

## Let's End Poverty: Joint Campaigning Agreement

### What is the Movement?

In this document, "the Movement" refers to The *Lets End Poverty* movement.

### What do these principles cover?

Ahead of the upcoming General Election – which must be held no later than 28 January 2025 – it is important for supporters of the Movement to have clarity on how participation in the Movement will be treated under the so-called Lobbying Act<sup>1</sup>, which governs spending on regulated campaign activity ahead of elections.

For the purposes of this agreement, regulated campaign activity includes: publicly accessible campaign activity which could reasonably be regarded as intended to influence people to vote in a particular way (whether that be for or against parties, candidates, or groups of parties or candidates, including because, for example, they support or oppose a particular policy or can otherwise be categorised together).

### Members' agreement on the Movement

By continuing to take part in activities relating to the Movement such as meetings and discussions by any media (including e.g. email or whatsapp), all supporters of the Movement agree that there will not be any regulated campaign activity carried out under the auspices of or using the brand and identity of Let's End Poverty.

Let's End Poverty is a collaborative movement where supporting individuals, organisations and groups can collaborate on activities, share information and ideas and build new networks. The Movement has four agreed shared aims, which are:

1. Make ending poverty a primary issue at the election by increasing pressure on political leaders through mobilising and organising groups across the public to take action.
2. Unite a diverse range of voices behind a shared, positive and vision-filled message of change in order to utilise the strength of partnership and solidarity.
3. Build effective networks for action around the General Election in order to invest in collaboration and partnership.
4. Create new leaders for the movement from communities with lived experience by investing in leadership development at the grassroots.

At no point should activity carried out as part of a collaboration within the Movement intend to influence people to vote in a particular way.

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<sup>1</sup> Actually the Political Parties, Elections and Referendums Act 2000 (as amended by the Transparency of Lobbying, non-Party Campaigning and Trade Union Administration Act 2014) ('PPERA')

The Movement does not have a membership structure. Organisations and groups may express their support for the movement and in doing so connect and collaborate with other organisations. Supporting organisations do not have the power to influence or veto the activity of other organisations within the Movement.

Supporters participate in the Movement on an informal basis only. Supporters have no intention to incur any expenditure on regulated campaign activity (including staff time in participating in the Movement) related to the Movement and shall not do so. While there might be aligned aims between members, we do not have a shared aim or common purpose as the Movement.

Accordingly, participation in the Movement is not 'joint campaigning' for the purposes of election law (as articulated in the Electoral Commission's [statutory code of practice for non-party campaigning](#)).

### **Members' independent campaigning**

Supporters acknowledge that different supporters might have their own independent campaigning approaches and strategies, and might themselves independently spend money on regulated campaign activity, outside of the Movement's set-up.

The Movement's approach to Members keeping each other informed about their own regulated campaign activity is:

Supporters will monitor related activity and promptly inform the other Supporters (or a nominated representative of the Movement) about any expenditure or activity which might be perceived as being regulated campaign activity, where they feel it appropriate to do so.

In line with the Electoral Commission's statutory code of practice for non-party campaigners, Members can do the following things with other Supporters members via the Movement without carrying out joint-campaigning:

- endorse another supporter's campaign by allowing the supporter's logo and/or brand to be used without any financial commitment or further involvement;
- use a Supporter's approval (for example the signature of an approved representative) to an open or public letter without any financial commitment;
- speak at an event organised by a Supporter where the contents of the speech and any other communications around it are coordinated only by the speaking Member, without any other financial commitment.

### **Questions**

If you have any questions about the approach outlined here, please get in touch with: Hannah Fremont-Brown, [Fremont-brownh@methodistchurch.org.uk](mailto:Fremont-brownh@methodistchurch.org.uk).

**Agreement**

Any supporter that is acting contrary to this agreement may no longer be able to engage in movement activities.

This commitment to a shared understanding of the members of the Movement as to the application of the general campaigning rules pursuant to the so-called Lobbying Act (under the Political Parties, Elections and Referendums Act 2000, as amended), and the intention behind the Movement and members of the Movement in undertaking activities, is endorsed on behalf of:

..... acting on behalf of (organisation's name): .....  
on the following date .....