



Report on campaign spending at the 2009 European Parliamentary elections in the United Kingdom and local elections in England

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Translations and other formats

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1 Introduction

1.1 The Electoral Commission's aim is to instill integrity and public confidence in the democratic process. One of our key objectives is to ensure integrity and transparency of party and election finance. We also have a statutory duty to report on elections.¹ This report provides details and analysis of the campaign expenditure incurred by political parties, third parties and candidates at the June 2009 European Parliamentary elections and also candidates at local elections in England in 2009.

1.2 This report is informed by the political parties' campaign expenditure returns, candidates' election expenditure returns and previous reports² published by the Commission on the European Parliamentary elections.

1.3 The report is divided into four sections. The first two sections outline the expenditure incurred by political parties and third parties, while the third section focuses on expenditure by individual candidates. The fourth section briefly looks at expenditure incurred at the English local elections.

1.4 Further information on the legislative context of the European elections, our legislative role, the controls on spending and a definition of campaign expenditure can be found on our website.³

¹ Political Parties, Elections and Referendums Act 2000 Parts V and VI.

² www.electoralcommission.org.uk/__data/assets/pdf_file/0010/47179/RevisedEuropeanExpendrep_18347-13541__E__N__S__W__.pdf.

³ www.electoralcommission.org.uk/party-finance/party-finance-analysis.

2 European Parliamentary election campaign expenditure by political parties

2.1 The Political Parties, Elections and Referendums Act 2000 (PPERA) regulates campaign expenditure at certain elections, including elections for the European Parliament. This is defined as any expenditure incurred by a party for electoral purposes; that is, for the purpose of enhancing the standing of or promoting the electoral success for a party at a forthcoming or future election.

2.2 The regulated period for European Parliamentary elections is four months, and for the 2009 elections it ran from 5 February until 4 June, polling day.⁴ The Electoral Commission published guidance on the rules for parties and independent candidates in advance of the election.⁵

2.3 In Great Britain there are separate limits for contesting the European Parliamentary elections in England, Scotland and Wales. For each region the limit is calculated as £45,000 multiplied by the number of Members of the European Parliament (MEPs) returned for that region as detailed in the table below. The expenditure limit for parties contesting all regions, excluding Northern Ireland, was £3,105,000. As European Parliamentary elections use a party list electoral system, the Great Britain expenditure limits apply to party spending only. This means there are no separate spending limits for party candidates.

2.4 When an individual runs as an independent candidate they are subject to controls equivalent to those of candidates from a party.⁶ This means that independent candidates will have an extremely high spending limit relative to the amount they are likely to spend. Individual candidates submit returns to their respective Returning Officer.

2.5 Following the election, political parties are required to submit a report to the Commission detailing all their campaign expenditure. The report must itemise each individual item of expenditure, with a breakdown of total expenditure incurred by reporting category and part of the UK. If the party incurred expenditure of £250,000 or less it must submit its report within three months of the date of the election poll. If a party spent more than £250,000 it must submit its report within six months of this date with an attached statement from an independent auditor. The deadlines for 2009 were 4 September and 4 December respectively.

2.6 Both the United Kingdom Independence Party (UKIP) and British National Party (BNP) received civil penalties for late submission of their respective campaign expenditure return as did the Roman Party – Ave! for not submitting a return. Other than these instances, all expenditure returns were sent to the Commission by the relevant deadlines.

⁴ www.electoralcommission.org.uk/elections/election-spending/party-campaign-expenditure.

⁵ www.electoralcommission.org.uk/__data/assets/pdf_file/0017/71252/Campaign-Expenditure-2009-Guidance.pdf.

⁶ European Parliamentary Elections Regulations 2004.

Table 1: Regional campaign expenditure limits at the 2009 European Parliamentary elections

Electoral area	Number of MEPs	Expenditure limit (£)
East Midlands	5	225,000
Eastern	7	315,000
London	8	360,000
North East	3	135,000
North West	8	360,000
South East	10	450,000
South West (including Gibraltar)	6	270,000
West Midlands	6	270,000
Yorkshire & the Humber	6	270,000
England (9 regions)	59	2,655,000
Scotland	6	270,000
Wales	4	180,000
Northern Ireland	3	270,000*
UK	72	3,375,000⁷

* Includes expenditure limit for candidates.

⁷ Limit if standing in all regions including Northern Ireland.

Overview

2.7 During the June 2009 European Parliamentary elections, 33 parties in Great Britain and Northern Ireland incurred a total campaign expenditure of almost £9.78 million. This was more than £350,000 less than the total spent by the 32 parties standing in 2004 (£10.13 million). This does not include independent candidate spend (£78,154) which is covered separately.⁸

2.8 In England, Scotland and Wales,⁹ a total of 26 parties contested seats at the 2009 European Parliamentary elections, the same number as contested the 2004 elections. These 26 parties spent a total of just over £9 million, some £600k less than they spent in 2004. One potential reason for this lower spend is that the European Parliamentary elections have a combined regulated period with the forthcoming UK Parliamentary general election, meaning that any unspent expenditure below the limit is carried forward and added to the amount available to spend at the general election.

2.9 There was a diverse group of parties: from those who contested every seat in Great Britain, to those standing in just one region.

Great Britain expenditure

2.10 Out of the 26 parties in Great Britain contesting the European Parliamentary elections, only 10 ran candidates in all 11 regions. This included the Labour Party, the Conservative Party, the Liberal Democrats, the Green Party, BNP, UKIP, the Socialist Labour Party, the Christian Party 'Proclaiming Christ's Lordship'; as well as two of the newcomers: No2EU:Yes to Democracy and the Jury Team.

2.11 The distribution of spending was mainly accounted for by the Labour Party, the Conservative party, the Liberal Democrats and UKIP. Collectively they accounted for 80% of the total party spend across Great Britain. The majority of party spend was, as expected, in England with the exception of those parties focusing on specific countries, e.g. Plaid Cymru, Scottish National Party (SNP).

2.12 Overall the distribution of campaign spending in Great Britain closely matched the distribution of seats. The majority of expenditure took place within England (85%); this region of Great Britain contained 85% of the seats available. Scotland accounted for 8% and Wales 7% of total Great Britain spend; respectively they contained 9% and 6% of the seats available.

2.13 The percentage of total expenditure by each party broadly bore some relationship to the percentage of total seats gained, with one exception. This exception, the newly established Jury Team, spent almost 4% of total spend, but did not return a candidate.

⁸ European Parliamentary election expenditure by individual candidates Chapter 4.

⁹ Northern Ireland reviewed separately on p14.

Table 2: Comparison of total expenditure and seats won in Great Britain for parties that spent more than £250k and/or those who returned MEPs

Party name	Total (£)	Seats	% of total seats	% of total spend
Conservative and Unionist Party	2,482,536	25	36.23	27.50
Labour Party	2,302,244	13	18.84	25.50
United Kingdom Independence Party	1,270,855	13	18.84	14.08
Liberal Democrats	1,180,884	11	15.94	13.08
Green Party	369,324	2	2.90	4.09
Jury Team	344,522	0	0.00	3.82
British National Party	282,843	2	2.90	3.13
Scottish National Party	126,170	2	2.90	1.40
Plaid Cymru – Party of Wales	95,162	1	1.45	1.05
Total	8,454,540	69	100	94

2.14 The Labour Party, BNP, SNP and Plaid Cymru all increased their total spend from 2004. The Labour Party increased spend by nearly £600,000, while the Conservative Party decreased its total spend by almost £650,000 but it remained the party with the highest total spend (£2,482,536). The Labour Party followed with a total spend in Great Britain of £2,302,244.

2.15 UKIP spent almost half of what it spent in 2004, significantly reducing spend across Great Britain, while returning 13 MEPs. This gave them the best spend-to-seat ratio for those parties contesting seats across all 11 Great Britain regions (£97,758 per seat).

