



Shropshire
Council

SHROPSHIRE COUNCIL'S GUIDE FOR PROSPECTIVE CANDIDATES AND THEIR AGENTS



UNITARY COUNCIL BY-ELECTIONS

www.shropshire.gov.uk

Updated July 2019

INTRODUCTION

These notes have been produced to act as guidance for Candidates and their Agents for unitary council by-elections. They are for **general assistance only** and are not intended as an authoritative interpretation of the law.

For additional independent information and advice, please contact the Electoral Commission direct – www.electoralcommission.org.uk.

Additional sets of Nomination Papers and Candidates Guidance, can be downloaded from the Electoral Commission's website and we would strongly urge Candidates and their Agents to download their own copies for reference purposes rather than requesting duplicate copies.

For all other enquiries, please contact the **Elections Office** at The Shirehall, Abbey Foregate, Shrewsbury, SY2 6ND, by e-mail at elections@shropshire.gov.uk or by phone on **0345 678 9015**.

The **Returning Officer** for this by-election is **Claire Porter**.

Relevant Notices for this election will be published on our website: www.shropshire.gov.uk

You may also follow us on Twitter **@shropcouncil**

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PART 1:

Candidates, Nominations, Withdrawals and the Appointment of Election Agents

(1) WHO IS ELIGIBLE TO BECOME A CANDIDATE?

To stand for election as a Unitary Councillor, you must first be:

- Aged 18 or over;
- Either a British citizen, a Commonwealth citizen, a citizen of the Irish Republic or a citizen of a member state of the European Union.

Secondly, you **must** meet at least one of the following qualifications:

- Be registered as a local government elector in the Shropshire Council area; or
- Have during the whole of the 12 months preceding that day, or those days, occupied as owner or tenant, land or other premises in the unitary area; or
- Had your principal or only place of work during those 12 months in the unitary area; or
- Have resided in the area during the previous twelve months.

If you qualify under more than one heading, it is good practice to include all those conditions which apply. You will also need to include this information on the **Home Address Form**.

You will be **unable** to stand as a Candidate if you:

- Hold paid office under the unitary council;
- Are employed by another council in a “politically restricted post” as laid down in the Local Government and Housing Act 1989;
- Are bankrupt or have made an arrangement with creditors;
- Have been sentenced to a term of imprisonment of more than 3 months within the last 5 years;
- Are disqualified for corrupt or illegal practices or a breach of the Code of Conduct for members.

(2) NOMINATION PROCEDURES

The first stage in running for election is to submit a Nomination Paper. When the nomination period closes, if there are more Candidates than seats for that particular division, there will need to be a poll. If there are the same number or fewer Candidates than seats for that particular division, those Candidates will be elected unopposed.

Great care should be taken in the completion of Nomination Papers, to ensure that nominations are not ruled to be invalid by the Returning Officer.

- In particular, and to avoid any confusion, please complete the Candidate’s details and description BEFORE seeking the names and signatures of any proposer, seconder or assentors.
- Candidates are advised to ensure that Nomination Papers should be free from errors and crossings out. Tippex and other correction fluids are not recommended and could result in a Nomination Paper being declared invalid.

How to submit a Nomination Paper?

To be validly nominated, a Candidate must complete and submit the following forms:

- A Nomination Paper
- A Home Address Form
- A Candidate's Consent to Nomination
- A copy of the relevant Acts (as provided in your Nomination Pack)

The Candidate's name must be inserted in full - do not use any initials in place of forenames.

A Candidate must not use a description which is likely to lead voters to associate themselves with a political party, unless that description is authorized by a certificate signed by or on behalf of the party's registered nominating officer. If such a certificate is submitted, it must be received by the Returning Officer not later than the date and time for the close of nominations.

Any Candidate who is not seeking election in the name of a registered party may only use the description "Independent" or else not have any description.

Candidates must also indicate whether they wish the political party's registered emblem (or one of its registered emblems) to appear against their name on the ballot paper. For party candidates, it is helpful if the completed Nomination Paper, Consent to Nomination and Certificate in relation to political parties, are all submitted together. Further advice on standing as a political candidate is printed later in this section.

Obtaining Support for your Nomination Paper

Each Nomination Paper must be subscribed by a proposer, a seconder and eight assentors, who must be local government electors of the electoral division in which they are standing as a Candidate. The Elections Office may provide these poll numbers upon request.

