

Form EUR2

Application for designation as lead campaigner

This document is for campaigners applying to be a designated lead campaigner at the referendum on the United Kingdom's membership of the European Union

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Introduction

Before you apply to be a designated lead campaigner at the referendum, you should read our [guidance for campaigning and registering for EU referendum campaigners](#) to make sure you understand the rules you must follow.

You should read this document together with [the designation process at the EU Referendum](#), which explains how we will designate, the benefits designated lead campaign groups receive and our decision-making process.



Important

Applying to be a designated lead campaigner

To apply to be a designated lead campaigner, you must be registered with us as a referendum campaigner.



Important

You can register as a campaigner by sending us a completed [Form EUR1 - registering as a referendum campaigner](#). Alternatively, you can register online by visiting [PEF Online](#). Registration as a referendum campaigner usually takes five working days so please leave enough time before the application to be a designated lead campaigner deadline.

The application period for designation opens on 4 March and ends on 31 March 2016. We must receive your application for designated lead campaign group status and all supporting documentation on or before 31 March. The decision period runs from 1 April to 14 April 2016.

Your application must be accompanied by information or statements showing that you adequately represent those campaigning for your preferred outcome.

A Word version of the application form is available [here](#).

Your application form should provide the information requested as succinctly as possible. Although additional pages on the application form are available, it is unlikely that you will need to use many additional pages in written response to each criterion in order to provide sufficient information to support your application for designation.

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In addition to the application form, you should include evidence to support your application. All evidence should be attached and clearly referenced in your application.

About this document

Part A of this document explains what you need to tell us in your application and why. You should read it carefully before completing Part B. Part B is the application form.

A Word version of the application form is available [here](#).

Public awareness booklet

If lead campaigners are designated for both sides of the outcome, then both designated lead campaigners will be entitled to:

- a dedicated page in the Commission's public information booklet which will be distributed to all households in the UK and Gibraltar (in both English language and bilingual English/Welsh language versions)
- the inclusion in the booklet of a link to a page on the campaigner's website, which should include their opinion on what will happen in the event of either referendum result

You must send the booklet page, website link and website content to us with your application form by 31 March 2016. The content needs to be provided in the format specified so please read the [instructions](#).

This is **not** part of the application process and will not be taken into account when we consider applications.

How we make our decision

This document reflects the statutory tests that we must apply when we make our decision on who to appoint as lead campaigner.

Under the Political Parties Elections and Referendums Act 2000 (PPERA) as amended by the European Union Referendum Act 2015 (the Act), the Electoral Commission can appoint lead campaign groups for each side of the referendum campaign or for one side only.

If there is one applicant for an outcome, we must designate if satisfied that applicant adequately represent those campaigning for the outcome.

If there is more than one such applicant for an outcome, we must designate the one who represents those campaigning for that outcome to the greatest extent unless we are not satisfied that any of the applicants adequately represent those campaigning for that outcome.

We can only take into account information that is relevant to these tests.

In Part A we explain what information we are looking for, and why. You should consider each section carefully to make sure that your application addresses the relevant factors, since we will rely on the information you give when reaching our decision on designation.

To assist the Commission to apply the statutory tests, we will assess the information provided in your application using this form: [Designation Assessment Matrix](#).

We will give particular consideration to the information you provide about support for your application (section 3), your plans for representing other campaigners (section 4) and your campaigning capacity (section 5), since these demonstrate the extent to which you represent those campaigning for the outcome you support.

For more information on the statutory tests, see this document:

- [The designation process at the EU Referendum](#)

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We will also consider carefully the evidence you provide about your organisational capacity (section 6), since this indicates how effective you may be in representing those campaigning for the outcome you support.

Publication of applications

In the interests of transparency, we will publish applications for lead campaign group status when we announce our decision.

We will not publish:

- personal phone numbers or email addresses, or
- information contained in Section 5 – Campaigning capacity

Who this form is for:

Registered campaigners who wish to apply to be the designated lead campaign group for an outcome.

