

General Election 2024 campaigning pack

With a General Election taking place on Thursday 4 July, we have a brilliant opportunity to ensure unpaid carers are at the heart of the campaign over the coming weeks.

It is essential that the next Government understands the challenges carers are facing, and the upcoming election provides a real opportunity to ask all political parties to commit to significant and meaningful policies to transform carers' lives.

We have created this campaign toolkit to help you and thousands of other carers to raise your voice before polling day. It contains links and resources for you to use to get involved with the wider campaign we are running.

This pack contains the following information:

- [Our manifesto for unpaid carers](#)
- [Our open letter to the future Prime Minister](#)
- [How to contact your local candidates](#)
- [How to find out who your local candidates are](#)
- [Opportunities to support our campaign on social media](#)
- [Information about registering to vote](#)

If you have any questions about our campaign, please contact policy@carersuk.org

Our manifesto for unpaid carers:

In April, Carers UK published our **manifesto for carers**, calling on all political parties to commit to do much more to ensure that every carer has the financial, practical and workplace support they need over the next five years and beyond, if they form the next Government.

Through our engagement with thousands of unpaid carers and our wider research and policy work, Carers UK has identified specific policies that we think would transform the lives of millions of carers, including:

1. Reform of Carer's Allowance and other social security payments for carers.
2. A new, ambitious and funded cross Government National Carers Strategy.
3. Investment in carers' breaks and respite services, and new rights to take a break for all carers.
4. Making the NHS the most carer-friendly health service in the world, with new rights and practical support.
5. Introducing a right to two weeks of paid Carer's Leave for working carers.
6. Recognising caring as the 10th protected characteristic under the Equality Act 2010.
7. Providing sustainable funding and investment in social care services.
8. Supporting carers to manage their health and wellbeing.

[Read our manifesto in full](#)

[Download a summary version to print off and give to candidates on the doorstep!](#)

Sign our open letter to the future Prime Minister:

To raise awareness of our campaign, we are organising an [open letter to the future Prime Minister](#). We will deliver this letter to 10 Downing Street following the election.

Please add your name to the letter and join the thousands of people who have already done so. Please also share it widely with your family and friends, colleagues, and any carers that you know so that they can also add their name!

[Click here to sign our open letter to the future Prime Minister!](#)

Contact your local candidates before polling day:

We have created a [campaign action](#) so that you can write directly to the local candidates who are standing to be your MP in the upcoming Westminster General Election on 4 July.

We have provided a template letter for you to send, which you can add your own personal experience of caring to before sending it.

[Click here to write to your local candidates about our campaign!](#)

Find out who your local candidates are:

The website (see link below) allows you to enter your postcode and find out who is standing to be your MP in your constituency at the upcoming Westminster General Election on 4 July.

[Find out who your local candidates are here](#)

Support our campaign on social media:

If you would like to support our #GeneralElection campaign on social media, please find some suggested tweets below. Make sure you are following @CarersUK on X: <https://x.com/CarersUK>

[You can download graphics to use on social media here](#)

- *Carers' support is worth £162bn a year, equivalent to a second NHS. Yet, many carers aren't recognised or supported. All parties need to prioritise carers ahead of the #GeneralElection. Sign @CarersUK open letter and have your voice heard by the future PM. <https://go.carersuk.org/446hgcr>*

