

Classification: Protected

Commission Board Date: 18 March 2011

Agenda Item no. 3

The
Electoral
Commission

2011 UKPVS referendum: designation

1 Purpose

1.1 The purpose of this paper is to inform the Commission Board's statutory decision on designating lead campaigners at the referendum on the UK Parliamentary voting system.

2 Recommendations

2.1 We recommend, based on consideration of each application against the statutory test (paragraphs 3.5 - 3.6 below), that the Commission Board now agree that:

2.1.1 The application of Yes in May 2011 Ltd shows that it meets the statutory test of adequately representing those campaigning for the 'Yes' outcome and is therefore suitable to be designated.

2.1.2 The application of No Campaign Ltd shows that it meets the statutory test of adequately representing those campaigning for the 'No' outcome and is therefore suitable to be designated.

2.2 If the Commission Board **agree** with the recommendations in paragraph 2.1 then, as there is only one applicant on each side of the referendum that meets the statutory test (section 109(4) PPERA – see Appendix A), **we must designate** them as lead campaigning organisations for the referendum on the UK parliamentary voting system.

2.3 If the Commission Board **disagree** with the recommendations in paragraph 2.1 then the following options are available to it:

- to agree that further information is needed before a designation decision can be made, and invite the relevant applicant(s) to interview, or
- to agree that one or both applicants do not meet the statutory test in which case neither can be designated.

2.4 Section 4 of this paper sets out the next steps that would apply in each case.

3 Background

Why we designate lead campaigners

3.1 PPERA provides that at a referendum we may designate registered campaigners to be lead campaign groups on each side of the referendum question. Designated organisations have certain benefits over other registered campaigners. These include a higher spending limit than for most other campaigners, free mailings to voters, referendum campaign broadcasts and an infrastructure grant from the Electoral Commission. We **must** designate a lead campaign group on each side of the question, or not designate at all.

Timing

3.2 Polling day is 5 May 2011. The period for applications for designation as a lead campaign group opened on 16 February 2011 and closed at midnight on 15 March 2011. We are statutorily required to make the designation decision by 29 March 2011.

3.3 We have received 2 applications for designation as a lead campaign organisation – 1 for Yes and 1 for No.

The decision the Commission has to take

3.4 PPERA sets out the statutory test the Commission must apply when assessing applications for designation.

3.5 If there is only one applicant in relation to a particular outcome, the Commission **shall** designate that applicant **unless** it is not satisfied that it adequately represents those campaigning for that outcome.

3.6 If there is more than one applicant in relation to a particular outcome that meets the statutory test, the Commission shall designate whichever of the applicants appears to the Commission to represent to the greatest extent those campaigning for that outcome.

3.7 The relevant sections from PPERA and extracts from the explanatory notes¹ are attached as Appendix A.

3.8 The Commission Board has agreed that it will use the following criteria to determine the extent to which an applicant represents those campaigning for the relevant outcome²:

¹ Explanatory notes to an Act are not part of it and should not be taken to have legal status.

² For background, the 19 January 2011 Board paper which summarised the agreed procedure for appointing lead campaign organisations at referendums can be found at [\\ECS_DATA1\drive\Party and Election Finance\Policy\Legislation\Referendums\Wales Referendum 2011\Final Board Papers\2011 Referendum - the designation process - Board Final 19_1_11.doc](#)

- how the applicant's objectives fit with the referendum outcome it supports
- the level and type of support for the application
- how the applicant intends to engage with other campaigners
- the applicant's capacity to deliver their campaign, and
- the applicant's organisational capacity

The decision making process

3.9 A flowchart summarising the decision-making process that the Commission Board has previously agreed is provided at Appendix B.

3.10 For each application, consideration should be given to whether:

- the applicant has provided sufficient information to **show that it adequately represents** those campaigning for the outcome it supports (category A application).
- the applicant **may be able to provide further information to show that it adequately represents** those campaigning for the outcome it supports (category B application)
- it is clear from the application that the applicant **does not adequately represent** those campaigning for the outcome it supports (category C application)

3.11 The full applications are attached as Appendix C along with a covering assessment sheet for each application providing:

- an overview of each application
- an assessment of the application against the criteria set out at 3.8
- where relevant, recommendations on any further information the Board may find helpful in making their decision, and
- recommendations on which, if any, of the applicants the Board may wish to consider inviting for interview or designating

Summary assessment of applications

Applications for 'Yes'	Recommendation
Yes in May 2011 Ltd	A - adequate

Applications for 'No'	Recommendation
No Campaign Ltd	A - adequate

4 Next steps

4.1 The Commission Board should first consider whether it agrees with the recommended assessments of each application.

4.2 If the Commission Board agree with the recommended assessments of each application, then, as there is only one applicant on each side of the referendum that meets the statutory test (section 108 PPERA), **we must designate** them as lead campaigning organisations for the referendum on the UK parliamentary voting system.

4.3 If the Board disagree with the recommended assessments then the Commission Board should consider which applicants fall into each category. The resulting assessment will determine the next steps in the designation decision, as set out below.

4.4 If the Board consider that one or both applicants do not fall into category A, the next step will be to consider which category is most appropriate.

4.5 If the Board consider that one or both applicants fall into category B (may be able to provide further information to show it adequately represents), the next step will be to interview those applicant(s) from which further information is needed, to decide whether they are suitable to be designated. The Board will then need to take a final decision on designation.

4.6 If the Board consider that one or both applicants fall into category C (does not adequately represent) then, as we must designate on both sides or not at all, designation is not possible for the referendum.

Timeline

4.7 Depending on the Board's decision on the applications, paragraphs 6.1-6.4 below set out the timeline for the interview process (if required), a further Board meeting (if required), informing applicants of the outcome, designation announcements, and publication of information on our website.

5 Risk

5.1 The designation process is likely to attract media attention and may be criticised if it is not run well. Campaigners may criticise the Commission if they are not designated, and may seek judicial review of our decisions. However, this will be mitigated if the process is fair, properly followed, and transparent. To this end, we will publish all the applications for designation as well as the Commission's formal deliberation and decision papers, once the decision has been made. The designation application form and associated guidance made it clear that we will publish the information provided in applications, except personal contact details and sensitive information about the applicants' campaigning strategy.

6 Milestones, next steps and key audiences

If designation is possible now

6.1 Today (18 March 2011): The applicants will be informed of our decision by telephone and in writing, and we will then announce the decision by press release. We will brief the designated campaigners on how to access the benefits available to them, and will put in hand the initial grant payments.

6.2 The applications for designation and the Commission's deliberation and decision papers will be posted on the Commission's website as soon as possible, except for the information in section 5 of the applications about campaigning plans and associated references in Commission Board papers.

If more information is required before a decision can be made

6.3 If the Board decide to **invite applicants for interview** the remaining designation process will be:

Fri 18 March 2011	Invitations for interview sent
Wed 23 March 2011	Interviews
Thurs 24 – Fri 25 March 2011	Board paper preparation
Fri 25 March 2011	Papers circulated to Board
Mon 28 March 2011	Board meeting & announcement
Tues 29 March 2011	Deadline for designation decision

If designation is not possible

6.4 We will inform the applicants and announce the decision as set out in paragraphs 6.1 and 6.2 above. In addition, the Commission Board will be asked at a further meeting to consider a separate paper on whether the Commission should or should not provide voter information on the arguments for each answer to the referendum question in the event that we cannot designate.

