear outline of:
 - Purpose
 - Target audience
 - Methods
 - Expected impact
 - Budget
2. **Approval:** Trustees must review and formally approve any proposed campaign or political activity. Approval must ensure alignment with charitable objectives and legal compliance.
3. **Documentation:** Maintain written records of:
 - Campaign rationale

- Trustee approval
- Communications issued
- Any feedback or outcomes

4. Public Communications: Ensure all public statements:

- Are factual and evidence-based
- Do not promote a political party
- Make clear the activity is undertaken in line with the charity's purpose

5. Monitoring and Review:

- Trustees will review campaigns regularly to ensure compliance.
- Lessons learned should be documented for future reference.

9. Training and Awareness

- Trustees, staff, and volunteers will receive guidance on permissible campaigning and political activity.
- Updates on legal guidance or Charity Commission recommendations will be shared as necessary.

10. Breach of Policy

Non-compliance with this policy may result in:

- Review of the activity and cessation if necessary
- Internal disciplinary action for staff or volunteers
- Reporting to the Charity Commission if required by law