

Mayoral Election Address Booklet 2021: Guidance for candidates



YOUR LONDON. YOUR VOTE

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 printed 'Mayoral Election Address Booklet' ("the Booklet") which contains a "mini-manifesto" or "candidate's 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 voters¹ who are eligible to vote in the Mayor of London and London Assembly elections to be held on Thursday 6 May 2021.

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 for a non-returnable fee of £10,000². This fee is in addition to the £10,000 election deposit for standing in the election.

Candidates can use their election address to explain why they feel they should be elected as the Mayor of London, 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. This is mostly set out in "the 2003 Order".³ Final content must be accepted by the GLRO as complying with legal requirements. As a copy of the final Booklet will be published on the London Elects website candidates' election addresses must also comply with data protection requirements and public sector website and mobile applications accessibility rules⁴. This Guidance reflects applicable legal 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 election address. The 2016 Booklet can be found here for reference <https://www.londonelects.org.uk/booklet-2016>. (Please note the 2016 Booklet predates the public sector website and mobile applications accessibility rules.)

1.2 Booklet contents

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

¹ As at the date of publication of the notice of election on 22 March 2021

² By law the facility to have an election address published and delivered to every registered London voter is not open to candidates for the London Assembly elections, whether Constituency or London-wide List.

³ This is the Greater London Authority Elections (Election Addresses) Order 2003/ 1907 (as amended) ('the 2003 Order').

⁴ The legal requirements are set out in the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018/ 952 (as amended). The accessibility rules themselves are set out at <https://www.gov.uk/guidance/how-to-publish-on-gov-uk/accessible-pdfs>

- a statement from the GLRO containing:
 - the date of the elections (polling day)
 - a statement of the nature and purpose of the Booklet
 - a list of all the Mayoral candidates standing in the election, giving their names and ballot paper descriptions in the order they will appear on the ballot paper (this is the case whether or not they have a candidate's address included in the Booklet)
 - a list of the Constituency London Assembly Member candidates and their ballot paper descriptions, appearing in alphabetical order by constituency and with the candidate names/parties appearing in the order they will appear on the ballot paper
 - a list of London-wide Assembly Member candidates/parties and ballot paper descriptions, 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 relevant legal requirements
- each election address will be either 1 or 2 pages, depending on the number of election addresses in the Booklet. More information about the versions required can be found from [Section 3.2](#)
- the order in which candidates' addresses appear in the Booklet will be determined by 5pm on 30 March 2021 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. London Elects, whose staff work for the GLRO, is responsible for developing all pages except the candidate election addresses and information. It must also ensure compliance with the public sector website and mobile applications accessibility rules.

1.4 Contacts

Election Addresses drafts: review appointments

Mayoral candidates and their agents will be offered the opportunity to book an informal appointment with the London Elects team to check their draft election addresses in advance of the submission deadline of 4pm on 30 March 2021. Initial appointments will be available from 15 March 2021 – please see [Section 3.9](#) for more information.

We very strongly encourage the uptake of this informal appointment to allow time for any necessary changes to meet legal and production requirements before the submission deadlines set out in the Timeline at [section 2.2 below](#).

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

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

Email info@londonelects.org.uk

Phone on **07749 436 135**

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 as to content and submission set out in the 2003 Order. As it is intended to publish the Booklet on the London Elects website, they must also comply with public sector website and mobile applications accessibility rules.

Mayoral candidates do not have to submit an election address for the Booklet if they do not wish to. Their names and other ballot paper details will be listed in the Booklet.

Candidates wishing to have an address included in the Booklet must pay a "Booklet fee" of £10,000 to the GLRO as a contribution towards printing costs. The Booklet fee is not returnable and is in addition to the candidate's election deposit for standing in the election itself (which is returnable in certain circumstances). The Booklet fee must be paid by 4 pm on Tuesday 30 March 2021. See [section 3.10](#) below as to payment methods.

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 this timetable will be accepted under any circumstances. The GLRO's decision regarding compliance with relevant requirements is final. She reserves the right to change them or the timetable. Candidates and agents will then be notified.

