

The referendum on the UK's membership of the European Union

Guidance on information from designated lead campaigners for the Electoral Commission's public information booklet: campaign page and website link

We noted during our assessment of the referendum question that voters want information on the policy issues and arguments surrounding the referendum. When we published our [referendum question assessment](#) we committed to facilitating access to these arguments as part of our public information campaign. What is set out below is what we are offering the designated lead campaign organisations.

The deadline for submitting content for the public information booklet is the same as the deadline for applying to be a designated lead campaigner (31 March 2016). We are therefore asking every applicant to submit this information together with their application and to ensure that they follow the guidelines set out below.

The information that you provide for the public information booklet does **not** form any part of your application to be a designated lead campaigner and does **not** form any part of our decision making on designation.

Booklet campaign page

The Commission is offering designated lead campaigners a page in our public information booklet to be sent to all households in the UK as part of our public awareness campaign for the referendum. This is the same approach we took for the Scottish Independence referendum. The content of our booklet will adhere to best practice on Plain English and accessibility.

Designated lead campaigners can use their page to present an outline of their argument in favour of voting either remain or leave in the referendum. The page from the two designated leads will be placed facing each other on opposite pages of the booklet. The 'remain' side will be on the left page, the 'leave' side on the right page to reflect the order in which the answers to the question appear on the ballot paper.

The booklet campaign page needs to be provided in the format specified, details of which are set out below (section 1 'Booklet campaign page specification').

Website link and website page

Designated lead campaigners will also need to provide a link to a page on their website which should include their opinion on what will happen in the event of either referendum result. **This should be to a specific page on your website that addresses this issue, rather than to your main campaign website page.** You

can see more details on what we suggest you include, based on issues raised by the public during referendum question assessment, at the end of this note (section 3 'website page specification').

The website link will be included in our public information booklet.

Welsh language

The Commission provides information, including its website, in both English and Welsh language and therefore we need the booklet campaign page, website link and website page provided in both languages.

Deliverables and deadline

→ In order to meet our deadlines for the production of the booklet, we require the **booklet campaign page** and **website link** in the specified format by Thursday 31 March 2016.

→ It would be helpful if you could also include the text that you will be posting on your **website page**. The website page must be live by 18 April 2016.

→ The **booklet campaign page**, **website link** and **website page** need to be emailed to the Commission at pef@electoralcommission.org.uk with the subject heading: 'Campaigner content' by Thursday 31 March 2016.

The timetable for including information in our booklet is tight so please do make sure you provide it to this deadline and contact us in advance if there are any problems (see contact details at the end of this note).

As this date is also the deadline for applications for the designated lead campaigners we are informing every applicant for designation of the offer, the deadline for receipt of the material and the conditions attached. We will also place this note on our website.

Conditions

Once the booklet campaign page and website link are submitted we will not allow designated lead campaigners to make alterations unless the changes are of the nature of a typographical error or in exceptional circumstances.

The material provided must not be indecent, obscene, offensive, defamatory, discriminatory, or otherwise unlawful or seek to obtain commercial gain.

The content of the material remains the responsibility of the responsible person of the designated lead campaigner.

Formats

The booklet campaign page, website link and website page need to be provided in the format specified below.

1. Booklet campaign page specification

- Versions: one in English language and one in Welsh language
- Format: print-ready PDF
- Page dimensions: A5 Portrait – 148mm x 210mm
- Bleed: 3mm
- Crop marks: at 3mm
- Colours: CMYK

Images: all images (e.g. emblems) should be embedded in the PDF. Please ensure that they are high-resolution images (minimum 300 dpi). Fonts should also be embedded.

Other information: the booklet body text will be in font size 12pt should you wish to follow this as a guideline for accessibility.

When submitting your material, please provide the details of a technical contact, who we can liaise with about any artwork issues.

2. Website link

Versions: one in English language and one in Welsh language.

The website link to the page should be a 'friendly URL'. (A web address that is short and easy to read rather than long and convoluted.)

3. Website page specification

Versions: one in English language and one in Welsh language.

During our [referendum question assessment](#) voters identified the questions below as the most important to receive information about. Your website page should include your answers to the questions and it would help if in doing so you highlighted any wider sources you have relied upon in drafting the text.

What will a majority 'remain' vote mean? For example, will it mean:

- Continuation of current terms of membership?
- Continued membership with different terms of membership?

What will a majority 'leave' vote mean? For example, will it mean:

- Entire separation from the European Union?
- Renegotiated terms of membership?

- A relationship with the European Union with trade agreements similar to other European countries that are not part of the European Union?

Contact

If you have any queries, please contact:

Elaine Spooner
Senior Communications Officer
espooner@electoralcommission.org.uk
T: 020 7271 0629