In this form we use the word “must” when we refer to a specific requirement. We use “should” for items we consider to be minimum good practice, but which are not legal or regulatory requirements.

Part A: About your application

The following section will explain what you need to include in your application to be a designated lead campaigner.

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Completing the form



Section 1 – Your organisation's details

You must complete this section in full.

You must be registered with us as a referendum campaigner before you submit this form. If you are not registered, you can make an online application by visiting [PEF Online](#). Alternatively, you can register with us by filling in [Form EUR1](#) and posting it to us.

For more information on how we assess each section please see:

- [Designation Assessment Matrix](#)

Applications to register as a campaigner can take up to 5 working days to process. You must ensure you have submitted a fully completed registration form containing all the information required and the correct signatures before you submit the designation form.

It is important that your contact person is someone who is authorised to act on the organisation's behalf for your application. This is because we may need to ask you for further information or invite you for interview at short notice.

Section 2 – Your organisation's objectives

Please give us a brief statement of your organisation's objectives and how the objectives fit with the referendum outcome you support.

You may wish to provide supporting evidence, such as a copy of your articles of association or memorandum of understanding if you are a company or constitution if you are an unincorporated association.

When completing this section you should also consider issues such as whether your organisation's sole aim is to achieve the referendum outcome you support or whether you have another primary purpose.

Section 3 – Support for your application

This section will help us to assess the extent to which you represent a range of campaigners for the outcome you support. We can only designate lead campaign groups if we consider that they can adequately represent those campaigning for the same outcome.

Details of your supporters

Please tell us:

- if you are an umbrella organisation, the details of your member organisations
- details of other groups that support your application

You should include:

- the name and address of each supporting group
- the group's objectives, and their interest in the outcome you support. If appropriate, you may wish to include membership figures, or other evidence of significant activity relating to the referendum issue

For each group, you should attach confirmation of their support signed by someone authorised to do so on their behalf. All evidence should be attached and clearly referenced in your application.

You may also wish to include information on the membership of your own organisation, such as the number of members.

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When completing this section you should consider issues such as:

- the number and breadth of different categories of campaigners that support your application (e.g. parties, trade unions, registered companies, individuals etc.)
- the number of supporters that organisations that support your application have signed up
- the different types of campaign interests or campaign issues covered by supporters of your application (e.g. business, employment, environment, social, geographical coverage)
- other demographic attributes of organisations that support your application, such as age (Including young voters), disability, language, breadth of engagement with different communities etc.

How your supporters represent those campaigning for the same outcome

Please tell us how these organisations and groups show that you represent a variety of views of those campaigning for the same outcome.

Section 4 – Representing other campaigners

This section will help us assess the extent to which you will try to engage other groups who are campaigning for the outcome, but who are not listed in Section 3.

Please tell us how you would try to involve others in your campaign, if your application is successful. For example, any plans to contact other groups to invite them to work with you.

Issues relevant to this section are similar to ‘Support for application’ above but are focused on campaigners that have not provided direct support for your application.

When completing this section you should consider issues such as:

- the number and breadth of different categories of campaigner that you intend to work with (e.g. parties, trade unions, registered companies, individuals etc.)
- the different types of campaign interests or campaign issues covered by the organisations you intend to work with (e.g. business, employment, environment, social, geographical coverage)
- other demographic attributes covered by the organisations you intend to work with, such as age (Including young voters), disability, language, and breadth of engagement with different communities etc.

Section 5 – Campaigning capacity

This section will help us assess your campaign's capacity to reach as many voters as possible in order to adequately represent those campaigning for the same outcome.

When we publish applications after making our decision, we will not include this section.

