



**POLLING  
STATION**



Later Life Ambitions

**2026 Elections**

**Members' toolkit**

## Introduction

**Later Life Ambitions (LLA)** is determined to ensure that the voice of people in later life is heard during the elections taking place across much of the United Kingdom on 7 May 2026.

These elections will determine the composition of the Scottish Parliament, Senedd Cymru (Welsh Parliament), and local authorities across much of England. Decisions taken at these levels of government have a direct and lasting impact on the lives of older people, particularly in areas such as social care, housing, transport and local services.

Our *Budget for Later Life* – launched in Parliament in October 2025 – sets out LLA's vision for a fairer and more sustainable future for the almost 14 million people in later life across the UK. It builds on our previous manifesto and outlines practical, deliverable solutions to the challenges facing an ageing population.

LLA is a joint initiative of the **Civil Service Pensioners' Alliance (CSPA)**, the **National Association of Retired Police Officers (NARPO)** and the **National Federation of Occupational Pensioners (NFOP)**, supported by the **Prison Officers' Association (POA)**. Together, LLA represents the collective voice of over 250,000 older people across the UK.

LLA requires bold and forward-looking action from political leaders at all levels to address these challenges. By 2030, there will be almost 13 million people in later life. The issues we face today will also impact on future generations unless today's policymakers are willing to confront the challenges now.

This user-friendly toolkit has been created to help LLA partners' and supporters' members communicate with their local candidates. It includes guidance on how to find out who candidates are, how to contact them and tips on what to say.

## Context: Elections on 7 May 2026

Elections will take place across much of Great Britain on 7 May 2026. These will cover the Scottish Parliament, Senedd Cymru (Welsh Parliament), and 136 local authorities in England, including all 32 London boroughs.

These elections are important opportunities to engage with candidates and parties on the issues that matter most to people in later life. Many of the decisions that affect older people – particularly in relation to social care, housing, transport and local services – are made at devolved or local level.

### Scottish Parliament

Voters across Scotland will elect 129 Members of the Scottish Parliament (MSPs).

Elections use a mixed electoral system, combining constituency MSPs with additional regional members elected using proportional representation.

As a result, there will be multiple candidates standing in each area, and voters are represented by both a constituency MSP and several regional MSPs.

The Scottish Parliament has significant responsibility for policy areas that directly affect older people, including health and social care, housing, transport and aspects of taxation. This makes engagement with candidates particularly important.

### Senedd Cymru (Welsh Parliament)

From 2026, the Senedd Cymru will consist of 96 Members of the Senedd (MSs) elected using a new proportional representation system.

Wales will be divided into larger constituencies, each electing multiple Members. This means that there will be several candidates standing in each constituency, and voters will be represented by multiple Members once elected. You can find out more about the boundary changes here: <https://senedd.wales/senedd-election-2026/what-is-my-constituency/>.

The Senedd has responsibility for key areas affecting older people, including health and social care, housing, transport and local government. The changes to the electoral system increase the number of representatives and opportunities for engagement.

### English local elections

Local elections will take place across much – but not all – of England on 7 May 2026.

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A total of 5,014 council seats will be contested across 136 local authorities, including London boroughs, metropolitan boroughs, unitary authorities, county councils and district councils. Elections will also take place for six directly elected mayors.

Local authorities operate different electoral cycles. In some areas, all councillors are elected at once, while in others elections take place by thirds or by halves, meaning only a proportion of seats are contested at each election.

Most council wards elect more than one councillor, meaning there will typically be multiple candidates standing in each ward.

Local authorities are responsible for delivering a wide range of services that are essential to people in later life, including adult social care, housing, local transport and public health.

Councillors and mayors play a key role in shaping and delivering these services, as well as advocating for their communities at a local and national level.

## *The Budget for Later Life*

The LLA [\*Budget for Later Life\*](#) sets out what is needed to deliver a fair and sustainable deal for older people.

It was launched amidst successful media coverage in Parliament last October, with the endorsement of broadcaster Sue Cook. Since then, it has guided LLA's policy direction and influenced meetings with public officeholders across the UK. It complements and updates many of the asks made in LLA's 2023 [\*Pensioners' Manifesto\*](#).

