# Mayoral Election Address Booklet 2020: Guidance for candidates

This document is a guide for Mayor of London candidates and their agents, who wish to include an election address (a 'mini-manifesto' or candidate statement) in the Mayoral Election Address Booklet.

This guide should not be relied on as legally definitive. London Elects is not responsible for any errors or omissions it contains, or any act arising from them. If candidates or agents have any doubts about a particular point, they should consult the appropriate legislation and seek their own legal advice.

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# 1. About the Mayoral Election Address Booklet

#### 1.1 Introduction

The Greater London Returning Officer (GLRO) must produce a 'Mayoral Election Address Booklet' ("the Booklet") which contains a "mini-manifesto or candidate statement" ("**election address**") of any candidate for Mayor of London who wants to participate subject to payment of a fee. This booklet must be sent to all registered voters<sup>1</sup> who are eligible to vote in the Mayor of London & London Assembly elections on Thursday 7 May 2020.

The Booklet is designed to be a source of information for voters so that they can take part in the elections. It contains statutory information about the candidates standing for both the Mayor of London and for London Assembly seats and additional detail to support a clear understanding of what the elections are about, where and how to vote.

Each Mayoral candidate can add their own election address to the Booklet at a cost of £10,000. The fee is in addition to the £10,000 deposit for standing in the election.<sup>2</sup>

Candidates can use their election address to explain why they feel they should be elected, what they would do for London if they were elected and may include detail about specific policies.

There are strict guidelines around what can be included in the Booklet, particularly with regards the content of candidates' election addresses. Final content must be accepted by the GLRO as complying with the relevant legislation, referred to as "the 2003 Order". This document reflects these requirements. (Where we use the word "must" it is a legal requirement.)

This document provides full guidance for Mayoral candidates and their agents who wish to submit an address. The 2016 Booklet can be found here for reference <a href="https://www.londonelects.org.uk/booklet-2016">https://www.londonelects.org.uk/booklet-2016</a>

#### 1.2 Booklet contents

The Booklet must be A5-sized, and must comprise the following:

- a statement from the GLRO containing:
  - o the election date
  - o a statement of the nature and purpose of the Booklet
  - o a list of Mayoral candidates, in the order they will appear on the ballot paper
  - a list of the Constituency London Assembly Member candidates, appearing in alphabetical order by constituency and with the candidate names/parties appearing in the order they will appear on the ballot paper

<sup>&</sup>lt;sup>1</sup> As at the date of publication of the notice of election on 23 March 2020

<sup>&</sup>lt;sup>2</sup> By law this facility is not open to candidates for the London Assembly elections, constituency or London-wide List

<sup>&</sup>lt;sup>3</sup> Greater London Authority Elections (Election Addresses) Order 2003 (as amended) ('the 2003 Order'). This is Statutory Instrument No. 2003/ 1907.

- a list of London-wide Assembly Member candidates/parties, in the order they will appear on the ballot paper
- a statement that the Booklet is published by the GLRO, giving their name and address, and those of the printer of the Booklet
- information on the roles of the Mayor of London and the London Assembly, the system of voting, and how to cast a valid vote
- the Mayoral candidates' election addresses that the GLRO has accepted as complying with the 2003 Order.
- Each election address will be either 1 or 2 pages, depending on the number of candidates standing. The order of addresses will be determined on 1 April 2020 when the GLRO will draw lots. See Section 3.8 for more information about this process.

#### 1.3 Production of the Booklet

Production of the Booklet (layout, print, packaging and distribution) is managed by London Elects on behalf of the GLRO. It is responsible for developing all pages that do not contain candidate information and the election addresses.

#### 1.4 Contacts

#### **Election Addresses review appointments**

Mayoral candidates and their agents will be offered the opportunity to book an appointment with London Elects to check their election address in advance of the submission deadline of 4 pm on 1 April 2020.

