



Policy Position Paper

Campaigning and Political Activity

United Kingdom

August 2026

Re-engage's aim is to end social isolation and loneliness among older people aged 75 and over. Any campaigning or political activity will be strictly grounded in that purpose, whilst following the political campaigning rules set out by the Charity Commission.

1. Background

- 1.1 Political campaigning is "activity by a charity which is aimed at securing, or opposing, any change in the law or in the policy or decisions of central government, local authorities or other public bodies, whether in this country or abroad."¹
- 1.2 Charities across the UK may lawfully campaign or engage in political activity, provided their actions are strictly in support of the charity's purposes, and not in support of any political party or candidate^{1,2,3}.
- 1.3 The Charity Commission states charities must not have political purpose, or reflect the personal or party-political views of any trustee, staff member, or volunteer, remaining independent^{1,3}.
- 1.4 During the "regulated period" (generally one year preceding a general election), charities must observe electoral spending thresholds and ensure they meet reporting requirements where necessary.

2. Our statement:

- 2.1 Re-engage confirms all campaigning and political activity undertaken is aligned with our mission to end loneliness and social isolation in older people aged 75 and over.
- 2.2 We remain politically neutral and will not support any party or candidate. We will comply with all Charity Commission and Electoral Commission rules, especially in election periods, tracking and reporting all regulated spending as appropriate.
- 2.3 Re-engage's campaigning will be lawful, ethical, effective, and fully in service of its charitable aims.

3. Implications for Re-engage

- 3.1 In order to satisfy the rules set out by the Charity Commission, Re-engage will:
 - 3.1.1 Campaign on issues linked to older people's loneliness and social isolation – [see our policy position paper on loneliness and social isolation to understand our definitions](#);
 - 3.1.2 Remain politically neutral - not endorsing or opposing specific parties, candidates, or political entities;
 - 3.1.3 Work with political parties or candidates only where it remains issue-based, balanced.
- 3.2 In order to satisfy our internal goals and purpose, Re-engage will:

- 3.2.1 Ensure all campaigning proposals follow our internal review and approval processes;
- 3.2.2 Take action to ensure all trustees, staff and volunteers involved in any public campaigning do not share their personal political views of individuals as those of Re-engage;
- 3.2.3 Declare where any staff or trustees are political candidates;
- 3.2.4 Follow NCVO's risk-management guidance⁴, ensuring charity resources or branding cannot be used in personal political activity;
- 3.2.5 Ensure clear agreements on purpose and expenditure when collaborating with other charities or organisations on a campaign, to assess whether "joint campaigning" rules apply and ensure correct reporting.

References

¹ Campaigning and political activity guidance for charities (Charity commission for England and Wales, [2022](#))

² Political activity and campaigning by charities Charity commission for England and Wales, [2022](#))

³ Charities and campaigning on political issues: guidance (OSCR Scottish Charity Regulator, [2025](#))

⁴ Manage risk when people in charities are candidates or political campaigners in an election period (NCVO, [2024](#))

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