

Meeting format



- The meeting is being recorded for those unable to attend
- Presentations uninterrupted
- Please save questions for the end of each speaker
- If you wish to ask a question, raise your hand



- You will be unmuted when called to speak
- Tell us who the question is for
- Identify yourself & your candidate/party
- Try to keep questions short, so we can answer as many as possible
- You can also ask questions in the chat
- To ensure you are kept up to date, please provide contact details



YOUR LONDON. YOUR VOTE

LONDON ELECTS

Mayor of London and London Assembly Elections

6 May 2021

Briefing for prospective candidates and agents

23 February 2021



Agenda



YOUR LONDON. YOUR VOTE

- Welcome & introductions
- Key dates
- Covid security
- Standing as a candidate
 - Mayoral
 - Constituency Assembly Member
 - London-wide Assembly Member
- Role of agents
- The Mayoral Election Address Booklet
- Candidate spending and donations
- Questions?

Key dates



OUR VOTE

| | |
|---|--|
| Monday 22 March | Notices of Election |
| 0930 hours to 1600 from Monday 22 March until 1600 on Tuesday 30 March | Delivery of nominations papers [advised to book an early appointment] |
| 1600 on Tuesday 30 March | Deadline for delivering nominations papers Deadline for appointing election agents Deadline for withdrawals |
| Not later than 1600 on Thursday 1 April | Statement of Persons (and Parties) Nominated |
| Monday 19 April (midnight) | Deadline for registering to vote |
| 1700 on Tuesday 20 April | Deadline for applying for a postal vote |
| Wednesday 28 April | Deadline for appointing polling and counting agents |
| 0700 to 2200 on Thursday 6 May | Polling |
| Friday 7 May and Saturday 8 May | Count |



Covid Security

Covid Security



- New legislation proposes big reduction in number of electors' signatures required per mayoral candidate: from 330 to 66
- Campaigning
- Postal votes
- Polling stations
- Count centres
- Declaration at City Hall



YOUR LONDON. YOUR VOTE

Standing as a candidate

Practicalities



- Nomination packs available at website – <https://www.londonelects.org.uk/im-candidate/nominations>
 - the **GLRO** for **Mayoral** and **London-wide Assembly Members**
 - **CROs** for **Constituency Assembly Members**
 - Nomination papers and deposits must be returned to the place specified on the Notice of Election. Deliver by hand and make early appointment
- Take care when completing your nomination papers as mistakes may invalidate your nomination!

Mayoral and London-wide Members

- Informal check by appointment with London Elects w/c 15 March – identify any issues early. Scanned documents acceptable for informal checks
- Submit content for Mayoral Election Address Booklet at the same time

Qualifying to stand as a candidate



- At least 18 years of age on day of nomination
- UK, Republic of Ireland, European Union or qualifying Commonwealth citizen
- And one of:
 - registered as a local government elector in Greater London
 - occupied as owner or tenant any land or other premises in Greater London during the whole of the 12 months before the day of your nomination and day of election
 - main or only place of work during the 12 months prior to the day of your nomination and day of election has been in Greater London
 - lived in Greater London during the whole of the 12 months before the day of your nomination and the day of election
- And not disqualified...

Nomination papers



- Submit a complete set of nomination papers between 0930 Monday 22 March and 1600 on Tuesday 30 March
- You must submit:
 - a nomination form
 - a consent to nomination form
 - Home address form (part 1 and part 2)
- And if you are standing on behalf of a registered party:
 - a certificate authorising you to use the party name or description on the ballot paper
 - a request to use one of the party's emblems (if you wish to)
- Appointment of agent form
- Information you provide must be true to the best of your knowledge

Mayoral nomination form



YOUR LONDON. YOUR VOTE

- Include your full name
- Optional: complete commonly used name box(es) – appears on statement of persons nominated and ballot paper
 - can be a commonly used forename, surname or both, e.g. Andy instead of Andrew
 - by law, a commonly used name is one that is different from any other forename or surname the candidate may have
 - refer to guidance
- Description field – 3 options:
 - leave blank
 - independent
 - party candidates can use party name or description authorised by a certificate issued by or on behalf of the Nominating Officer

Mayoral nomination subscribers



- Candidates are required to submit the following to the [GLRO](#) :
- The **Mayoral nomination form** must be signed by **66** subscribers
 - **two** from each borough and the City
 - electoral number as well as signature
 - only ask subscribers to sign after completing the name and description fields on the form
- The subscribers must:
 - be on the register of local government electors on 1 March
 - be 18+ on 6 May
 - not sign more than one form
- Registers are available from Electoral Returning Officers
 - at any time for registered parties
 - but only after the Notice of Election is published for independents. Recommend independents do not wait to start gathering signatures
 - register can be viewed by anyone at council offices

