

West of England Combined Authority Mayoral Election
4th May 2017
Candidate Booklet Guide

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1. Summary

A booklet containing details of the West of England Combined Authority Mayor election process and political statements from the candidates wishing to appear in the booklet will be sent to every elector.

Candidates can choose to have their 'election address' in the booklet, for the cost of £1,500. An 'election address' is a campaign statement that a mayoral candidate makes to the electorate to persuade electors to vote for them.

All candidates' names will be listed in the booklet, whether or not they also choose to submit this optional 'election address'.

For those choosing to submit this address:

- Two versions should be submitted – a 'one-A5 page' and a 'two A5 page' version.
- The version included will depend on the number of candidates. More than 15 candidates mean one page per candidate.
- Candidates' election addresses must adhere to the instructions set out in the Combined Authorities (Mayoral Elections) Order 2017 and Combined Authority Returning Officer (CARO) instructions contained in this document.
- The format of the candidate election address must comply with the Combined Authority Returning Officer's requirements – including layout, margins and use of colour – so that it can be reproduced in the booklet. These requirements are set out in the format section below.
- Adherence to these instructions will be checked prior to acceptance of submission.

Queries about artwork for the booklet should be sent to:

electoral.candidates@bristol.gov.uk.

2. Overview

This guidance sets out the specific processes and procedures for candidates to follow to have their election address included in the Mayoral booklet. The advice is in accordance with The Combined Authorities (Mayoral Elections) Order 2017 (referred to as CAM Order 2017) and the relevant legislation is quoted.

The CAM Order 2017 requires the Combined Authority Returning Officer (CARO) to arrange for the production and delivery of a booklet to every registered voter. Bristol is the lead authority for the West of England Combined Authority elections and Stephen Hughes is the CARO overseeing the election.

This mayoral booklet will contain the 'election address' from all candidates who want to be included in it and have contributed to the production costs.

3. The legislation

Every effort has been made to ensure the accuracy of this guide. However the CARO can accept no responsibility for any consequence arising from any error or omissions in this guide. Candidates should always seek their own legal advice on matters of electoral law.

To see the original legislation, please go to www.legislation.gov.uk and input 'The Combined Authorities (Mayoral Elections) Order 2017'. The relevant excerpts are included in the appendix I below.

The CARO shall determine the form of the election booklet. As well as the election addresses, the booklet will also contain other useful information for voters from the CARO. This includes:

- An alphabetical list of all candidates (regardless of whether they have provided an election address)
- An explanation of the Supplementary Voting system
- Frequently asked questions
- A statement that the booklet has been published by the CARO
- The name and address of the CARO and those of the printer of the booklet.

Any election address which the CARO determines as not meeting the CAM Order 2017 will not be included in the booklet. The candidate will be informed as soon as possible, but depending on how close it is to the submission deadline, there may not be time for the candidate to provide an alternative election address. Early submission of the address is advised.

4. The election address content

The CAM Order 2017 determines what can and cannot be included in the election address for the booklet. The CARO has considered what might be appropriate

content in light of these regulations. Anything inappropriate will not be included in the booklet.

Each election address will be checked against The CAM Order 2017 by the CARO before proceeding.

The election address MUST contain:

- matters relating to the election only
- a statement that states it has been prepared by your election agent
- the name and address of your election agent
- the candidates name and address

- **An election address MUST NOT contain:**
 - any advertising material (other than material promoting the candidate as a candidate at the election),
 - any other material appearing to be included with a view to commercial gain
 - any material referring to any other candidate.
 - Any material that is obscene, indecent or offensive or which may be construed as incitement to commit a criminal act.

- **The election address MAY contain:**
 - If the candidate is the authorised party candidate of a political party or joint political party registered with the Electoral Commission, the candidate's nomination must be accompanied by a valid certificate (or certificates of authorisation for joint candidates) of authorisation by the nomination deadline 4pm on 4th April 2017. In this case:
 - Political party emblems can be used.
 - A party description or if you are standing for two or more parties a joint description can be used.
 - A photograph – provided you have submitted two identical photographs to the Returning Officer, one of which the candidate must have signed on the back

The Combined Authority Returning Officer has considered what might be appropriate content in light of the Order. Anything inappropriate will not be included in the booklet.

Take this as an opportunity to say what you stand for. Do not say that you are opposed to the policies of other parties that you name, or a specific candidate that you name or who can be recognised from your statement even though you may not name him or her.

