

Engaging in Political Activity

(Reviewed and Updated, January 2026)



1. Background

- 1.1 Influencing activities, campaigning and political engagement play an important part of Tenovus Cancer Care's work to support its strategic aims and charitable objectives.
- 1.2 We speak out about policies that can affect the lives of people affected by cancer. But in doing so we must make sure that we act in a way that does not imply that Tenovus Cancer Care is for or against any one political party.
- 1.3 It is illegal for any registered charity in the UK to align itself publicly, or otherwise, to a political party. They must remain neutral.
- 1.4 This guidance has been informed by guidance Charity Commissionⁱ and the Electoral Commission^{ii, iii}.

2. Tenovus Cancer Care's Influencing Activities

- 2.1 Tenovus Cancer Care reserves the right to make representations to the Governments and Parliaments of Wales and the UK in pursuit of its strategic aims and charitable objectives. This may involve evidence-based campaigning that is framed and centred around the needs of people affected by cancer, amplifying the voices of people affected by cancer and working as part of a coalition of organisations with shared goals.
- 2.2 Tenovus Cancer Care does not endorse any political party or election candidate.
- 2.3 While Tenovus Cancer Care may work with political figures, such as MSs, MPs and elected members of local government, this is due to their position as civic and political leaders (high-profile and/or influential individuals) in policy making and policy scrutiny roles, not based on their party-political views.
- 2.4 Tenovus Cancer Care will take steps to ensure that parties are influenced in an evidence-based, balanced and proportionate way, and that all influencing activities maintain political neutrality.

3 During a pre-Election Period

- 3.1 A pre-election period, also known as purdah, is the time (usually between 8 and 6 weeks) immediately before an election or referendum when specific restrictions

are placed on the use of public resources or communications. Doing so maintains political impartiality, so the decisions and actions of public bodies do not influence the voting behaviour of the electorate.

3.2 While Tenovus Cancer Care, as a registered charity, is not bound by the pre-election period some of the public bodies we work with will be and certain decisions or activities they carry out will be postponed until after an election.

3.3 Tenovus Cancer Care will operate with increased sensitivity and vigilance when it comes to any influencing activity undertaken during a pre-election period. If necessary, activities may need to be rescheduled until after an election.

3.4 We will:

- Continue to conduct normal business and adhere to good governance and regulation.
- Ensure any communication undertaken during this period is clear that its purpose is a legitimate and necessary part of our charitable objectives. In doing so, ensure the tone is consistent and politically neutral.
- Carefully consider timings of announcements.
- Continue to contact political parties and election candidates but be clear on purpose (linked to Tenovus Cancer Care's strategic aims and charitable objectives) and ensure a consistent, neutral approach grounded in evidence.
- Encourage Tenovus Cancer Care employees to become familiar with the *Engaging in Political Activity Policy*, and the *Social Media Policy*.
- Encourage Tenovus Cancer Care employees to share external plans with the Policy and Public Affairs Team so they can retain an overview of external activity in the organisation during the pre-election period.

3.5 We will not:

- Encourage people to vote in one way or another.
- Support or endorse the views or comments from one political party.
- Link our messages to those of a particular party or candidate in such a way that might be taken as implying support for (or criticism of) their position.
- Be selective if inviting local candidates/political parties/campaign groups/other politicians to events – invitations will be sent to all or none – and any activity of this nature must be discussed with and involve the Policy and Public Affairs Team.

4 Undertaking Party-Political Activity Outside of Work

4.1 Tenovus Cancer Care does not direct or influence the political affiliations of its employees and volunteers.

- 4.2 Should employees and volunteers choose to support or provide financial contribution to a political party or electoral candidate, they do so in a personal capacity, and in their own time.
- 4.3 Employees and volunteers have a responsibility to Tenovus Cancer Care to ensure that their political views are not confused with any policy positions held by the charity. This applies to all elections and referendums, including elections to the Parliaments of Wales and the UK, and local government elections.
- 4.4 To help Tenovus Cancer Care demonstrate its commitment to be politically neutral employees who wish to stand for election and put themselves forward as a political party candidate are asked to declare their intention to their line manager, who will record the decision and notify the Director of People and Development and the Director of Support, Policy and Insight.
- 4.5 Consideration will be given to whether this will affect the political neutrality of the organisation.
- 4.6 If an employee is selected as a candidate for election, their political activity will be monitored during the pre-election period by the Policy and Public Affairs Team, and the Leadership Team will be kept abreast of activity, to ensure that the political impartiality, and reputation, of Tenovus Cancer Care is maintained.

5 Monitoring

- 5.1 The guidance will be reviewed in the following circumstances:
 - a. changes in legislation and/or guidance issued by Government or regulators.
 - b. as required by the Charity Commission, and/or the Electoral Commission.
 - c. because of any other significant political/electoral event, such as a referendum.

ⁱ The Charity Commission (2008) "Campaigning and political activity guidance for charities (CC9)". <https://www.gov.uk/government/publications/speaking-out-guidance-on-campaigning-and-political-activity-by-charities-cc9> (last updated November 2022)

ⁱⁱ The Electoral Commission (2025) "Non-party campaigners: Senedd elections". <https://www.electoralcommission.org.uk/non-party-campaigners-senedd-elections> (last updated August 2025)

ⁱⁱⁱ The Electoral Commission (2024) "Non-party campaigners: UK Parliamentary general elections". <https://www.electoralcommission.org.uk/non-party-campaigners-uk-parliamentary-general-elections> (last updated May 2024)