We would urge Candidates to complete and return their Nomination Papers as soon as practicable, as no person shall subscribe to more Nomination Papers than there are vacancies in that division. In some instances, Nomination Papers submitted towards the end of the period have become invalid, as an assentor may have already subscribed the Nomination Paper of another Candidate.

Candidates should ensure that their details are completed correctly without any crossings out before they seek a proposer, seconder or assentors. They should also offer the Nomination Paper for signature to each person, so that those details are clearly visible to avoid any confusion as to what they are being asked to sign. Usual signatures should be used and those names should be printed as signed.

Commonly Used Names

Candidates may apply to use names that they are commonly known by, rather than their given name and surname. For example, a Candidate named "Robert Slay" should enter those details on the Nomination Paper, but could also enter his commonly known details as "Bob Slay" so that those details are printed on the ballot paper and various election notices. Full guidance on this issue can be obtained from the Electoral Commission's website.

Whilst Candidates may ask to use their commonly used forename, surname, or both, the ultimate decision as to whether any of these will be permitted lies with the Returning Officer, who has the power to reject it, on the grounds of it being either misleading or offensive.

If either the commonly used forename or surname box on the nomination paper is left BLANK, then your ACTUAL forename or surname (depending on which commonly used name box has been left blank), will be used. Full guidance on this issue can be obtained from the Electoral Commission's website.

Home Address Form

Part 1 of the Home Address Form must be completed by ALL Candidates, and must include:

- The **full names** and **full address** of the Candidate.
Please note that the address must not contain abbreviations, and must be the candidate's current home address and not a business address (unless they run a business from home).
- A **qualifying address** or, the qualifying addresses, where a Candidate has declared on the Consent to Nomination that they meet more than one qualification.
- **Which** of the qualifications the qualifying address or addresses relate to (eg. "a", "b", "c" or "d").
- The **full names** and **home address in full** of the witness to the Consent to Nomination Form.

Part 2 must be completed if a Candidate does not wish their home address to be published on the Statement of Persons Nominated or the Ballot Paper. The Statement must include the "relevant area" in which the home address is situated and also be signed and dated by the Candidate. (NB For all Unitary Elections, the "relevant area" should be marked as "SHROPSHIRE".)

Consent to Nomination

Each Candidate **must**, on or within one month before the last day and time for the delivery of Nomination Papers, deliver to the Returning Officer a signed "Consent to Nomination".

The Consent should contain a statement declaring that on the day of their nomination, they are qualified to be elected and provide details of their qualification. The Consent must be attested and signed by an independent witness. The same witness must also include their details on the Home Address Form, and details of the qualifications used on the Consent must be replicated on the Home Address Form.

The nomination is not valid unless the consent, properly completed and attested, is delivered within the time stated.

Registered Political Parties – Use of Name and Emblems

No Candidate can use a description which is likely to lead voters to associate them with a registered political party, unless the description is authorized by a certificate which has been:-

- (a) issued on or on behalf of the registered Nominating Office of that party; and
- (b) received by the Returning Officer during the period for the delivery of nomination papers.

Full details may be found in the Political Parties, Elections and Referendums Act 2000 and are listed on the Electoral Commission's website.

A Candidate who has been properly authorized by a party's Nominating Officer to use a description, may also request the use of that party's registered emblem against their particulars on the ballot paper. This request must be made in writing to the Returning Officer during the period for delivery of nomination papers.

Return of Nomination Papers

The absolute deadline for submission of Nomination Papers at this by-election is **4pm** on the date shown in the election timetable. The Nomination Paper, Home Address Form and Consent to Nomination (together with the details from the relevant Acts) are to be delivered **IN PERSON** to:

**The Returning Officer, Shropshire Council,
The Shirehall, Abbey Foregate, Shrewsbury, SY2 6ND.**

When delivering your completed Nomination Pack, it is recommended that you wait for them to be checked by the Elections Team before you leave. This is because if we discover an error, you will be able to take your papers away with you to correct, so you can re-submit them (again in person) before the relevant closing date and time.

The delivery of this documentation to an office, other than the Electoral Services Office, or to another of the Council's office locations, will NOT be sufficient to meet the statutory requirement/deadline.

Nomination Papers CANNOT be submitted until the date after the publication of the Notice of Election and the times for delivery are specified on the Notice of Election.

Any papers which are incomplete, incorrect or received after the close of nominations cannot be accepted as valid.