Date	Time	Action
Monday 15 March 2021	9am	Informal review period begins– candidates can make an appointment with London Elects for informal checks of election addresses (initial review and feedback)
Wednesday 17 March	4pm	Date by which agents should have notified London Elects that they wish to use design template services for election address
Monday 22 March	9am	Publication of notice of election: Nominations open and candidates can make an appointment to formally submit paperwork to London Elects
Wednesday 24 March 2021	4pm	Deadline for submitting election address content for agents using London Elects design services

Date	Time	Action
Tuesday 30 March 2021	4pm	Final deadline for submissions for addresses laid out by agent-appointed designer Deadline for payment of the £10,000 Booklet fee
Tuesday 30 March 2021	By 5pm	GLRO to draw lots for order of candidate election addresses within the Booklet
Tuesday 30 March 2021	5pm	Booklet content confirmed
Wednesday 31 March - Thursday 1 April 2021		Final review of Booklet and sign off by GLRO
Friday 2 April 2021	12pm	Digital version of individual address pages to be made available to agents. No changes can be requested.
Friday 2 April 2021	5pm	Booklet goes to print
Wednesday 7 April 2021	12pm	Pdf version of booklet and website version of addresses available on the London Elects website
Tuesday 6 April – Saturday 1 May 2021		Booklet despatched to registered voters. Delivery will be phased into 3 batches: <ol style="list-style-type: none"> 1. Registered postal voters 6 -13 April 2. Registered voters 13 – 22 April 3. Late registrants 29 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 Wednesday 17 March 2021	Template available on request
Submission of election address content to be used in London Elects' design template service	4pm on Wednesday 24 March 2021	Please see the checklist in section 6.2 listing what you need to submit.
Payment of £10,000 Booklet fee	4pm on Tuesday 30 March 2021	Please see section 3.10 for payment methods.
Candidate withdrawal deadline	4pm on Tuesday 30 March 2021	
Submission of election address in print ready format	4pm on Tuesday 30 March 2021	Please see the checklist in section 6.1 listing what you need to submit.

Submission of certificates of authorisation to use registered political party emblems and descriptions		
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3. Candidates submitting an election address

A candidate’s statement or election address is prepared by their election agent. The content of the election address must comply with the requirements of the 2003 Order, public sector website and mobile applications accessibility rules and the GLRO’s other layout and reproduction requirements. 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 6 May 2021**. (For example, it must not contain material concerning other elections or candidates such as the Assembly elections or other national or local elections etc.) It can be a combination of text and/or photographs and/or other designs.

The easiest way to comply with the rules is for the text to focus on why the candidate is standing and what they intend to do as Mayor of London, setting out any specific policies, proposals and other benefits they will bring to London if elected.

In particular, the candidate’s election address must not contain any of the following:

- advertising material (other than to promote themselves as a candidate in the 2021 Mayor of London elections)
- material that refers to any other candidates in the elections for Mayor of London or the London Assembly
- any material that appears to the GLRO to be:
 - included with a view to commercial gain; or
 - 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 the GLRO considers any of these requirements have not been complied with then they will not include the candidate’s submitted election address in the Booklet.

3.2 Required for all election addresses

The election address must be submitted in **both hard copy and electronic formats**. 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.

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 in the printed Booklet. If there are 16 plus candidates, the 1-page version will be used.
- Both versions must comply with public sector website and mobile applications accessibility rules.⁵
- 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 30 March 2021.

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 www.londonelects.org.uk, will feature each election address contained within a webpage. The page will include a photo of the candidate and authorised registered party emblem (if being used) as well as links to a candidate's social media (website, Twitter, Instagram and Facebook). The webpage will sit within the normal headers and navigation structure of the London Elects website. It will also link to a pdf of the entire Booklet in the form it is printed. There is no additional charge for this service. The London Elects website and contents must comply with public sector website and mobile applications accessibility rules.

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 1,000 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 above requirements or reject them entirely.

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) GDPR - Authorisation to use third parties' photographs and quotations

⁵ The accessibility rules themselves are set out at <https://www.gov.uk/guidance/how-to-publish-on-gov-uk/accessible-pdfs>

The UK General Data Protection Regulation (GDPR) defines personal data as including information relating to natural persons who can be identified or who are identifiable directly from the information in question; or who can be indirectly identified from that information in combination with other information.

To comply with your obligations under the UK GDPR candidates and their agents are responsible for ensuring they have the right to process the personal data about any third party included or otherwise referenced in their election address.

You must ensure that you have received the appropriate consent for using any information or images that relate to, or could identify, any other individual i.e. someone other than the candidate them-self.

