

Mayor of London and London Assembly Elections – 2 May 2024

**BRIEFING FOR PROSPECTIVE CANDIDATES AND
AGENTS**



AGENDA

1. London Elects Team
2. Preparation for 2024
3. Who runs these elections?
4. Standing as a candidate
 - key dates
 - nomination forms and practicalities
 - agents
5. Mayoral election address booklet
6. Rules on spending, donations and the campaign
7. How the voting systems work
8. Counting the votes



PREPARATION FOR 2024

- Working with Boroughs
- Procuring services
- Electoral Commission guidance for candidates and agents
- London Elects website
- Marketing and communications plan
- Declaration of Results at City Hall

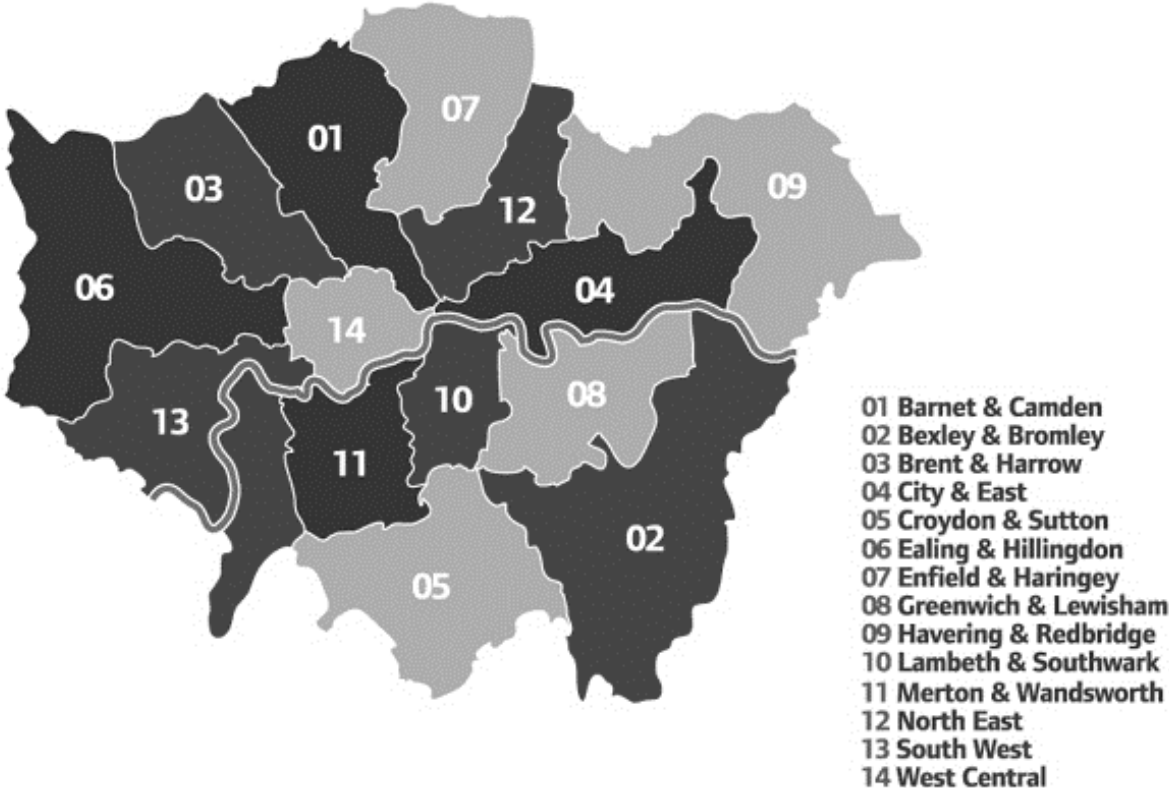


THESE ELECTIONS ARE FOR:

- The Mayor of London
- The 14 Constituency Members of the London Assembly
- The 11 London-wide members of the London Assembly



CONSTITUENCIES



WHO RUNS THESE ELECTIONS?