Supply of the Register of Electors and Absent Voters Lists

Candidates may request in writing, a copy of the Register of Electors for use during their election campaign. An **Application Form** to receive the **Register** is contained in the Nomination Pack. Any Register supplied may only be supplied to the Candidate. It must not be passed to any other person, nor shall information from it be disclosed, which is not contained on the open/edited version of the register (which is available to the public). This is a strict legal requirement.

The earliest that such a Register can be supplied to a Candidate, is on the last date for the publication of the Notice of Election contained in the statutory election timetable.

Unless otherwise requested, the Register will be supplied in data format. Any Candidate requesting a paper copy of the Register, must return it to the Elections Office immediately after the election. Any successful candidate, once elected, can request a new Register and monthly updates thereto in their new councilor capacity.

An Application Form for the list of current/final postal and proxy voters is also contained in your Nomination Pack, and the details supplied should be treated in the same way as described for the Register of Electors.

Data copies of these documents will be password protected and you will need to have the appropriate extraction tool available on your computer (eg. Winzip, 7Zip).

(3) WITHDRAWAL OF CANDIDATURE

Any Candidate may withdraw their candidature if notice of withdrawal, signed by them and one witness, is delivered to the Returning Officer **by 4pm at the close of nominations** (as indicated on the election timetable enclosed).

A Withdrawal of Candidature Form is enclosed in this Nomination Pack.

(4) APPOINTMENT OF ELECTION AGENTS

Candidates do not have to appoint an Election Agent. Where nobody is appointed, the Candidate will be deemed to be their own Agent. A Form to appoint an Election Agent is enclosed within this Nomination Pack.

The appointment of an Election Agent must be in writing and be submitted by **4pm on the appointed statutory day**. Candidates may change their Election Agent after that date by giving notice, in writing, to the Returning Officer.

PART 2: Absent Voting and Secrecy

(1) ABSENT VOTING

Supplies of forms for persons to apply to vote by post or proxy can be downloaded direct from Shropshire Council's website (www.shropshire.gov.uk) or About My Vote's website (www.aboutmyvote.com); Shropshire Council cannot provide Candidates/their Agents with blank forms for distribution.

- The **final date for new postal vote applications** or for electors or their proxies who already have an indefinite or fixed period absent vote to alter their details is **5pm, ELEVEN working days prior to polling day.**
- The **final date for proxy vote applications** in respect of this election is **5pm, SIX working days prior to polling day.**
- The **final date for late proxy vote applications** on the grounds of a **medical emergency** or being **called away on business after the statutory proxy closing time** is **5pm on polling day.**

Candidates are entitled to a copy of the List of Absent Voters in either data or paper format upon written request. **We recommend** that Candidates should wait until after the final date for postal/proxy votes to make such a request, to ensure that a comprehensive list is provided to them. As detailed in part 1, an Application Form to make such a request is contained in the Nomination Pack.

It is a requirement that postal poll cards are delivered to electors opting to vote by post, to remind them to expect a postal ballot paper. The postal poll card will also contain the details of their usual polling station, should electors wish to make arrangements to deliver their completed postal ballot to that location on polling day.

Whilst it is "the norm" to return postal ballot papers via the usual postal service, electors can deliver their completed postal ballot papers to the Returning Officer at Shropshire Council, The Shirehall, Abbey Foregate, Shrewsbury, SY2 6ND. Electors may also take their completed postal vote to any polling station within their polling division on the day of poll and hand it to the polling staff on duty.

Should an elector lose or spoil their postal ballot paper, they may apply to the Returning Officer for a replacement by **no later than 5pm on polling day.** In this case, their original documentation will be cancelled and new documents will be issued. Please note that this may involve the elector travelling to the Shirehall in Shrewsbury to obtain replacement papers, should there be insufficient time for the Returning Officer to post replacement ballot papers out to them.

(2) SECRECY

Candidates, Election Agents, Polling Agents, Counting Agents and Agents appointed for the opening of postal ballot papers should maintain secrecy at all stages of the electoral process. A Declaration of Secrecy Notice is enclosed as part of this Nomination Pack.

PART 3:

Tellers, Polling & Counting Agents and Agents for Postal Vote Proceedings

(1) TELLERS AT POLLING STATIONS

Some Candidates appoint “Tellers” to stand outside polling stations and mark off the poll numbers of electors who have voted. Tellers are not permitted to be inside the polling station other than to cast their own vote or to vote as a proxy.