7 Attachments

- 7.1 The following are attached as appendices:
- A. Extracts from the explanatory note and sections from PPERA
 - B. Flowchart summarising the designation decision-making process
 - C. The applications for designation and staff assessments

Contact Details

Adrian Fryer, Policy Adviser, PEF
02072710710, AFryer@electoralcommission.org.uk
17 March 2011

Alternative contact: Tony Stafford, 02072710589

Appendix A

Relevant sections of PPERA

108 Designation of organisations to whom assistance is available.

(1) The Commission may, in respect of any referendum to which this Part applies, designate permitted participants as organisations to whom assistance is available in accordance with section 110.

(2) Where there are only two possible outcomes in the case of a referendum to which this Part applies, the Commission—

- (a) may, in relation to each of those outcomes, designate one permitted participant as representing those campaigning for the outcome in question; but
- (b) otherwise shall not make any designation in respect of the referendum.

(3) Where there are more than two possible outcomes in the case of a referendum to which this Part applies, the Secretary of State may, after consulting the Commission, by order specify the possible outcomes in relation to which permitted participants may be designated in accordance with subsection (4)

(4) In such a case the Commission—

- (a) may, in relation to each of two or more outcomes specified in any such order, designate one permitted participant as representing those campaigning for the outcome in question; but
- (b) otherwise shall not make any designation in respect of the referendum.

109 Applications for designation under section 108.

(1) A permitted participant seeking to be designated under section 108 must make an application for the purpose to the Commission.

(2) An application for designation must—

- (a) be accompanied by information or statements designed to show that the applicant adequately represents those campaigning for the

outcome at the referendum in relation to which the applicant seeks to be designated; and

(b) be made within the period of 28 days beginning with the first day of the referendum period.

(3) Where an application for designation has been made to the Commission in accordance with this section, the application must be determined by the Commission within the period of 14 days beginning with the day after the end of the period of 28 days mentioned in subsection (2)(b).

(4) If there is only one application in relation to a particular outcome at the referendum, the Commission shall designate the applicant unless—

(a) they are not satisfied that the applicant adequately represents those campaigning for that outcome; or

(b) they are prevented from making any designation by virtue of section 108(2)(b) or (4)(b).

(5) If there is more than one application in relation to a particular outcome at the referendum, the Commission shall designate whichever of the applicants appears to them to represent to the greatest extent those campaigning for that outcome unless—

(a) they are not satisfied that any of the applicants adequately represents those campaigning for that outcome; or

(b) they are prevented from making any designation by virtue of section 108(2)(b) or (4)(b).

(6) The Secretary of State may, in the case of any referendum to which this Part applies, by order provide for this section to have effect as if each, or either, of the periods of 28 and 14 days referred to in subsections (2) and (3) was instead such shorter or longer period as is specified in the order.

(7) In this section, in relation to a referendum, any reference to designation is to designation in respect of the referendum under section 108.

Explanatory Notes³

Section 108 : Designation of organisations to whom assistance is available

205. Section 3 of the Referendum Act 1975 identified two umbrella campaign organisations ('Britain in Europe' and the 'National Referendum Campaign') which had emerged since the then government announced its intention to hold a referendum on continued membership of the Common Market. *Section 108* enables the Electoral Commission to designate similar umbrella organisations in any referendum to which Part VII applies.

206. Where there are only two possible outcomes in a particular referendum (as has been the case with seven of the eight national or regional referendums held to date), *subsection (2)* provides that the Commission may designate one umbrella organisation for each of these outcomes. The Commission may not designate an umbrella campaign organisation for one side but not the other.

207. Where there are more than two possible outcomes (as was the case in the 1997 referendum on Scottish devolution), the Commission may designate an umbrella organisation for each of the possible outcomes specified by the Secretary of State (*subsections (3) and (4)*).

Section 109 : Applications for designation under section 108

208. *Section 109* sets out the procedure and timetable for applications for designation and the basis on which the Commission is to determine such applications. The whole process, which commences at the start of the referendum period determined in accordance with *section 102*, takes a maximum of six weeks (four weeks for applications to be submitted and two weeks for the Commission to come to a decision), although there is a power (*in subsection (6)*) to vary the timetable by order.

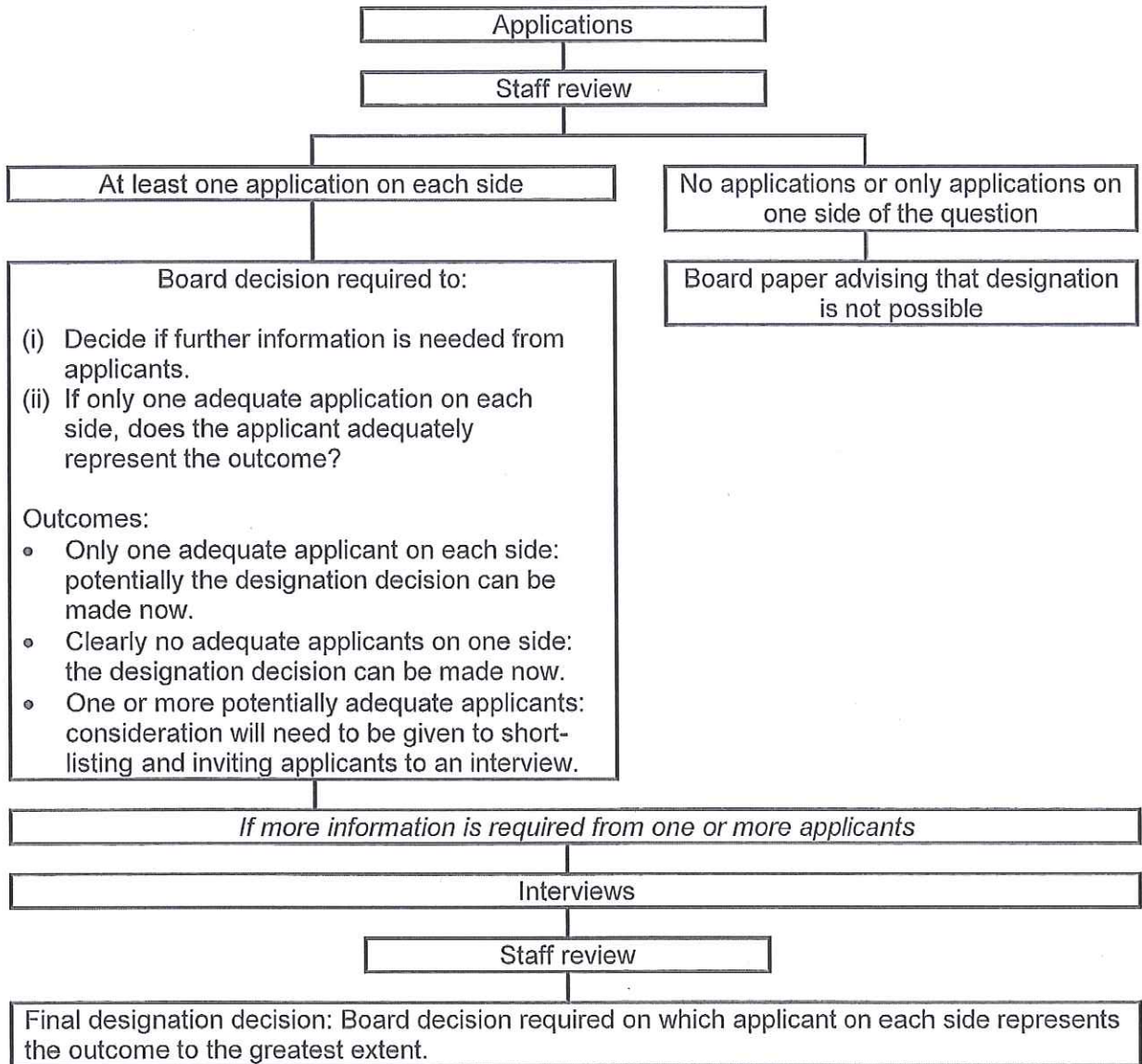
209. The criterion for determining applications (namely, "whichever of the applicants appears to [the Electoral Commission] to represent to the greatest