- **Greater London Authority (GLA)**
- Greater London Returning Officer (GLRO):
 - supported by London Elects team of GLA officers
- **32 Boroughs and City of London**
- 14 Constituency Returning Officers (CROs):
 - responsible for 14 constituencies
- Borough Returning Officers (BROs)
- Electoral Registration Officers
- **Electoral Commission – independent body that oversees elections and regulates political finance**
 - parties: registration, expenses, advice
 - elections administration: best practice, guidance, performance framework



Standing as a candidate

KEY DATES

Tuesday 19 March	Notices of Elections
0930 hours to 1600 from Tuesday 19 March Monday until 1600 on Wednesday 27 March	Delivery of nominations papers [advised to book an early appointment]
1600 on Wednesday 27 March	Deadline for delivering nominations papers Deadline for appointing election agents Deadline for withdrawals
Not later than 1600 on Tuesday 2 April	Statement of Persons (and Parties) Nominated
Tuesday 16 April (midnight)	Deadline for registering to vote
1700 on Wednesday 17 April	Deadline for applying for a postal vote
Thursday 25 April	Deadline for appointing polling and counting agents
0700 to 2200 on Thursday 2 May	Polling
Friday 3 May - Saturday 4 May (from 0800)	Count



PRACTICALITIES

- Nomination packs and instructions available on request by early February :
 - 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 Monday 11 March – identify any issues early
- 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 Tuesday 19 March and 1600 on Wednesday 27 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

- 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 330 subscribers
 - ten 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 Friday 1 March
 - be 18+ on Thursday 2 May
 - not sign more than one form
- Registers are available from Electoral Registration 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

- 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 to use a registered political party's emblem on the ballot paper (if doing so)
 - No subscribers required



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
 - No subscribers required



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 Wednesday 27 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 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

- Candidates must appoint an agent by close nominations at 1600 on Wednesday 27 March
- A candidate is deemed to be his/her own agent if they do not
- Mayoral and London-wide Members (individual candidates) - appointment must be notified to the GLRO
- Constituency Member candidates - appointment must be notified to CRO
- Agents Office address must be within the Greater London Area or within a UK parliamentary constituency that is within or adjoins Greater London
- Agent can appoint sub agents
- Postal vote opening, polling and counting agents can also be appointed
 - postal voting agents' applications must be made before start of each particular postal voting session
 - polling and counting agents by Thursday 25 April; CROs and GLRO will provide forms



The Mayoral Election Address Booklet



OVERVIEW

- Statutory requirement for GLRO to produce and deliver to every registered voter in London
- Lists all candidates standing as Mayor of London and for the London Assembly
- Mayoral candidates can insert a statement ('mini-manifesto') in return for a £10,000 contribution (amount is set in law)
- Also contains key voter information: ways to vote, how to fill in ballot papers and what to expect at their polling station
- Delivered across London from mid-April and published on London Elects website



MAYORAL BOOKLET ADDRESSES

- Option available to all candidates (conditional on payment of fee and compliance with legislative restrictions)
- 2 design options available:
 - designed by own agent – provide ‘print-ready’ artwork to London Elects
 - use London Elects design service (standard template)
- 2 versions must be submitted (1 and 2 pages):
 - 2 sides of A5 if there are 15 or fewer candidates
 - 1 side of A5 if there are 16 or more candidates
- Order of appearance in booklet is determined when GLRO draws lots at 1600 on Thursday 28 March (candidates and agents welcome to attend)



LEGISLATIVE RESTRICTIONS

A full guidance document to support candidates and agents in preparing addresses will be circulated

Entries must NOT contain:

- Advertising material
- Material referring to any other candidates
- 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 there has been non-compliance, statements will not be published



LEGISLATIVE DATES RELEVANT TO ALL CANDIDATES

Monday 11 March to Monday 18 March

Informal review period begins– candidates can make an appointment for informal checks of election address (initial review and feedback)

From Tuesday 19 March until 1600 on Wednesday 27 March

Publication of notice of election: Nominations open and candidates can make an appointment to formally submit paperwork to London Elects