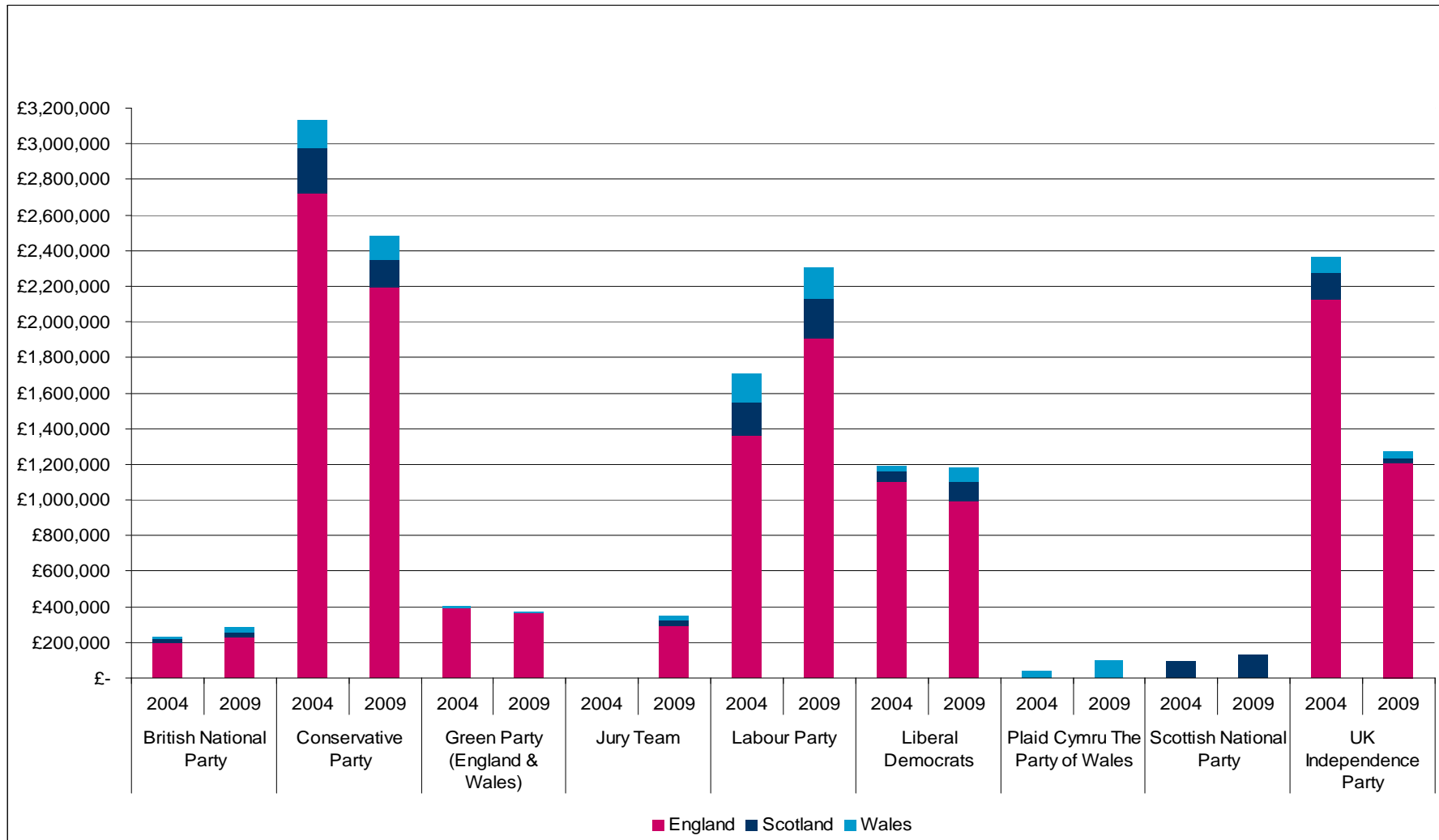
2.16 The 2009 European Parliamentary elections saw 12 new parties contesting seats. These parties included the Jury Team; No2EU: Yes to Democracy; Pro Democracy: Libertas.eu; United Kingdom First; Your Decision; and Yes 2 Europe. Collectively, these new parties spent a total of £633,000, 7% of the total spend.

2.17 The three top spenders (the Conservative Party, the Labour Party and UKIP) accounted for almost 70% of total Great Britain party spend. No party exceeded the statutory limit and no party exceeded 80% of the spending limit.

2.18 It is noteworthy that, with a similar total spend to that in 2004, the Liberal Democrats increased spend in both Wales and Scotland by around £50,000, with a simultaneous fall in spend in England by more than £100,000.

2.19 Both Plaid Cymru and the SNP significantly increased total spend. Plaid Cymru more than doubled its total spend, while the SNP spent over £30,000 more than in 2004.

Chart 1: Campaign expenditure incurred by political parties in Great Britain that spent more than £250k and/or those who returned MEPs



2.20 There were 17 parties across Great Britain who spent less than £250,000 and had no MEPs returned; this is two fewer parties than in 2004. They spent a combined total of £571,094, accounting for over 6% of the total spend. This is an increase from 2004 (£440,746), when parties in this category accounted for almost 5% of total Great Britain spend.

2.21 Of these parties, only three campaigned across all of Great Britain. Ten focused spending solely in England, two just in Scotland and none of this category stood solely in Wales. One party did not report any expenditure (WAI D).

Table 3: Campaign expenditure incurred by Great Britain political parties that spent less than £250k (2004/09 comparison)

Party name	England (£)	Scotland (£)	Wales (£)	GB Total (£)
Animals Count	4,512			4,512
Christian Party 'Proclaiming Christ's Lordship'	209,506	3,995	8,750	222,251
English Democrats Party	37,500			37,500
Fair Pay Fair Trade Party	11,040			11,040
Mebyon Kernow – The Party for Cornwall	13,886			13,886
No2EU: Yes to Democracy	88,605	12,980	16,741	118,326
Peace Party – Non-Violence, Justice, Environment	2,932			2,932
Pensioners Party	4,536			4,536
Pro Democracy: Libertas.eu	98,050			98,050
Roman Party – Ave!		Has not submitted a return		
Scottish Green Party		11,108		11,108
Scottish Socialist Party		4,733		4,733
Socialist Labour Party	4,788	310	257	5,354
Socialist Party of Great Britain	3,760			3,760
United Kingdom First	25,297			25,297
WAI D				0
Yes 2 Europe	7,810			7,810
Total	512,221	33,125	25,748	571,094

2.22 The biggest spenders in this category were The Christian Party 'Proclaiming Christ's Lordship' (2.46% of total spend); No2EU:Yes to