³ Explanatory notes to an Act are not part of it and should not be taken to have legal status

extent those campaigning for that outcome”) is similar to that employed in respect of the 1975 referendum where the Government undertook to identify two organisations “which adequately represent” each side of the question (see paragraph 40 of the White Paper ‘Referendum on United Kingdom Membership of the European Community’, February 1975, Cmnd 5925). Under *subsection (5)* it is possible for the Commission to decide that none of the applicant organisations in relation to a particular outcome qualifies should be designated. Where that is the case, *section 108 (2)* would require that no organisation be designated in respect of any of the possible outcomes of the referendum.

Appendix B

Summary of the designation decision-making process



Appendix C

Applications for designation

1	Yes in May 2011 Limited – Yes to Fairer Votes
2	No Campaign Limited – No to AV

Yes in May 2011 Limited – Yes to Fairer Votes

Outcome supported: YES

- The applicant is a registered permitted participant and is therefore eligible to apply to be designated⁴.

Assessment of application

- Our assessment is that **the applicant appears to meet the statutory test** of adequately representing those campaigning for the outcome.
- Yes in May 2011 Ltd has engaged with the Commission through meetings and correspondence on regulatory issues in the build up to the referendum. Since its public launch in the autumn, Yes in May 2011 Ltd has been recognised in the media and elsewhere as the lead campaign for a Yes vote under the title 'Yes to Fairer Votes'. On the basis of the information provided in the application, Yes in May 2011 Ltd appears capable of delivering a campaign across the UK.

Comparison of application against criteria

Applicant's objectives

- The application states that the Articles of Association of Yes in May 2011 Ltd provide that the organisation's sole objective is to 'promote by all lawful means a Yes vote' in the referendum on 5 May.

Level and type of support for the application

- Yes in May 2011 Ltd describes itself as an umbrella organisation and a "*coalition of civil society groups*". Three of these groups - the Electoral Reform Society, Operation Black Vote and Unlock Democracy - have provided letters of support and are represented in the organisation's governance structure. The Joseph Rowntree Reform Trust has also provided a letter of support. The application states that "a wide range" of other groups support it, four of which are named.
- The applicant is supported by two registered political parties, the Liberal Democrats (also a registered permitted participant for the referendum in their own right) and the Green Party, both of which have provided letters of support. The Labour party has not registered in support of a particular outcome, but the 'Labour Yes' group of party members supporting the

⁴ file:///\\ECS_data1\drive\Party and Election Finance\Third Parties and Permitted Participants\PVS referendum 2011\Yes in May 2011 Ltd\Yes in May 2011 Ltd - Profile Summary - 15.03.2011.pdf

'Yes' campaign has provided a letter in support of Yes in May 2011 Ltd. The Conservative party has registered to support the 'No' campaign, but the 'Conservative Yes' group of party members supporting the Yes campaign has also provided a letter in support of Yes in May 2011 Ltd. The application describes 'Labour Yes' and 'Conservative Yes' as "*the principal groups campaigning inside their respective parties for a 'Yes' vote*"⁵.

- Yes in May 2011 Ltd also claims in its application to have approximately 150,000 registered supporters who receive regular email updates.

Engagement with other campaigners

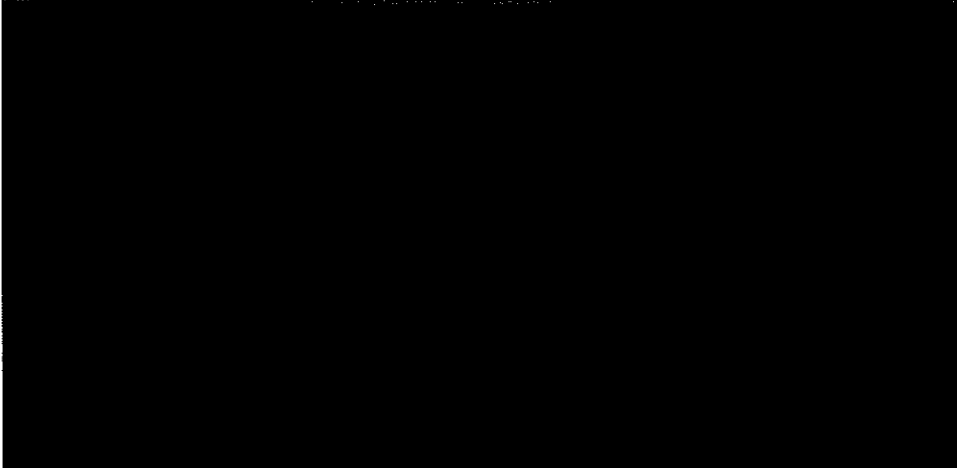
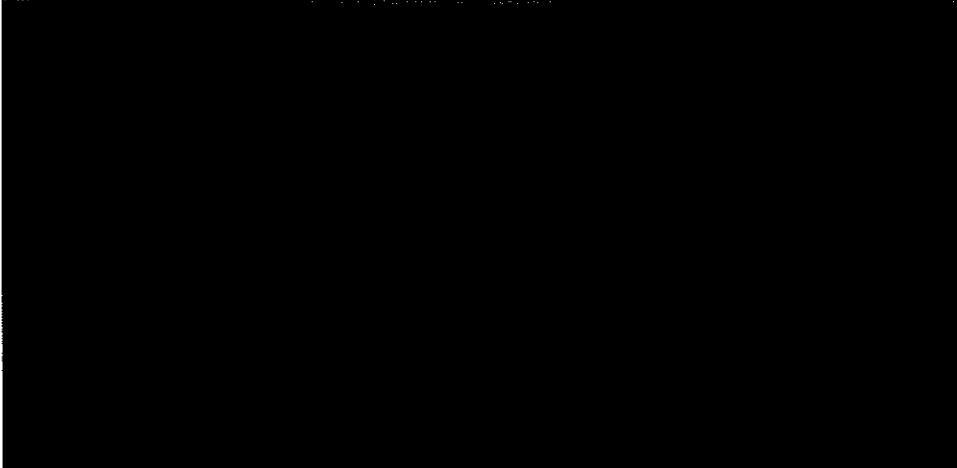
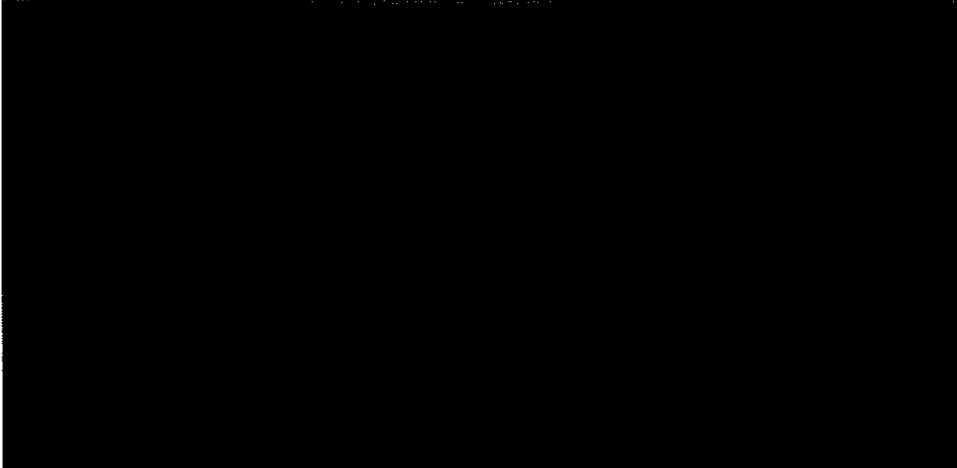
- As set out above, Yes in May 2011 Ltd is itself an umbrella body bringing together a range of organisations supporting the Yes outcome. The applicant states that it has sought to make contact with all the main organisations expected to campaign for a 'Yes' vote and include them in the campaign, and that work in this area continues to ensure their campaign is as inclusive and broad as possible.
- Yes in May 2011 Ltd also states that it intends to make use of regional and local infrastructure to work with local bodies.