Tellers have no legal status and should concern themselves only with checking who has voted. Any other involvement with potential voters could give rise to the risk of allegations of exercising undue influence on voters.

We ask that Tellers do not ask for electors’ poll numbers on their way into the polling station, nor to block or hinder their entrance into the building. However, the poll staff on duty are requested to return electors’ poll cards to them, so that they can provide the Tellers with their elector poll numbers as they leave the building.

(2) POLLING AGENTS

The Returning Officer must be informed in writing of any Polling Agent Appointments by the date shown on the statutory timetable. A form for the appointment of Polling Agents is enclosed.

A Polling Agent may be appointed, but there is no requirement to do so. Their purpose is to detect personation in a polling station. They may mark their own copy of a register, but no such register will be supplied to them by the Returning Officer, other than on payment of the prescribed fee. The removal of such a marked copy of the register during the hours of poll is not permitted. No more than one polling agent may be admitted to a polling station at the same time on behalf of the same candidate, and no more than four polling agents may attend any particular polling station.

(3) COUNTING AGENTS

The Returning Officer must also be informed in writing of any Counting Agent Appointments by the date shown on the statutory timetable. The appointment of any Counting Agents forms part of the statutory timetable and the deadline should be strictly observed. A Form for their appointment is included in this nomination pack and for by-elections is restricted to a maximum of FOUR per Candidate, plus the Candidate’s Guest/Spouse/Partner and Election Agent.

Counting Agents may attend the verification and counting of votes to observe the proceedings but are not allowed to touch the ballot papers at any stage of the proceedings.

(4) AGENTS FOR POSTAL VOTE PROCEEDINGS

A Candidate and his Agent may attend the opening of postal ballot papers without giving notice in advance, but in addition, he may also appoint ONE Agent to attend the session held to open the postal ballot papers. A form is enclosed with the Nomination Pack, but please be aware that space at this event is extremely limited for by-elections.

PART 4:

Election Notices, Polling Day, The Count and Post-Election Matters

(1) ELECTION NOTICES

Timetable of Events

Enclosed with this pack is the statutory timetable of events for this by-election. This will include the publication of the following notices:-

- Notice of Election
- Statement of Persons Nominated
- Notice of Election Agents
- Then either the “Notice of Uncontested Election” or the “Notice of Poll”
- Election Results

All such notices will be placed on display at Shropshire Council’s Shirehall Office and on it’s website – www.shropshire.gov.uk.

(2) POLLING DAY

Hours of Poll

The hours of poll will be 7.00am to 10.00pm inclusive. There are however various statutory provisions for a poll not to take place or to be abandoned/adjourned in the event of the death of a Candidate or a riot.

Polling Stations

The location of polling stations will be published on the Notice of Poll and will also be issued following the final date for withdrawal of candidature.

Please note that entry to polling stations is restricted to the following parties only:-

- The Returning Officer and his appointed staff
- The Presiding Officer and Poll Clerk(s)
- Voters (and any persons assisting a voter with disabilities)
- Candidate
- Election Agent
- Polling Agent
- Electoral Commission’s Accredited Observers
- Police Officers

(3) THE COUNT

The venue for the Count will be announced shortly, but for by-elections is usually based at one of the venues used as a polling station earlier that day.

Entry to the Count is usually governed by admittance letter, and so Candidates, their Agents and any appointed Guests/Spouse/Partner should bring their appointment letter with them to the venue.

(4) POST-ELECTION MATTERS

Declaration of Acceptance of Office

Successful Candidates are not permitted to act as a Councillor until they have made a Declaration of Acceptance of Office. This must be done within two months of the date of the election. If no such Declaration is made within the specified time, their office will become vacant and must be re-advertised.

Return of Election Expenses

Despite the term “expenses”, election expenses are **not** refundable. They relate to the costs that a candidate can legitimately incur in promoting his/her candidature.

IMPORTANT:

Each Candidate (whether successful or not) **must by law**, complete and return a “Declaration of Election Expenses” incurred during their campaign and an “Expenses Form”. Their Agent must also complete a Declaration Form.

It is a legal requirement to complete and return these forms – even if it shows a “nil” return. Failure to do so is a reportable electoral offence.

Election expenses are required to confirm that any expenses incurred by the Candidate do not exceed the authorized amount. The details of campaign expenditure are published on the Electoral Commission’s website.