LLA is calling on decision-makers at national, devolved and local level to support the following priorities:

1. Protecting the State Pension, including maintaining the triple lock and ensuring it keeps pace with the cost of living
2. Reducing the tax burden on pensions, including addressing fiscal drag and protecting tax-free savings
3. Tackling the gender pension gap, including better support for carers and low-paid workers
4. Supporting older people in the workplace, including tackling age discrimination and improving access to flexible working and retraining
5. Introducing a Minimum Income Guarantee to ensure everyone in later life can afford the essentials
6. Widening access to public transport, including protecting concessionary schemes and improving accessibility
7. Making housing safe, secure, accessible and adaptable, including building to accessible standards and supporting home adaptations
8. Supporting health and social care, including sustainable funding, workforce investment and better integration with health services

Together, these measures form a joined-up approach to ensuring that people can live independent, secure and fulfilling lives in later life.

## How you can help

### 1. Find out who your local candidates are

Candidates standing in the Scottish Parliament, Senedd Cymru and English local elections can be found on the following website: <https://whocanivotefor.co.uk/>.

You can also check your local council or devolved parliament website, which is likely to publish a list of candidates.

A list of all areas holding elections is provided at the end of this toolkit.

### 2. Write to your local candidates

It is important to write to all candidates in your area, regardless of political party. Email addresses for candidates can usually be found on their websites. If contact details are not available, you may be able to contact them via social media or through their party's local office.

When writing, you should ask candidates how they will support people in later life and whether they will back the priorities set out in the *Budget for Later Life*.

### 3. Seek a meeting with candidates

In addition to writing, you may wish to arrange a meeting with candidates in your area.

Meeting candidates in person can be particularly effective, as it allows you to explain your personal experience and highlight why these issues matter.

If you secure a meeting:

- Talk about your own experiences
- Explain how the Budget for Later Life would improve outcomes
- Ask what action they will take if elected

### 4. Attend local events and debates

Hustings and campaign events provide an opportunity to hear directly from candidates and ask questions.

If you are able to attend, you may wish to ask:

- What do you see as the main challenges facing older people?
- How will you improve access to social care and support?
- What action will you take on housing and transport?
- How will you ensure older people are not excluded as services become more digital?

## 5. Follow up with the winner

Engagement with the successful candidate(s) once they have been voted into office is key to cementing a budding relationship.

A short, courteous note – irrespective of personal politics – congratulating them on a successful campaign is not only thoughtful, but also helps keep LLA's campaign fresh in the officeholder's mind.

## 6. Inform Later Life Ambitions of your engagement

Please let us know about any engagement you have with candidates.

You can email [laterlife@connectpa.co.uk](mailto:laterlife@connectpa.co.uk). We would also welcome photos and feedback from meetings or events.

## Template correspondence

The following templates have been designed to be sent to all candidates in your constituency either by email or by post as a letter. The sections highlighted in yellow should be filled in with your details.

### Scottish Parliament

Dear **[insert name of candidate]**,

I am a resident of **[your location]** writing ahead of the Scottish Parliament elections on 7 May 2026 to ask how you will support people in later life if elected.

I am a supporter of the Later Life Ambitions campaign, a joint initiative of the Civil Service Pensioners' Alliance, the National Association of Retired Police Officers and the National Federation of Occupational Pensioners, supported by the Prison Officers' Association, representing over 250,000 older people across the UK.

Through our [Budget for Later Life](#), we are calling for action to ensure people can live with security, dignity and independence as they age.

As a Member of the Scottish Parliament, you would play an important role in shaping policy on issues that directly affect older people, including social care, housing, transport and public health.

I would therefore like to ask whether you will support the following priorities:

1. Protecting the State Pension
2. Tackling pensioner poverty through a Minimum Income Guarantee
3. Addressing unfair taxation on pensions
4. Tackling the gender pension gap
5. Supporting older people in the workplace
6. Improving transport accessibility
7. Ensuring suitable housing for later life
8. Delivering sustainable, high-quality social care

I would appreciate your response to the issues outlined above.

