

What to expect when you're expecting a general election

Your guide to what's going on,
why you should pay attention
and what it means for you and
the people who use your services.

LLOYDS BANK
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England & Wales



Why is a general election important for small and local charities?



The next Government will be making decisions that shape the experiences of people across the UK.

As charities providing frontline support, you have a valuable insight to help MPs understand how best to champion your interests with government, in Parliament and with key decision makers. An election is the perfect time to get them to pay attention as they need your vote.

Elections present two key duties/opportunities for charities

1. Supporting people facing complex issues and barriers to have agency through voting, and sharing their experiences and suggestions with decision makers.
2. Developing staff and volunteers and building relationships to shape future policy and the operating environment



Are there particular issues/challenges you want your MP to understand?

Is there something you want them to deliver?

Elections can be when they are most likely to say yes.

Why should you build a relationship with prospective MPs?



You can engage decision makers and politicians at any time, but elections provide an opportunity to build a relationship and make sure you are represented.

There are several things a good MP can do for you, so knowing those in your area is always useful. Below are some ways in which MPs can work to support you:

- **Champion your issues in Parliament and with government** – this isn't just asking questions and raising concerns but also sitting on committees, scrutinising legislation and generally making sure your points are heard
- **Force government to respond to issues** – if you're struggling with a government department on a key issue, MPs can raise a formal question with the Minister that they have to respond to
- **Broker relationships** – helping to get introductions with government ministers, local decision makers and businesses - it's amazing who will respond to the MP!
- **Help with building your profile and securing press attention** – an MP who comes to events can provide quotes and help secure news coverage of your everyday activities
- **Visit Parliament** – if you want to host an event in Parliament, MPs can sponsor it to allow you to use a room in the building (and therefore engage other MPs on issues that matter to you). They can also give tours which can make for an interesting day out.
- **Do casework** – providing support and advocacy for individuals affected by government decisions

Getting the most from your prospective MPs



Voting is important, but it's also just the beginning of what it looks like to meaningfully participate in democracy.

Before engaging with candidates in the run up to an election, think about why you want to act.

It's good to take the time to work out what kind of relationship you want, the outcomes you'd like to see and how to involve your team, supporters and clients from the beginning.

Useful questions to help think this through are:

- What is your aim?
- Are trends in your work impacted by government decisions?
- Would your clients benefit from casework?
- Is there anything else you/they might be able to help with?
- Who in your organisation might benefit from meeting with an MP or sharing their story?
- Is your MP likely to change? Do they understand your issues?

It might be that you do want to engage with your MP, but not with every candidate – that's ok! You can simply be in touch with the candidates most likely to win. However, it is important that you remain impartial and that you aren't seen to be endorsing any candidate or party by preferring them without an "impartial reason" to be selective. This doesn't stop you engaging privately with any candidates.

Making initial contact with your potential candidates:

When inviting candidates it's important to credential yourself so they know why to meet you. They'll be making decisions about what to do at relatively short notice in an election campaign. To give yourself the best chance of getting them it can be helpful to:

- **Stress your links with their constituency** – this where you are based? Do you run activities there? Is this where people who use your services are from?
- **Talk numbers** – it might sound crass but candidates are competing for votes. How many staff, volunteers, service users do you have? How many people have you registered to vote? This can be especially useful if it's a marginal seat.
- **Give other pertinent information** – will you be inviting press? Are you going to be inviting the public or key community leaders? Are you meeting with other candidates? Who else will be at the event? Are you supporting people to vote who might not otherwise? Is this an issue that you know they care about?

All of these things will help and are also useful to remind candidates of when you meet them. If you don't hear back, then give them a call.

If you don't think you'll be able to arrange the meeting or event you'd like with candidates during the election, you can attend hustings to find out where candidates sit on issues or ask them to meet with you once elected.

Designing your action with potential MPs:

To get the most out of your action, the following information should help you to think through what will be the most effective way of achieving your aims and getting your desired outcome.



Questions to work through when designing an action:

How can you get a reaction from candidates?

Actions should be designed to get a reaction; be that a next meeting, a change in behaviour or a commitment to a relationship. What do you want to happen?

Who is your specific target? Understand who your candidates are, what they want and why they should listen to you. Are you focusing on one or two candidates or do you want to engage everybody?