Please tell us:

- how many voters you would plan to reach using the lead campaign group benefit of free-of-charge mailings and the other benefits of designation
- what other methods you intend to use to communicate your message to different types of voters (e.g. social, geographical coverage and other demographic attributes, such as age (Including young voters), disability, language and breadth of engagement with different communities etc.), for example, online media, public meetings or direct contact. You should also explain the type of voter at which each method of communication is aimed

You will have to report certain donations and loans to us after the referendum. For more information, see these documents:

- [Donations for EU referendum campaigners](#)
- [Loans for EU referendum campaigners](#)

- the realistic level of funding that you anticipate for your campaign, how you expect to achieve this and when funds are likely to be available. You should give sufficient detail to demonstrate your ability to fund an effective campaign. For example, the level of funds already pledged, and any significant planned loan or credit facilities. You do not need to supply the names of actual or prospective sources of funding

Section 6 – Organisational capacity

This section will help us to assess whether you have the organisational capacity to adequately represent others campaigning for the outcome you support.

Please tell us about:

- how your organisational structure will enable delivery of the campaign to voters across the UK and Gibraltar
- the skills and experience of your key staff in large-scale campaigning

When completing this section you should consider issues such as:

- your structural capacity across UK and Gibraltar
- your internal governance mechanisms to provide representation of other campaigners
- the number of key staff and level and length of experience your organisation has
- your ability to draw on experience of support organisations

Section 7 – Signatures

If your organisation is a political party, the registered party leader, the registered party treasurer and the registered nominating officer must sign (plus another officer if the leader, treasurer and nominating officer are the same person).

If you are an individual you must sign the declaration yourself.

If you are an organisation, the secretary of your organisation must sign the declaration. If you do not have a secretary, someone who holds a similar position within your organisation must sign it.

By signing the form, you will be confirming that the information you are giving us is correct to the best of your knowledge and belief.

Return the form by post, fax or email to:

Tom Hawthorn
Head of Policy
The Electoral Commission
3 Bunhill Row
London
EC1Y 8YZ

Tel: 0333 103 1928
Fax: 020 7271 0505
Email: pef@electoralcommission.org.uk
Web: www.electoralcommission.org.uk

We will acknowledge all applications within one working day.

Part B: The application form

You should use this form if you are applying to be a designated lead campaign group.

You can attach continuation sheets and supporting documents. You should make sure these are clearly labelled and attached securely to this form.

Electoral Commission use:

Application to register as a designated lead campaigner – Referendum on the United Kingdom’s membership of the European Union

Section 1 – Your organisation’s details

Outcome you intend to campaign for:

Remain a member of the European Union

Leave the European Union

Name of individual or organisation

Campaigner name (if different)