If not sufficiently assured about candidates' and agents' legal ability to process that personal data, the GLRO has the right to decide not to process that personal data for the purposes of the booklet.

This applies to:

- The inclusion of images or photographs of recognisable individuals, including minors, (i.e. of third parties other than of the candidate them-self). This requirement applies even if the person pictured is in the background to the candidate or whatever else is the main image or it was taken in a public place and/ or the individual pictured is not the copyright owner of the image.
- The use of quotes, information or statements from or attributed to named individuals (other than of the candidate them-self) in an election address, whether it refers to the candidate or to other persons or concerns any subject or matter.

A written authorisation or consent must be supplied from the person concerned which authorises the use of their image or statement in the candidate's election address and the context in which permission is given i.e. it will be included in the Booklet and sent to every registered elector in Greater London.

The authorisation must be signed and dated personally by the individual pictured or referred to (or their parent or guardian) and must include their contact details. Emails alone confirming consent will not be accepted unless they contain a pdf image of the personally signed and dated authorisation.

In addition, the copyright owner of any photograph, image, logo, slogan or other design to be included in the election address must also give their permission for its use which recognises it will be included in the Booklet for distribution to every registered elector in Greater London. This is the case even if a photograph or other image does not include any recognisable individuals. Confirmation by exchange of emails is acceptable.

Candidates and their election agents should both complete the GDPR declaration in [Appendix 2](#) and submit with the nomination forms.

5) Authorisation to use Political party emblems and descriptions

An election address may include the registered emblem (s) or description(s) of a registered political party as they have been registered with the Electoral Commission.

Such emblems or descriptions may only be included in addresses by someone who is an authorised candidate of a registered political party and who has been given the appropriate authorisation by the party to use them in the Booklet. The use of registered party emblems or descriptions must be accompanied by a completed '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 30 March 2021. Registered party emblems or descriptions will not be included without a completed certificate of authorisation.

6) 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. This will be published as part of the election address in the Booklet. (If the candidate is their own election agent then they must also provide this information for the Booklet even if they have opted for their address not to appear on the ballot paper.)

3.3 Other content requirements and recommendations

1) Contact details:

Election addresses may also include links to a candidate's social media (website, Twitter, Instagram and Facebook) and contact telephone or email for voters to request more information.

3.4 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

3.41 Print ready artwork files

Artwork files for submission by 4pm on 30 March 2021

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.

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.

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 have election addresses in the Booklet)
- 2-sided version of the address (this will be used if 15 or fewer candidates)

Printouts must be exact size (A5). **Both must be signed by the agent and dated on the back.**

3.42 Using London Elects design service template

To use this service, London Elects must be notified by 4pm on 17 March 2021, with final content supplied by 4pm on 24 March 2021.

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 has designed this template according to the requirements and guidance set out above, following a consistent approach as best practice to allow voters to get information easily, in an accessible format that complies with the public sector website and mobile applications accessibility rules.

The minimum font size for election addresses is 12 point.

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

3.5 General design guidance

All files MUST meet the accessibility set out at <https://www.gov.uk/guidance/how-to-publish-on-gov-uk/accessible-pdfs>

The following 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 legal or GLRO requirement. 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 the 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 submitted artwork cannot be colour corrected by the Booklet designers or printers.

Agent-appointed designers should therefore take care at the art-working 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)**. The new version must be accompanied by a letter or email from the agent withdrawing the earlier version and re-submitting the new replacement election address (including any changes) in all the formats required above. A list specifying all changes must be included with the re-submission.

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 before 5pm on 30 March 2021 with lots drawn by the GLRO or Deputy GLRO. This process will be open to candidates and their agents to attend. Details will be provided in due course.

3.9 Appointments with London Elects

We strongly advise that candidates submitting an address:

- Book an appointment for an informal check from 15 March 2021. These can be conducted remotely (a Teams link will be issued) or at City Hall if preferred.
- Book a second appointment for the formal submission. The formal submission period runs from 22 March 2021 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). These can be conducted remotely (a Teams link will be issued) or at City Hall if preferred.

