

Mayor of London and London Assembly Elections

Briefing for prospective candidates and agents

6 February 2024

Panel

- Mary Harpley – Greater London Returning Officer (GLRO)
- Alex Conway – Deputy Greater London Returning Officer (DGLRO)
- Lea Goddard – Senior Election Programme Manager
- Alex Chafey – Senior Marketing Manager
- Pete Mills - Electoral Commission
- Denise Chick – Electoral Commission

Agenda

- Welcome
 - Key dates
 - Returning Officers and their respective roles
 - Standing as a candidate
 - Mayor
 - Constituency Assembly Member
 - London-wide Assembly Member
 - Role of agents
 - Mayoral Election Address Booklet
 - Public information activity
 - Candidate spending and donations
 - Questions
-

Key dates



Tuesday 19 March	Notices of Election
0930 hours to 1600 from Tuesday 19 March 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, appointing election agents, withdrawals and content of Mayoral booklet
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 or changes to existing postal or proxy applications
1700 on Wednesday 24 April	Deadline for applying for a proxy vote Deadline for applying for Voter Authority Certificate
Thursday 26 April (midnight)	Deadline for appointing polling and counting agents
0700 to 2200 on Thursday 2 May	Polling day
Friday 3 May	Verification
Saturday 4 May	Count

Returning Officers and their roles

Greater London Returning Officer (GLRO)



- Overall responsibility for delivering organisation of the election in accordance with statutory requirements
- Publishes: Notice of Election; Statement of Persons Nominated; Notice of Election Agents; and Notice of Poll/Polling Stations for Mayoral and London-wide AM contests
- Runs the nomination process for Mayoral and London-wide AM contests
- Verifies and checks provisional results for all three contests
- Compiles final Mayoral and London-wide Assembly Member results following each constituency's notification of local results
- Declares Mayoral and London-wide Assembly Member results at City Hall

Constituency Returning Officers (CROs)



- Publish: Notice of Election; Statement of Persons Nominated; and Notice of Poll for the constituency contest
- Run the nomination process for the constituency AM contests
- Appoint polling station staff and equip polling stations
- Organise the poll and postal vote for all three contests
- Verify and count the votes for: the constituency AM contest; and the parts of the Mayoral and London-wide AM contests that fall within constituency
- Declare the constituency AM result
- Transmit 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 Borough Returning Officers
- Support CROs to help deliver the election
- Work closely on operational issues for their borough with tasks including:
 - identifying polling stations
 - appointment of polling station staff
 - conduct of the poll
 - issue and receipt of postal votes

Standing as a candidate

Practicalities



- Nomination packs available from:
 - 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.
 - Packs can be downloaded at: <https://www.londonelects.org.uk/im-candidate/nominations>
- Take care when completing your nomination papers. Mistakes may invalidate your nomination!
- **Mayoral and London-wide Members**
- Informal check by appointment with London Elects w/c 11 March
 - identify any issues early. Scanned documents acceptable for informal checks
- Submit draft content for Mayoral Election Address Booklet at the same time

Nomination papers

- Submit a complete set of nomination papers between 9.30 Tuesday 19 March and 16.00 on Wednesday 27 March
- You must submit by hand:
 - 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 (by hand or by post):
 - 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

Qualifying to stand as a candidate



- At least 18 years of age on day of nomination
 - Must be British, Commonwealth or other European Union Citizen and does not require leave to enter or remain in the United Kingdom or has indefinite leave to remain
 - And at least 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...
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Home Address Form

Part 1 (all candidates)

- Full name
- Home address in full
- Add your qualifying address, or qualifying addresses
- Add full name and home address in full of the person who will witness your consent to nomination

Part 2

- To be completed if home address not to be made public
 - Instead, name of relevant area in which home address is situated
 - Relevant area address will appear on statement of persons nominated, notice of poll and ballot papers
 - Signed and dated by the candidate
 - If not completed home address will appear on official notices and ballot papers
-

Consent to nomination

- Statement you are qualified and not disqualified from standing
- Must meet at least one of the listed qualifications (covered previously)
- Cross out any that do not apply
- Your date of birth and signature, and dated
- Name, address and signature of witness
- Must be signed and dated not earlier than one calendar month before nomination deadline
- Include the pages of legislation as supplied

Mayoral nomination form

- Provide your full name
- You can use commonly used forename, surname or both, e.g. Andy instead of Andrew
- Elections Act 2022 permits greater flexibility for use of commonly used names which if used will appear on Statement of Persons Nominated, Notice of Poll, and ballot papers
- Description field no more than six words – 3 options:
 - leave blank
 - Independent
 - Party name or description
- If standing as the candidate for a political party:
 - a certificate of authorisation from the registered political party's Registered Nominating Officer (or someone authorised)
 - a signed request by the candidate to use a registered political party's emblem on the ballot paper

