

CRESCONOVA ACADEMY
CAMPAIGNS AND POLITICAL ACTIVITY POLICY

Version control

Date	Action	Next review
	New policy	
	Policy reviewed and approved by Board	

1. Purpose

- 1.1 Cresconova exists to deliver educational programmes and enrichment activities and is independent of any political party or candidate.
- 1.2 This policy sets out Cresconova’s approach to campaigns and political activity and is intended to ensure that any such activity is lawful, appropriate, and consistent with Cresconova’s purposes and values.

2. Scope

- 2.1 This policy applies to all trustees, employees, contractors and volunteers acting on behalf of Cresconova.
- 2.2 It covers activities carried out in Cresconova’s name, using Cresconova resources, or where an individual may reasonably be perceived as representing Cresconova.

3. Core Principles

- 3.1 Cresconova is non-party political and does not support or oppose any political party, political movement or candidate for public office.
- 3.2 Cresconova may engage in issue-based campaigning where this furthers its educational purposes and is in the public interest.
- 3.3 Any campaigning or political activity undertaken by Cresconova must be evidence-based, balanced in tone, proportionate, and consistent with Cresconova’s charitable or organisational objectives.

4. Permitted Activities

- 4.1 Cresconova may engage in activities intended to inform or contribute to public discussion on matters connected with education, learning, innovation or child development.
- 4.2 This may include responding to public consultations or inquiries, producing research or educational materials, and engaging with policymakers or public bodies to explain Cresconova's work and experience.
- 4.3 All such activity must remain issue-focused and must not be designed to influence support for a particular political party or candidate.

5. Prohibited Activities

- 5.1 Cresconova must not engage in party-political activity and must not support, oppose or promote any political party, candidate or elected representative.
- 5.2 Cresconova must not make political donations or permit its name, branding, resources or platforms to be used for party-political purposes.
- 5.3 Cresconova must not act in a way that could reasonably give the impression that it is politically aligned beyond its educational aims.

6. Personal Political Activity

- 6.1 Individuals involved with Cresconova remain free to participate in political activity in a personal capacity.
- 6.2 When doing so, they must make clear that they are acting personally and not on behalf of Cresconova, and must not use Cresconova's name, branding, resources or confidential information.

7. Approval and Oversight

- 7.1 Any campaigning or political activity undertaken on behalf of Cresconova must be approved in advance by the Chief Creative Officer or another individual authorised by the trustees.
- 7.2 Activity that is high-profile, sensitive or potentially controversial must be escalated to the trustees for consideration.
- 7.3 Cresconova will maintain appropriate records of significant campaigning activity, including the rationale for undertaking it.

8. Learners, Neutrality and Safeguarding

- 8.1 Cresconova works with children and young people and is committed to providing a politically neutral learning environment.
- 8.2 Cresconova will not use its programmes, events or educational materials to promote political viewpoints or to seek to influence learners' political opinions.

9. Compliance

- 9.1 Cresconova will ensure that all campaigning and political activity complies with applicable law, relevant regulatory or Charity Commission guidance (where applicable), and this policy.
- 9.2 Any breach of this policy may be addressed in accordance with Cresconova's internal procedures.

10. Review

- 10.1 This policy will be reviewed periodically by the trustees of Cresconova and updated as necessary to reflect changes in law, guidance or organisational practice.