

Factsheet 10

The Mayoral Address Booklet



YOUR LONDON. YOUR VOTE

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Before the elections on 1 May 2008, each of London's 5.5m voters will receive a booklet of Mayoral candidates' addresses, or 'mini-manifestos'. This will help them make an informed choice when casting their votes on 1 May 2008.

The Mayoral Address Booklet

The Mayoral Address Booklet contains Mayoral candidates' 'addresses' to the electorate, i.e. their pledges on what they would do if elected. Each of London's 5.5m electors will receive this booklet in time for election day, to help them choose who to vote for.

The booklet is A5-size and will contain a two-page spread on each candidate, or one page if there are more than 15 candidates.

All Mayoral candidates are entitled to put an address into the booklet. If they choose to, they have to pay £10,000 towards print and distribution. If a candidate chooses not to have an address in the booklet, his or her name will still be included in the list of candidates contained in the booklet.

The booklet will also contain lists of all the London Assembly candidates and details of how to vote. The booklet will be made available electronically on www.londonelects.org.uk as soon as it has been sent to print.

What can candidates say in the booklet?

Candidates can use their space in the booklet to set out the policies and plans they would put in place if they were elected as Mayor of London.

The Greater London Returning Officer (GLRO) checks each entry and has final say on what can and cannot be included. By law, candidates cannot refer to other

Mayoral or Assembly candidates or their policies and cannot use the booklet to advertise commercial or other interests. Text should not contain anything that appears to the GLRO "to be indecent, obscene or offensive; or... such that its publication or distribution would be likely to amount to the commission of an offence." (Greater London Authority Elections (Election Addresses) Order 2003).

Who is responsible for the booklet?

London Elects' communications team is responsible to the GLRO for producing the booklet. This includes:

- working with the Government on the laws surrounding the booklet
- gathering the information from the candidates, including photographs, text and contact details
- working with printers and delivery companies to make sure the booklet is produced and distributed on time and to the highest standards.

Each candidate is responsible for writing and designing their own manifesto. Apart from assisting the GLRO in checking each entry for legality, London Elects has no input on the content the candidates provide.

The booklet timetable

Preparations for the production of the Mayoral Address Booklet begin before the nomination period opens. A design agency, printer and distribution supplier are all contracted and London Elects prepares the voter information pages and designs the front cover and envelope.

Production of the booklet begins on 2 April when nominations close, the withdrawal period has ended and the GLRO publishes the confirmed list of candidates. The order of the candidates' addresses within the booklet is determined by drawing lots and the booklet is prepared for print.

The 5.5m copies of the booklet will be printed and distributed before election day on 1 May 2008.

An electronic copy of the booklet will be on the London Elects website as soon as it is produced. This will allow all voters to see the candidate information before they receive their booklet.

Postal voters' booklets

Registered postal voters will receive their ballot papers from 17 April onwards, depending on the arrangements at London's borough council election offices. Postal voters will be encouraged to vote as soon as they have received these papers, but can return their papers to their council up to the day of the election.

London Elects will dispatch postal voters' booklets as early as possible so they arrive before the ballot papers to ensure they have enough information to hand when casting their votes.

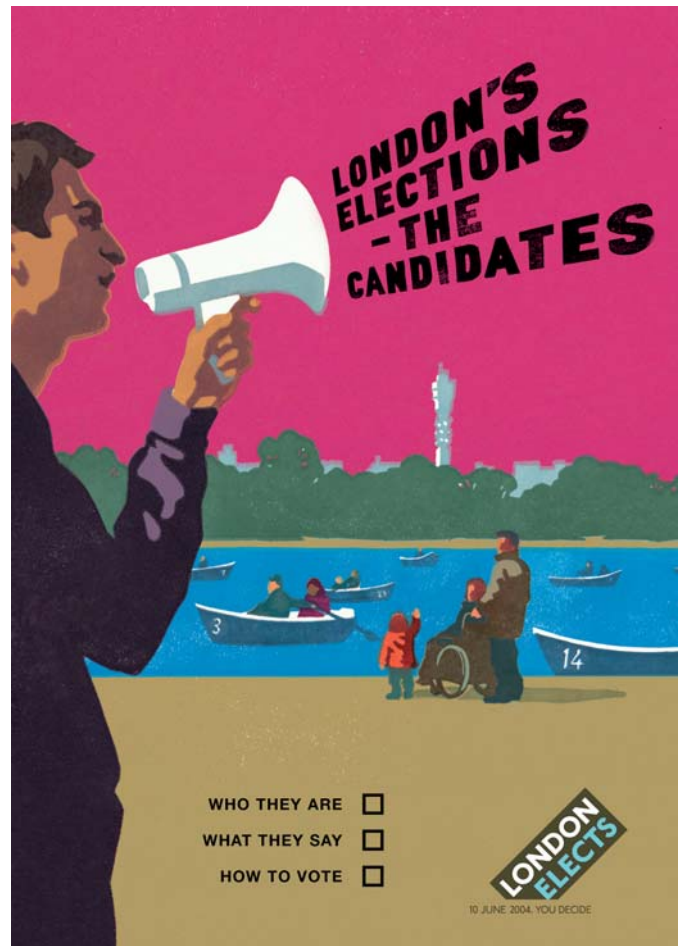
The cost of the booklet

The Mayoral Address Booklet for the 2004 election cost £1.3m. The cost of posting the booklet has increased since 2004 so the budget for the 2008 elections to print and deliver a booklet to each registered voter (5.5m) is £1.6m.

Most of this is paid for from the GLA's elections budget, although candidates wishing to have an address in the booklet must contribute £10,000 towards the cost. In the unlikely event of the cost being lower than the amount of money contributed by the candidates, the difference will be split equally and repaid to the candidates.

London Assembly Member candidates

There is currently no legislation in place to allow for the production of booklets for Assembly candidates, although the candidates' names will be listed in the Mayoral address booklet.



The 2004 Mayoral Address Booklet

Further references

Factsheet 2: London Elects

Factsheet 5: Becoming a candidate

The Mayoral Address Booklet:

www.londonelects.org.uk/info_for_candidates/the_mayoral_address_booklet.aspx

Standing for Mayor:

www.londonelects.org.uk/info_for_candidates/standing_for_mayor_of_london.aspx

www.londonelects.org.uk/resources/election_timetable.aspx

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