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 nomination form
- The subscribers must:
 - be on the register of local government electors on 1 March
 - be 18+ on 2 May
 - not sign more than one form
- Registers are available from Electoral Returning Officers
 - at any time for registered parties
 - for independents when they official become a candidate – earliest this can happen is from date of Notice of Election
 - registers can be viewed by anyone at council offices

London Assembly candidates (1)



- **London-wide Assembly Member candidates**
- Independent candidates and political parties are required to submit the following to the GLRO:
 - nomination form, (individual candidate)
 - nomination form for party list. Listing all the candidates (up to a maximum of 25 in the order to be elected)
 - can use commonly used names
 - a signed and witnessed nomination consent form for each candidate (each with relevant legislation as supplied)
 - home address form for each candidate (part 1 and part 2)
 - a certificate of authorisation from the registered political party's
 - Registered Nominating Officer or someone authorised (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

London Assembly candidates (2)



- **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 Registered Nominating Officer or someone authorised (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)
 - **Contact details for CROs:**
 - <https://www.londonelects.org.uk/im-candidate/constituency-returning-officer-cro-contact-details>

Certification of authorisation / emblem request

Party candidates

- Registering as a political party via the EC not the GLRO
- Must have written permission to use the party name/description from the Registered 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:
 - Request one of the party's official emblems is printed on the ballot paper
 - Provide description of emblem to be used as listed on the the electoral commission online register of political parties

Deposits



- Must be paid **(and cleared)** by **4pm on 27 March**
- Electronic funds transfer (check with CRO), bankers draft or cash. Money laundering rules apply if the deposit is paid by cash, and you will be required to provide proof of the source of the funds used.

Mayor (paid to GLRO)

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

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

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
- Election result could be questioned if the agent does not perform duties promptly and correctly
- *Election Agents Office address Mayoral and London-wide Assembly Members - must be within the Greater London Electoral Area or a parliamentary constituency that adjoins the Greater London area*
- *Election Agents Office address Constituency Assembly Members - the parliamentary constituency where the candidate is standing, a constituency which adjoins the one where the candidate is standing or a London Borough which is part of, or adjoins the constituency where the candidate is standing*

More about agents

- Candidates must appoint an agent by close nominations at 16.00 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
- 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 26 April; CROs and GLRO will provide forms



The Mayoral Election Address Booklet

Overview

- Sent to every registered voter in London (approx 6.1m)
- Statutory requirement for GLRO to produce and deliver
- Contains:
 - statutory information about the candidates standing for both the Mayor of London and London Assembly;
 - information on when, 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)
- Booklet will be published on the London Elects website on 5 April and delivered to registered voters by mid-April
- Booklet will be dispatched to postal voters first

Mayoral addresses

- Available to all candidates (conditional on payment of fee and compliance with legal restrictions)
 - Two 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
 - Two versions of address required:
 - Two sides of A5 (used if there are 15 or fewer candidates)
 - One side of A5 (used if there are 16 or more candidates)
 - Lots will be drawn at City Hall at 10.30am on Thursday 28 March to determine candidate order. Candidates and agents are welcome to observe
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Guidance for content

- Addresses must only contain matters relating to the election of the Mayor of London on 2 May 2024.
- They should not contain material concerning candidates in the Mayoral and Assembly elections or any other national or local elections.
- They can include text, photographs, QR codes and graphic design.
- 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
 - any specific policies, proposals and other benefits they will bring to London if elected

Entries must not contain...

- Advertising material
- Material referring to any other candidates for Mayor of London or the London Assembly
- 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**
- Please engage with London Elects early to ensure addresses are compliant
- A full guidance document to support candidates and agents in preparing addresses will be circulated shortly

Key dates for election booklet



All candidates

11 March to 18 March	Informal review period begins – candidates can make an appointment for informal checks of election address (initial review and feedback)
19 March to 27 March (1600)	Nominations open and candidates can make an appointment to submit paperwork formally to London Elects
1600 Wednesday 27 March	Final deadline for submission of addresses laid out by agent-appointed designer or London Elects design service
10.30 Thursday 28 March	Lots drawn at City Hall for order of addresses within booklet – candidates and agents may observe
Tuesday 2 April	Digital proofs of election address pages made available to agents; booklet goes to print
12 noon Wednesday 5 April	Pdf version of booklet and website version of addresses available on the London Elects website

Public Information Activity

Marketing Campaigns

- London Elects has a statutory duty to inform Londoners of when, where and how to vote, and to deliver a booklet to every registered voter
- The campaign will launch on 18 March and run until 2 May. It is planned to reach a balanced audience of London voters. We are doing this by buying according to the location of Londoners (e.g. 30% in inner London and 70% in outer London).
- It will run on:
 - The Transport for London network
 - Radio and digital audio
 - Digital screens
 - Digital display (website) advertising
 - YouTube
 - Paid social media
 - Paid search advertising

