



## **Kendal Snowsports Club - Campaigning Policy**

We recognise that campaigning and political activity can be legitimate and valuable activities for charities to undertake, but we will only undertake campaigning that falls within the remit of our charitable activities.

### **How We Will Campaign**

Where carrying out political activity is the best way for the trustees to support the charity's purposes, we may focus at least some of our resources on this for a period of time, but not to the extent this is or will become the reason for the charity's existence.

We may campaign for a change in the law, policy or decisions, where such change would support the charity's purposes, or to ensure that existing laws are observed.

We will at all times remain independent and ensure that any involvement we have with political parties is balanced, and will not support or fund a political party, candidate or politician. We may support specific policies advocated by political parties if it would help us achieve our charitable purposes. However, we will not allow the charity to be used as a vehicle for the expression of the political views of any individual trustee or staff member.

We believe in the democratic right of charities and others to peaceful protest. However, we would neither encourage nor condone any activity that broke the law or caused significant distress or harm to individuals or placed those carrying out the protest at risk of harm to themselves.

### **Risk Management**

To mitigate risk, we will ensure that:

- In any decision they make, when considering campaigning and political activity, the trustees will carefully weigh up the possible benefits against the costs and risks, before deciding whether the campaign is likely to be an effective way of furthering or supporting our purpose.
- If the use of emotive or controversial material was necessary, we may do so, where this would be both lawful and justifiable in the context of the campaign, but;
  - We would ensure that this is factually accurate and has a legitimate evidence base.

Moreover, we will not only ensure that any campaigning is not politicised, but also that this is clearly perceived to be the case, by erring on the side of caution and ensuring that the style, tone and wording conveys this appropriately.

## Exclusions

This policy applies to all campaigning activity, in the UK or overseas. This does not include fundraising campaigns, in terms of the commonly understood (non-political) meaning of this.

## Regulatory Compliance

Charity Commission 9 details the requirements for campaigning and undertaking political activity for charities.

When campaigning, we will comply not only with charity law, but other civil and criminal laws that may apply and, if applicable, the Code of the Advertising Standards Authority.

Although campaigning in elections is very unlikely, the trustees will be mindful of the Electoral Commission guidance to non-party campaigners.

## Version Control - Approval and Review

| Version No | Approved By | Approval Date | Main Changes           | Review Period |
|------------|-------------|---------------|------------------------|---------------|
| V001       | Committee   | Apr 24        | Initial draft approved | Annually      |
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|            |             |               |                        |               |