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on an issue Campaigns that mention political parties or candidates In almost all

cases, an activity will meet the purpose test if it: explicitly promotes political

parties or candidates who support your campaign's aims implicitly promotes some

parties or candidates over others, for example by setting out or comparing the merits

of the positions of political parties or candidates on a policy Campaigns that do not

mention political parties or candidates If your campaign does not mention candidates,

parties, or elections, then your spending is less likely to be regulated. This is

because on the balance of the factors - in particular 'call to action to voters' and

'tone' – your activity is less likely to meet the purpose test. In order for an

activity to meet the test, the voter needs to know which way they are being persuaded

to vote. However, your campaign might identify a political party, parties, or group

of candidates implicitly, without naming them. This could happen if a policy or issue

is so closely and publicly associated with a party, parties or category of candidates

that it is effectively a shorthand for them in your campaign. In this case, your

campaign will meet the purpose test if, after assessing all the factors, it is

reasonable to regard your campaign activity on the policy as intended to influence

voters to vote for or against those political parties or candidates. Specific

policies may be more likely than more general issues to be closely associated with

parties or candidates. Example: 'Social care' and the 'dementia tax' at the 2017 UK

Parliamentary general election Example: 'Social care' and the 'dementia tax' at the

2017 UK Parliamentary general election 'Social care' was a prominent issue at the

time, but most prominent parties had a range of policies and positions on it. The

general issue was not closely and publicly associated with any party or category of

candidates. A campaign on social care would have been unlikely to meet the purpose

test unless it specifically mentioned parties or candidates. The 'dementia tax' was a

particular clear and prominent policy of the Conservative and Unionist Party at the

election, announced as part of their manifesto during the campaign. It was closely

and publicly associated with them. A campaign against the dementia tax would have

been much more likely to meet the purpose test on the balance of the factors –

particularly because the very phrase 'dementia tax' is one that was coined and used

by the Conservatives' opponents in that election campaign. Case studies from recent

elections Our case studies give examples of issues-based campaigns from recent

elections and explain whether or not they met the purpose test: Non-party campaigner

case studies from recent elections Last updated: 24 May 2021 Book traversal links for

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