- 1.5m people provide 50+ hours of unpaid care each week, without which our health & care systems would collapse. The next Gov't must invest in social care so everyone can access the support they need. Sign @CarersUK open letter ahead of the #GeneralElection <https://go.carersuk.org/446hgcr>
 - Without changes to the support carers receive, more people will reach breaking-point with huge implications for those they care for, the NHS, social care & society as a whole. Sign @CarersUK open letter to the future PM ahead of the #GeneralElection today: <https://go.carersuk.org/3UH7uKI>
 - Whichever party forms the next Government must do much more to support unpaid carers. Sign @CarersUK open letter to the future Prime Minister ahead of the #GeneralElection and help make life better for carers. 🗨️ Sign here: <https://go.carersuk.org/3UH7uKI>
 - Do you feel the financial support you need as an unpaid carer should be improved? Sign @CarersUK open letter to ask the next Government to make reforming Carer's Allowance a priority. #GeneralElection 🗨️ <https://go.carersuk.org/3UH7uKI>
 - More needs to be done to support unpaid carers. @CarersUK is calling on the next Government to urgently reform support for unpaid carers. Sign their open letter ahead of the #GeneralElection here: <https://go.carersuk.org/3UH7uKI>
 - All candidates standing at the upcoming #GeneralElection need to understand the challenges unpaid carers are currently facing and the support they need in future. Write to your local candidates today and ask them to prioritise carers! 🗨️ <https://action.carersuk.org/page/150746/action/1>
 - Do you think that unpaid carers need more support? Write to your local candidates today and ask that they make supporting carers a priority if they are elected as your MP at the #GeneralElection on 4 July 🗨️ <https://action.carersuk.org/page/150746/action/1>
 - Without increased support, more carers will reach breaking-point with huge implications for those they care for, the NHS, social care & society as a whole. Ask your local candidates for the #GeneralElection to make supporting carers a priority. 🗨️ <https://action.carersuk.org/page/150746/action/1>
 - I've just downloaded the campaign pack that @CarersUK has created to help unpaid carers raise their voice ahead of the #GeneralElection on 4 July. It includes tips for engaging with candidates and information about registering to vote. Download the pack here: <http://www.carersuk.org/generalelection2024>
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A4 signs to print off and use on social media:

Would you like to send a message to the future Prime Minister? We have created some A4 signs with our key campaign messages on them that you can print off at home. Please take a picture of yourself holding one up and then post it on social media!

You can download and print the signs here

Post your image on social media using #unpaidcarer and remember to tag @CarersUK!

Below, you will find a suggested tweet to use when sharing your picture:

I am an #unpaidcarer. My message to @RishiSunak, @Keir_Starmar and @EdwardJDavey is that I and millions of other carers urgently need more support. Back @CarersUK's campaign ahead of the #GeneralElection on 4 July and help make life better for carers! <https://www.carersuk.org/news-and-campaigns/general-election-2024/>

Ideas for raising issues with candidates:

During the campaigning period in the run up to the General Election, candidates and their parties are keen to get out and about. It's an excellent time to ask them some key questions about what they will do for carers if they are successful in being elected to parliament.

You might find candidates:

- Knocking on doors to canvas votes
- On the streets asking for views
- Stalls at markets, festivals or other community events
- Telephone canvassers on behalf of the candidate
- Local hustings or events involving candidates

You may only get a few minutes of time with someone, so have your questions ready! We have provided some suggestions below.

What can you do when engaging with local candidates?

- Ask them what their party is pledging to do for unpaid carers.
 - Tell them that you are an unpaid carer and explain what your caring experience is like.
 - Ask them if they (or anyone they know) provides unpaid care for a family member or friend.
 - Explain that carers save the state billions a year, but urgently need more support.
 - Tell them about the policies we have set out in our [manifesto for carers](#).
 - Ask them to get in contact with Carers UK if they are elected as your MP (policy@carersuk.org).
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Register to vote:

If you haven't done so already, you will need to register before midnight on **18 June 2024** to vote in person on 4 July 2024.

- You can register to vote here: <https://www.gov.uk/register-to-vote>
- Check what ID you need: <https://www.gov.uk/how-to-vote/photo-id-youll-need>

The deadline to **apply for a postal vote** in the Parliamentary general election is 5pm on Wednesday 19 June. You must also be registered to vote by 11:59pm on Tuesday 18 June. You can apply for a postal vote here: <https://www.gov.uk/apply-postal-vote>

You can also **apply to vote by proxy on behalf** of someone else:
<https://www.gov.uk/how-to-vote/voting-as-proxy-for-someone-else>

A step-by-step easy read guide to **registering to vote for people with a learning disability** is also available here:
<https://assets.publishing.service.gov.uk/media/5bfc10fb40f0b65b14fc6605/Easy-Read-Guide-to-Registering-to-Vote.pdf>

The Electoral Commission has also produced **advice for care home staff in England and Wales on supporting residents to register to vote**, and similar advice for [care home staff in Scotland](#).

The Electoral Commission has also produced **assisted applications guidance which sets out what one person can do to help another to register**. This can be found [here for England and Wales](#) and [here for Scotland](#).

Contact your local Electoral Registration Office if you have a question about registering to vote: <https://www.gov.uk/contact-electoral-registration-office>