We strongly encourage the uptake of this informal appointment to allow time for any necessary changes to meet legal requirements before the formal submission period. Appointments will be available from 16 March 2020 – please see Section 3.9 for more information

Please note that, if you do not take the opportunity to attend an appointment with the GLRO's staff to review your booklet submissions, then the GLRO has the power to make such typographical corrections to the proof as appear to her to be appropriate and proceed with the printing and distribution of the election booklet without further reference to the candidate or their election agent, and without incurring any liability for any errors in the candidate's election address.

#### To make an appointment and for all other queries, please:

Email info@londonelects.org.uk

Phone on 020 7983 4501

# 2. Mayoral candidates' election addresses

#### 2.1 Content

Every Mayoral candidate is entitled to include an election address in the Booklet if they wish, provided it complies with the rules set out in the 2003 Order. Mayoral candidates do not have to submit an election address for the Booklet if they do not wish to.

If you wish to submit an election address for the Booklet, an additional fee of a £10,000 contribution towards costs of printing the Booklet must be paid to the GLRO. This amount is in addition to the candidate's deposit to stand in the election itself. (Unlike an election deposit, the Booklet fee is not refundable.)

Mayoral candidates and agents **who wish to submit an election address**, please see section 3 for full details.

Mayoral candidates and agents who do not wish to submit an election address, please see section 4 for full details.

#### 2.2 Election booklet timeline

No deviation from these deadlines will be accepted under any circumstances. The GLRO's decision regarding compliance with their requirements is final. She reserves the right to change them or the below timetable. Candidates and agents will then be notified.

Date	Time	Action
Tuesday 21 January 2020	5-7pm	Opening candidates and agents meeting at City Hall
Monday 9 March 2020	4pm	Date by which agents should have notified London Elects that they wish to use design template services for election address
Monday 16 March 2020	9am	Informal review period begins- candidates can make an appointment with London Elects for informal checks of election addresses (initial review and feedback)
Monday 23 March – 1 April	9am on 23 March - 4pm on 1 April	Publication of notice of election: Nominations open and candidates can make an appointment to formally submit paperwork to London Elects
Wednesday 25 March 2020	4pm	Deadline for submitting election address content for agents using London Elects design services
Wednesday 1 April 2020	4pm	Final deadline for submissions for addresses laid out by agent-appointed designer

Date	Time	Action
Wednesday 1 April 2020	4-5pm	GLRO to draw lots for order of candidate election addresses within the Booklet
Wednesday 1 April	5pm	Booklet content confirmed
Thursday 2 April	12pm – 5pm	Final review of Booklet and sign off by GLRO
Friday 3 April	12pm	Digital version of individual address pages to be made available to agents. No changes can be requested.
Friday 3 April 2020	5pm	Booklet goes to print
Tuesday 7 April 2020	12pm	Pdf version of booklet and website version of addresses available on the London Elects website
Thursday 9 April – Monday 1 May 2020		Booklet despatched to registered voters.  Delivery will be phased into 3 batches:  1. Registered postal voters 9 -14 April 2. Registered voters 14 – 28 April 3. Late registrants 28 April – 1 May

# 2.3 Deadlines for submission of election addresses

Please note the following critical deadlines:

Deadline	Deadline date	Related information
Notifying London Elects that you wish to use the address design template service	4pm on Monday 9 March 2020	Template available on request
Submission of election address content to be used in London Elects' design template service	4pm on Wednesday 25 March 2020	Please see the checklist in section 6.2 listing what you need to submit.
Candidate withdrawal deadline	4pm on Wednesday 1 April 2020	
Submission of election address in print ready format	4pm on Wednesday 1 April 2020	Please see the checklist in section 6.1 listing what you need to submit.

# 3. Candidates submitting an election address

A candidate's statement or election address is prepared by a candidate's agent. The content of the election address is subject to the requirements of the 2003 Order and the GLRO's requirements concerning layout and reproduction. These are set out below.

#### 3.1 Election address content restrictions

An election address must only contain matters relating to the election of the Mayor of London on 7 May 2020. (For example, it must not contain material concerning the Assembly elections or other national or local elections etc.) It can be a combination of text and photographs and other designs.

