

National Assembly for Wales election 2011 – campaign expenditure

Contents

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

Table 1: Summary of spending at the National Assembly for Wales election 2011

Party name	Regions contested	Constituencies contested	Spending limit	Payments made	Notional expenditure	Unpaid	Total
British National Party	5	7	£270,000	£18,766	£1,375	£0	£20,141
Christian Party "Proclaiming Christ's Lordship"	5	0	£200,000	£2,480	£0	£0	£2,480
Communist Party of Britain	5	0	£200,000	£1,905	£0	£0	£1,905
Conservative and Unionist Party	5	40	£600,000	£268,567	£14,702	£0	£283,269
Co-operative Party	0	13	£130,000	£228	£0	£0	£228
English Democrats Party	1	1	£50,000	£2,297	£0	£0	£2,297
Green Party	5	1	£210,000	£48,734	£8,210	£0	£56,944
Labour Party	5	37.5	£575,000	£152,138	£0	£872	£153,009
Liberal Democrats	5	40	£600,000	£103,472	£10,706	£0	£114,178
Llais Gwynedd - The Voice of Gwynedd	0	1	£10,000	£432	£0	£0	£432
Official Monster Raving Loony Party [The]	1	0	£40,000	£0	£0	£0	£0
Plaid Cymru - The Party of Wales	5	40	£600,000	£166,992	£6,147	£0	£173,139
Putting Llanelli First	0	1	£10,000	£2,720	£0	£0	£2,720
Socialist Labour Party	5	0	£200,000	£3,173	£0	£0	£3,173
Trade Unionist and Socialist Coalition	2	0	£80,000	£240	£0	£0	£240
UK Independence Party (UK I P)	5	0	£200,000	£55,391	£0	£0	£55,391
				£827,535	£41,140	£872	£869,546

Spending limits - £10,000 per constituency contested; £40,000 per region.

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

Table 2: Total spend at 2003, 2007 and 2011 National Assembly for Wales elections by party

Party name	2003	2007	2011
Conservative and Unionist Party	£80,716	£245,973	£283,269
Labour Party	£265,009	£235,296	£153,009
Liberal Democrats	£249,340	£239,799	£114,178
Plaid Cymru - The Party of Wales	£72,976	£261,286	£173,139
Other parties	£112,475	£226,971	£145,951
Total	£780,516	£1,209,325	£869,546

Chart 1: Total spend at 2003, 2007 and 2011 National Assembly for Wales elections by party