Capacity to deliver campaign

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⁵ In order for a political party to register as a campaigner, relevant party officers must give notice of the outcome the party supports. However, irrespective of whether the party itself registers to support an outcome or not, groups of party members are free to register independently to campaign for the outcome the group supports.

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Organisational capacity

- Yes in May 2011 Ltd has a formal governance structure based on a non-executive Board leading the campaign and an Advisory Council described as "*a forum for all significant voices with an interest in promoting a 'yes' vote*".
- The application states that the campaign has experienced staff in place in London and offices across the UK
- Yes in May 2011 Ltd is a registered company. The application states that the campaign has appropriate spending authorisation processes in place, has "*an experienced Head of Finance*" and separate bank account for use of the publicly funded grant, and is capable of meeting "the financial reporting requirements that come with designation".

Electoral Commission use:
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S-23389

Referendum on the Parliamentary Voting System

Application for lead campaign group status

Section 1 – Your organisation's details

Name of organisation

Yes in May 2011 Limited

Outcome you are campaigning for

YES

NO

Headquarters address

Carmelite
50 Victoria Embankment
London EC4Y 0LS

Contact name

Mark Ross, Assistant Campaign Director

Tel. Number

Email

Section 2 – Your objectives

Please refer to the notes on page 4 for the information you should include in this section

The Yes to Fairer Votes campaign was constituted in July 2010 as Yes in May 2011 Ltd with the objective of being designated as the lead campaign group for a 'Yes' vote in the referendum on changing the voting system.

Yes in May 2011 Ltd is a company limited by guarantee (Company Number 7328856). The sole objective of Yes in May 2011 Ltd, according to our Articles of Association, is to: "promote by all lawful means a Yes vote" in the referendum on May 5th 2011.

Section 3 – Level of support for your application

Please refer to the notes on pages 4 and 5 for the information you should include in this section

Yes to Fairer Votes (Yes in May 2011 Ltd) is an umbrella organisation that represents a range of campaigners for a 'Yes' vote.

1. Civil society

The campaign is a coalition of civil society groups, including the major organisations that have been promoting electoral and democratic reform for many years. Written confirmation of support is included from:

- Electoral Reform Society: Katie Ghose, Chief Executive, Thomas Hare House, 6 Chancel Street, London, SE1 0UU.

- Operation Black Vote: Simon Woolley, 18A Victoria Park Square, Bethnal Green, London, E2 9PB.

- Unlock Democracy (incorporating Charter88 and POWER2010): Peter Facey, Director, 9 Cynthia Street, London, N1 9JF.

In addition, Yes to Fairer Votes is supported by a wide range of other civil society organisations, from the Muslim Council of Britain and Friends of the Earth, to Compass and Ekklesia.

Katie Ghose is chair of Yes to Fairer Votes, while Peter Facey sits on the Board. Simon Woolley is one of our 'campaigning vice chairs'.

2. Political parties

Although Yes to Fairer Votes is not a politician-led campaign, we have the support of politicians and parties from across the political spectrum that are expected to back a 'Yes' vote. Letters are enclosed from:

- Liberal Democrats: Chris Fox, 4 Cowley Street, London, SW1P 3NB.

- Green Party: David Murray, Chief Executive, 56-64 Development House, Leonard Street, London, EC2A 4LT.

The campaign is also in contact with the UK Independence Party, Scottish National Party, Plaid Cymru, SDLP and Alliance.

The Labour Party has indicated they will remain officially neutral during the referendum campaign, while the Conservative Party have registered for 'No'. Nevertheless, we have the support of Labour Yes and Conservative Yes, the principal groups campaigning inside their respective parties for a 'Yes' vote. Letters are enclosed from:

- Labour Yes: Jessica Asato, Campaign Director, 185 Park Street, London, SE1 9DY.

- Conservative Yes: Matthew Oliver, Campaign Coordinator, 9 Cynthia Street, London, N1 9JF.

Neal Lawson, chair of Labour Yes, and Caroline Lucas, leader of the Green Party, are on the Board of Yes to Fairer Votes.

3. Individuals

Yes to Fairer Votes already has approximately 150,000 registered supporters who receive regular email updates.

Many prominent individuals have also publicly declared their support for Yes to Fairer Votes, from our 'campaigning vice chairs' including Eddie Izzard, Greg Dyke and Martin Bell, to celebrity endorsers such as Colin Firth, Stephen Fry and Joanna Lumley.