Before attending your appointment, please submit copies of any items at least 48 hours in advance to:

- marketing@londonelects.org.uk (digital)
- **FAO London Elects Marketing, City Hall, The Queen's Walk, London SE1 2AA (hard copy postal)**

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 either:

- electronic funds transfer (our preferred method)
- UK banker's draft
- cash

(A full refund of the fee may be made but only if the candidate has given notice of their withdrawal from the election before the withdrawal deadline at 4 pm on 30 March 2021.)

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 election deposit for the Mayoral candidate, that is submit a single banker's 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 fee 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 and ballot paper description, party emblem (if provided) and the words "No address submitted" will be put in a list of all Mayoral candidates standing in the Booklet. The exact same list will be on the London Elects website.

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

5. GLRO's and other legal requirements

Unless otherwise stated, all instructions indicated in this document should be taken as reflecting the requirements of the GLRO (including her staff in London Elects), the 2003 Order, data protection requirements and the public body website and mobile application accessibility rules. 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.

	✓
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 style="list-style-type: none">• high-resolution, print ready PDF file, CMYK, with 3mm bleed and cropmarks, or• high-resolution jpeg or tiff file, CMYK, 300dpi resolution and cropmarks	
Candidate's and election agent's GDPR declaration: signed and dated	

Photographs	
Photographs of the candidate: <ul style="list-style-type: none"> 2 identical hard copies, 1 signed on the back by the candidate 	
Photographs of other people: <ul style="list-style-type: none"> certificate authorising use of the image, signed and dated by the person in the photograph and including contact details 	
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 or shared as one electronic transfer (eg via wetransfer)	
Fee	
£10,000 as outlined in 3.10	
Deadline	
All requirements must be received by London Elects NO LATER THAN 4pm on Tuesday 30 March 2021.	

6.2 candidates using the London Elects design service template

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

	✓
Election 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.	
Candidate's and election agent's GDPR declaration: signed and dated	
Photographs/ images	
Photographs of the candidate: <ul style="list-style-type: none"> • high-resolution jpeg or tiff for print, at least 300dpi • 2 identical hard copies, 1 signed on the back by the candidate personally 	
Photographs/ images of other individually identifiable people: <ul style="list-style-type: none"> • certificate authorising use of the image in the election address and Booklet, signed and dated by the person in the photograph/image providing contact details 	
Other photographs/ images/ logo etc: <ul style="list-style-type: none"> • confirmation either via email or a signed letter by post that the candidate has permission to use this photograph/ image etc in the address and booklet from the copyright owner 	
Quotations/ statements from third parties	
Written authorisation to use the quotation or statement etc in the election address and Booklet from the person quoted or attributed.	
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 or shared as one electronic transfer (eg via wetransfer)	
Fee	
£10,000 as outlined in 3.10	
Deadline	
All requirements must be received by London Elects NO LATER THAN 4pm on Wednesday 24 March 2021, except the fee which must be received NO LATER THAN 4pm on Tuesday 30 March 2021.	

Appendix 1

References

Further information

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

Statutory references

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

Full title
<i>Greater London Authority Elections (Election Addresses) Order 2003/ 1907 (“the 2003 Order”)(as amended)</i>
<i>Greater London Authority Elections Rules 2007 (as amended)</i>
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)

The website and mobile application accessibility rules applying to public bodies are set out in:

- Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018/ 952 (as amended)
- <https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps>

Appendix 2

GDPR Declaration form: to be signed by Candidate and their Election Agent and returned to the London Elects team along with other nomination forms.

GLRO / London Elects Privacy Notice for Mayor of London candidates

London Elects is the programme team that organises Mayor of London and London Assembly elections (GLA Elections). While part of the Greater London Authority (GLA), London Elects is politically impartial and operationally independent. It works directly for the Greater London Returning Officer (GLRO) and has a separate budget.

The GLRO has overall responsibility for delivering the GLA Elections as a whole. She is directly responsible for the nominations process for Mayor of London and the 11 London-wide Assembly Member candidates. The GLRO also oversees the collating and counting of the votes by Constituency Returning Officers (CROs) from across London for the Mayoral and Assembly members (14 Constituency and 11 London-wide seats) elections at various count centres.

The GLRO announces the Mayoral and 11 London-wide Assembly members elections results from City Hall. CROs announce the 14 Constituency Assembly member election results at their count centres.

For the purposes of UK data protection legislation, the GLRO is the data controller for the processing of personal data by London Elects or as part of the voting and election processes. The GLRO is a separate data controller to the Greater London Authority.