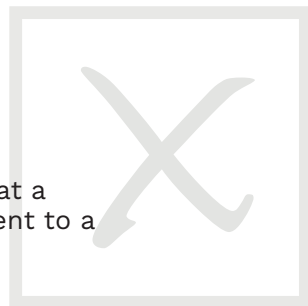
What is your clearly defined ask? It might be as simple as agreeing to attend your AGM or to meet with you every six months, to raise a challenge within local government or to help broker a useful relationship. Be prepared that if the action goes well they might want to do more – it's helpful to have a very best and worst case scenario worked out beforehand.

Will the activity show you at your best? The best actions are ones where people organising them are comfortable and able to be themselves (and where the target is taken a little outside their everyday). Just because an MP is coming, it doesn't mean you have to have a formal meeting if that's not what you prefer. If you run a drop-in, you could invite candidates there. If you do outreach services, and it's appropriate, perhaps they could come along with you. Think about what would work best for your people.

How can your activity be meaningful or fun? Good actions aren't boring! It could be inviting candidates to a special event like a tea dance to talk about loneliness or simply going for a walk around your local area to see firsthand the issues you are facing. Think outside the box. What will make you stick out and ensure that they want to follow up with you if elected?

How can you develop leaders? Actions can be great development opportunities. Think about your people and who might benefit from the experience of getting traditional power (in the form of the potential MPs) to listen to them and respond to their issues and requests, as well as who might benefit from helping with the logistics.

What are the next steps? Any action you choose to take is just one in a (hopefully) longer relationship. Think about how this fits into the wider strategy and what you both might need to do as next steps to follow up.



After the election

It's important to follow up with the elected MP to say congratulations and to remind them of what they have committed to do – or to reengage them if they didn't agree to what you asked initially.

If you want to be more inventive than a letter, think about fun ways to congratulate them and get their attention – for example, sending a card made by service users with a photo of their visit or thinking of a useful “welcome to your new job” action using the planning questions above. When following up, update them on what you have done since your meeting and suggest the next way for them to engage with you going forward.



Actions can be great development opportunities. Think about the people you work with and who might benefit from the experience of getting traditional power to listen to them and respond to their issues.

How can you support the people who use your services to vote?



Helping the people your charity works with to vote is a chance to make sure their voices are heard.

You must be registered in order to vote, so make sure you **check the deadline** for registering ahead of an election. Voters in England will also need a valid form of Voter ID (see page 10) to vote in a general election.

Eligibility

Anyone can vote if they have registered, are over 18, a British, Irish or **qualifying commonwealth citizen** and not legally excluded from voting.

How do you register to vote, and how can you make sure your clients are registered?

If you have a permanent address and know your national insurance number then registering to vote is very simple and takes no more than 5 minutes online. **Register online here.**

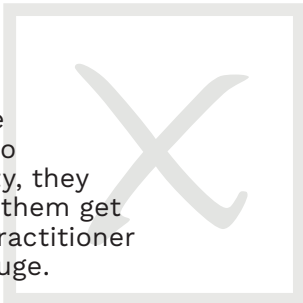
Or **download the paper forms** to register and post them in.

Did you know?

Declaration of local connection

If you or your clients do NOT have a permanent address, there are a number of ways to register to vote. This is particularly important for charities and services to be aware of, as they can provide an address for clients to register at through completing a **Declaration of Local Connection Form.**

This also means that you CAN be eligible to vote if you are homeless, currently in residential mental health treatment, part of the Gypsy, Roma or Traveller community and if you are remanded in custody (but not convicted).



Anonymity on the electoral register

Anyone can ask for their details to be hidden on the electoral register but you can also support people to register anonymously if concerned about their safety, they will need proof of this and you may be able to help them get a written attestation from any registered medical practitioner (a doctor, nurse or midwife) or the manager of a refuge.

Making voting accessible

There are lots of [resources for supporting disabled people](#) to vote, as well as an [easy read guide](#) to registering to vote here.

The Mental Capacity Act, which provides a framework for decision-making on behalf of people who are considered to lack capacity to make decisions, does not apply to voting. This means that, for example, someone who is detained under the Mental Health Act or on a Community Treatment Order, or an individual with dementia who lacks capacity, has just as much right to vote as anyone else. They still need to register and might need additional support to vote too (for example, accessing a polling station).

How can you support clients to vote?

You can help clients to attend their polling station in person or if this is not possible to vote by post or to have a proxy vote.