Application for lead campaign group status

Section 4 – Representing other campaigners

Please refer to the notes on page 5 for the information you should include in this section

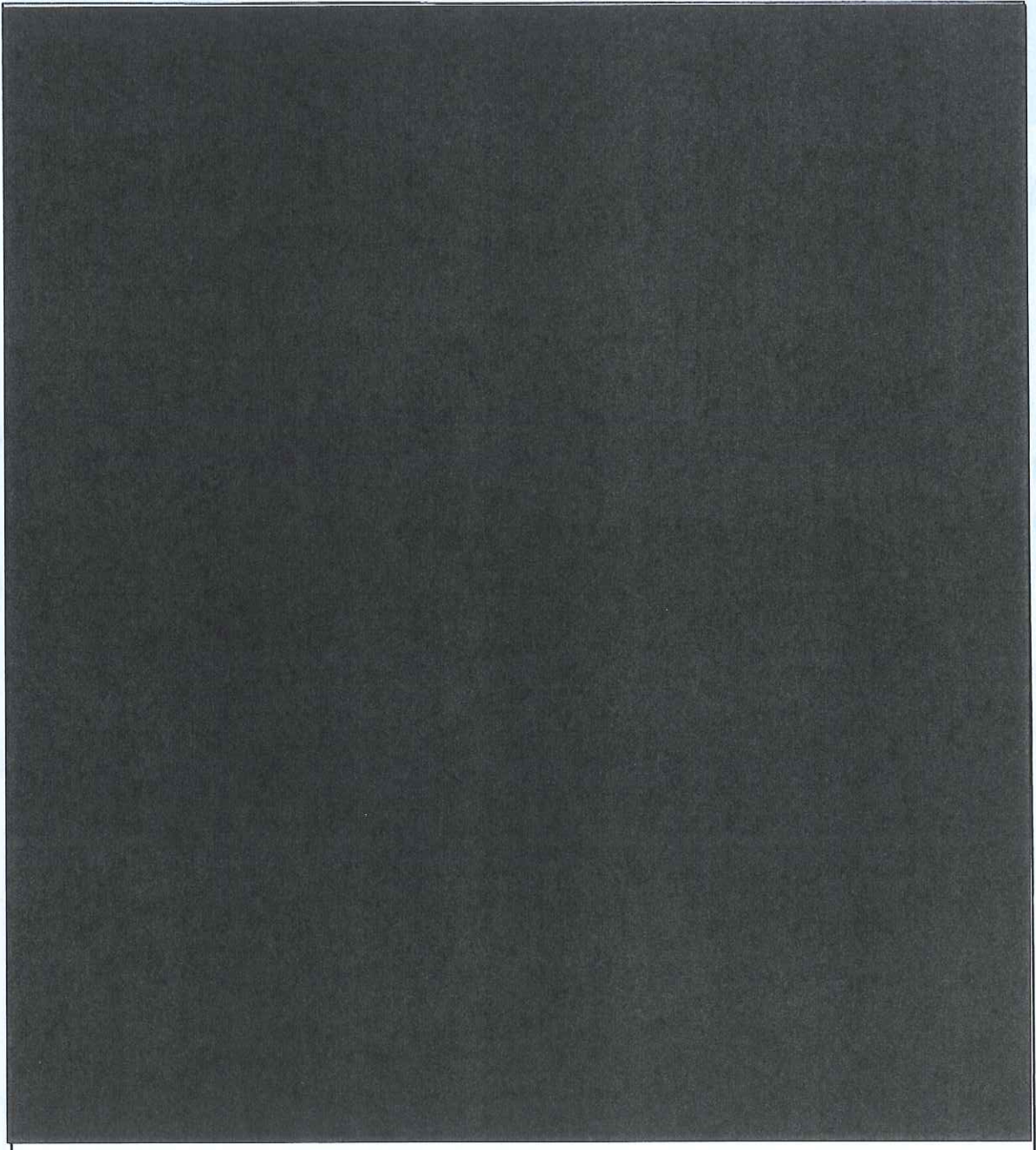
Yes to Fairer Votes includes people from all political parties and none. We have actively sought to make contact with all the main organisations expected to campaign for a 'Yes' vote and aim to include them in our campaign.

This work is continuing and we are working to ensure our campaign is as inclusive and broad based as possible. For example, discussions have already been opened with key faith and BME groups.

In particular, our campaign will make use of our extensive regional and local infrastructure to work with a diverse range of local bodies.

Section 5 – Campaigning capacity

Please refer to the notes on pages 5 and 6 for the information you should include in this section



Section 6 – Organisational capacity

Please refer to the notes on page 6 for the information you should include in this section

As set out in Section 5, Yes to Fairer Votes has the capacity to reach large numbers of voters.

1. Organisation structure

The campaign is led by an experienced non-executive Board that includes members drawn from a range of groups campaigning for a 'Yes' vote.

We also have in place a large Advisory Council. This body is chaired by Pam Giddy and includes approximately 20 representatives from across politics and civil society, providing a forum for all significant voices with an interest in promoting a 'Yes' vote.

2. Key staff

The campaign already has a fully operational national office in London, plus further offices in all of the nations and regions of the UK. There is a large and experienced staff team in London, though the majority of the campaign's employed staff are based outside London, ensuring we have the widest possible reach.

The day-to-day management of the campaign is overseen by a management committee that meets weekly. This includes senior staff from all parts of the campaign and a range of stakeholders representing other organisations campaigning for a 'Yes' vote.

The management team includes people with considerable experience of running large-scale national campaigns and of managing large and complex organisations.

3. Reporting and compliance

Yes in May 2011 Ltd has been constituted as a company limited by guarantee. We are therefore subject to a number of legal obligations, including a requirement to file audited accounts.

The campaign has been in regular contact with the Electoral Commission for several months to ensure that we have a clear understanding of the rules and are fully compliant. Steps have been taken to communicate the rules and responsibilities to all relevant staff and volunteers.

All expenditure is subject to a strict authorisation process. The campaign has an experienced Head of Finance in place.

If the campaign is designated we have a separate bank account to ensure we can account accurately for the use of the publicly funded grant.

We are confident we can meet the necessary financial reporting requirements that come with designation.

Section 7 - Signatures

I / We apply to The Electoral Commission to be the lead campaign group for the stated referendum outcome.

I / we declare that,

- to the best of my / our knowledge and belief, the information I / we have provided on this form is true
- I / we have read and agree to be bound by the terms and conditions associated with the receipt and use of the publicly funded grant to lead campaign groups, and
- I am/ we are authorised to sign this application on behalf of the above named organisation.

Signed

John K Sharkey

Print name

John Sharkey

Position held

Campaign Director

Date

Thursday 10 March

Signed

Willie Sullivan

Print name

Willie Sullivan

Position held

Head of Field Operations

Date

Thursday 10 March

For Electoral Commission use

Date of receipt

Checked by

Date entered in database

File reference number

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10 MAR 2011
S. 23389

Thomas Hare House
6 Chancel Street
London SE1 0UU

Tel: 020 7928 1622
Fax: 020 7401 7789
Email: ers@electoral-reform.org.uk



Jenny Watson
The Electoral Commission
3 Bunhill Row
London EC1Y 8YZ

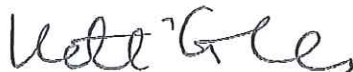
Dear Jenny Watson

Confirmation of support for Yes to Fairer Votes

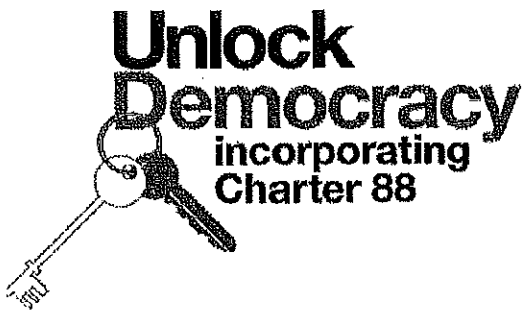
This letter is to confirm our support for the Yes to Fairer Votes campaign (Yes in May 2011 Ltd), which is campaigning for a 'Yes' vote in the referendum on changing the voting system.