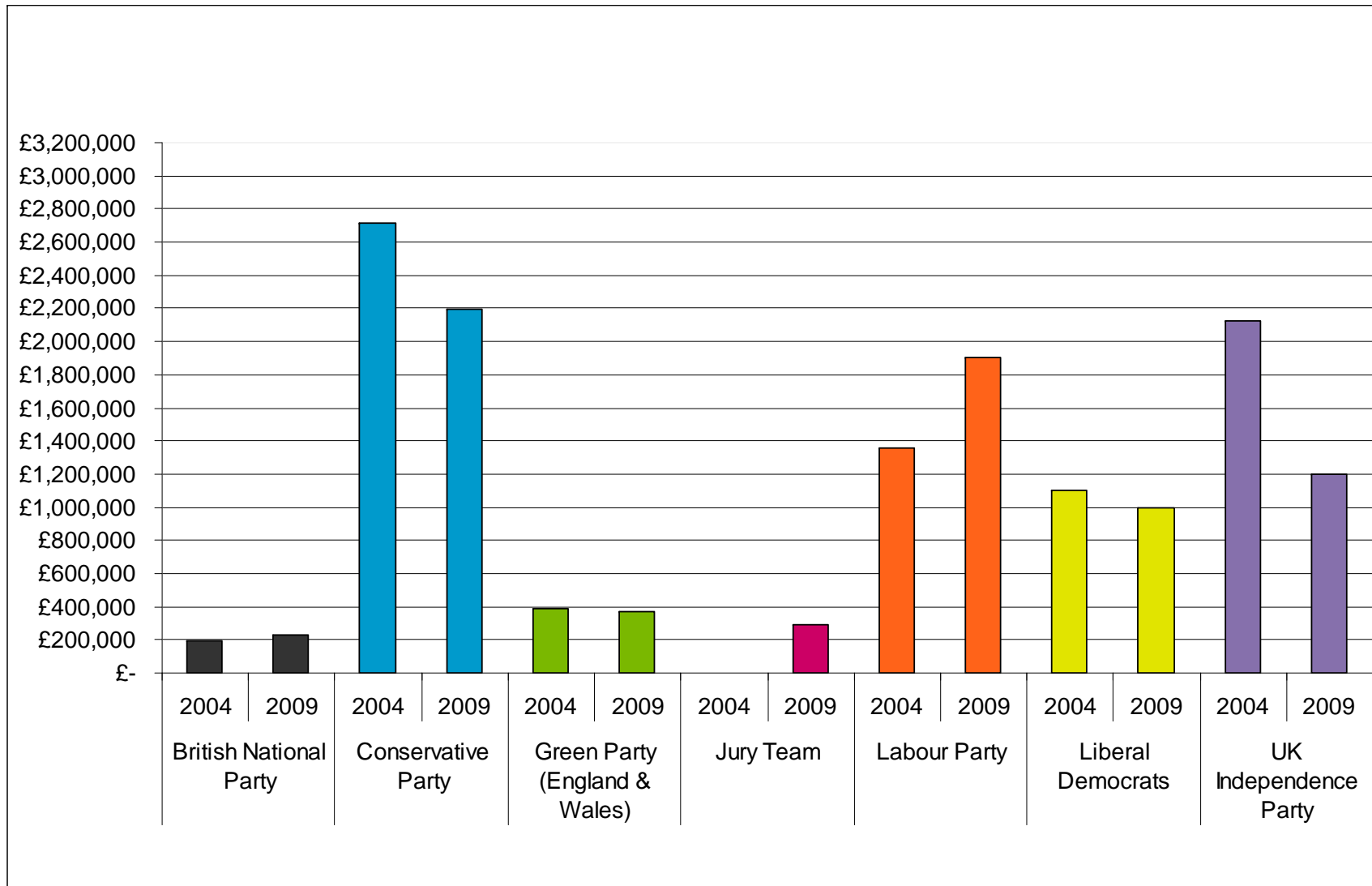
Democracy (1.31%); and Pro Democracy: Libertas.eu (1.09%). This is the first time No2EU:Yes to Democracy and Pro Democracy: Libertas.eu contested a European Parliamentary election.

2.23 Of all the parties in this group that contested both the 2004 and 2009 elections, only the Christian Party 'Proclaiming Christ's Lordship'¹⁰ and the Pensioners Party increased their spend. The former increased its spend by £213,969. Both the Scottish Green Party and Scottish Socialist Party significantly reduced spend by more than 60% and 78% respectively.

2.24 The following section provides analysis and a breakdown of expenditure in England, Scotland and Wales.

¹⁰ Contested the 2004 European Parliamentary election as Operation Christian Vote.

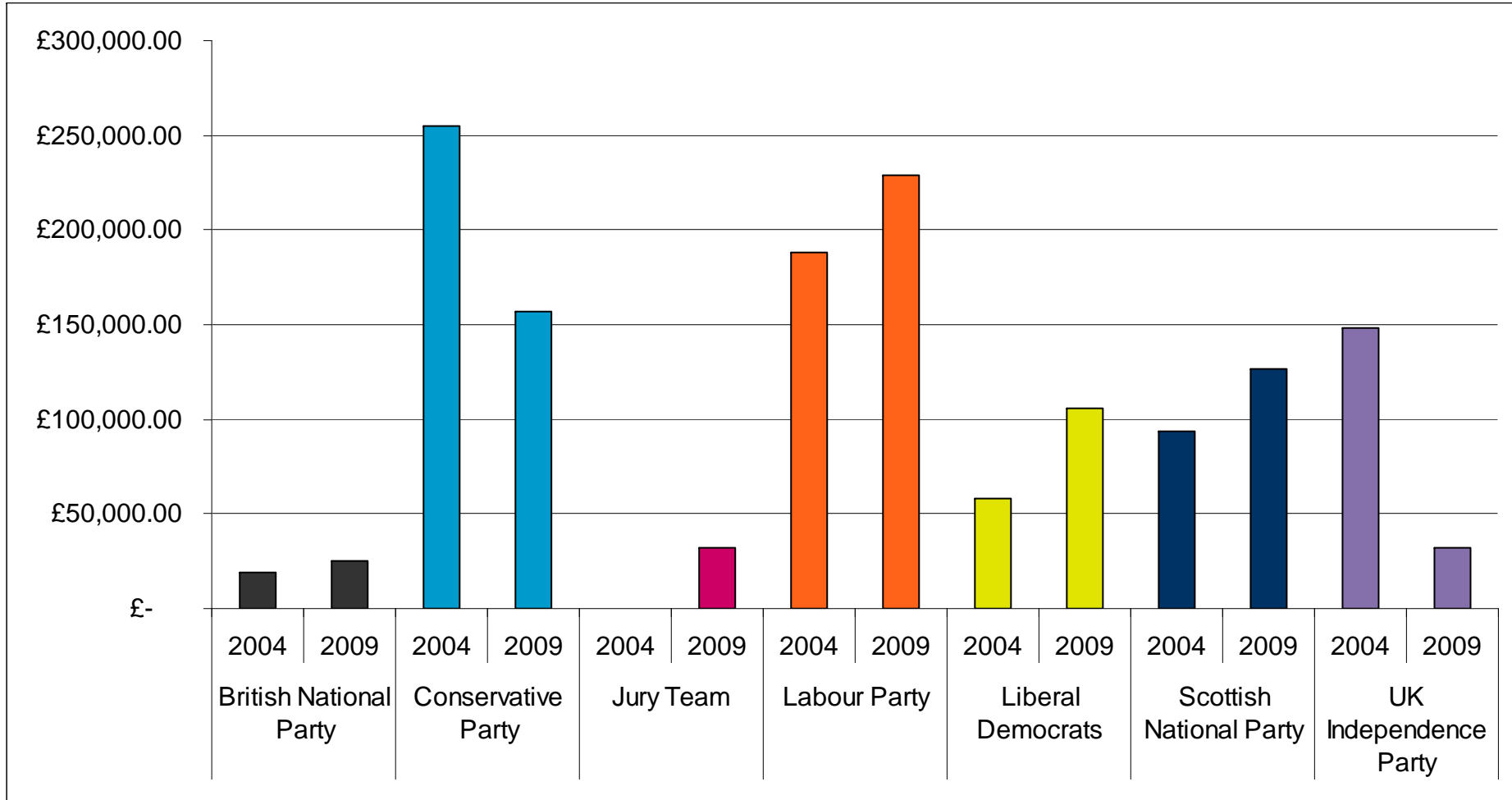
Chart 2: Campaign expenditure incurred by selected political parties campaigning in England



England

2.25 Overall spend in England was down by almost £550,000. Consistent with other parts of Great Britain, UKIP spend in England almost halved from its 2004 level (from £2.1m to £1.2 million). Only the Labour Party and BNP increased their spend in England in comparison to 2004, with Liberal Democrats spending almost the same as in 2004, and the Conservatives reducing spend by £500,000. The Jury Team spent a significant proportion of its total expenditure in England, almost 85%.