You may want clients to register for a postal vote if you are not going to see them on polling day and know that they are unlikely to remember to vote.

If they are unable to vote due to medical issues or disability, employment, or because they are away polling day, they may want to apply for a proxy vote, where a nominated person votes on their behalf. Usually, they'll need to apply at least 6 days before an election, and the nominated person will need to take their own photo ID with them to vote in some elections. More details on [voting by post and by proxy](#) can be found here.

Some resources to help you decide who to vote for are:

[theyworkforyou.com](#) shows how your current MP has voted on various issues.

[voteforpolicies.org.uk](#) shows how your views line up with the policies being put forward by different parties.

Voter ID



From May 2023, the UK Government has introduced a **requirement** for voters to show photo ID when voting at a polling station, including local elections and Police and Crime Commissioner elections in England, and UK General Elections. It won't apply at Scottish Parliament or Welsh Senedd elections, or council elections taking place in Scotland or Wales.

Types of ID

Accepted forms of photo ID include a passport, driving licence or Blue Badge – **a full list can be found on the Electoral Commission website**. If you don't currently have a valid form of ID, you can also apply for a **Voter Authority Certificate**.

Don't let people miss out

We know that some groups are less likely to have a valid form of photo ID already, so are more likely to experience barriers. Charities can play an important role in helping people to access ID so that they can still get their voice heard. The Electoral Commission has **useful resources** in different languages, British Sign Language and Easy Read.

There are also **resources** specifically supporting Gypsy, Roma and Traveller Communities, older people, people experiencing homelessness, people registered to vote anonymously (such as survivors of domestic abuse), trans and non-binary people, Blind and partially-sighted people and D/deaf people.

Check the deadlines

Be sure to **check the deadlines** for registering to vote or applying for a Voter Authority Certificate ahead of an election.



Supporting service users to vote, key questions for charities to think through in advance of an election:

- Why is it important that your clients are able to vote?
- Are there people you work with who might not vote without your help? What do you need to think through to support voter registration?
- Do your clients have a valid form of Voter ID? If not, can you support them to access this?
- Will your clients prefer to vote in person (if possible), by post or by proxy? What is your role in this as a service?
- Are there ways you can embed registering to vote and voting into your everyday activities? For example, registering people to vote and access Voter ID alongside support you're already providing? Could you do a session on voting and the election as part of your regular activities?
- What extra time or support might you need to be able to do this?



If you or your clients do not have a permanent address, there are a number of ways to register to vote.

Understanding what your charity can / can't do during elections



The Lobbying Act 2014 and the Elections Act 2022 brought in rules about who can and can't campaign in an election without registering as a political organisation. If you're spending less than £10,000 on campaigning in the 365-day period running up to a general election (including polling day) you shouldn't need to register – so that's unlikely to affect many small charities. If your charity is spending more than £10,000 on campaigning in this period ahead of a general election, you should check the [Electoral Commission's guidance and code of conduct](#) to see if you need to notify the Electoral Commission or register as a non-party campaigner.

It's also really clear that **charities can campaign** for a change in the law, policy or decisions where such change would support the charity's purposes. Charities can also campaign to ensure that existing laws are observed. This should cover all of the activity set out in this leaflet and should not stop you from deciding to build a relationship with your potential candidates.

There are however still rules that apply. The broad rules are that as an organisation in the period running up to an election:

- You need to remain impartial and can't endorse candidates
- You can't promote the policies of particular candidates.
- You can't tell clients who to vote for
- You can't be seen to be doing any of the above (e.g. inviting only one candidate to address a public event might be seen as endorsing them by default even if you don't say 'vote for XX')

Staff or other representatives should not share their own political views while representing the charity – particularly on social media – and don't share anything which could be seen as endorsing a candidate or party on any channel where you also list your job or employer (to be on the safe side). It's good practice to have a well-defined social media policy that addresses this. Check the [Electoral Commission](#) and the [Charity Commission](#) for more information.

Small charities have valuable insight – use yours to make a difference.



We're an independent charitable foundation funded by Lloyds Banking Group. We work in partnership with small and local charities, people and communities, changing lives and working towards a more just and compassionate society.

Through unrestricted funding, support to develop, and influencing policy and practice we help small and local charities thrive, communities grow stronger, and people overcome complex issues and barriers so they can transform their lives.



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