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May 2017

# UK Parliamentary General Election on 8 June 2017: Examples of splitting spending between the party and the candidate

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This document is for parties and candidates who must comply with the rules on splitting spending at the UK Parliamentary General Election (UKPGE) on 8 June 2017.

You may need to split the costs of some items of spending, so that the party and the candidate record and report the value spent on each campaign correctly.

This factsheet includes examples on splitting spending at the UKPGE on 8 June 2017. You can find other general examples in our expert paper on splitting campaign spending [here](#).

## Splitting spending between a party and a candidate

Party and candidate spending are sometimes referred to as 'local' and 'national' spending, but it is better to think of 'party' and 'candidate' spending. Not all local spending is automatically candidate spending - it is possible for party spending to occur at a local level.

Because party spending is defined as any campaign spending other than candidate spending, you should always consider first whether any spending is candidate spending.

### **Honest assessment**

If you are satisfied that there is a need to split spending, you should make an honest assessment, based on the facts, of the proportion of the cost that can be fairly attributed to each type of campaign spending.

**You risk making a false declaration if you wrongly declare**

**that your spending return is complete and accurate.**

The examples below should help you understand how you should approach your assessment when splitting party and candidate spending for the 2017 UKPGE.

If you are in any doubt as to whether spending is or will be candidate or party spending, you should contact us.

**Example 1:**

The party rents an office in the town centre for £400pcm to co-ordinate the party's campaign which also provides support to the local party candidate. During the general election campaign the candidate uses the office as their campaign headquarters, whilst other staff continue with the general administration of the party's campaign.

If the main purpose of activity in the office becomes promoting the candidate, the full costs of the office for the relevant period should be reported as candidate spending. If not, you should consider the proportion of the rent and other services which are being used by the candidate's campaign and the proportion used by the party as part of its campaign. The costs of the office should be split.

**Example 2:**

A leaflet and a local newspaper advertisement promoting a party's policies on health are distributed in a number of constituencies. The leaflet and the local newspaper advertisement include no reference to any candidates or local issues. The full cost of the leaflet and the local newspaper advertisement should be treated as party spending.

If however the main purpose of the leaflet and the local newspaper advertisement is to promote the candidates in the relevant constituencies, the material should be treated as candidate spending. The same general principle applies to online campaigning.

**Example 3:**

Canvassers knocking on doors to promote the candidate are provided with jackets with the party name on the back to wear. Although it is the party name on the jackets, the spending is in relation to the canvassing, which is to promote the candidate. The full cost of the jackets should be reported as candidate spending.

**Example 4:**

A letter or email from the leader of a party setting out the party's policy position on aspects of the UK's withdrawal negotiations with the EU is sent to voters in the party's target constituencies or voters who the party's polling data indicates have strong views on the matter.

Although the material is being targeted towards specific voters by locality or otherwise, if the main purpose of the material is to communicate party policies rather than the views of individual candidates, this is party spending.

If however the material includes indications of the views of candidates you would need to consider the main purpose. It is likely that all or some of the costs of the material would then need to be attributed to the candidate. The extent of that attribution would depend on the exact nature of the material.

### Example 5:

A political party pays for an advertising campaign on a social media platform that is targeted at users in a specific geographical area or areas.

As with any kind of campaigning activity, if a party pays for a form of advertising that promotes a candidate then a portion of the cost of this campaigning should be reported as party spending and candidate spending. In some instances the whole cost should be reported as candidate spending. This will depend on what is promoted in the advert. If an advert only refers to the national party, then the cost of the advertising should be reported by the party.

### Example 6:

A party uses a coach during the campaign to transport the party leader and/or senior figures around constituencies. The people travelling are giving speeches, holding media conferences and visiting local businesses.

If the main purpose of this activity is for senior party figures to promote the party through achieving media coverage for the party, this will be party spending.

Where however anyone is transported to one or more constituencies and engages in campaigning activity for the candidate (e.g. knocking on doors or canvassing for the candidate) you would need to consider the main purpose. It is likely that all or some of the costs of the visit would be treated as spending to promote the candidate. The extent of that

attribution would depend on the exact activity involved.

## How we can help

You can find more information in the guidance documents we have suggested in this document, or you can view our full range of guidance and up-to-date resources on our website.

If it's easier, you can also contact us on one of the phone numbers or email addresses below.

We are here to help, so please get in touch.

Call us on:

England: 0333 103 1928

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