Consent to nomination



YOUR LONDON. YOUR VOTE

- Statement you are qualified and not disqualified from standing
 - qualifying criteria
- Your date of birth
- Name, address and signature of witness

London Assembly candidates (1)



Constituency Assembly Member candidates

- Candidates required to submit the following to the Constituency Returning Officer (CRO):
 - a completed nomination and nomination consent form which must be obtained from the CRO responsible for the constituency where the candidate wants to stand
 - home address form (part 1 and part 2)
 - a certificate of authorisation from the registered political party's Nominating Officer (if standing as the candidate for a political party)
 - a signed request by the candidate to use a registered political party's emblem on the ballot paper (if doing so)

London Assembly candidates (2)



London-wide Assembly Member candidates

- Independent candidates and political parties are required to submit the following to the GLRO:
 - a completed nomination form, listing all the candidates (up to a maximum of 25)
 - a signed and witnessed nomination consent form for each candidate
 - home address form (part 1 and part 2)
 - votes cast across London in the London-wide Assembly election
 - a request signed by a political party's nominating officer if the candidate wants to use the party's emblem on the ballot paper

Certification of authorisation / emblem request – party candidates



- Must have written permission to use the party name/description from the Nominating Officer (or a person appointed to act on their behalf). The certificate of authorisation allows the use of the party name or a description – as registered with the Electoral Commission
- Emblem request form:
 - ask for an emblem to be printed on the ballot paper

Deposits



- Must be paid **(and cleared)** by 4pm on 30 March
- Electronic funds transfer (check with CRO), bankers draft or cash

Mayor (paid to GLRO)

- £10,000
- Returned if candidate receives more than 5% of first choice votes

Constituency Assembly Members (paid to CROs)

- £1,000
- Returned if candidate receives more than 5% of votes

London-wide Assembly Members (paid to GLRO)

- £5,000 (individual or party list, regardless of how many names on the form)
- Returned if party/individual receives more than 2.5% of votes

Role of agents



- Responsible in law for the proper management of a candidate's campaign
- In particular, responsible for the financial management of the campaign
- Once an agent is appointed, a candidate cannot incur or pay election expenses without written permission from the agent
- An election result could be questioned if the agent does not perform duties promptly and correctly

More about agents



YOUR LONDON. YOUR VOTE

- Candidates must appoint an agent by close nominations at 1600 on 30 March.
- A candidate is deemed to be his/her own agent; if they do not appoint.
- Mayoral and London-wide Members (individual candidates), – appointment must be notified to the GLRO.
- Constituency Member candidates-appointment must be notified to CRO.
- An agent can appoint sub – agents.
- Postal vote opening, polling and counting agents can be appointed
 - postal voting agents applications must be made before start of each particular postal voting session.
 - polling and counting agents by 28 April; CROs and GLRO will provide forms.



YOUR LONDON. YOUR VOTE

The Mayoral Election Address Booklet

Overview



YOUR LONDON. YOUR VOTE

- Sent to every registered voter in London (approx 6 million)
- Statutory requirement for GLRO to produce and deliver
- Contains statutory information about the candidates standing for both the Mayor of London and for London Assembly seats and additional voter information to support a clear understanding of what the elections are about, where and how to vote
- Mayoral candidates can insert an address (mini – manifesto) in return for a non-refundable £10,000 contribution (amount is set in law)
- Delivery mid – April; will be dispatched to postal voters first
- Will be published on London Elects website on 7 April

Mayoral booklet addresses



- Available to all candidates (conditional on payment of fee and compliance with strict legislative restrictions)
- 2 design options available:
 - Address designed by own agent – provide ‘print-ready’ artwork to London Elects
 - Use London Elects design service (standard template) – supply content to London Elects
- 2 versions of address required:
 - 2 sides of A5 (used if there are 15 or fewer candidates)
 - 1 side of A5 (used if there are 16 or more candidates)
- The order of appearance in the booklet is determined when GLRO draws lots on 30 March (candidates and agents welcome to observe)

Guidance for content



YOUR LONDON. YOUR VOTE

- Addresses **must only contain matters relating to the election of the Mayor of London on 6 May 2021.**
- E.g. They should not contain material concerning other elections or candidates such as the Assembly elections or other national or local elections etc.
- They 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
 - what they intend to do as Mayor of London
 - Set out any specific policies, proposals and other benefits they will bring to London if elected

Entries must not contain...