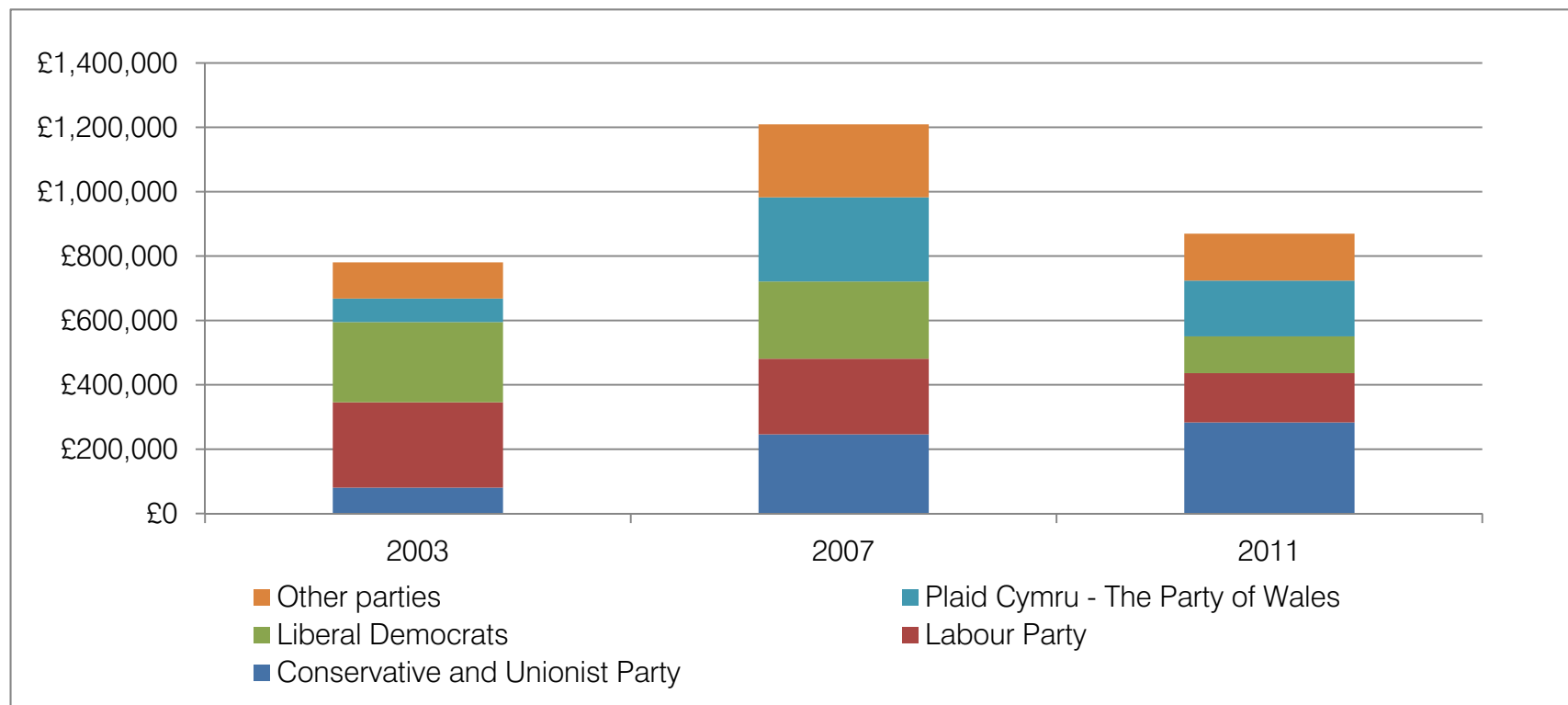


Table 3: Total spend at the National Assembly for Wales election 2011 by category

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	£12,130	£32,818	£193,232	£5,600	£1,879
Labour Party	£47,313	£14,517	£49,121	£8,618	£16,158
Liberal Democrats	£7,200	£2,396	£76,533	£3,389	£358
Plaid Cymru - The Party of Wales	£19,594	£37,728	£63,856	£7,070	£34,033
Other parties	£19,555	£26,758	£87,085	£1,751	£0
Total	£105,792	£114,217	£469,827	£26,428	£52,429

Party name	F - Media	G - Transport	H - Rallies and other events	I - Overheads and general administration	Total
Conservative and Unionist Party	£0	£2,481	£5,706	£29,423	£283,269
Labour Party	£936	£5,775	£2,248	£8,323	£153,009
Liberal Democrats	£1,144	£8,817	£269	£14,071	£114,178
Plaid Cymru - The Party of Wales	£0	£659	£2,599	£7,600	£173,139
Other parties	£0	£5,047	£309	£5,447	£145,951
Total	£2,080	£22,779	£11,131	£64,864	

Chart 2: Total spend at the National Assembly for Wales election 2011 by category

