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Electoral Commission use:

/ PVS

15 MAR 2011

S-23442

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

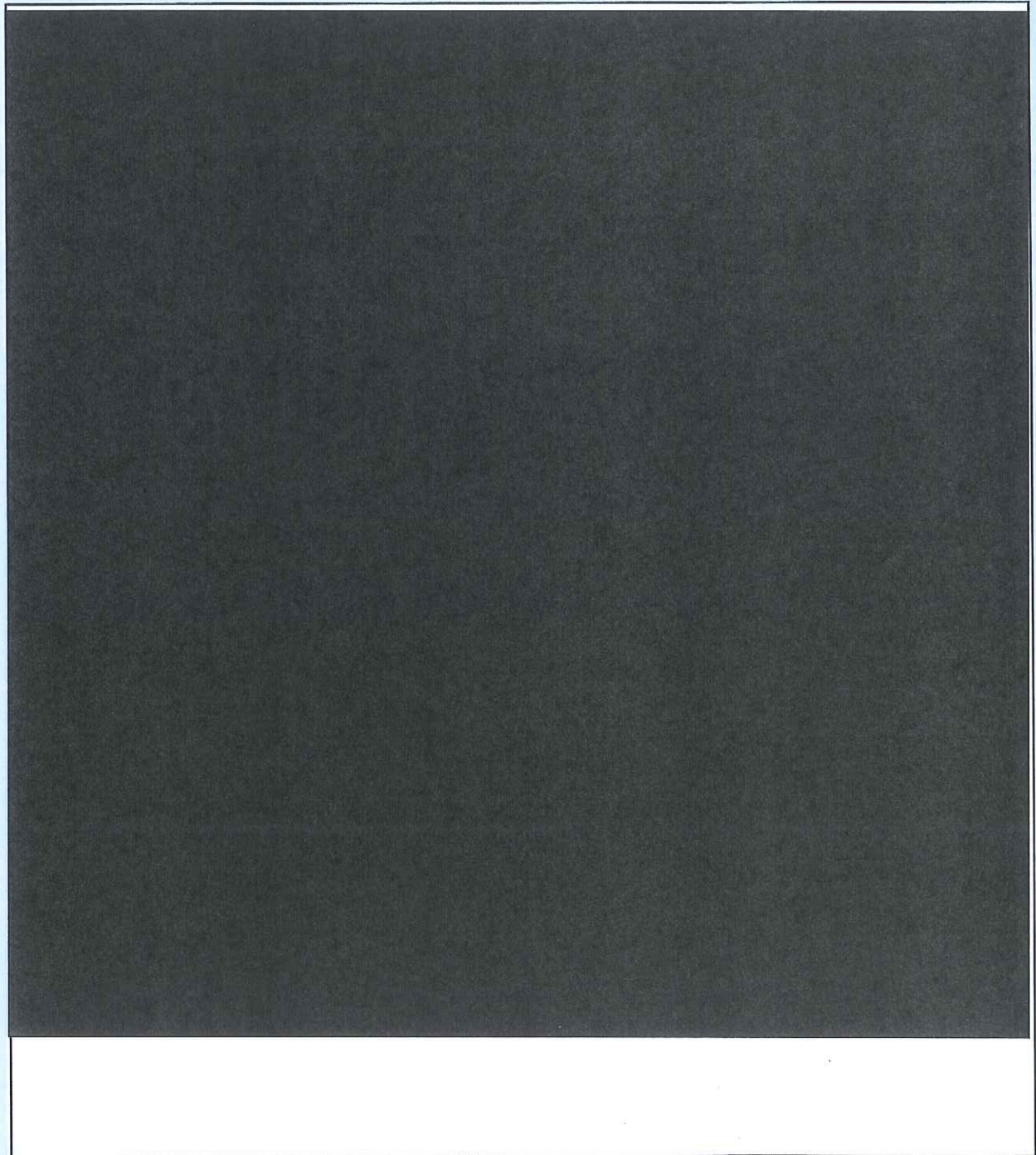
Please refer to the notes on page 5 for the information you should include in this section

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

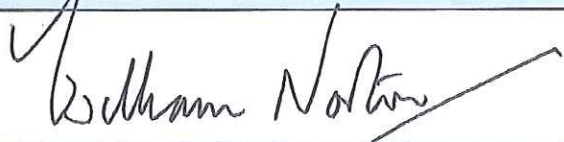
Position held

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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LABOUR NOtoAV

Electoral Commission
3 Bunhill Row
London
EC1Y 8YZ

8 March 2011

Dear Sirs

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

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

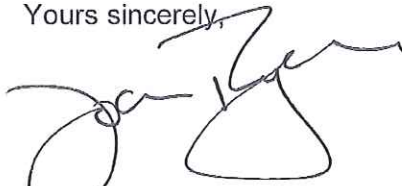
I am writing on behalf of the Labour NO to AV movement. We have registered as a permitted participant on the NO side in the referendum.

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

14th March 2011

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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,

Alan Mabbutt

Nominating Officer – Conservative Party

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NO to AV

YES
to PR

Electoral Commission
3 Bunhill Row
London
EC1Y 8YZ

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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