Address

Town

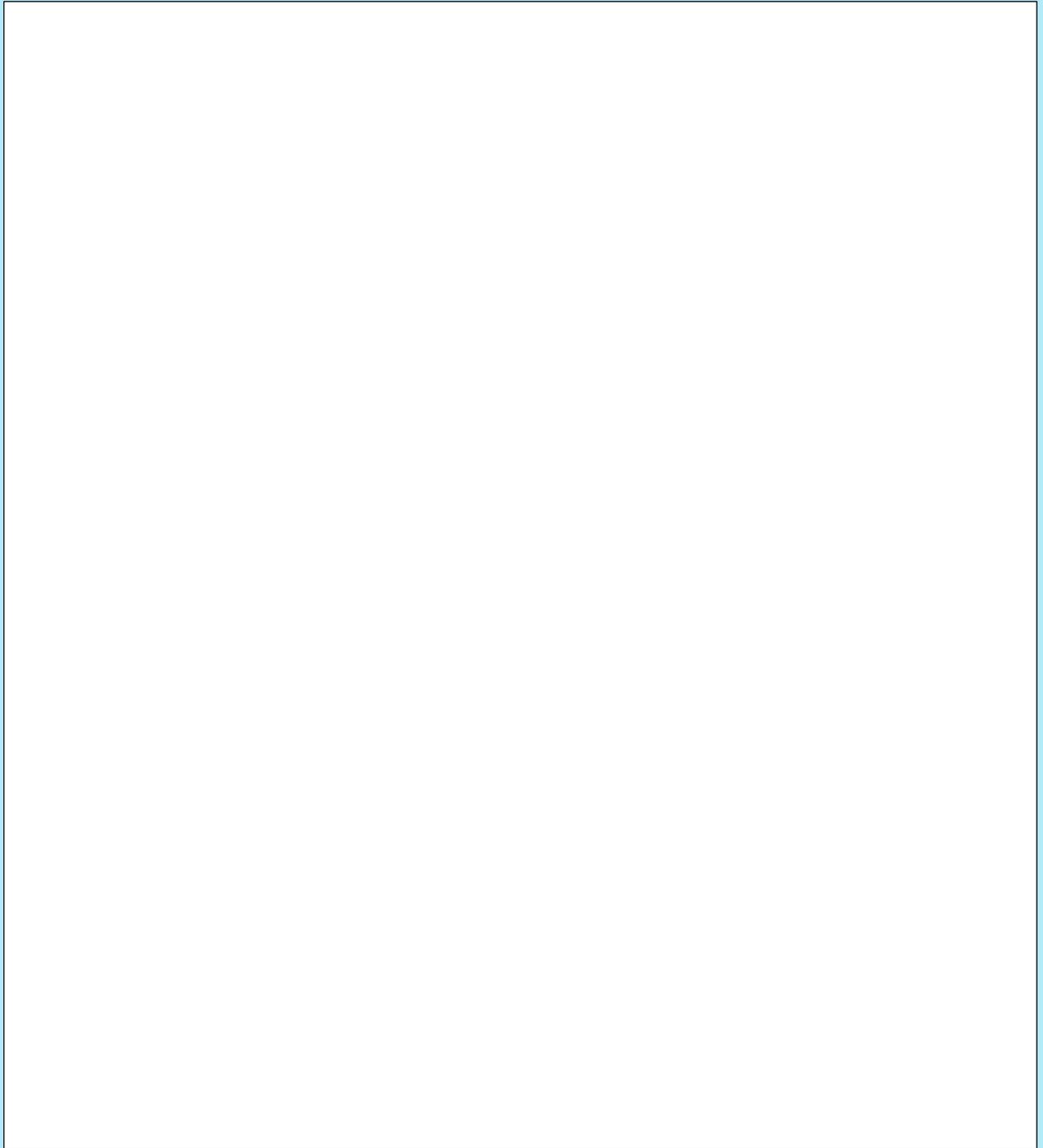
Postcode

Telephone number

Email address

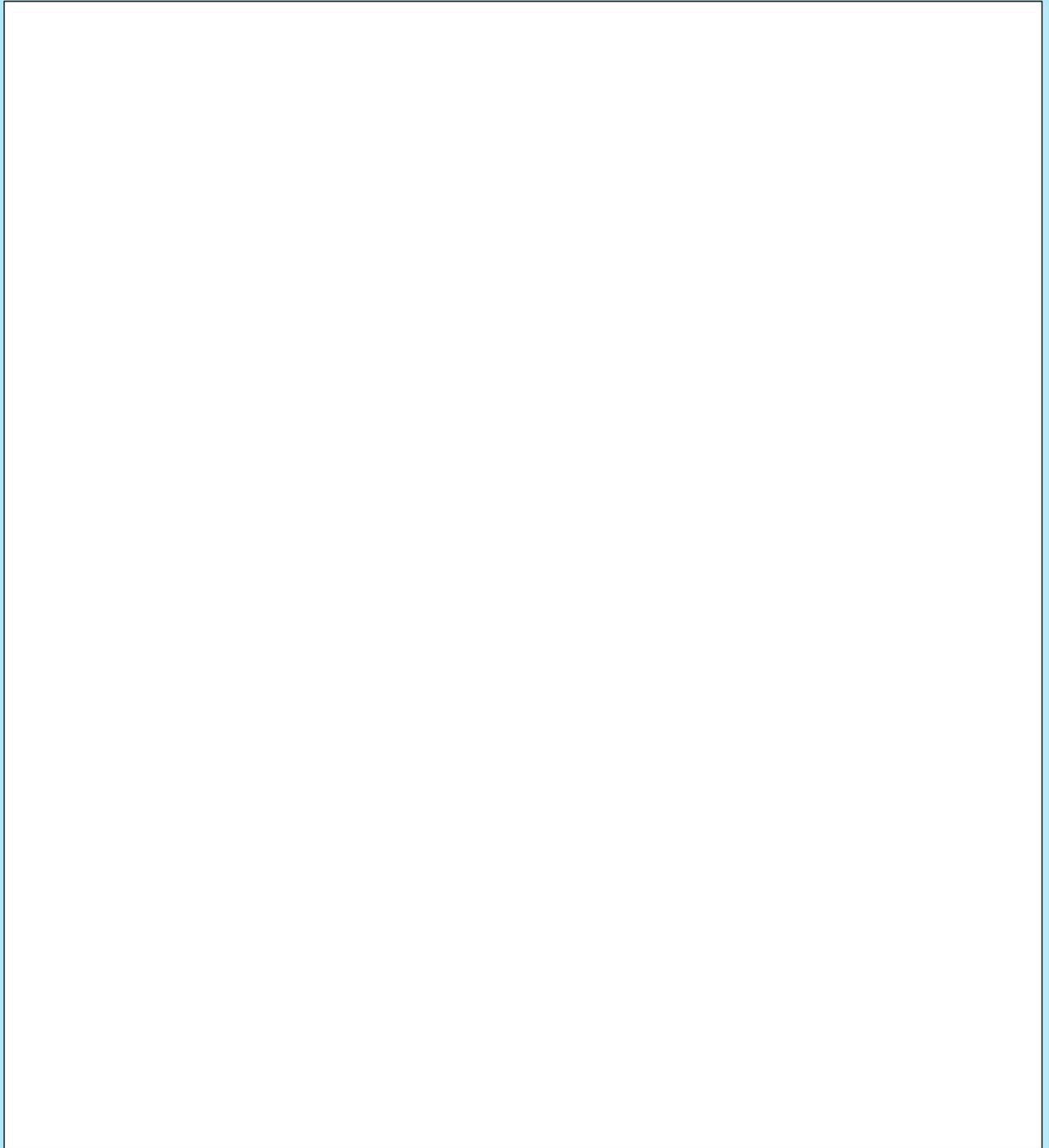
Section 2 – Your organisations' objectives

Please refer to the notes on page 7 for the information you should include in this section

A large, empty rectangular box with a thin black border, intended for the user to write their organization's objectives. The box is centered on the page and occupies most of the lower half of the document.