In particular, the candidate's election address must not contain:

- advertising material (other than to promote the person standing as a candidate in the 2020 Mayor of London elections)
- material that refers to any other candidates for election as either Mayor of London or to the London Assembly
- any material that appears to the GLRO to be:
  - o included with a view to commercial gain; or
  - o indecent, obscene or offensive; or
  - to be such that its publication or distribution would be likely to amount to the commission of an offence.

If it appears to the GLRO that requirements have not been complied with then the GLRO will not include the candidate's election address in the Booklet.

The easiest way to comply with the rules is for the text of the election address to focus on what the candidate plans to do as Mayor of London and to set out any specific policies and benefits they will bring to London if elected.

#### 3.2 Other content requirements and recommendations

- Party emblem: An election address may include a representation of one or more registered emblem(s) or description(s) of a registered political party see section 3.4 paragraph 5) below.
- Agent's statement and address: Every election address must include a
  statement to the effect that it has been prepared by the candidate's election agent
  and give the election agent's name and office address. (If the candidate is their
  election own agent then they must also provide this information even if this does
  not appear on the ballot paper.)
- **Contact details**: Election addresses may also include a website address and contact telephone or email for voters to request more information.
- **Social media**: You may also include your social media details (e.g. Twitter handle and Facebook page)

# 3.3 Design

There are 2 options available:

- 1. Print ready artwork Supply 2 versions of the election address in print ready artwork files to London Elects
- 2. Use the London Elects design service Supply content for 2 versions of address to London Elects, which will be placed in the standard template (please contact London Elects for further information)

#### Please note the respective deadlines for submission listed above

#### 3.31 Print ready artwork files

#### Artwork files for submission by 4pm on 1 April 2020

Please note the following criteria:

- Each page to be set to A5, 148mm wide and 210mm high, with 3mm bleed on all sides (final pdf size 154 x 216mm)
- Type area 136mm (w) by 198mm (h) all content text must be within this area
- all images contained within any artwork file should be no less than 300dpi and 1200dpi for line work
- The minimum point size for the Booklet's text content is 12 point. This applies to all body text, including imprints. This is to aid legibility as more people can read text at this size. There is no maximum point size.
- Open artwork files should be supplied

The election address must be submitted in all the following formats (both hard copy and electronic) and must be accompanied by the £10,000 fee for it to be accepted.

If there is any discrepancy between the hard copy versions signed by agents and the electronic versions, the electronic copies will be used as the authoritative versions.

#### Hard copy of address

Colour laser printed from the supplied electronic artwork files (see below) for both:

- 1-sided version of the address (this will be used if 16 or more candidates stand)
- 2-sided version of the address (this will be used if 15 or fewer candidates stand)

Print-outs must be exact size (A5). Both must be signed by the agent and dated on the back.

#### Electronic artwork files of both versions of the address

Adobe Acrobat PDF files: For your file to be considered a 'Press ready PDF' - please ensure all fonts embedded, for best results high resolution of 300dpi.

Open Artwork Files: In addition to the PDF file, we also require the open work file should any last minute changes be required.

#### 3.32 Using London Elects design service template

To use this service, London Elects must be notified by 4pm on 9 March 2020, with final content supplied by 4pm on 25 March 2020.

London Elects can provide a template for candidates/agents who do not wish to use their own designer to lay out their election address (template and further information available on request). London Elects will design this template according to the guidance above, following a consistent approach as best practice to allows voters to get information easily, in an accessible format.

The minimum font size for election addresses is 12 point.

London Elects reserves the right to withdraw this service should agents act unreasonably during the layout process.

#### 3.4 Required for all election addresses

#### 1) 2 Versions of each election address:

We require agents to prepare 2 versions of the text – 1 page and 2 pages (both in A5)

- If there are 15 or fewer candidates submitting an address, the 2 page versions will be used. If there are 16 plus candidates, the 1 page version will be used.
- Both versions must be submitted in line with the deadlines above so that the correct version can be used following the withdrawal deadline at 4pm on 1st April.

#### 2) Candidate photographs

Where the address is to contain a photograph(s) of the candidate, 2 identical hard copies of the photograph must be submitted, of which one is signed on the back by the candidate personally. (See below for photographs of other people).

