

May 2014

Briefing note

Campaign monitoring for the 2014 Scottish Independence Referendum

As the independent regulator of party and election finance, we:

- make sure people understand the rules and try to prevent people breaking the rules
- are able to investigate and impose sanctions when people do break the rules
- publish data on referendum funding and spending

This briefing note sets out our approach to campaign monitoring in the lead up to the Scottish Independence Referendum on the 18 September 2014.

Monitoring compliance with the rules on referendum campaigning and donations is part of our statutory remit. The purpose of this work is to promote compliance with the law by:

- raising campaigners' awareness of the rules and our role in applying them
- identifying emerging issues and opportunities for us to offer advice and guidance to those we regulate or, if necessary, consider enforcement action
- obtaining information on activity that we may refer to when looking at the financial disclosures submitted by campaigners

Monitoring will also inform our wider work to ensure and enforce compliance with the rules, and form part of our evidence base for post-poll analysis. It will help us understand the effectiveness of the rules on campaign spending and donations, and how they have affected trust and participation in the democratic process.

As part of our work we will monitor campaigning across Scotland. We will focus on those who we anticipate will undertake significant levels of campaigning, in line with our policy [Prioritising our regulatory activity](#).

Our monitoring will use various sources, including press, broadcast and online media, and information brought to our attention by campaigners. It will start on 30 May 2014 – the start of the regulated period for the referendum campaigners. We will report after the poll on any issues or concerns identified by our monitoring work.

To find out more about how we regulate campaigning at referendums please call our party and election finance information line 0207 271 0616 or email pef@electoralcommission.org.uk.

Guidance for those campaigning at the elections is available on our website at <http://www.electoralcommission.org.uk/i-am-a/party-or-campaigner>.