

Action days | Electoral Commission

Non-party campaigners: Case

studies

You are in the Non-party campaigners: Case studies section Home Non-party campaigners: Case studies View the navigation tree Go to main guidance section: Non-party campaigners: Case studies Case study 1: Immigration Case study 2: Fracking Action days Website pledge campaign Action days Action days Public test: They are public events so the public test is met. Purpose test Call to action to voters People at the events are encouraged to sign a petition against the planning applications. They are not actively encouraged to vote in a particular way. Tone The tone of the events is very negative towards fracking. The focus is not on candidates or political parties. Context and timing The events are held during the regulated period, about a month before the election. Fracking is a significant issue in these areas, primarily because there are live planning applications on fracking with the council at the time. How a reasonable person would see the activity A reasonable person would think that the events are intended to influence a council decision. They would not think that they are intended to influence voter choice. The action day campaign cannot be reasonably regarded as intended to influence voters, and so it does not meet the purpose test. Last updated: 24 May 2021 Book traversal links for Action days Case study 2: Fracking Website pledge campaign