

Guidance on the PCC Election Address

Submission and Publication

- **Election addresses must be prepared by the election agent.**¹ Where the candidate is their own agent, it must be prepared by the candidate acting as their own election agent.
- **Election addresses must be prepared on the template supplied by the PARO.**² For this purpose, election agents will be directed towards the CMPCC uploader which, in effect, contains a 'template'.
- **The completed template must be submitted to the PARO by the specified deadline.**
 - PAROs must give notice of this deadline as soon as is practicably possible.³ For the May 2nd 2024 elections, we have agreed that this deadline should be 12:00 noon, Friday 5th April.
- **Legislation states that, unless the PARO is satisfied that there is a good reason for the election address to be submitted in hard copy format, it must be submitted electronically.**⁴
- **Election addresses will be published for each police area be published on www.choosemypcc.org.uk (and, in Wales, on www.dewisfynghth.org.uk) on 10th April.**
 - From that date, electors will be able to order copies of the candidate booklet online, or by phoning the CMPCC Booklet Ordering Service by calling 0300 1311323.
 - We intend for full PDFs of the booklets, including audio versions, to be available to download on the website within a week of this date.

¹ Para 4(1)(a), Schedule 8, PCC Order 2012.

² Para 4(1)(a), Schedule 8, PCC Order 2012.

³ Para 4(1)(b) & para 2, Schedule 8, PCC Order 2012.

⁴ Para 4(4), Schedule 8, PCC Order 2012.

Contents of an Election Address

An Election Address includes the following:

- Candidate Name (required)
- Police Area (required)
- Party Description (optional)
- Party Emblem (optional)
- Photograph (optional)
- Election Statement - *which includes both the candidate and agent statement* (required)
- Contact Details (optional)

CANDIDATE NAME: The candidate's name must be provided.⁵

- QUESTION. *A candidate has stated on their nomination form that they are commonly known by some other name? Which name should they give as the "candidate name" on the election address form?*
 - ANSWER: The rules do not specify whether candidates should use their full name or their commonly used name on the election address form. However, to ensure that the names on the website match those that voters will see on the ballot papers, we recommend that a candidate should provide their name as it will appear on the ballot paper. In the case of a candidate who has provided a commonly used name on the nomination form, this name should be provided instead of their full name. If, as part of your determination on the validity of a commonly used name you decide that it has to be rejected, you should change the candidate's name on the election address form to match their full name. This means that the information on the website will be consistent with the information voters will see on the ballot paper. You should also let the candidate/agent know, ideally at the same time as you notify them that you have rejected their commonly used name as provided on the nomination form.

POLICE AREA: The name of the relevant police area must be stated.⁶

PARTY DESCRIPTION: If the candidate has been authorised to stand on behalf of a political party, the address may include the Party Description, although this is not a requirement.

- Party Descriptions must be registered with the Electoral Commission, and can be found on their database here:

⁵ Para 5(1), Schedule 8, PCC Order 2012.

⁶ As per 'form 29', part 2, Schedule 8, PCC Order 2012.

<https://search.electoralcommission.org.uk/Search/Registrations?currentPage=1&rows=30&sort=RegulatedEntityName&order=asc&open=filter&et=pp&et=ppm®ister=gb®Status=registered&optCols=EntityStatusName&optCols=ReferendumName&optCols=DesignationStatusName&optCols=CompanyRegistrationNumber&optCols=FieldingCandidatesInEngland&optCols=FieldingCandidatesInScotland&optCols=FieldingCandidatesInWales&optCols=FieldingCandidatesMinorParty&optCols=ReferendumOutcome&optCols=IsLowerTier>

- *If in Wales:* the Party Description may be provided in Welsh, English, or both. If you wish to provide it in both languages, please insert both descriptions in the relevant section of the template, separated by a '/
- If the candidate is running as an independent, this section maybe left blank, or may indicate 'Independent' (*If in Wales:* the Welsh translation may also be included – e.g. 'Independent / Annibynnol')

PARTY EMBLEM: If the candidate has been authorised to stand on behalf of a political party, a Party Emblem may be included, although this is not a requirement.⁷

- If included, it must be an Emblem that has been registered with the Electoral Commission – these may be found on the Commission's database here:
<https://search.electoralcommission.org.uk/Search/Registrations?currentPage=1&rows=30&sort=RegulatedEntityName&order=asc&open=filter&et=pp&et=ppm®ister=gb®Status=registered&optCols=EntityStatusName&optCols=ReferendumName&optCols=DesignationStatusName&optCols=CompanyRegistrationNumber&optCols=FieldingCandidatesInEngland&optCols=FieldingCandidatesInScotland&optCols=FieldingCandidatesInWales&optCols=FieldingCandidatesMinorParty&optCols=ReferendumOutcome&optCols=IsLowerTier>
- A colour version of a registered Emblem may be used. But it must not be modified in any other way - e.g. stretching or adding or removing text.
- If the candidate is running as an independent candidate, an emblem should not be included.