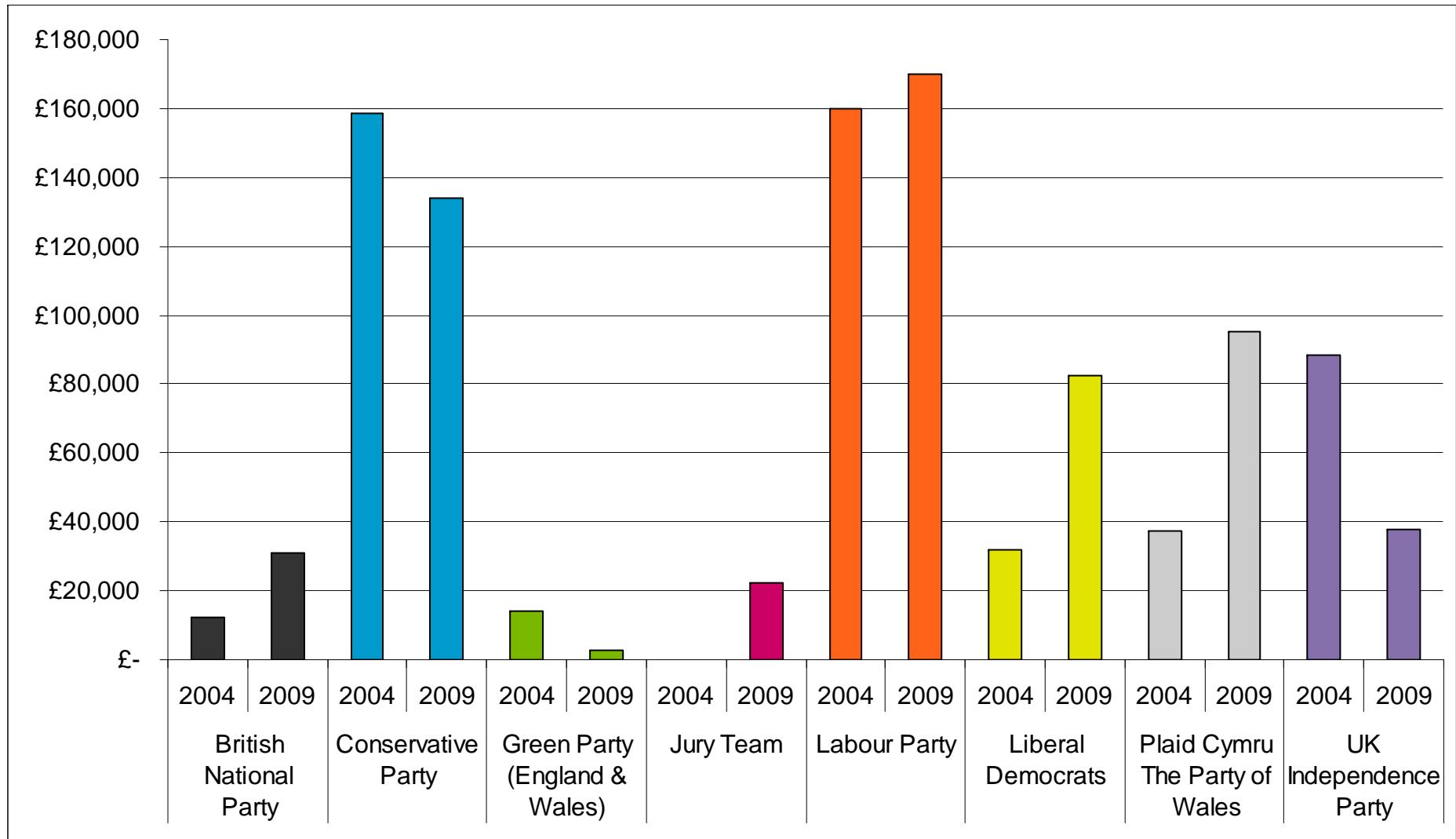
Chart 3: Campaign expenditure incurred by selected political parties campaigning in Scotland



Scotland

2.26 Although Labour, the SNP and Liberal Democrats all increased their spending in Scotland, overall expenditure for the region was down from 2004 levels. The Conservative Party reduced its spend in Scotland by almost £100,000 and UKIP spent less than a quarter of what it spent in 2004 in Scotland. The biggest spenders in Scotland were Labour with £229,000 (31%), while the Conservative Party (21%) and the SNP (17%) followed second and third.

Chart 4: Campaign expenditure incurred by selected political parties campaigning in Wales



Wales

2.27 Despite decreases in spend by UKIP and the Conservative party, total expenditure in Wales rose by almost £70,000 from 2004 levels. The biggest increases were incurred by Plaid Cymru and the Liberal Democrats, who both upped their spend by around £50,000 each.

2.28 As in Scotland, the Conservative Party reduced spend in Wales by some £25,000. UKIP spent less than a quarter of the amount it reported in 2004.

Party expenditure (per category)

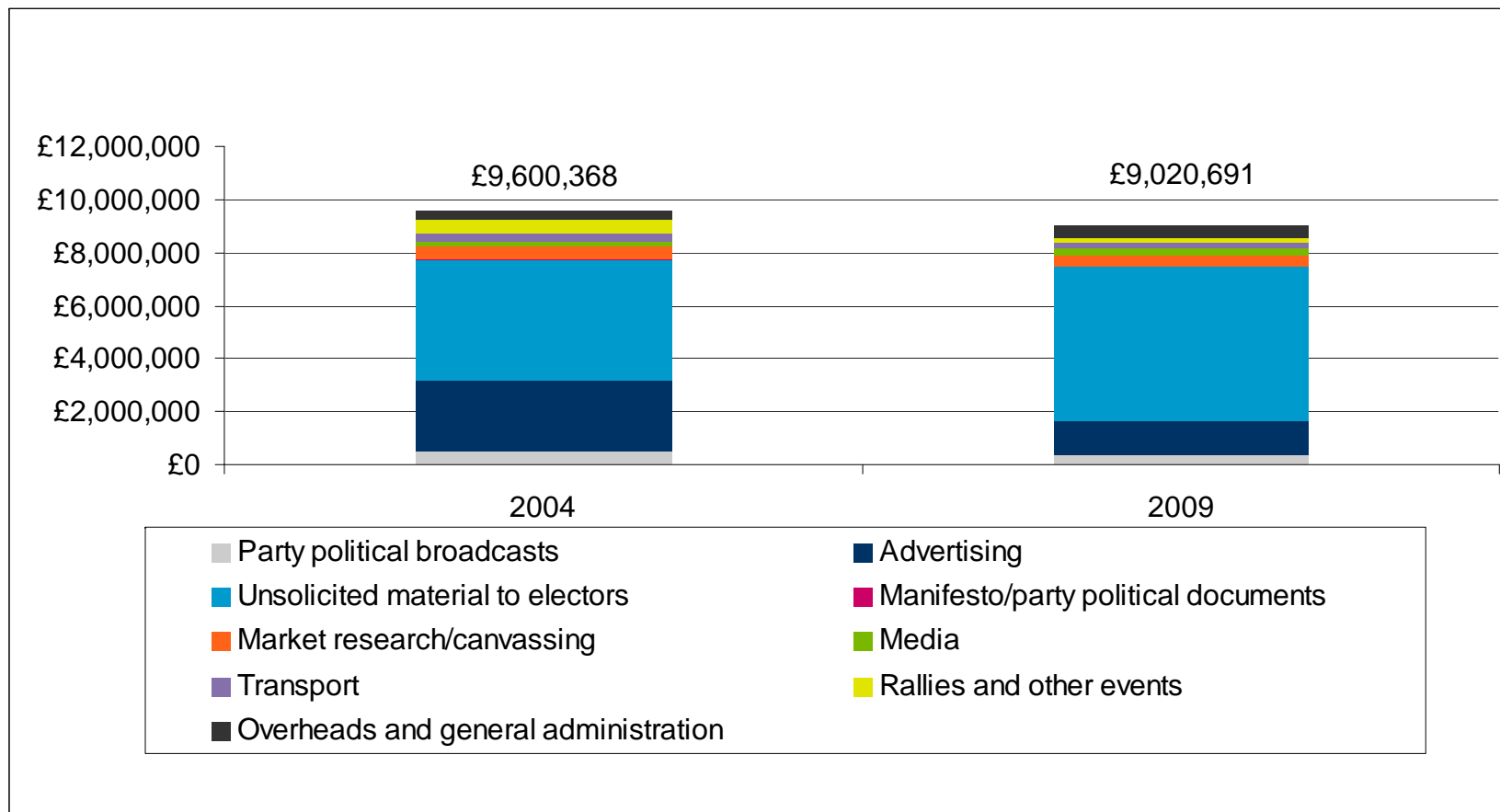
2.29 In accordance with Schedule 8 of PPERA, expenditure returns must be broken down into the following spending categories:¹¹

- party political broadcasts
- advertising
- unsolicited material to electors
- manifesto or other policy documents
- market research and canvassing
- media/publicity
- transport
- rallies or other events
- overheads and general administration¹²

¹¹ Appendix B: Expenditure category.

