

Electoral Commission use:

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10 MAR 2011 / PVS

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.

Section 4 – Representing other campaigners

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

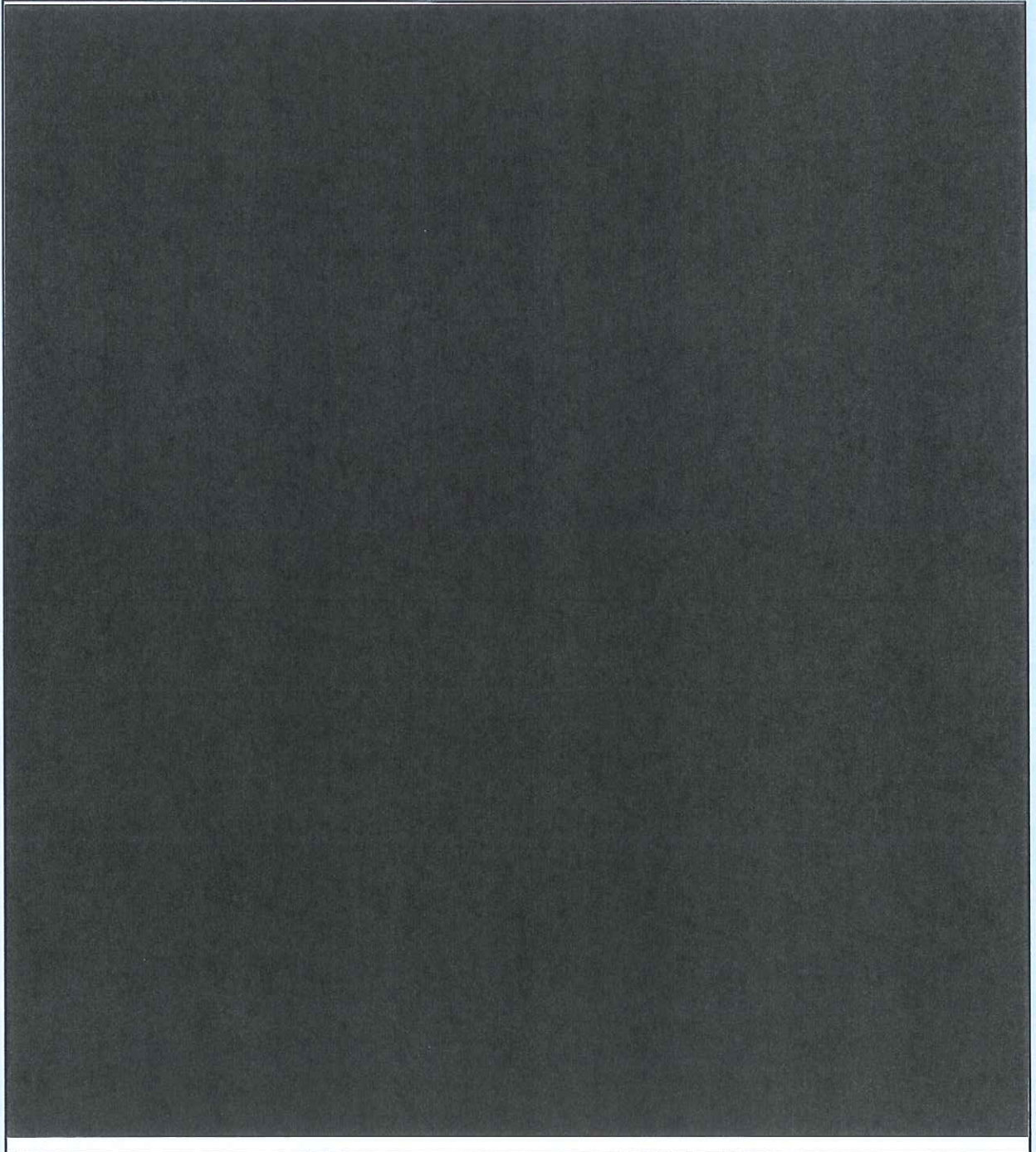
Yes to Fairer Votes includes people from all political parties and none. We have actively sought to make contact with all the main organisations expected to campaign for a 'Yes' vote and aim to include them in our campaign.

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



Print name

John Sharkey

Position held

Campaign Director

Date

Thursday 10 March

Signed



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

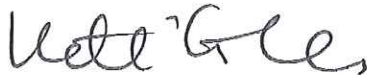
Dear Jenny Watson

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

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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,

A handwritten signature in black ink, appearing to read 'Peter Facey', with a long, sweeping tail that extends to the right.

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

18a Victoria Park Square
London E2 9PB

Tel : 020 8983 5430
Fax : 020 8983 5492

OBV

Operation Black Vote
www.obv.org.uk

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

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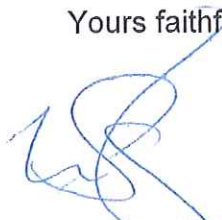
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Yours faithfully,



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

**THE 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

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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



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

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Yours faithfully,

Chris Fox
Chief Executive
Liberal Democrats

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

9 March 2011

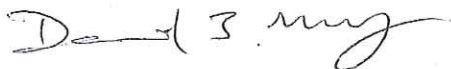
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Yours faithfully,



David Murray
Chief Executive, The Green Party



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

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Yours faithfully,

A handwritten signature in black ink that reads "Jessica Asato".

Jessica Asato
Campaign Director



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

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Yours faithfully,

A handwritten signature in black ink, appearing to read 'Matthew Oliver'. The signature is stylized and fluid, with a long horizontal line extending to the right.

Matthew Oliver
Communications and Projects Officer