YOUR LONDON. YOUR VOTE

- Advertising material
- Material referring to any other candidates for Mayor of London or the London Assembly in the 2021 election
- Material which appears to the GLRO to be:
 - included with a view to commercial gain
 - indecent, obscene or offensive
 - such that its publication/distribution would be likely to amount to the commission of an offence
- If it appears to the GLRO that these requirements have not been met, **we will not include the address in the booklet**
- A full guidance document to support candidates and agents in preparing addresses will be circulated after this meeting

Key dates for election booklet - All candidates



| | |
|---------------------------------|--|
| 15 March to 22 March | Informal review period begins – candidates can make an appointment for informal checks of election address (initial review and feedback) |
| 22 March until 1600 on 30 March | Publication of notice of election: Nominations open and candidates can make an appointment to formally submit paperwork to London Elects |
| 1600 Tuesday 30 March | Final deadline for submissions for addresses laid out by agent-appointed designer |
| Tuesday 30 March | GLRO to draw lots for order of addresses within the Booklet – candidates & agents may observe |
| 1200 Friday 2 April | Digital proofs of election address pages made available to agents and booklet goes to print |
| 1200 Wednesday 7 April | Pdf version of booklet and website version of addresses available on the London Elects website |

Key dates for election booklet

Agents wishing to use London Elects design service



YOUR LONDON. YOUR VOTE

| | |
|---------------------------------|--|
| 1600 Wednesday 17 March | Deadline for notifying London Elects if you wish to use design template service for election address |
| 15 March to 22 March | Informal review period begins – candidates can make an appointment for informal checks of election address (initial review and feedback) |
| 22 March until 1600 on 30 March | Publication of notice of election: Nominations open and candidates can make an appointment to formally submit paperwork to London Elects |
| 1600 Wednesday 24 March | Deadline for submitting election address content for agents using London Elects design services |
| Tuesday 30 March | GLRO to draw lots for order of addresses within the Booklet – candidates & agents may observe |

Candidate spending and donations

The Electoral Commission

The Electoral Commission's role as a regulator

- Help candidates, political parties and campaigners understand the rules through written guidance and advice service
- Register political parties
- Monitor compliance with the rules, and report on them after the election



Four types of candidate

**Mayoral
election:**

Mayor of London

**London
Assembly
elections:**

**Constituency
Assembly
Member**

**Party list
London-wide
Assembly
Member**

**Independent
London-wide
Assembly
Member**

When do the rules apply?



| Type of candidate | Date |
|--|--|
| Mayor of London, Constituency Member, Independent London-wide Member | Day after official candidacy – earliest date 22 March 2021 |
| Party list London-wide Member | The date your party submits the list to the GLRO. Between 22 March and 30 March 2021 |

All regulated periods end on polling day, 6 May 2021

Spending Limits



| Type of candidate | Spending limit |
|---|--|
| Mayor of London | £420,000 |
| Constituency Assembly Member | £35,000 |
| Independent London-wide Assembly Member | £330,000 |
| Party list London-wide Assembly Member | A total of £330,000 for the whole list |

The Electoral Commission

What counts as election spending, and what doesn't?



- Advertising
- Election material sent to voters
- Transport costs
- Public meetings
- Staff costs
- Accommodation
- Administrative and overheads



- Election deposits
- Volunteer time
- Newspaper and periodical articles
- Expenses reas. attributable to the candidates disability
- Facilities candidates are entitled to by law – such as public meeting rooms

Personal expenses

- Do not count towards your spending limit, but must be reported after the election.
- Candidates can pay for personal expenses up to certain limits – any further personal expenses must be authorised by the election agent

| Type of candidate | Personal expenses |
|---|--------------------|
| London Mayor | £5,000 |
| Constituency Assembly Member | £600 |
| Independent and Party List London- wide Assembly Members | £900 per candidate |

The Electoral Commission

Notional spending

- Rules apply to:
 - goods or services given free of charge or at a non-commercial discount
 - that are made use of by or on behalf of the candidate
 - where the difference between what you pay and the usual commercial value is more than £50
- Full commercial value will count towards the spending limit and must be reported after the election
- Notional spending of more than £50 will also be a donation



The Electoral Commission

Donations



- Money, goods, property, or services given towards election spending and;
- Has a value of **more than £50**
- You must only accept donations from permissible sources. Common examples include an individual on an electoral register, most UK registered companies, and registered political parties
- The election agent must check that the donation is from a permissible source within 30 days of receipt. If it can't be accepted it must be returned

Dates and deadlines (1/2)



- All types of candidates must receive and pay their invoices by the deadlines below:

| | |
|------------------|---|
| Receive invoices | Within 21 days of the declaration of result |
| Pay invoices | Within 28 days of the declaration of result |