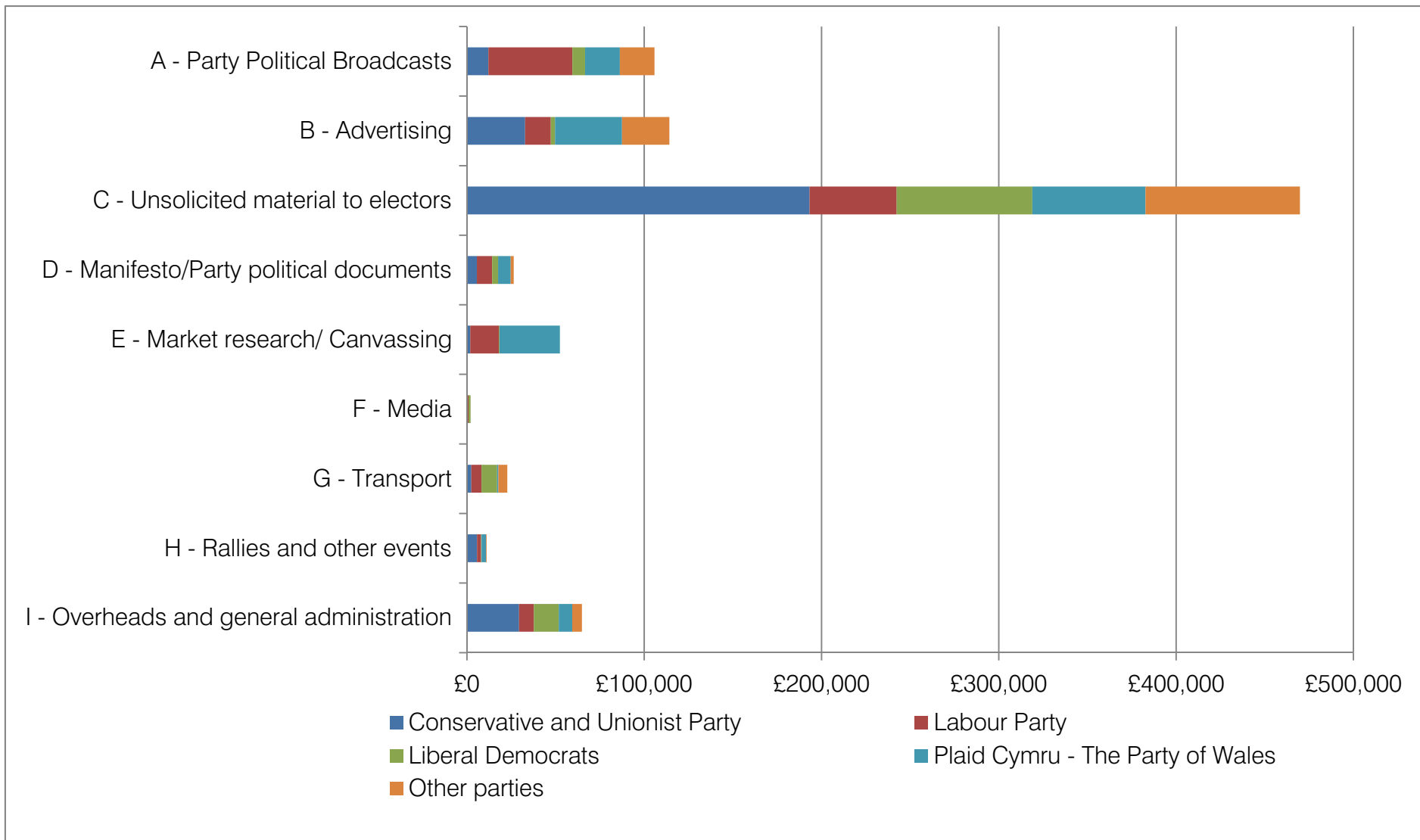


Table 4: Total spend at 2003, 2007 and 2011 National Assembly for Wales elections by party and category

	Conservative and Unionist Party			Labour Party			Liberal Democrats		
	2003	2007	2011	2003	2007	2011	2003	2007	2011
A - Campaign broadcasts	£8,022	£15,974	£12,130	£49,480	£49,274	£47,313	£37,194	£5,748	£7,200
B - Advertising	£5,384	£32,653	£32,818	£19,488	£30,415	£14,517	£7,773	£2,317	£2,396
C - Unsolicited material to electors	£29,082	£144,303	£193,232	£68,852	£91,345	£49,121	£174,497	£204,235	£76,533
D - Manifesto or Referendum material	£11,215	£14,630	£5,600	£28,396	£5,315	£8,618	£8,567	£14,577	£3,389
E - Market research/canvassing	£1,404	£7,049	£1,879	£20,167	£34,571	£16,158	£6,587	£4,441	£358
F - Media	£6,600	£1,143	£0	£7,135	£3,352	£936	£1,885	£3,960	£1,144
G - Transport	£2,294	£13,307	£2,481	£16,141	£9,067	£5,775	£6,789	£1,447	£8,817
H - Rallies and other events	£1,947	£1,625	£5,706	£1,251	£11,957	£2,248	£758	£36	£269
I - Overheads and general administration	£14,768	£15,290	£29,423	£54,099	£19,151	£8,323	£5,290	£3,038	£14,071