We believe that it has the breadth and depth of support required to be designated as the lead campaign group by the Electoral Commission.

Yours faithfully,



Katie Ghose



Jenny Watson
The Electoral Commission
3 Bunhill Row
London EC1Y 8YZ

8th March 2011

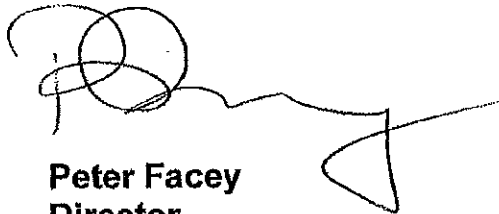
Dear Jenny Watson

Confirmation of support for Yes to Fairer Votes

This letter is to confirm our support for the Yes to Fairer Votes campaign (Yes in May 2011 Ltd), which is campaigning for a 'Yes' vote in the referendum on changing the voting system.

We believe that it has the breadth and depth of support required to be designated as the lead campaign group by the Electoral Commission.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Peter Facey', is written over a horizontal line.

Peter Facey
Director



Address: 6 Cynthia Street, London N1 9JF Phone: 020 7278 4443 Fax: 020 7278 4425
Email: Info@unlockdemocracy.org.uk Web: www.unlockdemocracy.org.uk

16a Victoria Park Square
London E2 9PB
Tel : 020 8983 5420
Fax : 020 8983 5992



Operation Black Vote
www.obv.org.uk

Jenny Watson
The Electoral Commission
3 Bunhill Row
London EC1Y 8YZ

8-3-11

Dear Jenny Watson

Confirmation of support for Yes to Fairer Votes

This letter is to confirm our support for the Yes to Fairer Votes campaign (Yes in May 2011 Ltd), which is campaigning for a 'Yes' vote in the referendum on changing the voting system.

We believe that it has the breadth and depth of support required to be designated as the lead campaign group by the Electoral Commission.

Yours faithfully,

A handwritten signature in blue ink, appearing to read 'Simon Woolley', is written over a faint, circular watermark or logo.

Simon Woolley

OBV Director

our future is in our hands

Operation Black Vote is a not-for-profit company limited by guarantee.
Registered in Cardiff number 379770. Registered office at the above address.



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11 MAR 2011
S-23415

**Joseph Rowntree
REFORM TRUST LTD**

The Garden House Water End York YO30 6WQ Tel: (01904) 625744 Fax: (01904) 651502
Website: www.jrrt.org.uk e-mail: info@jrrt.org.uk

Jenny Watson
Chair
The Electoral Commission
3 Bunhill Row
London EC1Y 8YZ

10th March 2011

Dear Jenny Watson

Confirmation of support for Yes to Fairer Votes

This letter is to confirm our support for the Yes to Fairer Votes campaign (Yes in May 2011 Ltd), which is campaigning for a 'Yes' vote in the referendum on changing the voting system.

The Trust believes that it has the breadth and depth of support required to be designated as the lead campaign group by the Electoral Commission.

With Best Wishes

Yours sincerely

Tina Walker
Trust Secretary



LIBERAL DEMOCRATS

Chris Fox
Chief Executive
Tel: [REDACTED]
E: [REDACTED]

Jenny Watson
The Electoral Commission
3 Bunhill Row
London EC1Y 8YZ

March 9th 2011

Dear Jenny Watson

Confirmation of support for Yes to Fairer Votes

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We believe that it has the breadth and depth of support required to be designated as the lead campaign group by the Electoral Commission.

Yours faithfully,

Chris Fox
Chief Executive
Liberal Democrats

Jenny Watson
The Electoral Commission
3 Bunhill Row
London EC1Y 8YZ

9 March 2011

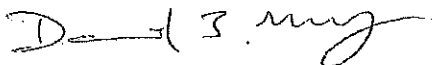
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Confirmation of support for Yes to Fairer Votes

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We believe that it has the breadth and depth of support required to be designated as the lead campaign group by the Electoral Commission.

Yours faithfully,



David Murray
Chief Executive, The Green Party



Jenny Watson
The Electoral Commission
3 Bunhill Row
London EC1Y 8YZ

Dear Jenny Watson

Confirmation of support for Yes to Fairer Votes

This letter is to confirm our support for the Yes to Fairer Votes campaign (Yes in May 2011 Ltd), which is campaigning for a 'Yes' vote in the referendum on changing the voting system.

We believe that it has the breadth and depth of support required to be designated as the lead campaign group by the Electoral Commission.

Yours faithfully,

A handwritten signature in black ink, appearing to read "Jessica Asato".

Jessica Asato
Campaign Director



Jenny Watson
The Electoral Commission
3 Bunhill Row
London EC1Y 8YZ

Dear Jenny Watson,

Confirmation of support for Yes to Fairer Votes

This letter is to confirm our support for the Yes to Fairer Votes campaign (Yes in May 2011 Ltd), which is campaigning for a Yes vote in the referendum on changing the voting system.

We believe that it has the breadth and depth of support required to be designated as the lead campaign group by the Electoral Commission.

Yours faithfully,

Matthew Oliver
Communications and Projects Officer

No Campaign Limited – No to AV

Outcome supported: NO

- The applicant is a registered permitted participant and is therefore eligible to apply to be designated⁶.

Assessment of application

- Our assessment is that **the applicant appears to meet the statutory test** of adequately representing those campaigning for the outcome.
- No Campaign Ltd has engaged with the Commission through meetings and correspondence on regulatory issues in the build up to the referendum. No Campaign Ltd has been in operation for over six months and is recognised in the media and elsewhere as the lead campaign for a No vote under the title 'No to AV'. On the basis of the information provided in the application, No Campaign Ltd appears capable of delivering a campaign across the UK.

Comparison of application against criteria

Applicant's objectives

- The applicant states that its sole objective is to prevent the introduction of the Alternative Vote system for UK Parliamentary elections.

Level and type of support for the application

- No Campaign Ltd describes itself as an umbrella organisation under the name 'No to AV' and a campaign group in its own right. It has provided letters of support from the Conservative Party (a registered permitted participant in its own right) and from the recently launched campaign group 'No to AV, Yes to PR' which describes itself as "*committed to the introduction of proportional representation for parliamentary elections*" and campaigning against the alternative vote on that basis. The Labour party has not registered in support of a particular outcome at the referendum, but the 'Labour No to AV' group, described in the application as "*a group representing a majority of Labour MPs and with close links to trade unions ASLEF, Community and the GMB*", has provided a letter of support for No Campaign Ltd⁷.