⁷ Para 5(4) &(5), Schedule 8, PCC Order 2012.

PHOTOGRAPH: A photograph of the candidate may be included, although this is not a requirement.⁸

- The photograph must only show the candidate (e.g. no other person should be seen in the photograph).⁹
- The photograph cannot break the rules about what can be included in an election address. E.g. no advertising material; no material relating to other PCC candidates; no material which appears to be included with a view to commercial gain; which appears to be indecent, obscene or offensive; or which would amount to the commission of an offence.¹⁰

ELECTION STATEMENT: The election statement comprises two parts: the ‘candidate statement’ and the ‘election agent statement.’

- The combined candidate statement and election statement must be no more than 300 words long.¹¹ No other part of the election address counts towards the 300 word limit.
 - The following count as single words: contractions (e.g. aren’t); hyphenated words (e.g. state-of-the-art); and abbreviations (e.g. i.e.).
 - If a web address is included in the free-text section, it will count towards the 300-word limit. A web address, such as www.levellingup.gov.uk should be counted as one word (any web address included in the optional contact details box will not be subject to the word count restrictions). No live hyperlinks are allowed.
- **FORMATTING:** Bullet points may be used. Bold font may also be used - for example, to emphasise a word or specific portion of the text.¹² Beyond this, font and text size will be selected by DLUHC to ensure a consistent approach across the website / candidate booklets.
- **In Wales:** Election Agents may provide the initial election statement in *either* English *or* Welsh (the 300 word count applies to this initial version only).¹³
 - An English or Welsh translation may then also be provided (whichever is applicable). However, that this is not required. The word count does not apply to the translation. E.g. for the avoidance of doubt, the initial election statement could be 300 words in Welsh, then translated into 400

⁸ Para 5(3), Schedule 8, PCC Order 2012.

⁹ Para 5(3)(a), Schedule 8, PCC Order 2012.

¹⁰ Para 5(3)(b), Schedule 8, PCC Order 2012.

¹¹ As per ‘form 29’, part 2, Schedule 8, PCC Order 2012.

¹² As per ‘form 29’, part 2, Schedule 8, PCC Order 2012.

¹³ Para 4(5), Schedule 8, PCC Order 2012.

words in English. Correspondingly, it could be 300 words in English, translated into 400 words in Welsh. Either is acceptable.

- Where a translation is provided, the election agent should be asked to confirm that the translation is complete and accurate.

Part 1 - CANDIDATE STATEMENT:

- The contents must relate to the PCC election only.¹⁴ It must not include any of the following:
 - Advertising material (other than material promoting the candidate at the PCC election).¹⁵
 - Material referring to other PCC candidates.¹⁶
 - Material which appears to the PARO to be:
 - included with a view to commercial gain;¹⁷ or
 - indecent, obscene or offensive;¹⁸ or
 - such that its publication or distribution would be likely to amount to the commission of an offence;¹⁹
 - No live hyperlinks to websites

Part 2 - AGENT STATEMENT: The agent statement must contain a statement to the effect that the election has been prepared by the candidate's election agent and give their name and address.²⁰

- In published images of the election address, the agent statement will be printed under the candidate statement.
- If the candidate is acting as their own agent, they must include their name and address.
- QUESTION. *Is there a fixed form of words which must be used for the agent's statement?*
 - ANSWER: No, but it must state that the address has been prepared by the election agent, and give the name and address of the agent.

¹⁴ Para 5(1), Schedule 8, PCC Order 2012.

¹⁵ Para 5(2)(a), Schedule 8, PCC Order 2012.

¹⁶ Para 5(2)(b), Schedule 8, PCC Order 2012.

¹⁷ Para 2(c)(i), Schedule 8, PCC Order 2012.

¹⁸ Para 2(c)(ii), Schedule 8, PCC Order 2012.

¹⁹ Para 2(c)(iii), Schedule 8, PCC Order 2012.

²⁰ Para 4(2), Schedule 8, PCC Order 2012.

- QUESTION: *Does the agent statement need to explicitly mention the name of the candidate?*
 - ANSWER: While some agents may choose to do this, there is no requirement for the statement to make reference to the name of the candidate. The candidate name has to be given separately at the top of the form.

- QUESTION: *Can shortened postal addresses, such as dropping the name of the town but still using the post code, be used for the purposes of providing the agent's address?*
 - ANSWER: PAROs will need to make a determination on a case-by-case basis. Article 5 of The Police and Crime Commissioner Elections Order 2012 states that an inaccurate description of a place on any form required for the purposes of the Order (i.e. including the election address form) does not render the form invalid as long as the description of the place is such that it can be commonly understood.

CONTACT DETAILS: Contact details may be included, but this is not a requirement.²¹

- Social media contacts (e.g. facebook) are acceptable but, in keeping with the rules on permitted content of election addresses, there must be no links to companies etc.

- On the published images of the election address, the contact details will be printed under the 'free text' section.

- No live hyperlinks are allowed.

²¹ As per 'form 29', part 2, Schedule 8, PCC Order 2012.