#### 3) Versions for the website:

The London Elects website <a href="www.londonelects.org.uk">www.londonelects.org.uk</a>, will feature each election address contained within a webpage. The page will include a photo of the candidate and a party emblem (if being used) as well as links to candidate social media (website, Twitter and Facebook). The webpage will sit within the normal headers and navigation structure of the London Elects website. The website will also link to a pdf of the entire Booklet. There is no additional charge for this service.

To achieve this, London Elects requires candidates to submit high resolution files containing the following:

- a copy of the candidate's election address in Microsoft Word (.doc or .docx) format.
   The text must be a verbatim copy of the election address in the submitted artwork/printout
- a digital image of the candidate in jpeg or png format. The image needs to be landscape and the minimum dimensions of 1000 pixels
- a colour version of the candidate's registered party emblem (if one is to be used), in gif, eps or png format.

If anything outside these requirements is submitted, we may alter the images to meet the requirements. Agents must tell London Elects at the time of submission if they want to opt out of this service. Election addresses will otherwise be added to the London Elects website.

#### 4) Authorisation to use photographs and quotations

Any candidates including photographs of recognisable individuals other than themselves in their election address must supply a certificate that authorises the use of the image for this purpose by that person. This must be signed and dated by the individual in the photograph and include their contact details.

The same applies to candidates using quotes about themselves or about other persons or matters from named individuals. Candidates must supply written authorisation to use the quote for this purpose, signed and dated by the person quoted, and including their contact details.

If candidates are submitting photos with or without any people in, they must also supply confirmation by email or a signed letter by post that they have permission to use this photo from the copyright owner.

#### 5) Authorisation to use Political party emblems and descriptions

An election address may include registered emblem (s) or description(s) of a registered political party as registered with the Electoral Commission. Registered political party descriptions or emblems may only be included in addresses by authorised party candidates with appropriate authorisation. The use of registered party emblems or descriptions must be accompanied by a 'certificate of authorisation' signed by or on behalf of the party's registered nominating officer (form C3a in the nomination pack) and an emblem request form (form C3b in the nomination pack). The completed certificate(s) must be received by the GLRO by 4pm on 1 April 2020 and will not be included without a certificate of authorisation.

# 3.5 General design guidance

These recommendations are adapted from the Royal National Institute of Blind People's See It Right guidance. The aim is to make addresses as clear as possible to read. They are for guidance only and are not a requirement from the GLRO or in the 2003 Order. However, it is strongly recommended that they are followed.

### Typeface

- Avoid lightweight 'cuts' of fonts. Bolder cuts of typefaces are easier to read.
- Avoid stylised typefaces. Stick to simple typefaces, preferably sans serif such as Arial.
- Avoid using capitals, italics and underlining these can all make it harder to understand words or sentences.
- Avoid narrow line spacing ('leading').

#### Line length and alignment

- Lines should be between 60-70 characters per line but can be shorter if using columns.
- If using columns, make sure the margin between them is big enough to keep them separate, but not so wide that the eye does not naturally find the start of the next column. Never have more than 2 columns.
- Left-align text and have it ragged right (not justified/right hand side of text does not follow a straight line) (as in this document). It makes it easier to read.
- Keep the same amount of space between words do not stretch or reduce space to keep text aligned at the margins.

#### Design and layout

- Keep design simple and uncluttered. The different parts of a page layout, such as headings, photos, text etc., should be clearly separated and not compete with each other.
- Use dark colours to contrast with light. Many people have difficulties with colour perception. If you use white type, make sure the background is dark enough to provide good contrast.
- Make headings clear, larger than body text and bold.
- Leave a line space between paragraphs and sections.
- Maintain consistency throughout in headings, sub-headings, body text, etc.
- Avoid running text around images if it means that the lines of text will start in different places, e.g. with a photograph on the left of a page. Photographs on the right do not disrupt the beginning of a sentence.
- Keep text running horizontally.

