

Case Study — Creating manifestos for elections across the UK

Challenge

Forestry and wood processing is an important industry, both economically and environmentally, in all parts of the UK, but is at times low down the policy agenda – and rarely discussed during election campaigns.

Solution

PA Cooperative worked with trade body Confor and members in different parts of the UK to discuss how best to increase interest in, and understanding of, the industry during the pre-election period – and created short, informative and punchy manifestos. This included the first-ever manifesto by the forestry industry for an election in Northern Ireland, [The Future is Forestry: A Manifesto for Trees and Timber in Northern Ireland](#), and the latest manifesto, for the Scottish Parliament elections in May 2026.

Approach

The documents are typically eight pages and produced against a tight deadline with input from Confor members. They follow a clear and effective pattern: summarise the challenges, use facts and statistics to highlight the current position, utilise case studies to stress the importance and potential of the sector – and then lay down a simple plan to drive forward the industry. The Scottish manifesto for 2026 – Timber is the Future – can be viewed [here](#).

Impact & Media Coverage

The documents have always been well-received by the industry, and shared with all the main political parties – securing media coverage in the process. The first-ever Northern Ireland manifesto was especially well-received, with coverage in The Belfast Telegraph, BBC News and Ulster TV.

“PA Cooperative helped to produce an excellent and very clear election manifesto which put forestry and wood on the election map in Northern Ireland for the first time. The media coverage secured was excellent and our members were delighted – and they have a document which has a lifetime long beyond the elections to keep pushing the industry with politicians.”

Andy Leitch
Deputy Chief Executive, Confor