

Designation assessment matrix

Applicants should **not** fill in this form.

This is a reference document to be completed by the Electoral Commission on receipt of a completed application for designation as lead campaigner at the EU Referendum by a registered campaigner. We will use this document to assess applications against the statutory test.

For more information on applying for designation as lead campaigner you should read our guidance: [The designation process for the EU Referendum](#), which explains how we will designate, the benefits lead campaign groups receive and our decision-making process. It also explains what designated lead campaign groups are, what benefits they receive over other campaigners and the process by which they are chosen.

To apply for designation as lead campaigner you must complete the [EUR2 – Application to register as a designated lead campaigner at the EU Referendum](#).

For more information on the EU Referendum including the rules on campaign spending, donations and reporting in the run up to the referendum visit our [website](#).

Designation assessment matrix

Applicant: _____

Scoring range

0	No evidence relevant to the evidential factor	Evidence insufficient
1	Minimal evidence relevant to the evidential factor	Evidence insufficient
2	Limited evidence relevant to the evidential factor	Evidence insufficient
3	Satisfactory evidence relevant to the evidential factor	Evidence sufficient
4	Substantial evidence relevant to the evidential factor over and above that which would be sufficient to meet to meet the evidential factor	Evidence sufficient

Categorisation guidelines

Score of 3 or 4 for each evidential factor	Category A application: The applicant appears to have provided sufficient information to show that it <u>adequately represents those campaigning for the outcome it supports</u> .
One or more scores of 2 for any evidential factor, no scores lower than 2	Category B application: It appears that the applicant <u>may be able to show that it adequately represents</u> those campaigning for the outcome it supports.
Any score of 1 or 0	Category C application: It is clear that the applicant <u>does not adequately represent</u> those campaigning for the outcome it supports.

Organisation's objectives

Evidential factors	Reasons	Score
<ul style="list-style-type: none"> The extent to which the applicant's objectives fit with the referendum outcome it supports. 	<p><i>Issues relevant to this evidential factor include, for example, whether the applicant is focused solely on achieving the outcome or has a different primary purpose.</i></p> <p>Evidence relevant to extent to which objectives fit with the referendum outcome</p>	<div data-bbox="1832 421 1966 497" style="border: 1px solid black; width: 60px; height: 48px; margin: 0 auto;"></div> <p style="text-align: center;">Total Score (max. 4)</p> <div data-bbox="1832 641 1966 718" style="border: 1px solid black; width: 60px; height: 48px; margin: 0 auto;"></div>

Support for application

Evidential factors	Reasons	Score
<ul style="list-style-type: none"> The extent to which the applicant represents a range of campaigners. The overall support from campaigners. How the support represents the variety of views campaigning for the outcome supported. 	<p><i>Issues relevant to these evidential factors could include, for example:</i></p> <ul style="list-style-type: none"> <i>the number and breadth of different categories of campaigners (e.g. parties, trade unions, registered companies, individuals etc.)</i> <i>total numbers of supporters signed up</i> <i>the different types of campaigners' interests or campaign issues (e.g. business, employment, environment, social, geographical coverage and other demographic attributes, such as age (Inc. young voters), disability, language, and breadth of engagement with different communities etc.).</i> <p>Evidence relevant to representation of a range of campaigners</p> <p>Evidence relevant to overall support from campaigners</p> <p>Evidence relevant to representation of a variety of views</p>	<div style="text-align: center;"> <input data-bbox="1827 576 1964 652" type="text"/> <input data-bbox="1827 735 1964 812" type="text"/> <input data-bbox="1827 895 1964 971" type="text"/> Total score (max. 12) <input data-bbox="1827 1139 1964 1216" type="text"/> </div>

Representing other campaigners

Evidential factors	Reasons	Score
<ul style="list-style-type: none"> The level of engagement with other campaigners that have not given their support for the application. The intended extent of future engagement with other campaigners not supporting the application. The means by which the applicant intends to engage with all those not supporting the application. 	<p><i>Issues relevant to these evidential factors are similar to 'Support for application' above but are focused on campaigners that have not provided direct support for your application. Issues to consider include, for example,</i></p> <ul style="list-style-type: none"> <i>the number and breadth of different categories of campaigners (e.g. parties, trade unions, registered companies, individuals etc.)</i> <i>the different types of campaigners' interests or campaign issues (e.g. business, employment, environment, social, geographical coverage and other demographic attributes, such as age (Inc. young voters), disability, language, and breadth of engagement with different communities etc.).</i> <p>Evidence relevant to engagement with other campaigners</p> <p>Evidence relevant to future engagement with other campaigners</p> <p>Evidence relevant to means of future engagement</p>	<div style="text-align: center;"> <input data-bbox="1832 619 1966 699" type="text"/> <input data-bbox="1832 735 1966 815" type="text"/> <input data-bbox="1832 868 1966 948" type="text"/> Total score (max. 12) <input data-bbox="1832 1102 1966 1182" type="text"/> </div>

Campaigning capacity		
Evidential factors	Reasons	Score
<ul style="list-style-type: none"> Planned extent and effectiveness of the benefits of designation. Planned extent and effectiveness of other campaigning activities. Anticipated levels of funding. 	<p><i>Issues relevant to these evidential factors could include, for example:</i></p> <ul style="list-style-type: none"> <i>how many voters they plan to reach using the free-of-charge mailings and the other the benefits of designation</i> <i>the other methods they would use to communicate their message to different types of voters (e.g. social, geographical coverage and other demographic attributes, such as age (Inc. young voters), disability, language, and breadth of engagement with different communities etc.).</i> <i>the level of funding that they anticipate receiving and how they intend achieving that.</i> <p>Evidence relevant to extent and effectiveness of the benefits of designation</p> <p>Evidence relevant to extent and effectiveness of other campaigning activities</p> <p>Evidence relevant to anticipated levels of funding</p>	<div style="text-align: center;"> <input style="width: 60px; height: 30px; border: 1px solid black; margin-bottom: 10px;" type="text"/> <input style="width: 60px; height: 30px; border: 1px solid black; margin-bottom: 10px;" type="text"/> <input style="width: 60px; height: 30px; border: 1px solid black; margin-bottom: 10px;" type="text"/> Total score (max. 12) <input style="width: 60px; height: 30px; border: 1px solid black; margin-top: 10px;" type="text"/> </div>

Organisational capacity		
Evidential factors	Reasons	Score
<ul style="list-style-type: none"> • The applicant's structural capacity to reach voters. • The applicant's structural capacity to represent other campaigners. • The experience and skills of key staff. 	<p><i>Issues relevant to these evidential factors could include, for example:</i></p> <ul style="list-style-type: none"> • structural capacity across UK & Gibraltar • internal governance mechanisms to provide representation of other campaigners • the number of key staff and level and length of experience • ability to draw on experience of support organisations. 	
	Evidence relevant to structural capacity to reach voters	<input type="text"/>
	Evidence relevant to structural capacity to represent other campaigners	<input type="text"/>
	Evidence relevant to experience and skills of key staff	<input type="text"/>
		Total score (max. 12) <input type="text"/>
		Total application score (max. 52) <input style="border: 2px solid red;" type="text"/>

Assessment

Based on the evidence in the application and scoring outlined above and the assessment of any other relevant applications, the recommendation to the Board is that the applicant is a category A / B / C (delete as appropriate) and should be designated / supplementary evidence should be requested / does not meet the statutory test (delete as appropriate).