#### **Images**

- Do not assume readers can see images. Make sure that key information is conveyed in text as well as pictures.
- Do not rely on images to be the only source of relief from the text. Use white space, headings, and rules to do this too.
- Illustrations should be line drawings with clear, thick edges undefined edges are harder to see.
- Photographs should not be too grainy, and the key part of the image should be in focus and clearly visible. Use high contrast and clean, uncluttered backgrounds.
- Avoid setting text over an image.

# 3.6 Colour matching and printing

Please note that while every effort will be made to ensure accurate colour reproduction in the Booklet, candidate's artwork cannot be colour corrected by the Booklet designers or printers.

Agent-appointed designers should therefore take care at the artworking stage to ensure that all image files are colour corrected before submitting print ready artwork. Particular care should be taken with regard to skin tones and contrast.

London Elects will not take any responsibility for colour variations in photography contained within candidate pages or for fluctuations across the print run.

#### 3.7 Changes to submissions

A candidate's address can be changed after submission, but only before the submission deadline (see above) and if a letter is received from the agent withdrawing the earlier version and re-submitting the new election address (including any changes) in all formats required above. A list specifying all changes must be included with the resubmission.

# 3.8 Order of appearance in the booklet

The order that the election addresses will appear in the Booklet is determined by drawing lots. The draw will take place at City Hall at 4 pm on 1<sup>st</sup> April with lots drawn by the GLRO or Deputy GLRO. Candidates and agents may attend if they wish.

Please notify London Elects if you wish to attend.

#### 3.9 Appointments with London Elects

We strongly advise that candidates submitting an address:

- Book an appointment for an informal check from 16 March 2020.
- Book a second appointment to formally make your submission. The formal submission period runs from 23 March to the applicable deadline above. You can submit your election address at the same time as you submit your nomination papers (noting the deadline for those using the London Elects' design service is earlier than the deadline for submitting nomination papers).

Before attending your appointment, please submit copies of any items in advance.

# 3.10 Payment

Candidates must submit their election address to London Elects' office at City Hall by the deadline (see above). Submissions must be accompanied by the £10,000 fee. **We strongly advise you make the transfer in advance of submitting your election address**. We cannot accept your election address if the funds have not cleared.

The fee must be paid by one of:

- electronic funds transfer (our preferred method)
- UK banker's draft
- cash (in denominations of £20 or higher)

#### Electronic funds transfer

We would prefer to receive the deposit via electronic funds transfer as this is the most secure and efficient method for all parties. Our account details are:

 The Royal Bank of Scotland, London Drummonds, 49 Charing Cross, London SW1A 2DX

Account name: GLA Income Account

Sort Code: 16-00-38

Account Number: 00780445

#### You should:

use the candidate's name as a reference

let us know once you've made the transfer

We will confirm receipt.

Make sure you allow sufficient time for the funds to clear: you are responsible for ensuring the cleared funds are received by the deadline. The GLRO cannot be held responsible for deposits not being received by that time.

#### Banker's drafts and cash

If you are paying by UK banker's draft or in cash, please bring the fee to the appointment you have arranged for submitting your Booklet.

Banker's drafts must be made out to:

The Greater London Authority

Agents may use the same banker's draft as the deposit for the Mayoral candidate, that is submit one draft for £20,000 rather than two for £10,000.

No other method of payment will be accepted. If the election address submission is not accompanied by the payment, it will not be accepted.

# 4. Candidates not wishing to submit an election address

If a candidate decides not to enter an address, their name, party emblem (if provided) and the words "No address submitted" will be put in a list of all Mayoral candidates in the Booklet. The exact same list will be on the London Elects website.

London Elects cannot provide publicity in lieu of an election address, in the form of links or references to contact information, to any candidate who does not submit an address.

# 5. GLRO's requirements

Unless otherwise stated, all instructions indicated in this document should be taken as the requirements either of the GLRO (including London Elects) or the 2003 Order. That means they must be strictly followed.

# 6. Submission checklists

# 6.1 candidates providing print ready artwork

Before submitting your address, use the following checklist to make sure your submission is accepted.