If you refer to one political party and there is one candidate from that political party in the election, the inference is that you are referring to that individual candidate.

Below are some examples, where the election addresses would not be accepted i.e would be deemed to contravene the legislation.

This guide refers to what can and cannot be included in the mayoral address which is included in the booklet. For guidance on other election material see Electoral Commission CAM elections in England, [Guidance for candidates for guidance on other campaign material](#).

5. Format

The format of the election address may be determined by the candidate and may be a combination of words, pictures and artwork.

Candidates are required to produce two versions of their election address:

- A two A5 page version, and
- A one A5 page version

Two versions are required because if there are 15 or fewer candidates wishing to be included in the booklet, then the two-page version will be used. If there are more than 15 candidates, then the one-page version will be used.

The CARO will not know the number of candidates until after the submission deadline, and therefore requires both versions to be submitted. The appropriate one will be selected after the submission deadline and when the final number of candidates is known.

The election address must comply with typographical layout, margins, use of colour and other requirements determined by the CARO to facilitate production of the election address.

The CARO recommends practice for the election address artwork:

- National legibility guidelines suggest the font should be sans serif and a minimum of 12pt, although this is a matter for candidates/agents.
- 12mm margins for any copy.
- Avoid having text on top of images.
- Use a high contrast between text and background colour.

The election address artwork MUST:

- Be supplied as electronic version print-ready PDF file at 300dpi.
- All colours should be a CMYK mix, no spot colours to be used. Black text should use 100% pure black, ensure all fonts are embedded or outlined.
- Where images or colours run off the page edge, add 4mm bleed all the way around and crop marks.
- You must have copyright permission for use of any images, including photographs, illustrations and maps. Include credits where required.
- Any quotes or photos from a third party should be accompanied by a signed consent letter from that person to say they consent to their quote/photo being included in the address.

The election address may contain:

A photograph – provided you have submitted two photographs to the CARO, one of which you must have signed on the back

A party emblem and description – provided you have a certificate of authorisation issued by or on behalf of the Nominating Officer of the party (this must be received by the CARO before the deadline for the delivery of nomination papers).

The quality of the reproduction in the booklet will depend on the quality of the original artwork provided.

Please see examples provided for reference copies of the Bristol and Liverpool 2016 Mayoral booklets that were produced under the similar legislation.

6. Timetable

For those candidates wishing to include an address in the Mayoral Booklet, 4pm on 4th April is the absolute deadline for final submissions.

Candidates are strongly recommended to submit election address and artwork in good time before this deadline, so that in the event of the address content or artwork being rejected there is sufficient time to edit and re-submit before the deadline. Anything received after the 4pm deadline cannot legally be accepted for inclusion in the booklet.

By 8pm on 4th April, all accepted election addresses will be returned electronically to candidates/agents to check and correct if necessary the content of their election address for typographical errors. A hard copy will also be available at the lot drawing event on 5th April.

Candidates and agents have until 1pm on 5th April to sign off their artwork. For the avoidance of doubt, this proof-checking deadline is not an opportunity to submit new content that has missed the 4pm deadline on 4th April.

- Tues 28th March – candidates' submissions for the booklet can begin (after the publication of Notice of Election)
- On Tues 28th, Weds 29th, Thurs 30th, Fri 31st March and Mon 3rd April and Tues 4th April - candidates can make submissions for the booklet.
- 4th April (4pm) – Final date for election address submission for the booklet.
- 4th April (4pm) - deadline for receipt of payment.
- 4th April (by 8pm) - All election addresses will be returned (electronically) to candidates/agents to check and correct if necessary the content of their election address for typographical errors. Candidates must advise at the time of their submission the contact details to whom the proof should be sent to a for checking.
- 5th April between 12 noon and 1pm. The CARO, or Deputy CARO will hold the draw to determine the order in which candidates' addresses appear in the booklet. Candidates and their agents are invited to witness this.
- 5th April 12 noon - A hard copy proof of the candidate's election address will also be available for proof-checking by candidates and agents.
- 5th April 1pm – Deadline for candidates/agents to sign off their artwork prior to printing.

- 5 April – electronic version of the booklet will be available online
- 18th April - all registered electors to have received their booklet.