Corrupt and Illegal Practices

There are a number of corrupt and illegal practices that candidates should be aware of. Broadly speaking, a corrupt practice involves bribing or using undue influence to obtain votes. An illegal practice might involve the making of a false statement about the personal character or conduct of another candidate, or paying others to canvass, display notices or pay for transport for voters to and from the polling station. Full details may be obtained from the Electoral Commission.

Return of Paper Electoral Register

A further reminder here that any Candidate who has received a paper Register (and Absent Voters Lists) must return it to the Elections Office at the earliest opportunity.

Successful Candidates may later apply for Registers and Monthly Updates thereto, in their own right. They should therefore ask for an Application Form from the Elections Office at The Shirehall following their election – please contact us by e-mail at elections@shropshire.gov.uk.

PART 5:

Election Expenses and the Electoral Campaign

(1) ELECTION EXPENSES

Within the Nomination Pack, there is a comprehensive guide detailing how Candidates and/or their Agents should complete their Election Expenses Declaration and Return.

The staff in the Elections Office are purely the recipients for the Elections Returns – they are not able to advise upon their completion or to check their accuracy.

If any issues regarding election expenses are not addressed in this Guide or contained in information within your Nomination Pack, you should contact:

The Electoral Commission,
Trevelyan House, Great Peter Street, London, SW1P 2HW.
Tel. 0333 103 1928 E-mail: info@electoralcommission.org.uk

(2) THE ELECTORAL CAMPAIGN

The Electoral Commission's website at www.electoralcommission.org.uk provides invaluable information designed to assist Candidates and their Agents. The Electoral Commission may be contacted on 0333 103 1928.

Definition of a Candidate

A person becomes a candidate at an election under the Local Government Act either:-

- On the last day for publication of the Notice of Election if on or before that day he has been declared by himself (or by someone else) to be a candidate; or
- On the day on which he declares himself (or is so declared by someone else) to be a candidate; or
- On the day on which he is nominated as a candidate at the election (whichever is the earlier).

What to Include/Omit from Candidate's Literature (Election Imprints)

A copy of the Electoral Commission's current guidance on election imprints is enclosed as *Appendix 1*. Any queries regarding this should be directed to the Electoral Commission, rather than to the Returning Officer or her staff.

Election material must not be "fly posted" on any public property, and if it is to be displayed on private property, the permission of the owner must be sought in advance. Any advertisements, posters, etc. relating specifically to a pending election must be removed within 14 days following the close of the poll.

PART 6: Useful Information

KEY WEBSITES:-

- Shropshire Council: www.shropshire.gov.uk
- Electoral Commission www.electoralcommission.org.uk
- Register to Vote www.gov.uk/register-to-vote
- Ordnance Survey - Election Maps <http://www.election-maps.co.uk>

CANDIDATES CHECKLIST:-

The various stages of the election process can prove to be daunting – even if you have stood as a Candidate before. Even though we have provided you with a timetable as part of your Nomination Pack, you may find it useful to use the Checklist below to ensure that you have done everything that is required, in chronological order, including submitting your record of election expenses right at the end of the election process.

Also, please remember to refer to Shropshire Council’s website to view the notices published throughout the election timetable - eg Notice of Election, Statement of Persons Nominated, Notice of Poll and Election Results.

	TICK WHEN COMPLETE
Nomination Paper and Consent to Nomination:	
REMEMBER – Nomination papers MUST be returned in person – they cannot be returned via post or electronically.	
● <i>Has the Nomination Paper been completed with Forename(s) and Surname?</i>	
● <i>If required, has the “Commonly Used Name” section been completed?</i>	
● <i>Is a “Description” being used – or “Independent”?</i>	
● <i>If using the description and emblem of a registered political party, have the necessary consents been completed, countersigned by the Registered Nominating Officer or Authorised Person, and have they been submitted by the close of the nomination period?</i>	
● <i>Have the Proposer, Seconder and eight Assentors signed the nomination paper?</i>	
● <i>Has Part 1, and if required, Part 2 of the “home address” form been fully completed?</i>	
● <i>Has the Consent to Nomination been fully completed with:</i> (a) <i>All the qualification sections that apply;</i> (b) <i>The Candidate’s signature;</i> (c) <i>The Candidate’s date of birth;</i> (d) <i>The name and signature of a witness; and</i> (e) <i>Has it been completed and submitted within the correct time period for that by-election?</i>	
● <i>Will the nomination paper, home address form and consent to nomination – delivered in person, not by mail – have been received by the deadline for receipt of nominations?</i>	