Submission is accepted.	,
	✓
Address	
1-page A5 version – colour laser printed from electronic artwork. Signed by the agent and dated.	
2-page A5 version – colour laser printed from electronic artwork. Signed by the agent and dated.	
Electronic artwork files of both 1- and 2-page versions in either:	
<ul> <li>high-resolution, print ready PDF file, CMYK, with 3mm bleed and cropmarks, or</li> </ul>	
<ul> <li>high-resolution jpeg or tiff file, CMYK, 300dpi resolution and cropmarks</li> </ul>	
Photographs	
Photographs of the candidate:	
<ul> <li>2 identical hard copies, 1 signed on the back by the candidate</li> </ul>	
Photographs of other people:	
<ul> <li>certificate authorising use of the image, signed and dated by the person in the photograph and including contact details</li> </ul>	
Quotations	
Written authorisation to use the quotation from the person quoted, including contact details.	
Use of registered political party emblems or descriptions	
Certificate of authorisation signed by or on behalf of the party's registered authorising officer to use emblem(s) and/ or descriptions(s)	
Website requirements	
Copy of the candidate's address in Microsoft Word format.	
Digital image of candidate, jpeg (300dpi) - no smaller than 200px (w) x 275px (h).	
Colour image of the candidate's party emblem (if appropriate) in gif, jpeg, png format (72dpi) no smaller than 150px (w) and necessary approval to use it.	

Submission format	
All files saved on a USB stick.	
Fee	
£10,000 as outlined in 3.10	
Deadline	
All requirements received by London Elects NO LATER THAN 4pm on Wednesday 1 April 2020.	

6.2 candidates using the London Elects design service template Before submitting your address, use the following checklist to make sure your submission is accepted.

submission is accepted.	
	✓
Address	
Paper copy of 1-page A5 version. Signed by the agent and dated.	
Paper copy of 2-page A5 version. Signed by the agent and dated.	
Electronic files of both 1 and 2-page versions in Microsoft Word format.	
High-resolution electronic versions of images used in the address.	
High-resolution colour version of the candidate's party emblem if appropriate and necessary approval to use it.	
Photographs	
Photographs of the candidate:	
<ul> <li>high-resolution jpeg or tiff for print, at least 300dpi</li> </ul>	
<ul> <li>2 identical hard copies, 1 signed on the back by the candidate personally</li> </ul>	
Photographs of other people:	
<ul> <li>certificate authorising use of the image, signed and dated by the person in the photograph providing contact details</li> </ul>	
Other photographs:	
<ul> <li>confirmation either via email or a signed letter by post that the candidate has permission to use this photograph</li> </ul>	
Quotations	
Written authorisation to use the quotation from the person quoted.	
Use of registered political party emblems or descriptions	

Certificate of authorisation signed by or on behalf of the party's registered authorising officer to use emblem(s) and/ or descriptions(s)	
Submission format	
All files saved on a USB stick.	
Fee	
£10,000 as outlined in 3.10	
Deadline	
All requirements received by London Elects NO LATER THAN 4pm on Wednesday 25 March 2020.	

# Appendix 1

# References

#### Further information

- London Elects website: www.londonelects.org.uk
- Greater London Authority Elections (Election Addresses) Order 2003: <a href="http://www.legislation.gov.uk/uksi/2003/1907/contents/made">http://www.legislation.gov.uk/uksi/2003/1907/contents/made</a>

#### Statutory references

The table below lists the principal legislation governing the 2020 London elections. The legislation in italics is particularly relevant to the production of the Booklet.

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Greater London Authority Elections (Election Addresses) Order 2003/ 1907 ("the 2003 Order")

Greater London Authority Elections Rules 2007 (as amended)

Electoral Administration Act 2006 (as amended)

Local Election (Principal Area) Rules 2006

Representation of the People (England and Wales) Act 2001 (as amended)

Local Government Act 2000 (as amended)

Political Parties, Elections and Referendums Act 2000 (as amended)

Greater London Authority Act 1999 (as amended)

Representation of the People Act 1983 (as amended)