¹² This category is not mentioned in the legislation, however we advise parties to include it because of its relationship with spending in the other categories.

Chart 5: Total Great Britain party expenditure incurred on each category of reported expenditure – all parties



2.30 An invoice for all transactions over £200 must be included in the return. A complete detailed breakdown of these figures, with 2004 comparisons, can be viewed on our website.¹³

2.31 Overall, total party expenditure decreased slightly from 2004. This could be explained by the overlap between the regulated period¹⁴ for the European Parliamentary elections and the UK Parliamentary general election. Expenditure not used during the European Parliamentary elections is therefore available to spend at the UK Parliamentary general election.

2.32 For most parties, unsolicited material to electors, which includes leaflets sent to electors, remained the largest proportion of their total spend. Across Great Britain it constituted 74% of total party expenditure. There was a significant decrease in party spending on advertising from 2004, while media expenditure attracted an increase on 2004 levels. There are strict rules governing the categories¹⁵ notably the rules that prohibit any spend on paid for TV advertising. The amount parties spend on party broadcasting (i.e. production costs) is determined partly by how many broadcasts they are allocated by the broadcasters.

2.33 Despite increases in spend on media (up £151,179), unsolicited materials (up £1,272,627), and overheads and administration (up £107,828), the overall theme across the other categories is that of a small fall in expenditure. Overall there was significantly lower spend on market research/canvassing and advertising. The latter was almost half of the reported advertising spend in 2004.

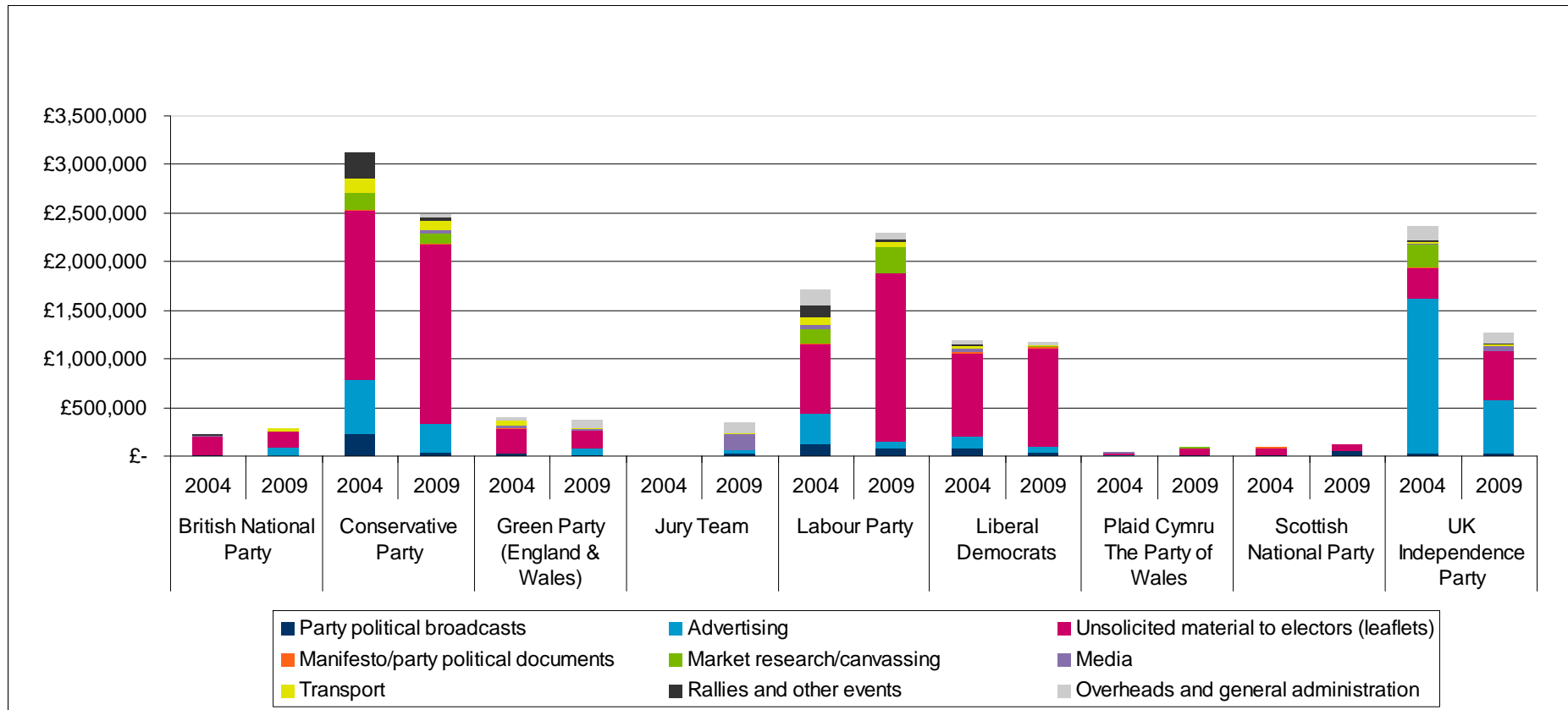
2.34 Manifesto/party political document spend has almost halved compared to 2004 spend, with other significant decreases in transport, rallies and other events spend.

¹³ www.electoralcommission.org.uk/party-finance/party-finance-analysis/campaign-expenditure-2009.

¹⁴ For more information on the combined regulated period for 2009–10 read the Commission's briefing paper for party agents and candidates.

¹⁵ Schedule 8 PPERA and see Appendix B for further information on expenditure categories.

Chart 6: Proportion of expenditure incurred on each category of reported expenditure – parties over £250K and/or those who had MEPs elected



2.35 Across England, Scotland and Wales, unsolicited materials constituted over 60% of total expenditure. Since the last European Parliamentary election, this category has increased from 47% (2004) to 64% (2009) of total Great Britain expenditure. This rise shows that, despite the rise of new media campaigning, traditional paper-based election material continues to be the biggest spending priority of most parties.

2.36 Although some parties reduced their spend on unsolicited materials to electors it remained the highest expenditure category for most parties. The Jury Team was an exception, focusing its expenditure on media.

2.37 The following paragraphs focus on the main parties that spent significant sums, either across the UK or in individual regions.

2.38 Compared to 2004, the Conservatives reduced spend across the board with administrative costs, unsolicited materials to electors and media attracting an increase. Advertising, rallies and party political broadcasts saw the biggest proportion of reduced spending.

2.39 The Conservatives spent almost 30% of the combined total party spend on unsolicited materials.

2.40 Labour spend focused largely on unsolicited materials as it did in 2004, with a mix of reduced and additional spend across all categories. The total spent in this area increased by more than £1 million. Expenditure on advertising and rallies was significantly reduced, while spending on market research/canvassing and unsolicited materials increased significantly. Spend on the latter more than doubled.

2.41 Although UKIP significantly reduced its overall spend, it increased spend on unsolicited materials to electors, in comparison to 2004 levels, by approximately £180,000. UKIP saw the largest fall in spend on advertising by more than £1 million since 2004 and market research/canvassing spend was down around £225,000 on 2004 spend levels.

2.42 The Liberal Democrats' expenditure was dominated by spend on unsolicited materials. Spend was largely reduced on all categories, however, in line with most parties, spend on unsolicited materials was greater than in 2004. There were notable decreases on media, advertising and party political broadcast spend, with media spend dropping by more than 90%.

2.43 In line with the general trend in spending, the Green Party, contesting only in England and Wales, focused the majority of its spend on unsolicited materials, although this was £80,000 less than in 2004. While it cut party political broadcast and manifest spend, around £2,000 and £9,000 respectively, the Green Party increased advertising spend by a significant £66,000.