⁶ file:///\\ECS_data1\drive\Party and Election Finance\Third Parties and Permitted Participants\PVS referendum 2011\No Campaign Limited\No Campaign Limited - PP Profile Summary - 15.03.2011.pdf

⁷ See footnote 5 for an explanation of the position of party related campaign groups.

- The application states that the campaign “enjoys the support of members of other parties and trade unions from around the country” and that the applicant’s central co-ordinating team has staff drawn from the supporting political parties, trade unions, and other campaign groups.

Engagement with other campaigners

- As set out above, No Campaign Ltd is an umbrella organisation encompassing people who support the ‘No’ outcome for a range of reasons. The applicant states that it has already developed working relationships with “*allied and supporting groups*”, and is co-ordinating activity with some of these and maintaining more informal relationships with others.
- The applicant suggests that it expects to be able to reach a “*mutually agreeable arrangement*” with any group opposed to AV with which it is not already in contact.

Capacity to deliver campaign



Organisational capacity

- No Campaign Ltd is a registered company. The application describes the campaign’s structure as involving a ‘Strategy Group’, ‘Operations Group’, ‘Communications Group’, and ‘Finance Committee’, and outlines their functions.

- The application summarises the experience of the core management team - Matthew Elliott, Campaign Director, Joan Ryan, Deputy Campaign Director, and William Norton, the campaign's Responsible Person. In addition, the application states that the teams responsible for different strands of the campaign are drawn from a range of political parties with experience of fighting elections.
- The application explains that financial control is maintained by an expenditure approval system requiring authorisation at different levels.

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Electoral Commission use:

1 PVS

15 MAR 2011

S-23402

The
Electoral
Commission

Referendum on the Parliamentary Voting System

Application for lead campaign group status

Section 1 – Your organisation's details

Name of organisation

No Campaign Limited

Outcome you are campaigning for

YES

NO

Headquarters address

3 Albert Embankment
London
SE1 7SP

Contact name

William Norton

Tel. Number

Email

Section 2 – Your objectives

Please refer to the notes on page 4 for the information you should include in this section

Our sole objective is to prevent the introduction of the Alternative Vote system for UK parliamentary elections. We have no interest as an organisation in the May 2011 elections and have not registered as a third party to participate in them.

Section 3 – Level of support for your application

Please refer to the notes on pages 4 and 5 for the information you should include in this section

No Campaign Limited is both an umbrella organisation under the name "NO to AV" and a campaigning group in its own right. Our patrons are drawn from senior figures in both the Labour and Conservative parties. Our Chairman, Lord Leach, is an experienced campaigner on cross-party issues such as Europe and our President, Margaret Beckett, is a former Leader of the Opposition and Foreign Secretary. The patrons are supported by, among others, a group of 20 cross-party MPs newly-elected in 2010.

We are principally supported by:

- (1) Labour NO to AV - a group representing a majority of Labour MPs and with close links to trade unions ASLEF, Community and the GMB;
- (2) NO to AV, Yes to PR - a group representing those who believe that proportional representation should have been an option in the referendum and who reject AV as an acceptable replacement for the current system; and
- (3) The Conservative Party.

In addition we enjoy the support of the members of other parties and trade unions from around the country.

Within our central co-ordinating team we have staff drawn from supporting political parties, trade unions and campaigning groups. By liaising with these supporters and organising volunteers drawn to our organisation in the course of the campaign we can call on the resources of several thousand activists from across all the regions and nations of the UK.

Section 4 – Representing other campaigners

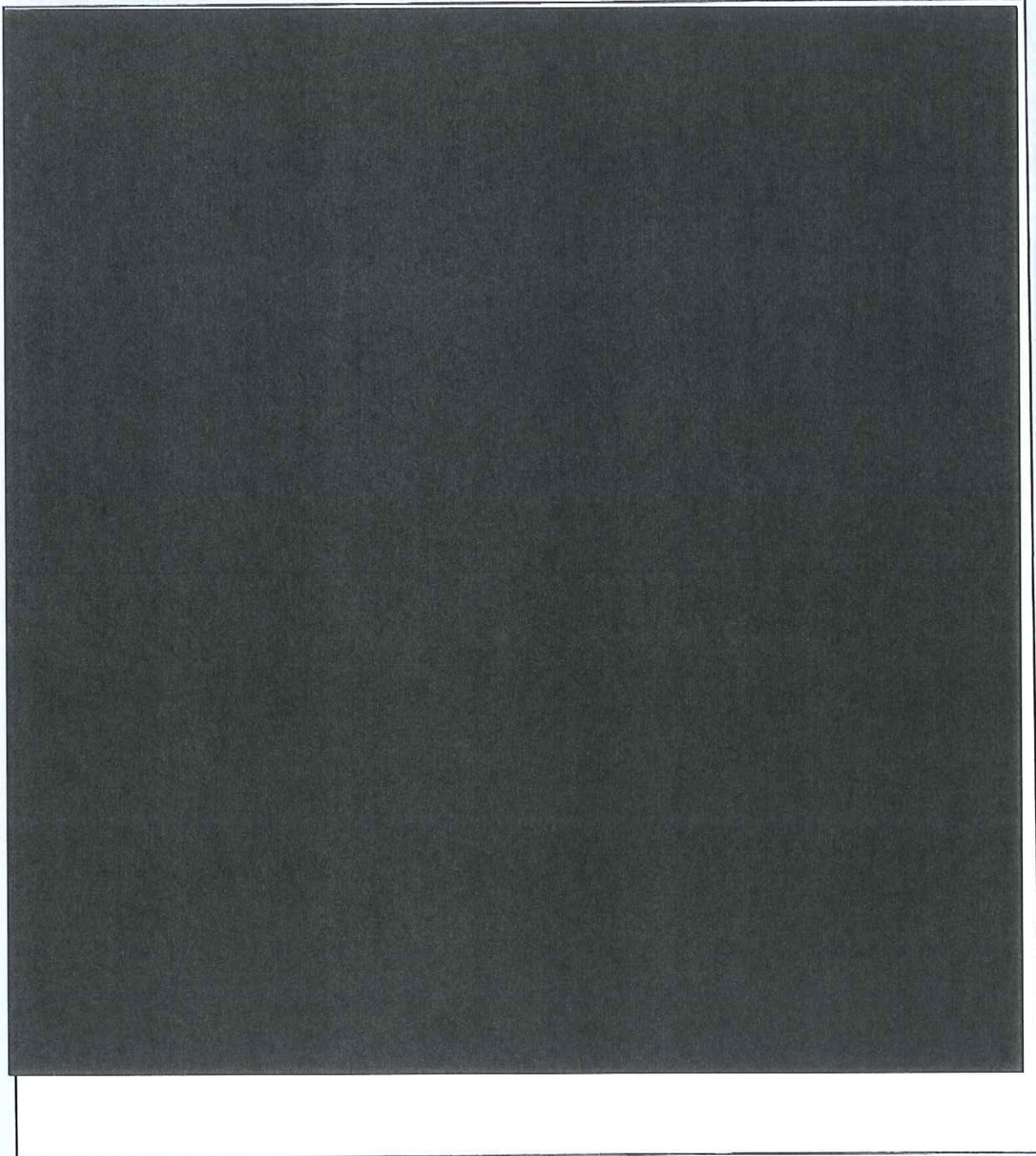
Please refer to the notes on page 5 for the information you should include in this section

