

Campaign monitoring for the UK Parliamentary general election

As the independent regulator of party and election finance, we make sure that political parties, including their many volunteers, understand and follow the rules. We provide support and guidance to help them do this, and assess the financial data they provide. To ensure transparency, and maintain public confidence that the law on donations, loans and spending is followed, we publish this information on our website.

This briefing note sets out our approach to campaign monitoring in the lead up to the UK Parliamentary general election.

Monitoring compliance with the rules on party and candidate expenditure is part of our statutory remit. As part of our work in the lead up to the UK Parliamentary general election we intend to undertake a programme of campaign monitoring.

The purpose of this work is to promote compliance with the law by:

- raising regulated entities' awareness of the rules and our role in applying them
- obtaining information on campaign activity which the Commission may refer to when reviewing campaign spending returns; and,
- identifying emerging issues and opportunities for us to proactively offer advice and guidance to those we regulate.

We intend to monitor campaigning activity in a risk-based way, focusing our resources on

specific electoral 'battleground' constituencies across the UK. We will assess the level of campaigning in those constituencies, including campaigning by registered parties, individual candidates and other 'third party' campaigners.

The purpose of this activity is to examine and evaluate the types of online campaigning including press and web coverage of ongoing related events. Monitoring will cover press and online activity, party advertising on television, newspapers and websites, with ongoing monitoring of activities on relevant websites such as newspaper sites, YouTube, Twitter and blogs.

Our campaign monitoring programme commenced across the UK in January 2010 and will run until polling day. A report on campaign spending will be published after the election.



To find out more about our monitoring activity for the UK Parliamentary general election, please call our party and election finance information line **0207 271 0616** or email pef@electoralcommission.org.uk.

Guidance for those campaigning in the election is available on our website at www.electoralcommission.org.uk/guidance.