2.44 As in 2004, the BNP concentrated its spend on unsolicited materials, although total spent in 2009 has decreased. The BNP also significantly increased spend on advertising by more than £80,000 but decreased spend on party political broadcasts by more than 50%. The BNP spent 90% less on manifesto costs in 2009 than it did in 2004.

2.45 The SNP, spending only in Scotland, increased its total spend by nearly a third. It also spent greater than four times more on party political broadcasts than it did in 2004. SNP reduced spend in most categories, including on unsolicited material to electors which was an area where the majority of parties tended to increase expenditure.

2.46 As with several other parties in this category, the SNP spent the highest proportion on unsolicited materials although this has fallen since 2004. SNP, like others, also significantly reduced manifesto spend but increased its media, advertising and party political broadcast spend, the latter by around £40,000.

2.47 Plaid Cymru increased its total spend which was spent solely in Wales. It spent significantly more on party political broadcasts in comparison to 2004, with total spend on unsolicited materials to electors more than doubling. There were notable increases in its spending on market research/canvassing, with minor reductions on media spend.

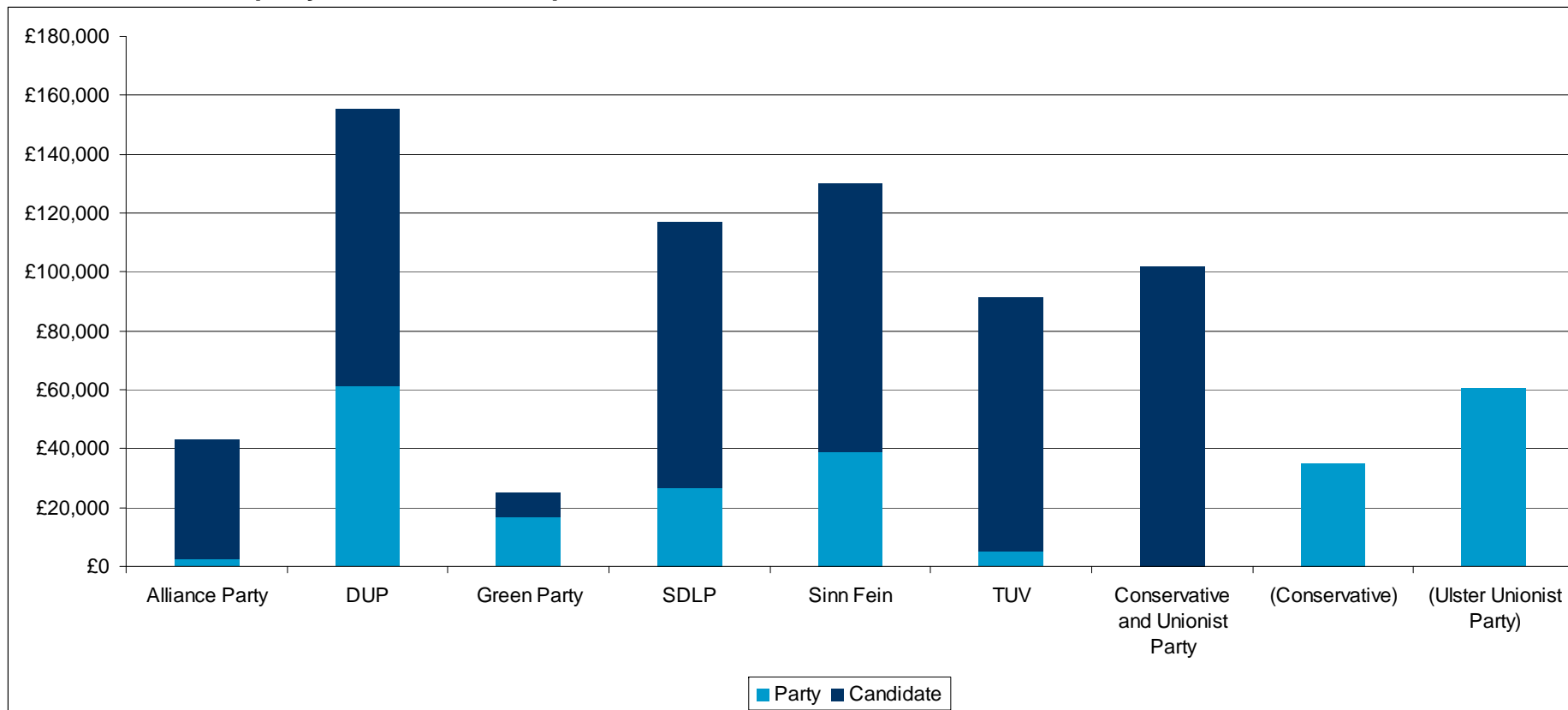
2.48 The Jury Team focused its spend on advertising, media and party political broadcasts while spending comparatively less on unsolicited materials than other parties with a similar total spend. The Jury Team did not have any expenditure on manifesto documents or market research/canvassing.

Northern Ireland expenditure

2.49 Seven candidates, the same number as 2004,¹⁶ contested the election in Northern Ireland, all with an expenditure limit of £135,000 for candidates and a further £135,00 party expenditure limit. Total reported expenditure for both parties and candidates amounted to £759,045 – an increase of almost £230,000 on the total reported in 2004.

¹⁶ This includes one new party, the Traditional Unionist Voice, as an independent candidate stood in 2004.

Chart 7: Combined party and candidate expenditure for Northern Ireland 2009¹⁷



¹⁷ The Ulster Unionist Party and the Conservative Party were obliged to submit a separate party return

Table 4: Comparison of total spend in Northern Ireland (2004/09)

Party	Type of spend	2004 (£)	2009 (£)
Alliance – Alliance Party of Northern Ireland*	Party	N/A	2,390
	Candidate	N/A	40,963
Democratic Unionist Party – DUP	Party	0	61,320
	Candidate	126,788	94,183
Green Party [The] (NI)	Party	0	16,945
	Candidate	4,680	7,927
SDLP (Social Democratic & Labour Party)	Party	34,799	26,812
	Candidate	114,637	90,160
Sinn Féin	Party	7,633	38,824
	Candidate	117,398	90,941
Socialist Environmental Alliance**	Party	0	N/A
	Candidate	11,468	N/A
Traditional Unionist Voice*	Party	N/A	5,314
	Candidate	N/A	86,314
Ulster Conservative and Unionist Party – New Force***	Party	0	95,111
	Candidate	113,170	101,842
	Total	530,573	759,045

* Did not contest 2004 European Parliamentary elections.