We are confident of our ability to represent other campaigners because:

- (1) Our central campaign staff are drawn from the members of different political parties (and members of none) who hold different views on the electoral system: both those who support the current system and those who prefer a change to something other than AV, such as proportional representation. We already encompass a broad and diverse base of opinions within our own organisation.
- (2) We have working relations with allied and supporting groups which similarly hold different positions. In the case of some of these groups we have strong links and already co-ordinate our activities closely. With other groups, for example No to AV, Yes to PR, the connections are more informal and looser. Our experience therefore suggests we could easily reach a mutually agreeable arrangement with any group opposed to AV with whom we are not already in contact.
- (3) Where our personnel have established political positions or allegiances these are openly declared and not concealed. This transparency and honesty is an essential first step to establishing effective and durable working relationships with other groups.
- (4) We have a single agenda: to campaign for a "No" vote at the referendum. Our organisation takes no position on the May elections. We have not registered as a third party in order to promote or enhance candidates in those elections. This focussed and open position will enable other groups to work with us confident in the knowledge that their co-operation would not be used for non-referendum purposes.
- (5) We have been in operation for over six months and we are now widely recognised by the media and other commentators as the lead campaign group on the No side.

Section 5 – Campaigning capacity

Please refer to the notes on pages 5 and 6 for the information you should include in this section



Section 6 – Organisational capacity

Please refer to the notes on page 6 for the information you should include in this section

Our organisation is structured around:

- (a) A Strategy Group, which meets weekly and is the means by which we maintain higher-level contact with allied groups and organisations;
- (b) An Operations Group, which meets daily to co-ordinate the work of our grass-roots activists across the country;
- (c) A Communications Group, which meets daily to review progress;
- (d) A Finance Committee, which meets weekly to review the budget.

Our core management team comprises:

- (1) Matthew Elliott, our Campaign Director, who has 7 years experience as the chief executive of the TaxPayers Alliance, a successful non-party issues-based campaigning group;
- (2) Joan Ryan, our Deputy Campaign Director, who is a former Vice Chair of the Labour Party with responsibility for campaigning;
- (3) William Norton, our Responsible Person, who was the referendum agent for North East Says No in the November 2004 regional referendum and who has also acted as an agent in General Elections.

This group is supported by teams responsible for events, digital campaigning, press & media, research, outreach, recruitment and get-out-the-vote. These comprise people drawn from a range of political parties with experience of fighting elections at all levels. We have put particular effort into engaging traditionally under-represented groups, and encouraging them to register to vote, because they are disproportionately present in London where there are no other elections this year.

Financial control is maintained by an expenditure approval system. Depending upon the amount involved, items require the prior authorisation of the relevant Team Leader; the Responsible Person (or anyone authorised in writing by him); our Finance Director; and either the Campaign Director or the Deputy Campaign Director. Team Leaders work to budgets set by the Finance Committee and revised as appropriate as the campaign proceeds.


Section 7 - Signatures

I / We apply to The Electoral Commission to be the lead campaign group for the stated referendum outcome.

I / we declare that,

- to the best of my / our knowledge and belief, the information I / we have provided on this form is true
- I / we have read and agree to be bound by the terms and conditions associated with the receipt and use of the publicly funded grant to lead campaign groups, and
- I am/ we are authorised to sign this application on behalf of the above named organisation.

Signed



Print name

Matthew Elliott

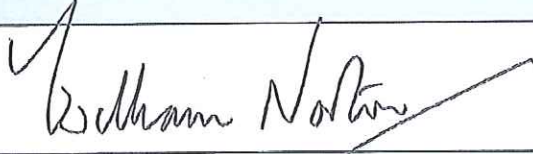
Position held

Campaign Director

Date

15.3.11

Signed



Print name

William Norton

Position held

Responsible Person

Date

15.3.11

For Electoral Commission use

Date of receipt

Checked by

Date entered in database

File reference number

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15 MAR 2011

S. 23442

LABOUR NO to AV

Electoral Commission
3 Bunhill Row
London
EC1Y 8YZ

8 March 2011

Labour No to AV
6th Floor
3 Albert Embankment
London SE1 7SP
t: 07733 631908
e: labour@no2av.org
<http://labour.no2av.org>

Dear Sirs

**Referendum on the parliamentary voting system
Registration as a permitted participant**

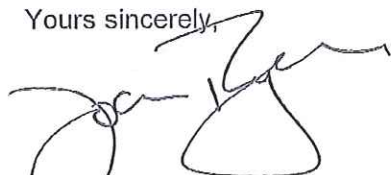
I am writing on behalf of the Labour NO to AV movement. We have registered as a permitted participant on the NO side in the referendum.

Our organisation represents a majority of Labour MPs and peers, and draws on the support of a considerable body of Labour Party activists and councillors from across the country. We also enjoy close links with trade unions such as ASLEF, Community and the GMB.

We support the application of No Campaign Limited to be designated as the lead campaign group on the NO side. We consider that they represent to the greatest extent all those groups campaigning for that outcome.

I hope that the Electoral Commission will see fit to designate No Campaign Limited.

Yours sincerely,



Joan Ryan
Director

President:
Siobhain McDonagh MP

Patrons:
Tristram Hunt MP Tom Harris MP

14th March 2011

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15 MAR 2011

S-23442



The Electoral Commission
3 Bunhill Row
London
EC1Y 8YZ

Dear Sirs,

Referendum on the voting system for the UK Parliament – Designated body

I write formally on behalf of the Conservative Party, a registered participant in the above named referendum campaigning for a "No" outcome.

The Conservative Party supports the application of No Campaign Limited for designated status as the lead organisation for a no vote at the referendum.

We support their application because we believe they are the most representative of those opposed to AV as they enjoy cross-party support and include supporters of the current system and those who would prefer PR rather than AV.

We therefore call on the Electoral Commission to appoint No Campaign Limited as the designated lead organisation in favour of a no vote at the said referendum.

Yours faithfully,

A handwritten signature in blue ink that reads "Alan Mabbutt".

Alan Mabbutt

Nominating Officer – Conservative Party

NO to AV

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15 MAR 2011

S-23442

Electoral Commission
3 Bunhill Row
London
EC1Y 8YZ

14 March 2011

To whom it may concern

Our organisation is committed to the introduction of proportional representation for parliamentary elections and we believe that such an option should have been offered to the British people in the forthcoming referendum. We do not consider the alternative vote system to be an acceptable substitute for real reform. For that reason we will reluctantly support the No side in the referendum while continuing to campaign for the principles behind proportional representation.

We recognise that there is a spectrum of opinion involved in the opposition to the alternative vote system. We believe that No Campaign Limited/NO2AV is best placed to represent that spectrum and for that reason we support their application to be the designated lead campaigner on the No side.

Yours faithfully



For and on behalf of No to AV, Yes to PR