	TICK WHEN COMPLETE
Withdrawal of Candidature:	
<ul style="list-style-type: none"> If withdrawing from the contest after submitting your Nomination Paper, have you completed the necessary form and had it witnessed and submitted it by the due deadline? 	
Appointment of Agents:	
<ul style="list-style-type: none"> If required, have the forms been completed and returned by the due deadline for the appointment of:- <ul style="list-style-type: none"> (a) An Election Agent (b) Polling Agents (c) A Postal Voting Agent (d) Counting Agents (e) Spouse and/or Guests to attend the Counting of Votes 	
Register of Electors and Absent Voters Lists:	
<ul style="list-style-type: none"> If required, have you made an application to the Returning Officer for the Register of Electors and Absent Voters List, and specified whether this is to be made in data or paper format? 	
Declaration by Candidate (and Agent) and Return of Candidates Election Expenses:	
<ul style="list-style-type: none"> LEGAL REQUIREMENT: Have the "Declaration by Candidates", the "Declaration by Election Agents" (if applicable), and the "Return of Election Expenses" forms been submitted to the Returning Officer by the due deadline – even if they constitute a nil return? 	
Register of Electors:	
<ul style="list-style-type: none"> If supplied in paper format, has the Register of Electors been returned to Shropshire Council's Returning Officer? 	
Declaration of Acceptance of Office and Members Interests:	
<ul style="list-style-type: none"> For successful Candidates, have you completed a "Declaration of Acceptance of Office", had it witnessed, and submitted it to Shropshire Council's Monitoring Officer? 	
<ul style="list-style-type: none"> For successful Candidates, has a Declaration of Members Interests Form been completed and submitted to Shropshire Council's Monitoring Officer as soon as practicable after taking up office? 	

OTHER ACTION FOR SUCCESSFUL CANDIDATES TO CONSIDER (POST ELECTION):-

Obtaining the Register of Electors and Monthly Updates for your Division:	
<ul style="list-style-type: none"> Have you completed an Application Form (available from elections@shropshire.gov.uk) to request the Register of Electors and monthly updates thereto for your division? 	
Subscribing to Shropshire Council's Twitter Account:	
<ul style="list-style-type: none"> Have you joined Shropshire Council's Twitter Account to keep abreast of any new "tweets" posted, that may be of use to you, whilst serving as a Councillor? 	

ELECTION IMPRINTS

You must:

- Use imprints on all your campaign material, including websites.
- Comply with planning rules relating to advertising hoardings and large banners – you should ask the relevant local authority for advice.
- Make sure that outdoor posters are removed promptly after the election – you must do this within two weeks.

You should:

- Consider how to make your campaign accessible to people who are visually impaired, have learning difficulties or low literacy skills, or whose first language isn't English or, in Wales, Welsh. You may want to make contact with disability groups in your local area for advice.

You must not:

- Produce material that looks like the poll cards sent to voters by the Returning Officer.
- Pay people to display your adverts (unless they display adverts as part of their normal business).

USING IMPRINTS

What is an imprint?

An imprint must, by law, be added to campaign material to show who is responsible for its production. It helps to ensure that the campaign is transparent.

What do you need to include?

On printed material, such as leaflets and posters, you must include the name and address of:

- the printer
- the promoter
- any person on behalf of whom the material is being published (and who is not the promoter)

The promoter is the person who has authorised the material to be printed. If the promoter is acting on behalf of a group or organisation, the group or organisation's name and address must also be included.

You can use either home or office addresses.

If you are putting an advert in a newspaper, your advert does not need to include the printer's details.

Example of an Imprint

A standard imprint for independent candidates should look like this:

Printed by [printer's name and address].

Promoted by [agent's name] of [agent's address], on behalf of [candidate's name] of [candidate's address].

If the candidate is also the promoter of the material, the 'on behalf of' part of the imprint is not required.

In all cases, you must make sure that the imprint lists all the promoters and organisations involved.

Where do you put the Imprint?

If your material is single-sided – such as a window poster – you must put the imprint on the face of the document. If it is multi-sided, you must put it on the first or last page.

Websites and other Electronic Material

You should also put an imprint on electronic material, such as websites and emails. The imprint should include the name and address of the promoter and the organisation on whose behalf it has been produced.