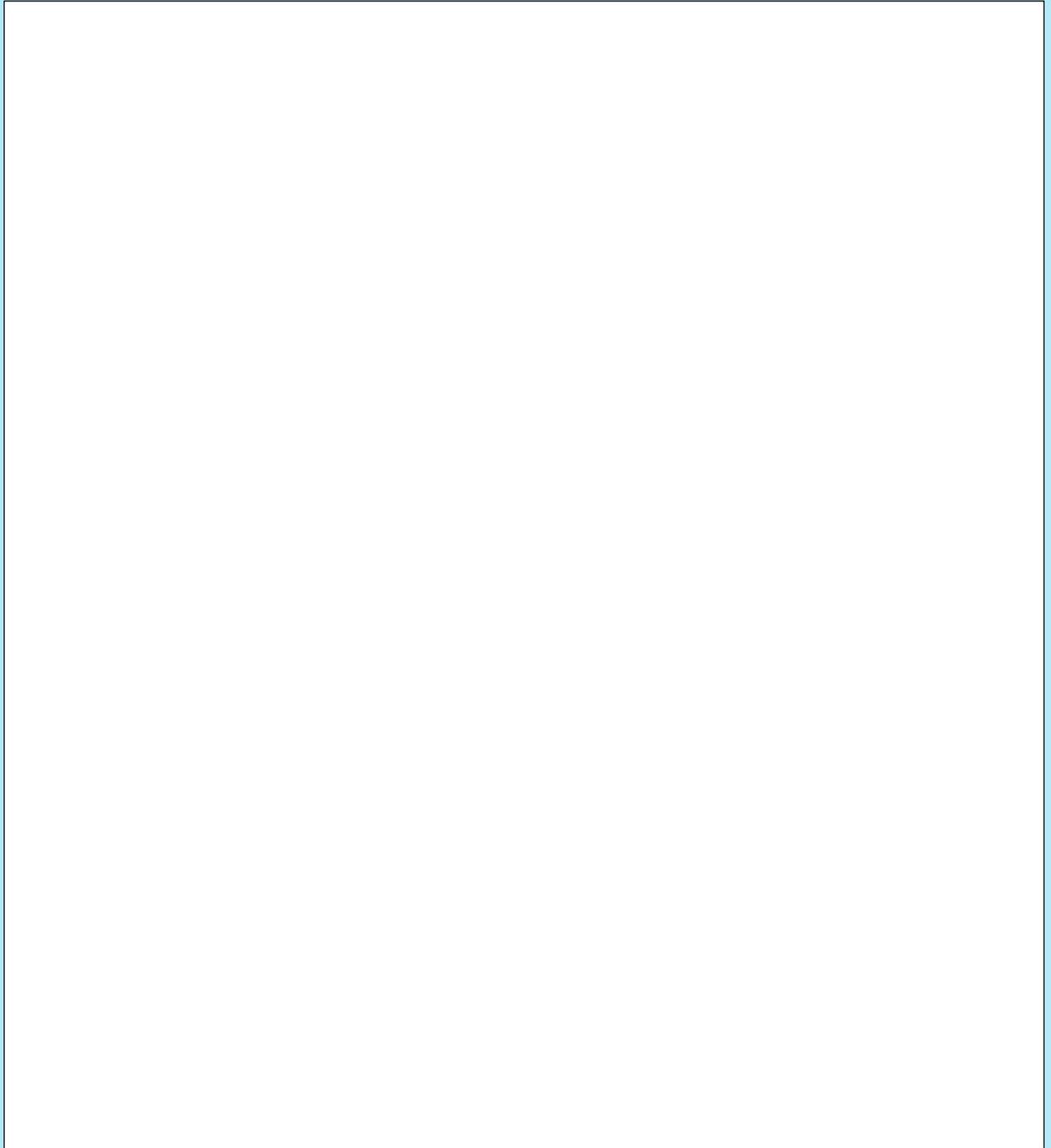
Section 3 – Support for your application

Please refer to the notes on pages 8 and 9 for the information you should include in this section



Section 4 – Representing other campaigners

Please refer to the notes on page 9 and 10 for the information you should include in this section