1600 - 1700 Thursday 28 March

GLRO to draw lots for order of addresses within the Booklet –candidates & agents may attend

Noon on Monday 1 April

Digital proofs of election address pages made available to agents and booklet goes to print

Noon on Monday 8 April

Pdf version of booklet and website version of addresses available on the London Elects website



KEY DATES FOR SUBMITTING YOUR ELECTION STATEMENT

Noon on Friday 8 March	Deadline for notifying London Elects if you wish to use design template service for election address
Monday 11 March to Monday 18 March	Make your appointment for informal checks of election statement (initial review and feedback)
From Tuesday 19 March until 1600 on Wednesday 27 March	Make your appointment for formal checks of your statement along with nominations papers
1600 Thursday 21 March	Deadline for submitting election address content for agents using London Elects design services
1600 Thursday 28 March	All final election statements MUST be submitted and approved by London Elects
1600-1700 Thursday 28 March	GLRO draws lots for order of addresses within the booklet – candidates & agents may attend



Candidate spending and donations: GLA elections 2024

The Electoral Commission

The 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 spending controls apply?



- The regulated period begins on the **day after the date** you officially become a candidate
- The regulated period for this election ends on **polling day**
- This election is likely to fall in the **regulated period for parties** for the next general election

When do spending controls apply?



Type of candidate	Date
Mayor of London, Constituency Member, Independent London-wide Member	Day after official candidacy
Party list London-wide Member	Day after the date your party submits the list to the GLRO

The regulated period for this election
ends on polling day: **2 May 2024**

Spending limits are
due to increase
ahead of the election

Type of candidate	Previous 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

What counts as election spending, and what doesn't? (pt 1)



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



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

What counts as
election spending,
and what doesn't?
(pt 2)



Administrative and
overheads



Use of someone's
main residence,
personal car or
personal computing
or printing equipment
(provided free of
charge)

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 paid 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

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
- The 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

Local campaigning

- Organisations or individuals, who are not standing as candidates at the elections, who campaign for or against a candidate in an electoral area
- Can spend up to a permitted sum – any additional spending must be authorised by the election agent and will count towards the candidate's spending limit

Campaigns for or against a candidate for:	Permitted sum
London Mayor, Independent and Party List London-wide Assembly Members	£50 plus 0.5p per elector in the Greater London Authority area
Constituency Assembly Member	£50 plus 0.5p per elector in the relevant constituency

Donations



- Money, goods, property, or services
 - given towards election spending
 - has a value of **more than £50**
- You must only accept donations from permissible sources, such as registered voters, 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
- Donation controls apply once you are officially a candidate

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 2024
Receive all invoices from suppliers no later than 21 days after the election result is declared	
	Tuesday 28 May for results announced Saturday 4, Sunday 5, Monday 6 or Tuesday 7 May
Pay all invoices no later than 28 days after the election result is declared.	Friday 31 May for results announced on Friday 3 May
	Monday 3 June for results announced on Saturday 4, Sunday 5 or Monday 6 May
	Tuesday 4 June for results announced Tuesday 7 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 2024
Return and agent's declaration received by your constituency returning officer within 35 calendar days of the election result	
	Monday 10 June for results announced on Saturday 4, Sunday 5 or Monday 6 May
	Tuesday 11 June for results announced Tuesday 7 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 2024
Return and agent's declaration received by the Greater London Returning Officer within 70 calendar days of the election result	Monday 15 July for results announced on Saturday 4, Sunday 5 or Monday 6 May
	Tuesday 16 July for results announced Tuesday 7 May
Candidate's declaration received by Greater London Returning Officer	Within 7 working days of the return being received

Code of Conduct for campaigners

- A non-statutory agreement developed by the Commission following an open consultation
- Covers everyone actively involved in campaigning, including candidates and political parties
- 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
- Guidance is also available for candidates on how to recognise and act on intimidation

Changes to postal and proxy votes

- Voters are now able to apply online for postal or proxy votes
- Voters will need to renew their postal vote application after three years
- From December, there will be new restrictions on campaigners handling postal ballot packs