** Did not contest 2009 European Parliamentary elections.

*** Contested the 2004 European Parliamentary elections as the Ulster Unionist Party.

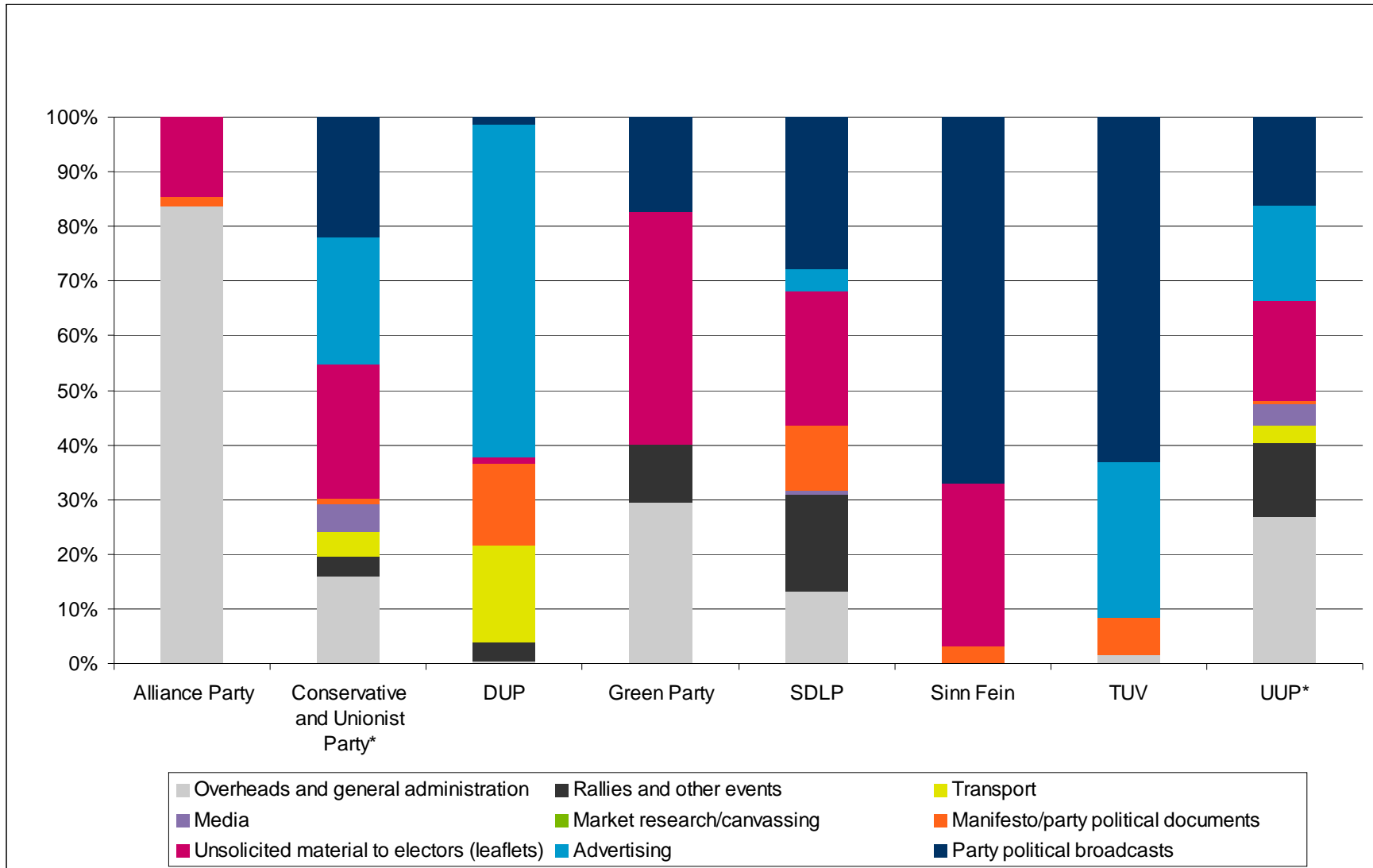
2.50 Total party expenditure was £246,715, a significant rise on the £43,000 spent in 2004. Total candidate expenditure was £512,330, a slight rise on the amount reported in 2004.

2.51 As with the previous European Parliamentary elections there was little third party activity, and candidates, rather than parties, incurred the majority of expenditure. The exception to this was the Green Party, which spent twice as much as its candidate.

2.52 A range of parties including Sinn Féin, the DUP and the Ulster Conservative and Unionist Party – New Force¹⁸ spent considerable sums in proportion to their candidate spend.

¹⁸ The Conservative and Unionist Party and the Ulster Unionist Party campaigned together as the Ulster Conservative and Unionist Party – New Force with Jim Nicholson as joint candidate.

Chart 8: Breakdown of category spend for parties in Northern Ireland



Note*: The Conservative and Unionist Party and the Ulster Unionist Party campaigned together as the Ulster Conservative and Unionist Party – New Force with Jim Nicolson as joint candidate. The parties had to prepare and submit two separate expenditure returns.

2.53 Unlike other parts of the United Kingdom, Northern Ireland spend was focused on party political broadcasts and advertising with unsolicited materials, the latter being third in total category spend. A further trend inconsistent with other parts of the UK included the fact that all parties spent on market research/canvassing.

2.54 Parties reported spend across a range of categories with no consistent pattern emerging. Some highlights did exist: for example, Sinn Féin reported no spend on advertising although this category had the highest combined party spend. The DUP reported almost £11,000 transport costs – more than 70% of total combined party spend in this category.

Table 5: Comparison of total spend and seats won in Northern Ireland

Party Name	Total (£)	% of total spend	Seats
Alliance – Alliance Party of Northern Ireland*	43,353.19	5.71	0
Democratic Unionist Party – DUP	155,502.50	20.49	1
Green Party [The] (NI)	24,871.69	3.28	0
SDLP (Social Democratic & Labour Party)	116,971.68	15.41	0
Sinn Féin	129,765.39	17.10	1
Traditional Unionist Voice*	91,628.00	12.07	0
Ulster Conservative and Unionist Party – New Force**	196,952.54	25.95	1
Total	759,044.99	100.00	3

* Did not contest 2004 European Parliamentary elections.

** Contested the 2004 European Parliamentary elections as the Ulster Unionist Party.

3 European Parliamentary election controlled expenditure by recognised third parties

3.1 As well as individual candidates and political parties, those groups campaigning for or against parties, groups or candidates are also subject to controls on their expenditure.¹⁹ These are categorised as third parties. Those third parties intending to spend over £10,000 in England or £5,000 in Scotland, Wales or Northern Ireland during the four month regulated period for the European Parliament elections need to register with the Electoral Commission as a recognised third party.²⁰

Table 6: Total expenditure incurred by third parties in the UK and Northern Ireland (2004/09 comparison)

Third party	England (£)	Scotland (£)	Wales (£)	Northern Ireland (£)	Total 2009 (£)	Total 2004 (£)
League Against Cruel Sports Ltd	866	289	144	144	1,443	-
National Union of Teachers	25,194	-	-	-	25,194	-
Public and Commercial Services Union	57,357	7,364	5,308	4,765	74,794	-
Searchlight Information Services Ltd	134,469	1,220	1,720	-	137,409	78,774
The Board of Deputies of British Jews Ltd	30,656	1,722	2,067	-	34,445	-
Unite Against Fascism	77,176	6,508	3,303	-	86,987	62,923
USDAW	3,028	389	187	-	3,604	-
Vote Cruelty Free	1,629	181	181	181	2,172	-
UNISON	-	-	-	-	-	167,704
Total	330,375	17,673	12,910	5,090	366,048	309,401

¹⁹ Political Parties, Elections and Referendums Act 2000 – Part VI.

²⁰ www.electoralcommission.org.uk/party-finance/legislation/third-partiespermitted-participants/third-parties.

3.2 The 2009 European Parliamentary elections saw a significant increase in third party activity. Eight recognised third parties, an increase of five from 2004, submitted returns for the 2009 European Parliamentary elections. A total of £366,000 in third party expenditure was reported, an increase of around £60,000 from 2004.

3.3 Two of the third party organisations also campaigned in 2004: Searchlight Information Services Ltd and Unite Against Fascism. Of these two organisations, Searchlight Information Services Ltd significantly increased its spend, from almost £80,000 to almost £140,000 while Unite Against Fascism increased its spend by almost £25,000.

3.4 While the majority of third parties undertook activities across Great Britain, only three of them campaigned across all of the United Kingdom.²¹

3.5 This election also saw increased activity by third party organisations focused on opposing animal cruelty. Both the League Against Cruel Sports Ltd and Vote Cruelty Free campaigned across the United Kingdom. Another newcomer, the National Union of Teachers, was the only third party to focus its activity solely in England.

3.6 Both Scotland and Wales experienced a slight drop in third party spending, while Northern Ireland and England experienced increases. Most notably, England saw third party spending increase by £56,000 from 2004 levels.

²¹ Vote Cruelty Free, Public and Commercial Services Union and League Against Cruel Sports Ltd.

4 European Parliamentary election expenditure by individual candidates

4.1 As well as political and third parties, individual candidates' expenses were also subject to control during the 2009 European Parliamentary elections.²² When an individual runs as an independent candidate they are subject to the same spending limits as those who are running under a party. This means that independent candidates will have an extremely high spending limit relative to the amount they are likely to spend, as illustrated in the table below.