These deadlines are strict and non-negotiable. There is no leeway for any delay as this would result in failure to deliver the booklets in time for postal voters to be sufficiently informed about candidates before they vote.

Note - If the candidate or their agent fails to avail themselves of the opportunity to check the proof, the CARO may:

- Make such typographical corrections to the proof as appear to be appropriate
- Proceed with the printing and distribution of the election booklet without further reference to the candidate or their agent (without incurring any liability for any errors in the candidate's address).

7. Submission of the Election Address

Candidates must submit a hard copy of the two-page and one-page versions of the election address to the Combined Area Returning Officer (CARO) c/o Electoral Services, 5th floor, B Bond. This should be delivered along with the nomination papers.

The election address submission must also be provided via electronic copy. This can be via email to electoral.candidates@bristol.gov.uk or by memory stick or CD, delivered along with your hard copy to the CARO at B-Bond as above. This must be in print-ready pdf at 300dpi with crop marks and 4mm bleed. Colours must be CMYK mix and no spot colours used.

8. Costs

Each candidate who submits an election address for inclusion in the election booklet, MUST pay to the CARO £1,500 (the same for each candidate) by way of contribution towards the expenses incurred in respect of the printing of the election booklet. Please note that unlike the deposit, this payment is NOT refunded to candidates who achieve 5% of the vote.

The above payment MUST be made by no later than 4pm on 4th April to the CARO at B Bond. Payment can be made by cash or bankers draft only (made out to Bristol City Council) or by debit card. Any candidate who fails to make the payment by this timescale will not have their election address included in the booklet and a full refund will be paid.

A candidate shall be entitled to a full refund of any payment if the candidate has given notice of the withdrawal of his/her candidature before the last time for the withdrawal of candidates (no later than 4pm on 4th April 2017).

This £1,500 paid by a candidate in respect of the election booklet is taken to be an amount of election expenses incurred by the candidate in relation to the election.

The £1,500 will be returned if the submission is deemed by the Returning Officer to contravene regulations.

Candidates who have any questions regarding the Mayoral Candidate booklet, should contact Yvonne Dawes on electoral.candidates@bristol.gov.uk

If your query is in relation to the Combined Authority Mayor election directly, then please contact the Electoral Services Manager on 0117 9223400 or email electoral.candidates@bristol.gov.uk.

9. Combined Authority Mayor booklet lot-drawing event

The statutory lot-drawing for the Mayoral Election Booklet will be held on Wednesday 5th April, 12pm to 1pm. At this lot-drawing the CARO will determine the order in which candidate's statements appear in the statutory CAM election booklet which must be sent to every elector on the electoral roll. This will only apply to candidates who have been confirmed and have chosen to include a statement in the booklet. All candidates will also be listed alphabetically in the introduction of the booklet regardless of whether they have chosen to submit a statement.

This event will be open to candidates and their agents who have chosen to have an election address included. Candidates who do not have an election address included in the booklet are welcome to attend the venue, but will not be allowed into the lot drawing event itself. If you plan to attend please email electoral.candidates@bristol.gov.uk. Candidates are welcome to arrive from 11:30am , please arrive no later than 11:50am to ensure you can be signed in and reach the room for a prompt 12pm start..

The lot drawing will mark the first public confirmation of candidates for the election and at the event candidates will also have a final opportunity to review hard copies of their submissions for the booklet and make final typographical amendments before the 1pm deadline. These will also be provided electronically.

Appendix I- Excerpts from the Combined Authorities (Mayoral Elections) Order 2017
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SCHEDULE 5

Free delivery of election addresses

For the purposes of article 8 and this Schedule, an election address, in relation to a candidate, is a statement prepared by the candidate's election agent which complies with the provisions of paragraphs 3 and 4.

3.—(1) An election address must contain matter relating to the election only.

(2) In particular, an election address must not contain—

(a) any advertising material (other than material promoting the candidate as a candidate at the election),

(b) any other material appearing to be included with a view to commercial gain, or

(c) any material referring to any other candidate.

(3) An election address may include representations of the registered emblem, or (as the case may be) one of the registered emblems, of a registered political party if the address is prepared on behalf of an authorised party candidate.

(4) Where an election address is prepared on behalf of an authorised party candidate, the address may contain a description registered under section 28A or, if the description is registered for use by candidates of two or more parties, under section 28B of the Political Parties, Elections and Referendums Act 2000.