Electoral Commission campaigns



- Additionally the Electoral Commission is running two campaigns across England and Wales:
 - A voter ID campaign launched in January and is running until polling day
 - A voter registration campaign will launch in March and run until the voter registration deadline

Communicating photo ID requirements



- Photo ID is mandatory for the first time in a Mayor of London and London Assembly election
- We are working with Electoral Commission and boroughs to ensure voters are aware of the requirement.
- Plans include:
 - A national public awareness campaign run by the Commission which started in January, targeting those least likely to have the necessary ID
 - Photo ID reminders throughout the London Elects campaign
 - A full list of accepted ID will be included on poll cards and in the Mayoral Address Booklet, both of which will be delivered to every registered voter
 - A full list of accepted ID on the London Elects website
 - Working with boroughs to ensure clear and consistent messaging across London

Communicating the Mayoral voting system



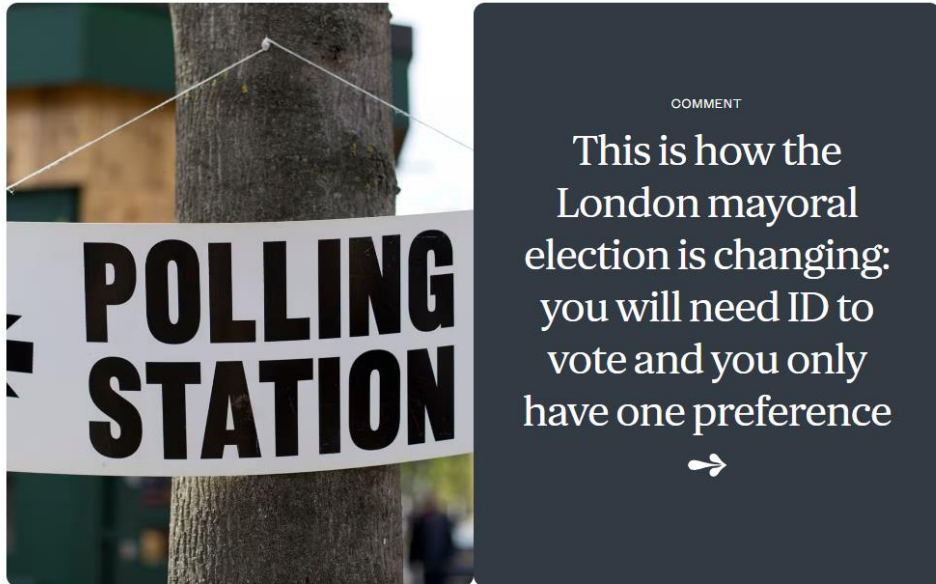
- The way the Mayor of London is elected has changed. Previously voters were able to make a first and second choice. Now only a first choice is possible.
- Steps being taken to ensure voters understand this are:
 - Digital ads explaining how to vote using the three ballot papers in the Mayor of London and London Assembly elections
 - Instructions on how to complete the three ballots included in the Mayoral Address Booklet, delivered to every registered voter
 - A short explainer video for our channels, that boroughs can share on their channels
 - Polling station staff trained to explain the voting system
 - Instructions displayed in all polling stations

Evening Standard Op-ed



NEWS SPORT BUSINESS LIFESTYLE CULTURE GOING OUT HOMES & PROPERTY COMMENT

- On 23 January an op-ed from the GLRO was published in the Evening Standard outlining the changes to how we vote.
- We will continue to seek media opportunities to promote these messages in the run-up to polling day.



MARY HARPLEY, GREATER LONDON RETURNING OFFICER
23 JANUARY 2024



The next [London Mayoral](#) and Assembly elections will be held this year on 2nd May, [100 days away](#). The Elections Act 2022 has brought about the first significant changes to how we elect London's leaders since 2000 and I want to draw these to your attention now.

Candidate spending and donations: GLA elections 2024

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 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 the
spending
controls
apply?



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

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

The Government has announced changes to spending limits

Type of candidate	Proposed spending limit
Mayor of London	£760,410
Constituency Assembly Member	£63,360
Independent London-wide Assembly Member	£597,460
Party list London-wide Assembly Member	A total of £597,460 for the whole list

The Electoral Commission



What counts as election spending, and what doesn't? (1/2)

- Advertising
- Election material sent to voters (including costs of statement in London Elects booklet)
- 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?
(2/2)



- 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.	Monday 3 June for results announced on Saturday 4, Sunday 5 or Monday 6 May
	Tuesday 4 June for results announced Tuesday 7 May

The
Electoral
Commission

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
- There are 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



- We have published
 - guidance for candidates and agents, including on spending and donations
 - guidance on digital imprints
- Call or email us: 0333 103 1928 or pef@electoralcommission.org.uk

Further information

Important contacts



General enquiries and
nominations

Info@londonelects.org.uk

Media

Media@londonelects.org.uk