Yours sincerely,

**[Name, address, LLA partner/supporter organisation]**



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## Senedd Cymru (Welsh Parliament)

Dear [insert name of candidate],

I am a resident of [your location] writing ahead of the Senedd Cymru elections on 7 May 2026 to ask how you will support people in later life if elected.

I am a supporter of the Later Life Ambitions campaign, a joint initiative of the Civil Service Pensioners' Alliance, the National Association of Retired Police Officers and the National Federation of Occupational Pensioners, supported by the Prison Officers' Association, representing over 250,000 older people across the UK.

Through our [Budget for Later Life](#), we are calling for action to ensure people can live with security, dignity and independence as they age.

As a Member of Senedd Cymru, you would play an important role in shaping policy on issues that directly affect older people, including social care, housing, transport and public health.

I would therefore like to ask whether you will support the following priorities:

1. Protecting the State Pension
2. Tackling pensioner poverty through a Minimum Income Guarantee
3. Addressing unfair taxation on pensions
4. Tackling the gender pension gap
5. Supporting older people in the workplace
6. Improving transport accessibility
7. Ensuring suitable housing for later life
8. Delivering sustainable, high-quality social care

I would appreciate your response to the issues outlined above.

Yours sincerely,

[Name, address, LLA partner/supporter organisation]

## English local authorities

Dear [insert name of candidate],

I am a resident of [your location] writing ahead of the local elections on 7 May 2026 to ask how you will support people in later life if elected.

I am a member of Later Life Ambitions, a joint initiative of the Civil Service Pensioners' Alliance, the National Association of Retired Police Officers and the National Federation of Occupational Pensioners, supported by the Prison Officers' Association, representing over 250,000 older people across the UK.

While some of the issues affecting older people are set nationally, local authorities play a vital role in delivering services, supporting communities and addressing the challenges faced by older residents.

Through our [Budget for Later Life](#), we are calling for action across a range of areas.

At a local level, I would like to ask how you will support:

- Access to high-quality social care
- Suitable and accessible housing
- Affordable and accessible local transport
- Reducing isolation and digital exclusion

I would also welcome your views on how you will support and advocate for wider national priorities, including:

- Protecting the State Pension
- Fair taxation of pensions

I would appreciate your response to the issues outlined above.

Yours sincerely,

[Name, address, LLA partner/supporter organisation]

## Engaging with the press and social media

Engaging with the press and using social media are effective ways to highlight the issues facing older people and to raise awareness of the priorities set out in the LLA *Budget for Later Life*.

Sharing your views publicly can help encourage candidates to consider the needs of older people and demonstrate that these issues matter to voters.

You may wish to share posts on platforms such as X (formerly Twitter), Facebook, Instagram or LinkedIn, particularly if you are discussing the elections or issues affecting people in later life.

If possible, you may also wish to include a link to the Later Life Ambitions website so that others can read more about the Budget for Later Life and the priorities being put forward.

The LLA website can be found at [www.laterlifeambitions.co.uk](http://www.laterlifeambitions.co.uk).

### Engaging with the press

Local newspapers, community newsletters and online news sites remain powerful ways to raise awareness of the issues facing people in later life.

Writing a letter to the editor is often a straightforward way to share your views and highlight the priorities set out in the *Budget for Later Life*.

When writing to your local newspaper you may wish to:

- Refer to the upcoming elections and why the issues affecting older people matter in your community
- Highlight one or two of the priorities set out in the Budget for Later Life
- Share your own experiences of the challenges facing people in later life

Personal experiences can help illustrate why action is needed to ensure people can live securely, independently and with dignity in later life.

### Using social media

Social media is a useful way to highlight the issues facing people in later life and show support for the priorities set out by LLA.

You can share posts on platforms such as X (formerly Twitter), Facebook, Instagram or LinkedIn. On X, you can tag LLA using @laterlives.

## X (formerly Twitter) examples

- I'm supporting @laterlives *Budget for Later Life* to make sure the voices of older people are heard in the 2026 elections.
- Ahead of the elections on 7 May 2026, candidates should commit to supporting people in later life. #Elections2026
- I stand with @laterlives in calling for action on pensions, housing, transport and social care to ensure a fair deal for people in later life.
- Older people deserve financial security and independence in later life. I'm supporting the priorities set out in the Budget for Later Life.