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)
- This now applies to both print and digital election material

How we can help




- Guidance for candidates and agents on spending and donations will be available on our website by the end of November
- Guidance on digital imprints is available from 1 November
- Call or email us: 0333 103 1928 or pef@electoralcommission.org.uk

How the voting system works



THREE VOTES, THREE BALLOT PAPERS, TWO VOTING SYSTEMS

The
Mayor
First past the post

Election of the Mayor of London 

Vote for **only one candidate** by putting a cross in the box next to your choice

SURNAME, First Name Party	<input type="checkbox"/>
SURNAME, First Name Party	<input type="checkbox"/>
SURNAME, First Name Party	<input type="checkbox"/>
SURNAME, First Name Independent	<input type="checkbox"/>
SURNAME, First Name Party	<input type="checkbox"/>
SURNAME, First Name Party	<input type="checkbox"/>
SURNAME, First Name Independent	<input type="checkbox"/>
SURNAME, First Name Party	<input type="checkbox"/>


Constituency Assembly
Members (14)
First past the post

Election of the London Assembly Constituency Member for the constituency of Sampleton 

Vote for **only one candidate** by putting a cross in the box next to your choice

SURNAME, First Name Party	<input type="checkbox"/>
SURNAME, First Name Party	<input type="checkbox"/>
SURNAME, First Name Party	<input type="checkbox"/>
SURNAME, First Name Party	<input type="checkbox"/>
SURNAME, First Name Party	<input type="checkbox"/>
SURNAME, First Name Party	<input type="checkbox"/>

London-wide Assembly
Members (11)
Additional member

Election of the London Assembly London Member 

Vote for **only one candidate** by putting a cross in the box next to your choice

Party	<input type="checkbox"/>
Party	<input type="checkbox"/>
Party	<input type="checkbox"/>
Party	<input type="checkbox"/>
Party	<input type="checkbox"/>
Party	<input type="checkbox"/>
Party	<input type="checkbox"/>
Party	<input type="checkbox"/>
Party	<input type="checkbox"/>
Party	<input type="checkbox"/>



LONDON MAYOR ELECTION – MAJOR CHANGE

- Electors no longer have a second-preference vote
- Now first past the post
- Mayoral votes tallied from each of the 14 counts
- The candidate with the most votes London-wide is elected
- Result declared at City Hall, as soon as possible after the 14th count is finished



CONSTITUENCY ASSEMBLY MEMBERS ELECTION – NO CHANGE

- The 14 Constituency Member seats are first past the post



LONDON-WIDE ASSEMBLY MEMBERS ELECTION – NO CHANGE

- The 14 Constituency Member seats are allocated (first past the post)
 - basis for calculating how the 11 London-wide seats are allocated
- To be included in the calculation, each party or individual must receive 5%+ of the total number of London-wide votes
- In the 1st round of calculations, each party's vote in the London-wide Member election is divided by the number of constituency seats won + 1 (the 'London figure')
 - the 1st seat is allocated to the party or individual with the highest London figure
 - for the purpose of the calculation, their seats won is increased by one for the next round (i.e. constituency seats won +2)
- The calculation is repeated to award the second seat – and so on until all 11 seats are allocated



Counting the votes



VOTE COUNTING

- 14 count venues – one per London Assembly constituency
- Verification Friday 3 May
- Count Saturday 4 May
- Mayoral results declared at City Hall
- Assembly Constituency results declared locally
- Assembly London-wide Members results declared City Hall
- If combined with General Election, count will be Sunday 5 May



CONSTITUENCY RETURNING OFFICER ROLE (CRO)

- 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
- Provide and equip polling stations
- Appoint polling station staff
- Organise the poll and postal vote process for all three contests
- Verify and count 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
- Declare the Constituency result
- Transmit the results of the three contests to the GLRO



BOROUGH RETURNING OFFICER ROLE (BRO)

- 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

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?

More will be covered in the next briefing for candidates and agents. We will also keep in touch to tell you about upcoming deadlines, release of nominations pack and any other information.

