Purpose test: Intention | Electoral Commission Non-party campaigners: Where to start You are in the Non-party campaigners: Where to start section Home Non-party campaigners: Where to start View the navigation tree Go to main guidance section: Non-party campaigners: Where to start What are the rules for non-party campaigners? Elections Act 2022: Changes for non-party campaigners overview Elections Act 2022: Code of Practice for non-party campaigners Elections Act 2022: New limits on campaigning by non-UK individuals and organisations Elections Act 2022: New notification threshold How to notify us to register as a non-party campaigner Elections Act 2022: Reporting threshold Elections Act 2022: Reporting at a UKPGE What spending is regulated? Does your campaign activity meet the purpose test? Purpose test: Intention Purpose test: Campaigning on an issue What happens if the policy I have been campaigning on is adopted by a political party? Purpose test: Charities and other organisations with limits on their political activities Purpose test: The regulated period in an early UK Parliamentary general election Staff costs and other overheads Joint campaigning Purpose test: Intention When you intend something, you can in some circumstances be reasonably regarded as having a different intention, or a further intention. The primary intention of your campaign may not be to influence voters. For example, you might run a campaign with one or more of the following intentions: raising awareness of an issue influencing political parties to adopt a policy in their manifestos campaigning for or against government legislation providing information to voters encouraging people to register to vote encouraging people to vote, but not for anyone in particular A campaign that can be reasonably regarded as having one of these intentions will not meet the purpose test unless it can also be reasonably regarded as having the intention to influence voters to vote for or against a political party or category of candidates. Even if your primary intention is something else, your campaign will still meet the purpose test if it can be reasonably regarded as intended to influence voters to vote for or against a political party or category of candidates. For example, suppose for example your intention is to influence political parties to adopt a policy. If you go about this by identifying and promoting parties and candidates who have already adopted the policy, then this will meet the purpose test. Last updated: 24 May 2021 Book traversal links for Purpose test: Intention Does your campaign activity meet the purpose test? Purpose test: Campaigning on an issue