## Facebook, Instagram or LinkedIn examples

- With elections taking place on 7 May 2026, I hope candidates will take the needs of older people seriously. Later Life Ambitions has set out a Budget for Later Life with practical proposals on pensions, housing, transport and social care to help people live securely and independently as they age. You can read more about their priorities here: <https://www.laterlifeambitions.co.uk/>.
- I support the work of Later Life Ambitions, which represents more than 250,000 older people across the UK through the Civil Service Pensioners' Alliance, the National Association of Retired Police Officers and the National Federation of Occupational Pensioners. Their Budget for Later Life sets out important priorities to ensure people can live with dignity and security in later life. Find out more here: <https://www.laterlifeambitions.co.uk/>.
- As our population ages, it is important that policymakers think carefully about the needs of older people. Later Life Ambitions has published a Budget for Later Life setting out proposals on pensions, housing, social care and transport. I hope candidates standing in the upcoming elections will consider these priorities. More information can be found here: <https://www.laterlifeambitions.co.uk/>.
- People in later life make an enormous contribution to their families, communities and the wider economy. I hope candidates standing in the elections on 7 May will listen to the voices of older people and support the priorities set out in Later Life Ambitions' Budget for Later Life. You can read more here: <https://www.laterlifeambitions.co.uk/>.

## After the elections

Following the elections on 7 May 2026, you may wish to write to newly elected representatives in your area.

Congratulating newly elected representatives and introducing the work of LLA can help build positive relationships and ensure that the priorities of older people are recognised early in their term of office.

Below are example letters that you may wish to adapt.

### Scottish Parliament

Dear [MSP name],

Congratulations on your election to the Scottish Parliament.

I am writing as a resident of [your location] and supporter of Later Life Ambitions, a joint initiative of the Civil Service Pensioners' Alliance, the National Association of Retired Police Officers and the National Federation of Occupational Pensioners, supported by the Prison Officers' Association. Together, we represent the voices of over 250,000 older people across the UK.

Later Life Ambitions has recently published a [Budget for Later Life](#), which sets out several priorities aimed at ensuring people can live securely, independently and with dignity as they age.

Many of these issues – including social care, housing and transport – are areas where the Scottish Parliament plays an important role.

I hope you will take these priorities into account in your work as a Member of the Scottish Parliament and would welcome the opportunity to discuss them further.

Yours sincerely,

[Name, address, LLA partner/supporter organisation]

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## Senedd Cymru (Welsh Parliament)

Dear [MS name],

Congratulations on your election to Senedd Cymru.

I am writing as a resident of [your location] and supporter of Later Life Ambitions, a joint initiative of the Civil Service Pensioners' Alliance, the National Association of Retired Police Officers and the National Federation of Occupational Pensioners, supported by the Prison Officers' Association. Together, we represent over 250,000 older people across the UK.

Later Life Ambitions has recently published a [\*Budget for Later Life\*](#), which outlines several priorities to ensure people can live securely and independently in later life.

As a Member of the Senedd, you will help shape policy in key areas affecting older people, including health and social care, housing and transport.

I hope you will take these priorities into account in your work and would welcome the opportunity to discuss them further.

Yours sincerely,

[Name, address, LLA partner/supporter organisation]

## English local authorities

Dear Cllr [name],

Congratulations on your election to [name of council].

I am writing as a resident of [your location] and supporter of Later Life Ambitions, a joint initiative of the Civil Service Pensioners' Alliance, the National Association of Retired Police Officers and the National Federation of Occupational Pensioners, supported by the Prison Officers' Association.

Later Life Ambitions represents the voices of over 250,000 older people across the UK and has recently published a [Budget for Later Life](#), setting out priorities to ensure people can live securely, independently and with dignity as they age.

Local authorities play an important role in many of the areas that affect people in later life, including social care, housing, local transport and community services.

I hope you will consider these priorities in your work as a councillor and would welcome the opportunity to discuss them further.

Yours sincerely,

[Name, address, LLA partner/supporter organisation]

## Inviting your representative(s) to meet members

You may also wish to invite your newly elected representative(s) to attend a meeting of your local group or branch.