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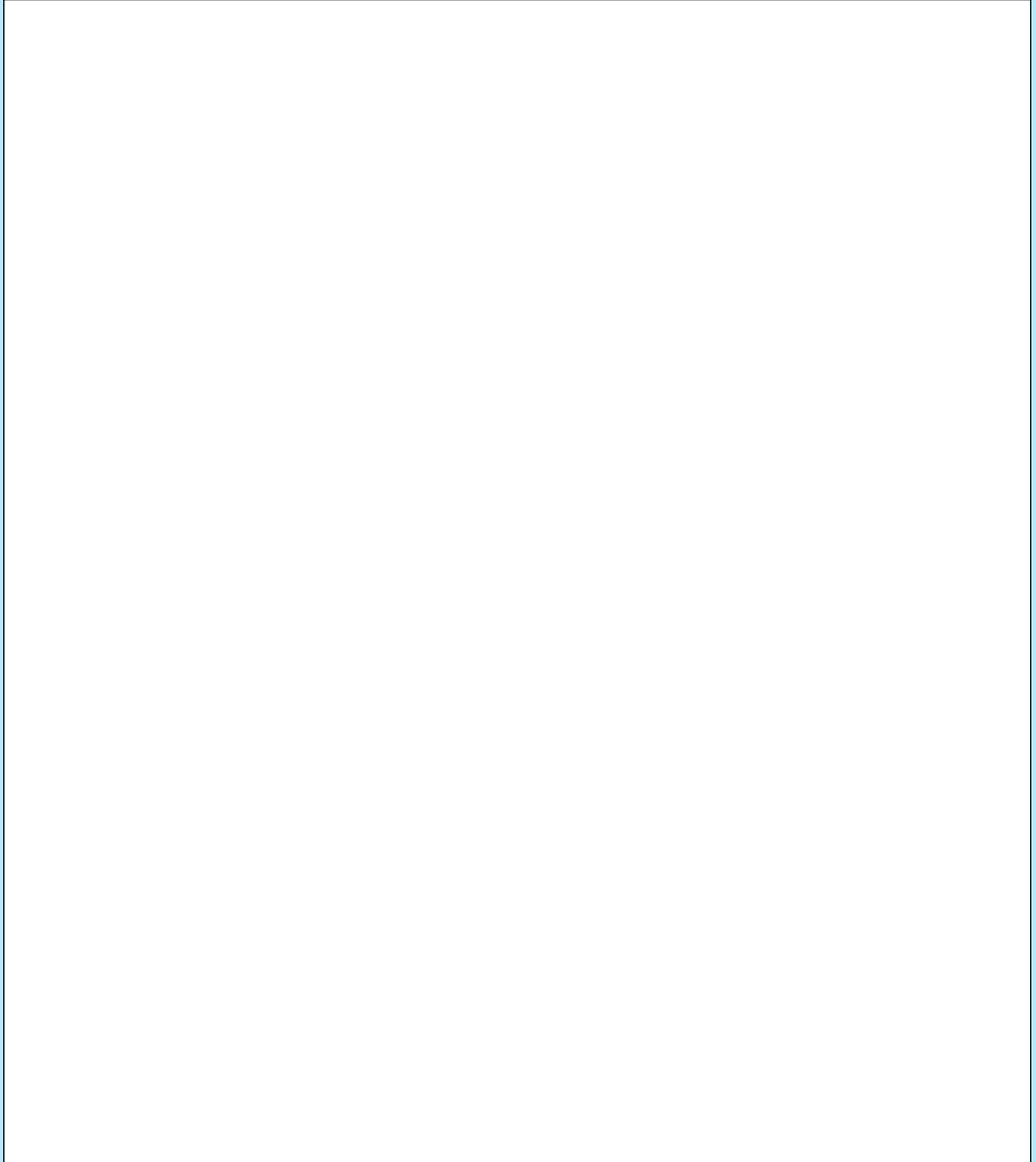
Section 5 – Campaigning capacity

Please refer to the notes on pages 10 and 11 for the information you should include in this section

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Section 6 – Organisational capacity

Please refer to the notes on page 11 for the information you should include in this section

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Section 7 –Signatures

I declare that, to the best of my knowledge and belief, the information I have provided on this form is true and that: (tick the appropriate box below):

I am the named individual, or

We are the responsible officers of the above-named political party, or

I am the secretary, or acting in similar capacity as secretary of the above-named organisation.

Signed

Name

Position held Date

Signed

Name

Position held Date

Signed

Name

Position held Date

For Electoral Commission use

Date of receipt

Checked by

Date entered in database

File reference number