- If you miss these deadlines, you must apply for a court order to pay any outstanding invoices

All candidates

| Action | Deadlines for 2021 |
|---|--|
| Receive all invoices from suppliers no later than 21 days after the election result is declared | Friday 28 May for results announced on Friday 7 May |
| | Monday 31 May for results announced on Saturday 8, Sunday 9 or Monday 10 May |
| | Tuesday 1 June for results announced Tuesday 11 May |
| Pay all invoices no later than 28 days after the election result is declared. | Friday 4 June for results announced on Friday 7 May |
| | Monday 7 June for results announced on Saturday 8, Sunday 9 or Monday 10 May |
| | Tuesday 8 June for results announced Tuesday 11 May |

Dates and deadlines 2/2

The election agent must submit the spending and donations return within the following deadlines:

| Type of candidate | Deadline for return and agent's declaration | Deadline for candidate's declaration |
|---|---|---|
| London Mayor, Independent and Party List London-wide Assembly seats | Within 70 calendar days of the declaration of the result | Within 7 working days of the return being received by the GLRO |
| Constituency Assembly Member Candidates | Within 35 calendar days of the declaration of the result | Within 7 working days of the return being received by the GLRO |

Constituency candidates

| Action | Deadlines for 2021 |
|---|---|
| Return and agent's declaration received by your constituency returning officer within 35 calendar days of the election result | Friday 11 June for results announced on Friday 7 May |
| | Monday 14 June for results announced on Saturday 8, Sunday 9 or Monday 10 May |
| | Tuesday 15 June for results announced Tuesday 11 May |
| Candidate's declaration received by constituency returning officer | Within 7 working days of the return being received |

London Wide seats and Mayoral candidates

| Action | Deadlines for 2021 |
|--|---|
| Return and agent's declaration received by the Greater London Returning Officer within 70 calendar days of the election result | Friday 16 July for results announced on Friday 7 May |
| | Monday 19 July for results announced on Saturday 8, Sunday 9 or Monday 10 May |
| | Tuesday 20 July for results announced Tuesday 11 May |
| Candidate's declaration received by Greater London Returning Officer | Within 7 working days of the return being received |

Code of conduct

- Covers everyone actively involved in campaigning, including candidates and political parties
- Non-statutory agreement developed by the Commission following an open consultation
- Helps to ensure the integrity of the electoral process by setting out what is and is not acceptable campaigning behaviour
- The code is available on our website:
- [Code of conduct](#)

Imprints

- By law, an imprint must be added to campaign material to show who is responsible for producing it.
- Must include the name and address of:
 - ✓ The printer of the material
 - ✓ The promoter (the agent)
 - ✓ Anyone the material is being produced for (the candidate)
- Law applies to printed material only, but good practice to use on digital material too

The Electoral Commission

How we can help



- Guidance for candidates and agents on spending and donations will be available on our website nearer to the election
- Call or email on 0333 103 1928, or at pef@electoralcommission.org.uk



Constituency Returning Officers (CROs)



- publish the Notice of Election for the constituency contest
- run the nomination process for the constituency contest
- publish the statement of persons nominated and the notice of poll for the constituency contest
- provision and equipment of polling stations
- appointing polling station staff
- organising the poll for all three contests
- the postal vote process for all three contests
- verifying and counting the votes for that part of the mayoral contest that falls within the constituency, the constituency contest and that part of the London-wide assembly member contest that falls within the constituency
- the declaration of the constituency result
- transmitting the results of the three contests to the GLRO

Borough Returning Officers (BROs)

- Returning Officers for the other boroughs in a constituency are known as BROs
- Support CROs to help deliver the election.
- Work closely on operational issues for that borough such as;
 - identifying polling stations
 - appointment of polling station staff
 - conduct of the poll
 - issue and receipt of postal votes
- GLRO prepared a Memorandum of Understanding (MoU), for use by CROs and BROs as a means of discussing and formalising roles and responsibilities.
- CRO can appoint a BRO as Deputy Returning Officer with specific duties for that borough

Important contacts



YOUR LONDON. YOUR VOTE

| | |
|---|---|
| Mayoral and London-wide Assembly Member nominations | Info@londonelects.org.uk Tel: 07749 436135 |
| Constituency Member nominations | Relevant CRO Details will be on www.londonelects.org.uk and in the nomination pack. |
| Mayoral booklet and public awareness campaign | Marketing@londonelects.org.uk |
| The Electoral Commission | Call or email on 0333 103 1928, or at pef@electoralcommission.org.uk |

Questions?

Note that more will be covered in the April briefing for confirmed candidates and agents. We will also keep in touch to tell you about upcoming deadlines and other information