This can provide an opportunity for them to hear directly from members about the issues affecting people in later life and to discuss the priorities set out in the *Budget for Later Life*.

Local meetings can help representatives better understand the experiences of older people in their communities and the challenges they face. They also provide an opportunity to build a constructive relationship with your representative early in their term of office.

If you choose to invite them to a meeting, you may wish to:

- Explain briefly what your local group or branch does
- Outline the key priorities set out in the Budget for Later Life
- Offer a short opportunity for them to speak and answer questions from members

After the meeting, it can be helpful to follow up with a short message thanking them for attending and for taking the time to discuss issues affecting people in later life.



## Appendix: Where are elections being held?

### Scotland

- Scottish Parliament (all seats)

### Wales

- Senedd Cymru (all seats)

### England

#### London boroughs (all seats)

- Barking and Dagenham
- Barnet
- Bexley
- Brent
- Bromley
- Camden
- Croydon
- Ealing
- Enfield
- Greenwich
- Hackney
- Hammersmith and Fulham
- Haringey
- Harrow
- Havering
- Hillingdon
- Hounslow
- Islington
- Kensington and Chelsea
- Kingston upon Thames
- Lambeth
- Lewisham
- Merton
- Newham
- Redbridge
- Richmond upon Thames
- Southwark
- Sutton
- Tower Hamlets
- Waltham Forest
- Wandsworth

- Westminster

## Metropolitan boroughs (all seats)

- Birmingham
- Bradford
- Calderdale
- Coventry
- Gateshead
- Kirklees
- Newcastle upon Tyne
- Sandwell
- Sefton
- Solihull
- South Tyneside
- St Helens
- Sunderland
- Wakefield
- Walsall

## Metropolitan boroughs (third of seats)

- Bolton
- Bury
- Dudley
- Knowsley
- Leeds
- Manchester
- North Tyneside
- Oldham
- Rochdale
- Salford
- Sheffield
- Stockport
- Tameside
- Trafford
- Wigan
- Wolverhampton

## Unitary authorities (all seats)

- East Surrey
- Isle of Wight
- Milton Keynes
- Swindon
- Thurrock

- West Surrey

### Unitary authorities (third of seats)

- Blackburn with Darwen
- Halton
- Hartlepool
- Hull
- North East Lincolnshire
- Peterborough
- Plymouth
- Portsmouth
- Reading
- Southampton
- Southend-on-Sea
- Wokingham

### Mayors

- Croydon
- Hackney
- Lewisham
- Newham
- Tower Hamlets
- Watford

### County councils (all seats)

- East Sussex
- Essex
- Hampshire
- Norfolk
- Suffolk
- West Sussex

### District councils (all seats)

- Huntingdonshire
- Newcastle-under-Lyme
- South Cambridgeshire

### District councils (half of seats)

- Adur
- Cheltenham
- Fareham
- Gosport
- Hastings

- Nuneaton and Bedworth
- Oxford

## District councils (third of seats)

- Basildon
- Basingstoke and Deane
- Brentwood
- Broxbourne
- Burnley
- Cambridge
- Cannock Chase
- Cherwell
- Chorley
- Colchester
- Crawley
- Eastleigh
- Epping Forest
- Exeter
- Harlow
- Hart
- Havant
- Hyndburn
- Ipswich
- Lincoln
- Norwich
- Pendle
- Preston
- Redditch
- Rochford
- Rugby
- Rushmoor
- St Albans
- Stevenage
- Tamworth
- Three Rivers
- Tunbridge Wells
- Watford
- Welwyn Hatfield
- West Lancashire
- West Oxfordshire
- Winchester
- Worthing



Later Life Ambitions

## About Later Life Ambitions

Later Life Ambitions (LLA) is a joint initiative of the Civil Service Pensioners' Alliance, the National Association of Retired Police Officers and the National Federation of Occupational Pensioners, supported by the Prison Officers' Association. Together, LLA represents over 250,000 older people across the UK and campaign for a fair deal for people in later life.

## Further information

More information about LLA can be found at:  
[www.laterlifeambitions.co.uk](http://www.laterlifeambitions.co.uk)

## Partners



## With the support of