Table 7: Candidates in Great Britain

Region (number of MEPs to be returned)	Candidate(s)	Expenditure limit (£)	Reported expenditure (£)	Expenditure incurred as % of limit	
South West (6)	Katie Olivia Hopkins	270,000	4,682	1.73	
Eastern (7)	Peter Edward Rigby	315,000	1,103	0.35	
London (8)	Gene Alcantara	360,000	9,954	2.77	
	Steven Cheung				
	Jan Jananayagam	360,000	7,722	2.15	
	Sohale Rahman				
	Haroon Saad	360,000	29,589	8.22	
	North West (8)	Dr Francis Apaloo	360,000	1,950	0.54
	Scotland (1)	Duncan Robertson*	270,000	-	-
Total			£78,154.01		

*Candidate did not submit a return.

4.2 There were nine individual candidates contesting seats in Great Britain during the 2009 European Parliamentary election campaign, the same number as 2004. No independent candidate was elected. Cumulatively, candidates spent a total of £78,000, just less than 1% of the total campaign spend, a marginal increase on the £50,000 spent by the nine candidates during the 2004 election campaign.

4.3 London saw the highest concentration of individual candidates (five) with one standing in each of the Eastern, North West and South West regions. Only two candidates, both in London, spent in excess of £10,000. The remaining six candidates individually spent less than 3% of the limit.

²² European Parliamentary Elections Regulations 2004.

5 Expenditure incurred during unitary and English county elections

5.1 Candidates are subject to controls on the election expenses that they can incur in the period before a local election, and are regulated by the Representation of the People Act 1983. The Electoral Commission has a role in monitoring compliance with the candidate rules in this legislation.

5.2 There are no separate limits on party campaign expenditure incurred during local election campaigns; however, expenditure incurred at the local elections must be included in the party's expenditure return if it was incurred during the European Parliamentary elections' four-month regulated period.

5.3 Unlike European election party returns, candidate spending returns are sent to the Returning Officer (RO) the Commission may then request this information. In order to assess the likely risk of breaches of the rules on candidate spending in the local elections that may affect public confidence in transparency and integrity, the Commission requested summary information about returns from ROs to assess the overall level of compliance with the rules. Although we have not detailed the information received in this report it is available from the Commission.

5.4 There was little by way of headline issues or trends coming through from the information received. Most returns were submitted on time and all returns were within spending limits. Spending was considerably lower than the maximum permitted, with the majority coming from the three main parties as expected. There were a significant number of nil returns across the board with very few returns being submitted late. Few candidates failed to submit a return.

5.5 Different trends and patterns emerged across the majority of council areas on which we received information, with little consistency, no real common theme or comparison developing between council areas. There was a broad range of spend totals with individual parties spending at different levels across a range of council areas. There was no consistent correlation between spend levels and those elected and no two council areas exhibited the same characteristics.

Appendix A: Parties (including Northern Ireland) that contested the European Parliamentary elections in 2004 and 2009

Great Britain and Northern Ireland 2004	Great Britain and Northern Ireland 2009
Alliance For Green Socialism	Alliance Party
British National Party	Animals Count
Christian Democratic Party	British National Party
Christian Party 'Proclaiming Christ's Lordship' (as Operation Christian Vote)	Christian Party 'Proclaiming Christ's Lordship'
Christian Peoples Alliance	Conservative Party
Common Good [The]	English Democrats Party
Conservative and Unionist Party	Fair Pay Fair Trade Party
Countryside Party [The]	Green Party [The]
Democratic Unionist Party (DUP)	Green Party of Northern Ireland [The]
English Democrats Party	Jury Team
Forward Wales	Democratic Unionist Party (DUP)
Green Party [The]	Labour Party [The]
Labour Party [The]	Liberal Democrats
Liberal Democrats	Mebyon Kernow – The Party for Cornwall
Liberal Party [The]	No2EU:Yes to Democracy
Operation Christian Vote	Peace Party – Non-violence, Justice, Environment [The]
Peace Party – Non-violence, Justice, Environment [The]	Pensioners Party
Pensioners Party	Plaid Cymru – Party of Wales [The]
Peoples Party For Better Government [The]	Pro Democracy: Libertas.eu
Plaid Cymru – Party of Wales [The]	Roman Party – Ave! [The]
ProLife	Scottish Green Party
Respect – The Unity Coalition	Scottish National Party
Scottish Green Party	Scottish Socialist Party
Scottish National Party	Sinn Féin
Scottish Socialist Party	Social Democratic Labour Party (SDLP)
Scottish Wind Watch	Socialist Labour Party
Senior Citizens Party	Socialist Party of Great Britain [The]
Sinn Féin	Traditional Unionist Voice (TUV)
Social Democratic Labour Party (SDLP)	Ulster Conservatives & Unionist Party

Socialist Environmental Alliance	United Kingdom First
Ulster Unionist Party	United Kingdom Independence Party
United Kingdom Independence Party	Yes 2 Europe
	Your Decision

Appendix B: Expenditure categories

1. Party political broadcasts

Expenses in respect of such broadcasts include agency fees, design costs and other costs in connection with preparing or producing such broadcasts. This includes:

- appearance fees and/or expenses/cost of actors
- cost of the set, filming, scripts, effects, graphics, equipment hire, crew
- hire, cost of archive footage
- cost of venue hire

It does not include the cost of the air time.

2. Advertising of any nature (whatever the medium used)

Expenses in respect of such advertising include agency fees, design costs and other costs in connection with preparing, producing, distributing or otherwise disseminating such advertising or anything incorporating such advertising and intended to be distributed for the purpose of disseminating it. This includes websites, billboard adverts, posters, flyers, balloons, badges, and other such items. It covers:

- artwork costs
- consultancy costs
- printing costs
- cost of hiring advertising space and/or delivering the adverts
- cost of materials (such as balloons, helium cylinders, and pumps)

3. Unsolicited material addressed to electors (whether addressed to them by name or intended for delivery to households within any particular area or areas)

Expenses in respect of such material include design costs and other costs in connection with preparing, producing or distributing such material (including the cost of postage). This includes leaflets, videos, emails, text messages and other electronic media, and covers:

- artwork costs
- consultancy costs
- printing costs
- cost of postage and couriers
- cost of sending text/email messages and database costs

It does not cover material sent only to party members.

4. Any manifesto or other document setting out the party's policies

Expenses in respect of such a document include design costs and other costs in connection with preparing or producing or distributing or otherwise

disseminating any such document. This covers more detailed policy literature, and includes:

- cost of research work
- consultancy costs
- artwork/photo costs
- cost of materials
- printing costs
- cost of couriers or other delivery charges
- any additional website costs arising from posting the documents

5. Market research or canvassing conducted for the purpose of ascertaining polling intentions

This includes:

- employing research consultants
- analysis of research
- telephone calls

Canvassing in this context refers to voter identification, rather than trying to persuade the electorate to support a party.

6. The provision of any services or facilities in connection with press conferences or other dealings with the media

This includes:

- accommodation for press conferences
- cost of preparing press conferences
- hire/purchase of equipment for press stunts
- hire/purchase of media bus

7. Transport (by any means) of persons to any place or places with a view to obtaining publicity in connection with an election campaign

Expenses in respect of the transport of such persons include the costs of hiring a particular means of transport for the whole or part of the period during which the election campaign is being conducted. This includes:

- hiring and equipping the party battle bus and any other form of transport
- transport of party members, workers and politicians in connection with the campaign

8. Rallies and other events, including public meetings (but not annual or other party conferences) organised so as to obtain publicity in connection with an election campaign or for other purposes connected with an election campaign

Expenses in respect of such events include costs incurred in connection with the attendance of persons at such events, the hire of premises for the purposes of such events or the provision of goods, services or facilities at them. This includes:

- appearance fees
- providing hospitality at events
- placards
- security costs (unless met by public funds)
- fees paid to people working at the venue
- stages, stands and backdrops for events

Party conferences are excluded.

9. Overheads and general administration

This category is not included in the legislation, however we advise parties to include it because of its relationship with spending in the other categories

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see inside back cover for details.

We are an independent body set up by
the UK Parliament. Our aim is integrity and
public confidence in the democratic process.
We regulate party and election finance and
set standards for well-run elections.

Democracy matters