(5) In sub-paragraph (3) "authorised party candidate", in relation to a registered political party, means a candidate who has been authorised to use the emblem or description in question by a certificate—

(a) issued by or on behalf of the registered nominating officer of the party, and

(b) received by the combined authority returning officer before the last time for the delivery of nomination papers for the election.

(6) An election address must—

(a) contain a statement to the effect that it has been prepared by the candidate's election agent,

(b) give the name and address of the election agent, and

(c) subject to paragraph (7), give the name and address of the candidate on whose behalf it has been prepared.

(7) Where a candidate's home address has been withheld in accordance with rule 6(7) of Schedule 1 or Schedule 3, as the case may be, to this Order, the reference to the candidate's address shall be read as a reference to the information mentioned in rule 6(7)(b).

4.—(1) Subject to any requirements imposed by or under this paragraph, the format of a candidate's election address may be determined by the candidate (and, in particular, may consist of a combination of words, pictures and artwork).

(2) An election address must be printed on not more than two sides of A5 paper, but if such an address is printed on two sides of such paper—

(a) it must, when submitted to the combined authority returning officer for inclusion in the election booklet, be accompanied by a second version printed on a single side of such paper, and

(b) if the total number of candidates from whom election addresses have been accepted by the combined authority returning officer by the last time for delivery of nomination papers for the election exceeds 15, the version to be included in the election booklet shall be the second version.

(3) An election address must—

(a) comply with such requirements as to typographical layout, margins and use of colour as the combined authority returning officer may determine, and

(b) comply with such other requirements as he may determine with a view to facilitating its reproduction as a page or pages of the election booklet.

(4) An election address must, when submitted to the combined authority returning officer for inclusion in the election booklet, be accompanied—

(a) where the address is to contain a photograph of the candidate, by two identical copies of the photograph, of which one is signed on the back by the candidate, and

(b) in any case, by such copies of anything contained in the address as the combined authority returning officer may reasonably require in connection with the reproduction of the address.

5. For the purposes of this Schedule, the election booklet is a document prepared by the combined authority returning officer which contains the election addresses of all candidates who—

(a) desire their election addresses to be included in the booklet, and

(b) have submitted—

(i) those addresses, and

(ii) any additional material required under paragraph 4(4),

to the combined authority returning officer before the last time for the delivery of nomination papers for the election.

(2) If—

(a) it appears to the combined authority returning officer that any of the requirements of paragraphs 3 and 4 has not been complied with in relation to an election address, or

(b) a candidate fails to make the payment required by paragraph 8 in respect of an election address, the combined authority returning officer shall decline to include the address in the election booklet.

6.—(1) The order in which the candidates' election addresses appear in the election booklet shall be determined by lot drawn by the combined authority returning officer as soon as reasonably practicable after the last time for the delivery of nomination papers for the election.

(2) The election booklet may include, in addition to candidates' election addresses, a statement by the combined authority returning officer—

(a) explaining the nature and purpose of the election booklet,

(b) listing in alphabetical order, the names of all the candidates at the election (whether or not their election addresses are included in the booklet), and

(c) giving the date of the election and such other information about it as the combined authority returning officer may determine.

(3) The election booklet must—

(a) contain a statement that it has been published by the combined authority returning officer, and

(b) give the name and address of the combined authority returning officer and those of the printer of the booklet.

(4) Subject to sub-paragraphs (1) to (3), the form of the election booklet shall be determined by the combined authority returning officer.

(5) The election agent of each candidate whose election address has been accepted by the combined authority returning officer for inclusion in the booklet shall be given an opportunity to attend at a time and place notified to him by the combined authority returning officer in order to check, and submit to the combined authority returning officer typographical corrections to, the proof of the candidate's address.

(6) If the election agent of any such candidate fails to avail themselves of that opportunity, the combined authority returning officer may—

(a) make such typographical corrections to the proof as appear to him or her to be appropriate, and

(b) proceed with the printing and distribution of the election booklet without further reference to the candidate or his or her election agent (and without incurring any liability for any errors in the candidate's address).

(6) If the election agent of any such candidate fails to avail themselves of that opportunity, the combined authority returning officer may—

(a) make such typographical corrections to the proof as appear to him or her to be appropriate, and

(b) proceed with the printing and distribution of the election booklet without further reference to the candidate or his or her election agent (and without incurring any liability for any errors in the candidate's address)