

# Scottish Parliament election 2011 – campaign expenditure

## Contents

Table 1: Summary of spending at the Scottish Parliament election 2011	1
Table 2: Total spend at the 2003, 2007 and 2011 Scottish Parliament elections by party	2
Chart 1: Total spend at the 2003, 2007 and 2011 Scottish Parliament elections by party	2
Table 3: Total spend at the Scottish Parliament election 2011 by category	3
Chart 2: Total spend at the Scottish Parliament election 2011 by category	4
Table 4: Total spend at the 2003, 2007 and 2011 Scottish Parliament elections by party and category	5
Chart 3: Total spend at the 2003, 2007 and 2011 Scottish Parliament elections by category	6
Chart 4: Total spend at the 2003, 2007 and 2011 Scottish Parliament elections by party and category	7
Glossary	8

**Table 1: Summary of spending at the Scottish Parliament election 2011**

Party name	Regions contested	Constituencies contested	Spending limit	Payments made	Notional expenditure	Total
All Scotland Pensioners Party	8	2	£664,000	£12,034	£0	£12,034
Angus Independents Representatives (AIR)	1	1	£92,000	£1,699	£0	£1,699
Ban Bankers Bonuses	2	0	£160,000	£4,254	£275	£4,529
British National Party	8	0	£640,000	£9,379	£400	£9,779
Christian Party "Proclaiming Christ's Lordship"	8	2	£664,000	£352	£0	£352
Christian People's Alliance	2	0	£160,000	£988	£0	£988
Communist Party of Britain	0	1	£12,000	£0	£0	£0
Conservative and Unionist Party	8	73	£1,516,000	£256,610	£16,852	£273,462
Co-operative Party	0	11	£132,000	£1,865	£0	£1,865
Labour Party	8	67.5	£1,450,000	£800,735	£16,153	£816,889
Land Party	0	1	£12,000	£50	£0	£50
Liberal Democrats	8	72	£1,504,000	£151,540	£24,760	£176,300
National Front	1	5	£140,000	£0	£0	£0
Pirate Party UK	2	0	£160,000	£750	£0	£750
Scottish Green Party	8	0	£640,000	£131,938	£526	£132,464
Scottish Homeland Party	2	0	£160,000	Return not submitted		
Scottish National Party (SNP)	8	73	£1,516,000	£1,141,662	£0	£1,141,662
Scottish Socialist Party	8	0	£640,000	£8,795	£0	£8,795
Scottish Unionist Party	2	0	£160,000	£4,500	£0	£4,500
Socialist Labour Party	7	0	£560,000	£2,758	£0	£2,758
Solidarity	7	0	£560,000	£3,627	£0	£3,627
Liberal Party, The	2	1	£172,000	£230	£0	£230
Respect Party, The	1	0	£80,000	£8,196	£0	£8,196
UK Independence Party (UK I P)	8	3	£676,000	£30,319	£0	£30,319
				<b>£2,572,280</b>	<b>£58,966</b>	<b>£2,631,246</b>

Spending limits - £12,000 per constituency contested; £80,000 per region.

All figures in this document have been rounded to the nearest pound.

Table 2: Total spend at 2003, 2007 and 2011 Scottish Parliament elections by party

Party name	2003	2007	2011
Conservative and Unionist Party	£323,279	£601,982	£273,462
Labour Party	£726,702	£1,102,866	£816,889
Liberal Democrats	£130,360	£297,572	£176,300
Scottish Green Party	£63,864	£99,132	£132,464
Scottish National Party (SNP)	£473,107	£1,382,730	£1,141,662
Other parties	£354,853	£576,242	£90,469
<b>Total</b>	<b>£2,072,165</b>	<b>£4,060,524</b>	<b>£2,631,246</b>

Chart 1: Total spend at 2003, 2007 and 2011 Scottish Parliament elections by party

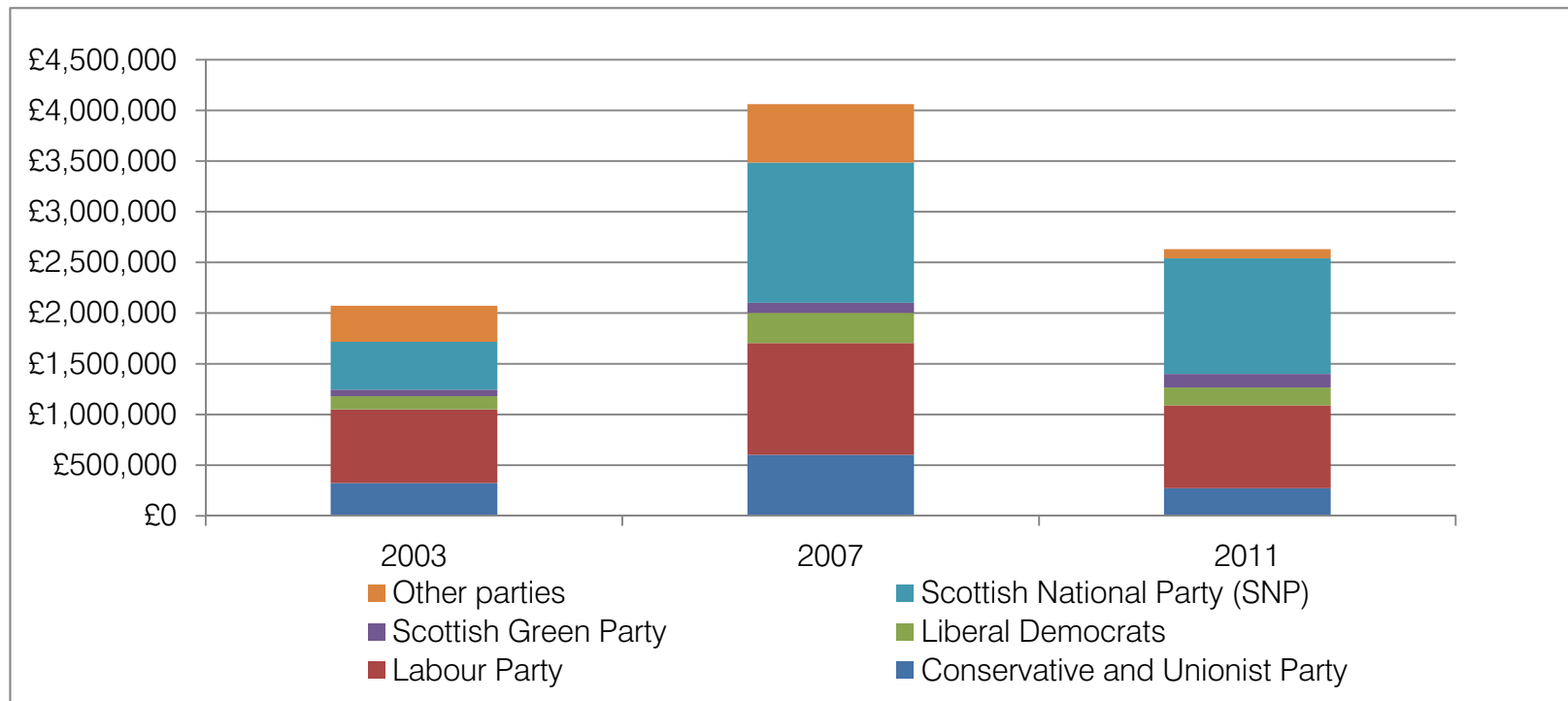


Table 3: Total spend at the Scottish Parliament election 2011 by category

Party name	A - Party Political Broadcasts	B - Advertising	C - Unsolicited material to electors	D - Manifesto/Party political documents	E - Market research/ Canvassing
Conservative and Unionist Party	£5,088	£664	£200,150	£4,062	£1,434
Labour Party	£46,236	£115,986	£545,746	£9,147	£32,623
Liberal Democrats	£4,558	£8,441	£104,274	£1,972	£20,680
Scottish Green Party	£7,630	£10,699	£73,572	£2,665	£1,860
Scottish National Party (SNP)	£71,961	£294,601	£405,728	£14,067	£201,613
Other parties	£11,616	£8,211	£60,042	£3,009	£147
<b>Total</b>	<b>£147,089</b>	<b>£438,601</b>	<b>£1,389,512</b>	<b>£34,922</b>	<b>£258,357</b>

Party name	F - Media	G - Transport	H - Rallies and other events	I - Overheads and general administration	Total
Conservative and Unionist Party	£1,922	£10,475	£1,783	£47,884	<b>£273,462</b>
Labour Party	£6,153	£16,799	£19,693	£24,503	<b>£816,887</b>
Liberal Democrats	£73	£10,530	£1,936	£23,836	<b>£176,300</b>
Scottish Green Party	£14,123	£951	£194	£20,771	<b>£132,464</b>
Scottish National Party (SNP)	£32,269	£34,957	£20,689	£65,777	<b>£1,141,662</b>
Other parties	£50	£1,976	£3,508	£1,161	<b>£89,719</b>
<b>Total</b>	<b>£54,590</b>	<b>£75,687</b>	<b>£47,803</b>	<b>£183,932</b>	

Chart 2: Total spend at the Scottish Parliament election 2011 by category

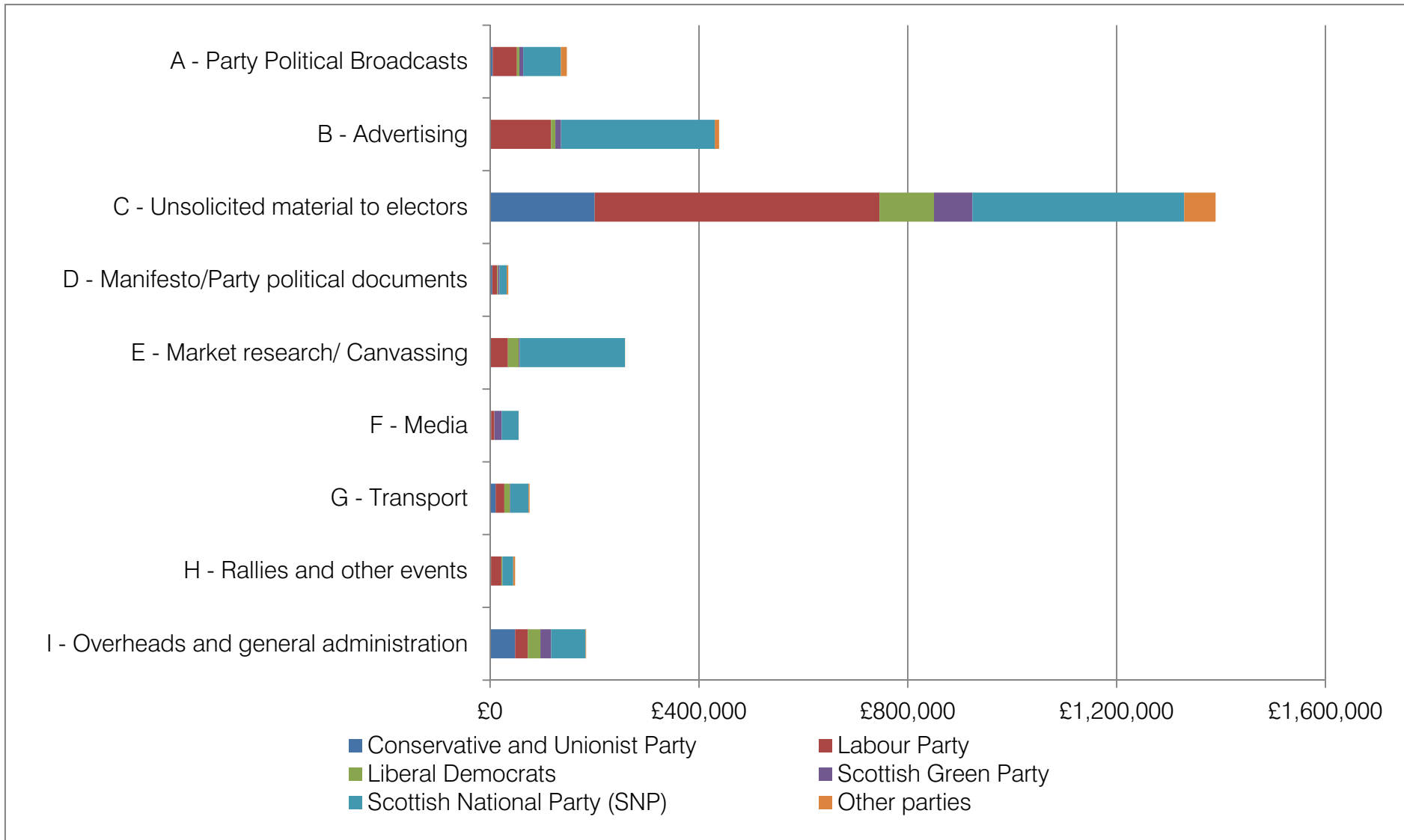


Table 4: Total spend at 2003, 2007 and 2011 Scottish Parliament elections by party and category

	Conservative and Unionist Party			Labour Party			Liberal Democrats		
	2003	2007	2011	2003	2007	2011	2003	2007	2011
Campaign broadcasts	£29,123	£29,338	£5,088	£50,382	£59,685	£46,236	£15,000	£15,381	£4,558
Advertising	£81,200	£119,419	£664	£374,701	£337,609	£115,986	£4,556	£26,166	£8,441
Unsolicited material to electors	£100,446	£247,521	£200,150	£82,353	£270,020	£545,746	£49,102	£98,323	£104,274
Manifesto or Referendum material	£6,783	£9,134	£4,062	£5,725	£17,525	£9,147	£4,082	£6,905	£1,972
Market research/canvassing	£16,452	£15,353	£1,434	£67,263	£107,477	£32,623	£3,067	£64,626	£20,680
Media	£2,820	£17,957	£1,922	£19,336	£29,710	£6,153	£14,685	£29,481	£73
Transport	£20,321	£2,243	£10,475	£33,399	£72,366	£16,799	£18,895	£29,635	£10,530
Rallies and other events	£28,313	£270	£1,783	£18,824	£89,685	£19,693	£3,859	£1,710	£1,936
Overheads and general administration	£37,821	£160,747	£47,884	£74,719	£118,789	£24,503	£17,114	£25,345	£23,836

	Scottish Green Party			Scottish National Party (SNP)			Other parties		
	2003	2007	2011	2003	2007	2011	2003	2007	2011
Campaign broadcasts	£6,162	£3,161	£7,630	£62,287	£90,726	£71,961	£37,665	£26,482	£11,616
Advertising	£11,210	£28,979	£10,699	£136,301	£494,642	£294,601	£62,767	£109,024	£8,211
Unsolicited material to electors	£21,711	£35,947	£73,572	£107,345	£323,580	£405,728	£164,086	£280,261	£60,042
Manifesto or Referendum material	£1,820	£7,111	£2,665	£79,795	£56,999	£14,067	£43,327	£16,179	£3,009
Market research/canvassing	£0	£2,199	£1,860	£8,816	£178,705	£201,613	£4,211	£61,721	£147
Media	£1,654	£3,855	£14,123	£7,242	£45,041	£32,269	£13,208	£36,980	£50
Transport	£553	£565	£951	£15,657	£52,239	£34,957	£710	£9,771	£1,975
Rallies and other events	£2,471	£2,036	£194	£49,279	£64,652	£20,689	£12,495	£5,091	£3,508
Overheads and general administration	£18,283	£15,279	£20,771	£6,385	£76,146	£65,777	£16,383	£30,733	£1,161

Chart 3: Total spend at 2003, 2007 and 2011 Scottish Parliament elections by category

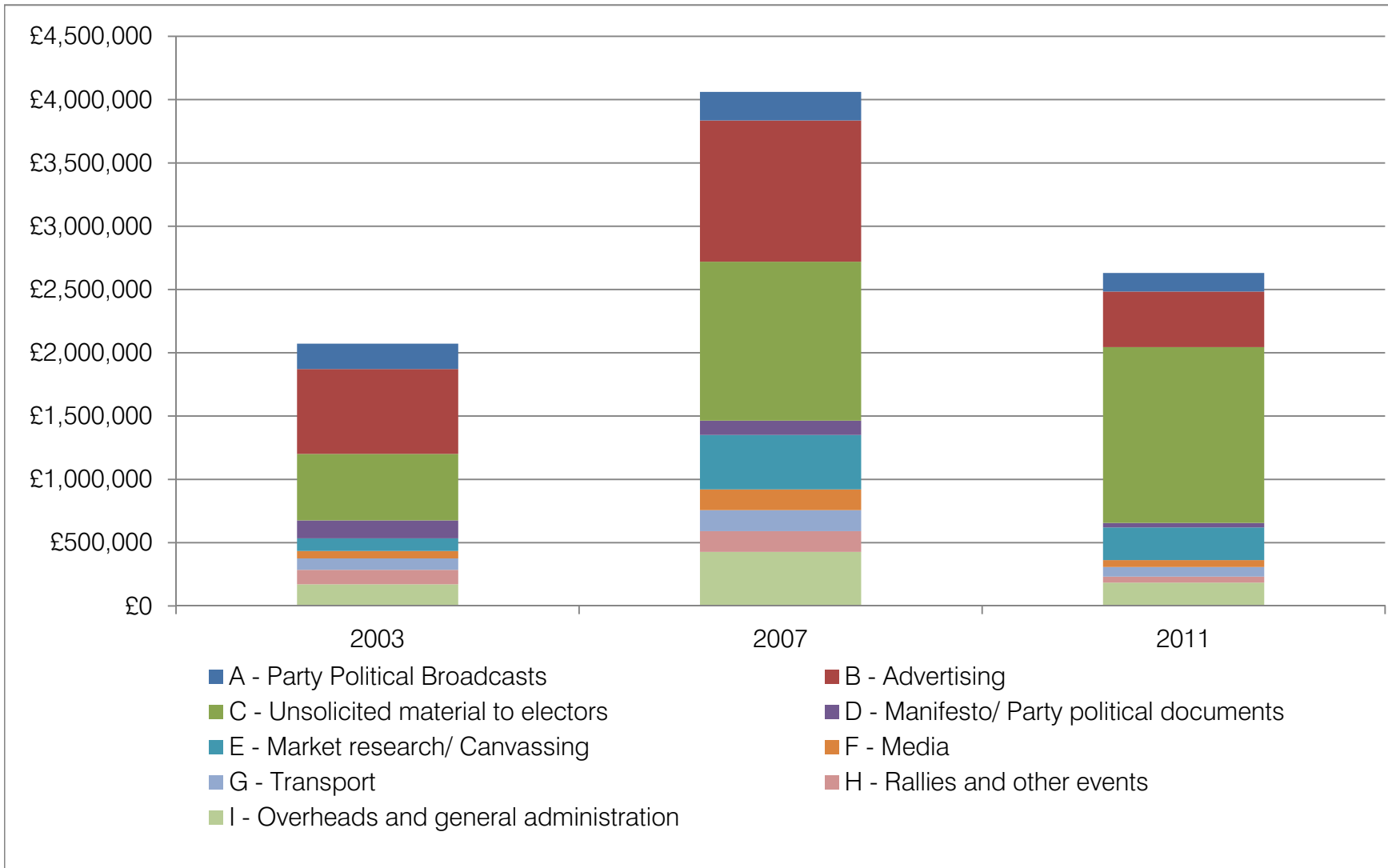
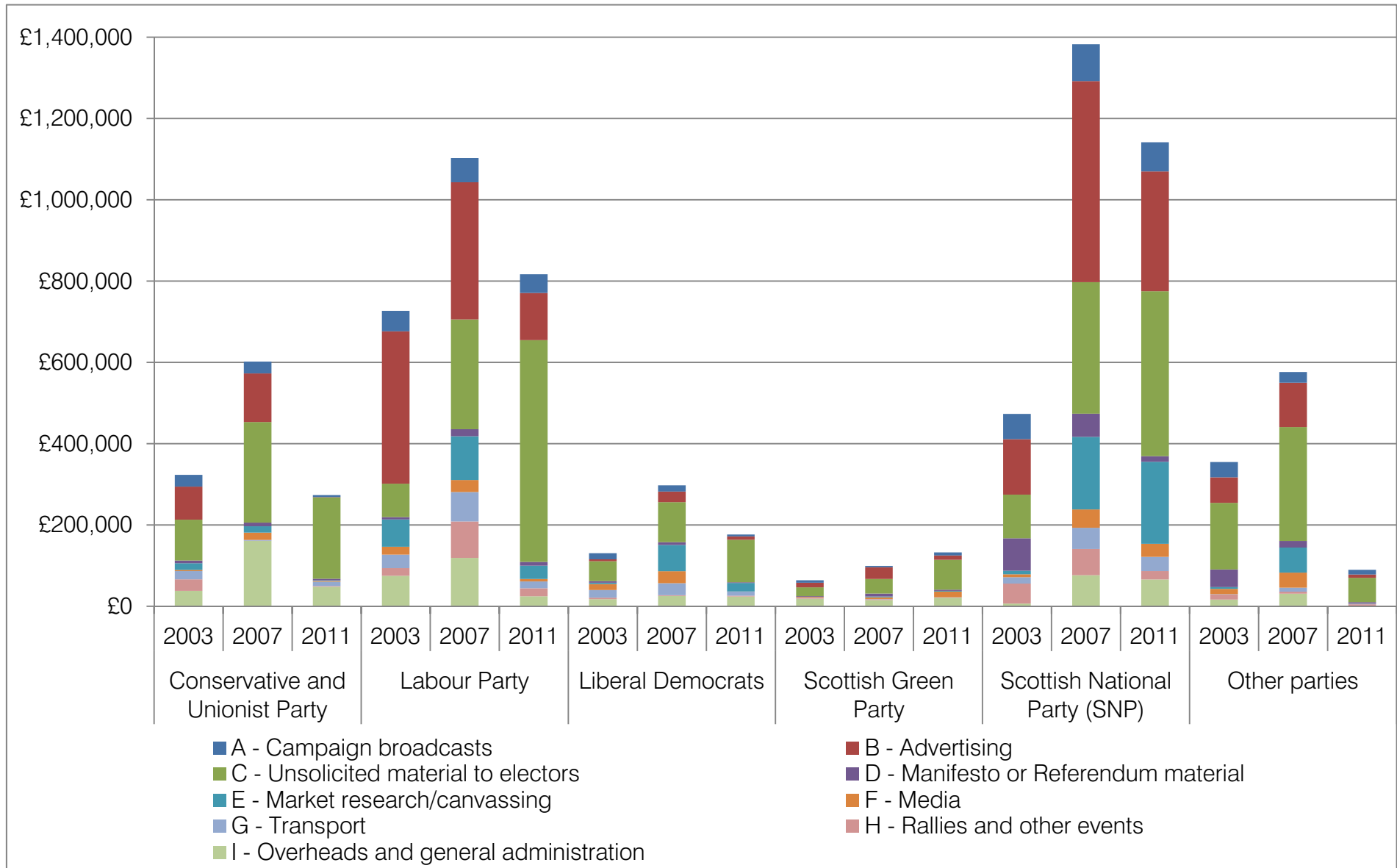


Chart 4: Total spend at 2003, 2007 and 2011 Scottish Parliament elections by party and category



# Glossary

## Regulated period

In the run-up to some elections, there is a set 'regulated period'. During this period, campaign spending limits and rules apply.

For the 2011 devolved elections, the regulated period ran from 6 January 2011 to polling day on 5 May.

## Campaign spending

A party's spending on certain activities to promote itself, or criticise other parties, during the regulated period.

### Campaign broadcasts

Spending on party political broadcasts, including agency fees, design and any other associated costs.

### Advertising

Advertising of any kind, such as banners, websites or Youtube videos.

### Unsolicited material to electors

Spending on producing and sending letters or leaflets to voters which aren't in response to specific queries.

### Manifesto or policy documents

Spending on producing and disseminating any documents setting out party policies.

### Market research/canvassing

Any research undertaken to gather information on voter's views or intentions.

### Media

Spending on press conferences or any dealings with the media.

### Transport

Transport costs in connection with the party's campaign.

### Rallies or other events

Spending on party rallies or events, including the costs of people's attendance and any goods or services provided.

### Overheads and general administration

General day-to-day administrative costs, such as phone bills or equipment hire.

For more information on campaign spending, please visit the Guidance section of our website at: [www.electoralcommission.org.uk/guidance/resources-for-those-we-regulate/parties/reporting-campaign-expenditure](http://www.electoralcommission.org.uk/guidance/resources-for-those-we-regulate/parties/reporting-campaign-expenditure)