	Plaid Cymru - The Party of Wales			Other parties		
	2003	2007	2011	2003	2007	2011
A - Campaign broadcasts	£7,254	£22,500	£19,594	£11,875	£39,166	£19,555
B - Advertising	£8,146	£74,814	£37,728	£29,506	£60,807	£26,758
C - Unsolicited material to electors	£22,406	£86,714	£63,856	£55,346	£104,932	£87,085
D - Manifesto or Referendum material	£5,408	£9,728	£7,070	£8,199	£5,881	£1,751
E - Market research/canvassing	£11,902	£38,063	£34,033	£250	£0	£0
F - Media	£876	£5,420	£0	£651	£350	£0
G - Transport	£3,510	£4,502	£659	£332	£5,586	£5,047
H - Rallies and other events	£165	£7,350	£2,599	£567	£2,120	£309
I - Overheads and general administration	£13,309	£12,195	£7,600	£5,750	£8,130	£5,447

Chart 3: Total spend at 2003, 2007 and 2011 National Assembly for Wales elections by category

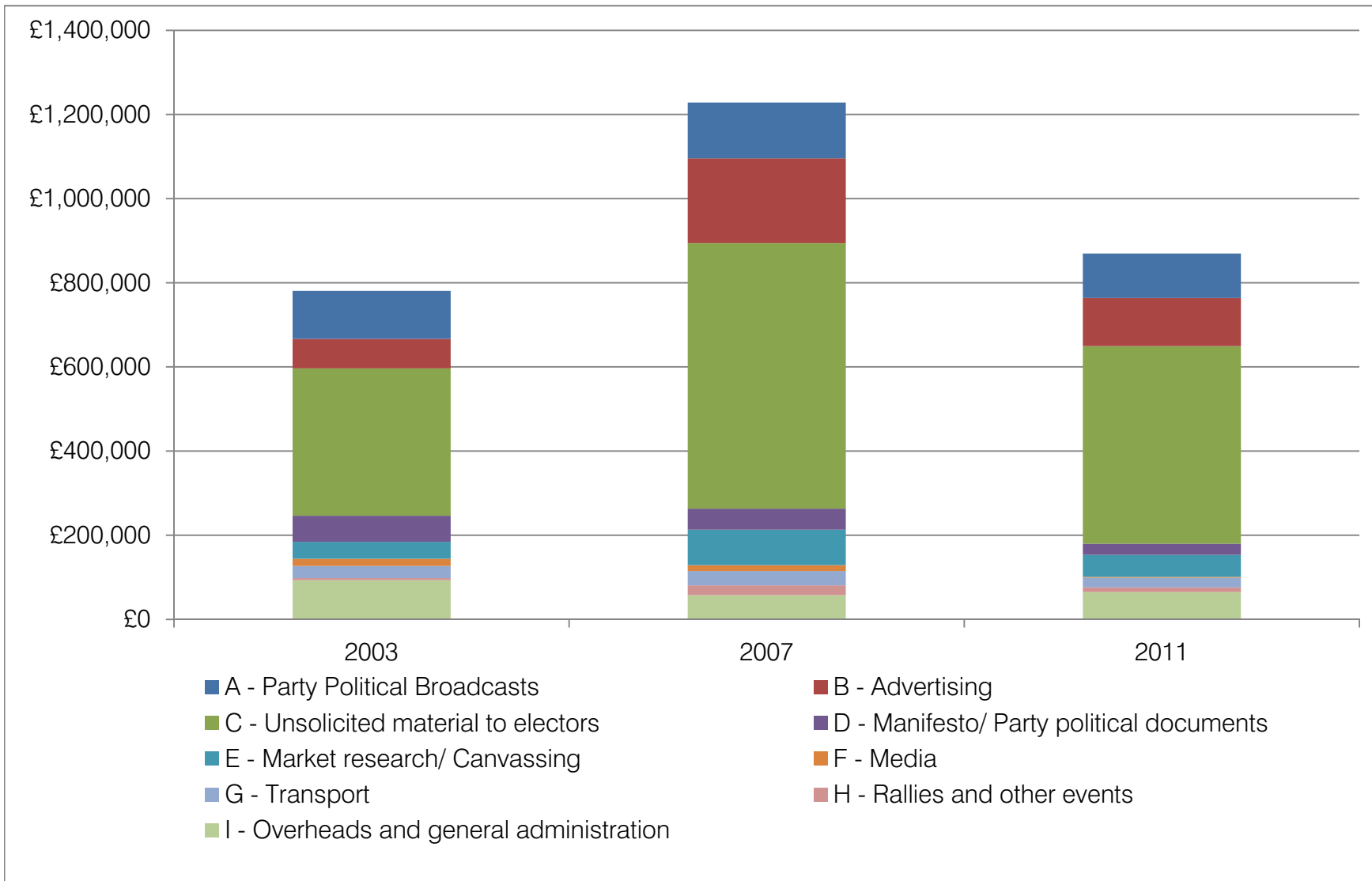
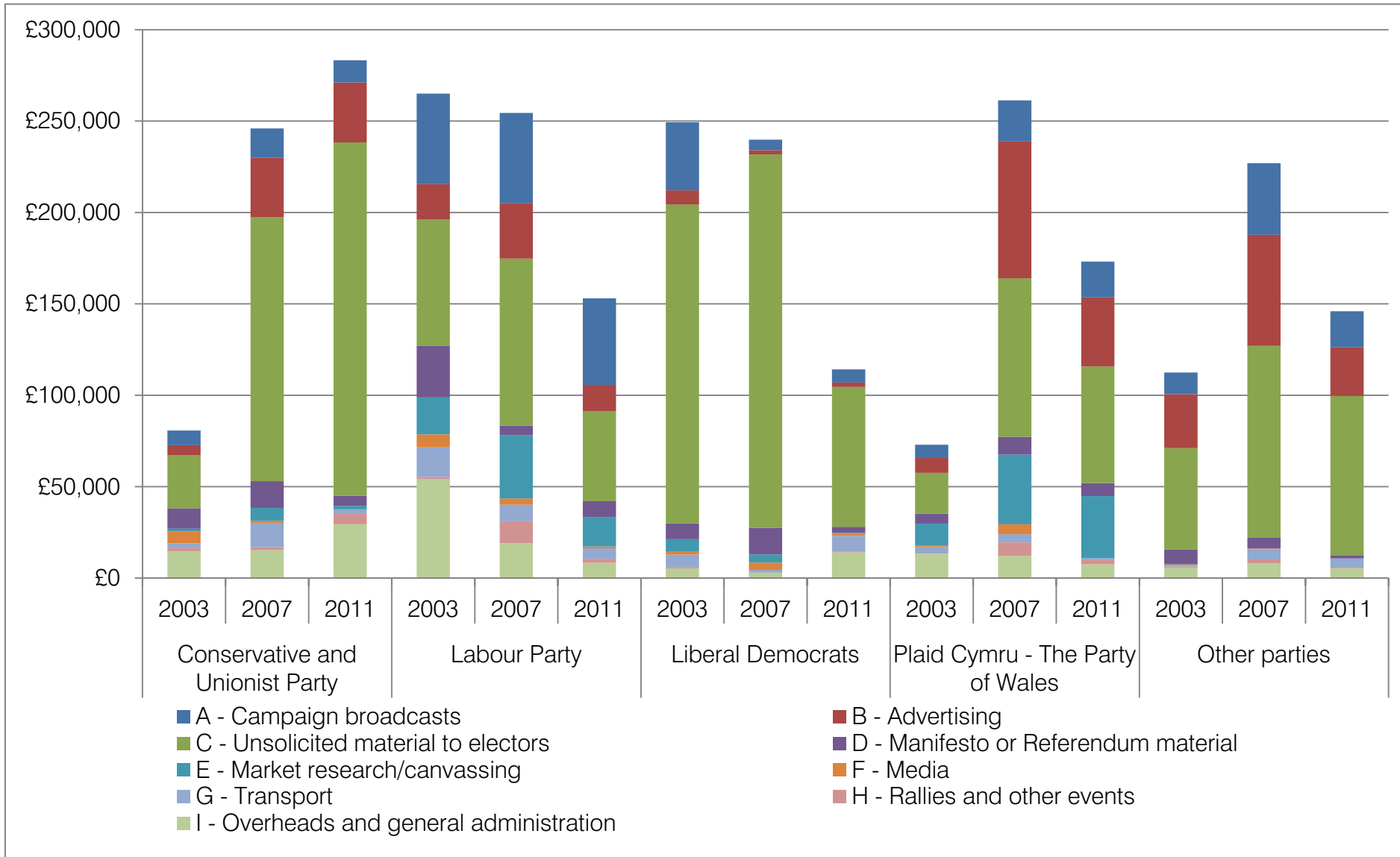


Chart 4: Total spend at 2003, 2007 and 2011 National Assembly for Wales elections by party and category



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