Contact details for the GLRO Data Protection Officer can be found on the GLA's 'Your Privacy Rights' page - <https://www.london.gov.uk/about-us/governance-and-spending/privacy-policies/your-privacy-rights>.

Under data protection legislation, the GLRO is only allowed to use personal information if we have a proper reason (known as a 'legal basis') to do so. The GLRO and London Elects process your personal data (as a Mayor of London candidate) for the sole purpose of delivering the elections, as set out in the legislation listed under Appendix 1.

Our legal basis for processing your personal data as a candidate or election agent therefore fall under article 6(1)(c) of UK GDPR – *where processing is necessary for compliance with a legal obligation to which the controller is subject.*

Information about your political opinion or political beliefs constitute 'special category' data and may only be processed in accordance with the conditions specified under article 9 of UK GDPR.

Where you have already made your political opinion or political beliefs public, our legal basis for processing this personal data falls under article 9(2)(e) of UK GDPR - *personal data which are manifestly made public by the data subject.*

In all other circumstances, our legal basis for processing personal data about your political opinion or political beliefs will fall under article 9(2)(g) of UK GDPR, supported by paragraph 6 of Schedule 1, Part 2 of the Data Protection Act 2018 (DPA 2018).

Article 9(2)(g) UK GDPR

Processing is necessary for reasons of substantial public interest, on the basis of Union or Member State law which shall be proportionate to the aim pursued, respect the essence of the right to data protection and provide for suitable and specific measures to safeguard the fundamental rights and the interests of the data subject;

Schedule 1, Part 2, para. 6 DPA 2018

6 Statutory etc and government purposes

(1) This condition is met if the processing—

- (a) is necessary for a purpose listed in sub-paragraph (2), and
- (b) is necessary for reasons of substantial public interest.

(2) Those purposes are—

- (a) the exercise of a function conferred on a person by an enactment or rule of law;
- (b) the exercise of a function of the Crown, a Minister of the Crown or a government department.

Any other personal data or ‘special category’ personal data (for example, your race, ethnicity or religious beliefs) which you or your election agent provide about yourself to be included in your election address will be processed under the same legal bases set out above and is provided at your own discretion with the understanding that it will be published.

The GLRO will retain your personal data for no longer than is necessary for the purposes for which the personal data are processed

Your responsibilities under UK GDPR as a candidate or election agent

To the extent that candidates or their election agents process personal data about other identifiable individual, the candidate will be the ‘data controller’ for that data. This includes, but is not limited to, where they decide:

- decide to collect or process personal data.
- what the purpose or outcome of the processing was to be.
- what personal data should be collected.
- which individuals to collect personal data about.

Candidates and their election agents are responsible for ensuring they have the right to process the personal data about any third-party included or otherwise referenced in their election address.

As covered in section 3.2 of this guidance, you or your election agent must ensure that you have received the appropriate consent for using any quotes, statements or information or images that relate to, or could identify, any other individual.

For more information about your obligations as a data controller under UK GDPR, please consult the guidance published by the Information Commissioner’s Office

- <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/>
- <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/lawful-basis-for-processing/consent/>

If candidates or election agents have any doubts about a particular point, they should consult the appropriate legislation and seek their own legal advice.

The GLRO will become the data controller for all personal data contain in the election address once it has been submitted in accordance with this guidance.

If not sufficiently assured about candidate’s and election agent’s legal ability to process that personal data, the GLRO has the right to decide not to process that personal data for the purposes of the booklet.

GDPR Declaration

I confirm:

- **I have read the above privacy notice explaining how the GLRO will process personal data about you, as a candidate, election agent or sub-agent, subscriber to a candidate’s nomination, or an officer of a political party or campaigner/ supporter or voter in the Mayor of London & London Assembly elections.**
- **I have included confirmation of approval to use images of other persons as required which explicitly confirms they understand the context in which they will be used in the Booklet to be distributed to every registered elector in Greater London**
- **I have Included confirmation of approval to use quotes from or statements attributed to other persons as required which explicitly confirms they understand the context in which they will be used in the Booklet to be distributed to every registered elector in Greater London**
- **I understand that, to the extent I collect or otherwise process personal data about other identifiable individual, I am responsible under UK GDPR as a ‘data controller’ for that data**

Signed:

Print name:

Candidate/ Election agent (delete as applicable)

Date: