

Police (Fire) and Crime Commissioner Elections, May 2024

**Process for the submission, review, approval and publication of Election
Address: Guidance for Candidates and Election Agents**

The law entitles each candidate at a Police (Fire) and Crime Commissioner (PCC) Election to have an election address included on the [Choose my PCC Website](#), which is maintained on behalf of the Secretary of State for the Department for Levelling Up, Housing & Communities (DLUHC). The law also requires that members of the public are able to request a printed version of a booklet, containing the candidate details for their Police Force Area, to be delivered to their address.

An election address is a campaign statement that a candidate makes to persuade electors to vote for them at an election. Schedule 8 of the Police and Crime Commissioner Elections Order 2012 sets out some requirements pertaining to the content and formatting of election address.

In order for an election address to be published, the law requires that it must be submitted to, and approved by, the relevant Police Area Returning Officer (PARO) before being forwarded to DLUHC for publication.

This note is intended as a guide for candidates and their agents who wish to submit an election address for publication. It comprises the following sections:

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Who should prepare and submit the election address?

- **The law states that election addresses must be prepared by the election agent.** Where the candidate is their own agent, it must be prepared by the candidate acting as their own agent.

When should an election address be submitted?

- **The final deadline for submission of an election addresses to your PARO for review is 12:00 noon, Friday 5th April.**
- **In order to allow sufficient time to address any follow-up queries which may arise as part of the review and approval process, please submit your election address as soon as possible.** Please note that PAROs may formally approve election addresses prior to the 5th April deadline (subject to their acceptance of the nomination - noting that that the statement of persons nominated must be published no later than 16:00 8th April).

How should an election address be submitted?

- **If you wish to submit an election address, please contact your PARO as soon as possible.** The law requires 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. The law also states that the election address must be prepared on a template supplied by the PARO.
 - Your PARO will confirm the agent's details – including their name and email address. They will use these details to create a 'login' submission link for the agent which will enable them to access the Choose My PCC (CMPCC) Election Address Uploader ('CMPCC uploader').
 - **The agent will then receive an email from the PARO containing their unique submission link and instructions on how to login to the CMPCC Uploader.**
 - **Once logged in, the agent will be guided, step-by-step, through each stage of the process of completing and submitting the election address** (for reference, the section below contains corresponding information about what should be included in an election address).
 - In some circumstances the PARO may have pre-populated certain sections of template (e.g. the candidate's name, Party etc) - by using details from the candidate's nomination pack or other information already supplied by the

candidate or their agent. Where this is the case, the PARO will communicate this to the agent.

- Further details on the submission and review process are included in the section below, *'What happens next? The submission, review, approval and publication process'*

What should be included in an Election Address?

The online CMPCC Uploader template contains relevant guidance at each section of the election address template. For reference, this information is also provided below.

- **An election address includes the following:**
 - **Candidate Name / ('Ballot paper name')** *(required)*
 - **Name of Police Force Area** (NB. this is pre-populated by CMPCC Uploader) *(required)*
 - **Contact Details** *(optional)*
 - **Party Description / ('Political Party')** *(optional)*
 - **Election Statement** - *which includes both the candidate and agent statement (required)*
 - **Photograph / ('Candidate Portrait')** *(optional)*
 - **Party Emblem** *(optional)*

Please note: this is the order in which the template requests the information. However, the information does not appear in this order on the published election address. Both the candidate and the agent will have an opportunity to review the election address as it will be published before it is finalised.

CANDIDATE NAME ('BALLOT PAPER NAME'): The candidate's name must be provided.⁵

- To ensure that the information on the CMPCC website and in the candidate booklets is consistent with the information that voters will see on the ballot paper, we recommend that agents should provide the candidate's name as it will appear on the ballot paper. E.g. where a candidate has provided a commonly used name on the nomination form, this name should be provided in the election address template instead of the candidate's full name. (NB: the template refers to this as 'ballot paper name').

POLICE AREA: The name of the relevant police area must be stated.⁶ This is automatically pre-populated for you.

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.
- Where a web address is included, please include 'https://' at the beginning of the URL. E.g. 'https://www.gov.uk'
- No live hyperlinks are allowed.

PARTY DESCRIPTION / ('POLITICAL PARTY'): If the candidate has been authorised to stand on behalf of a political party, the address may include a 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: [Link to Electoral Commission database](#)
- 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 '/'.
e.g. 'Independent / Annibynnol'
- If the candidate is running as an independent, the agent may indicate 'Independent' (If in Wales: the Welsh translation may also be included – e.g. 'Independent / Annibynnol').

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

- The combined candidate statement and election agent statement must be no more than 300 words long. No other part of the election address counts towards the 300 word limit.
- The following count as single words: numbers (e.g. '10,000'); 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 will be counted as one word (however, 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. Beyond this, font, text size, and a single bullet point style, will be selected by DLUHC to ensure a consistent approach across the CMPCC website and candidate booklets. Note that italics and underlining will not be supported.

- **In Wales:** agents may provide the initial election statement in either English or Welsh (the 300 word count applies to this initial version only).
- An English or Welsh translation may then also be provided (whichever is applicable). A translation is not, however, required. Where a translation is provided, the word count does not apply to the translation. E.g. the initial election statement could be 300 words in Welsh, translated into 400 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 agent will be asked to confirm that the translation is complete and accurate.

Part 1 - CANDIDATE STATEMENT:

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

Part 2 – ELECTION AGENT’S 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.

- If the candidate is acting as their own agent, they must include their name and address.
- There is no fixed form of words which must be used for the agent’s statement.
 - However, it must state that the address has been prepared by the election agent, and give the agent’s name and address.
 - There is no requirement for the agent’s statement to make reference to the name of the candidate (the candidate name is given separately in the template and appears at the top of the published address). However, this

does not prevent agents from including the candidate's name in their statement should they wish to do so.

- In published images of the election address, the agent statement will be printed underneath the candidate statement.

PHOTOGRAPH (CANDIDATE PORTRAIT): A photograph of the candidate may be included, although this is not a requirement.

- The photograph must only show the candidate (e.g. no other person should be seen in the photograph).
- 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.
- The candidate photo should be in PNG or JPEG format. It should be no bigger than 4MB.

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.

- If included, the emblem must have been registered with the Electoral Commission – these may be found on the Commission's database here: [Link to Electoral Commission database](#)
- 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.
 - Please provide a high-quality version of your emblem. We would recommend it is in vector format, or at least 300dpi.
- If the candidate is running as an independent candidate, an emblem must not be included.

What happens next? The submission, review, approval and publication process

STEP ONE: INITIAL SUBMISSION OF ELECTION ADDRESS (must be submitted by the agent by 12:00 noon, Friday 5th April *at the very latest*. *We strongly recommend that you submit the draft - and complete the process - asap. This will allow time to address any issues that may arise, and will avoid the possibility of your election address not being published.*

- **Once the agent has completed all sections on the CMPCC Uploader election address template, they will be offered an opportunity to preview a copy of the election address as it would appear on the website** (to do this, click on the 'preview' button) prior to submitting the address to the PARO.
 - If any changes are required, the agent will be able to edit the relevant sections of the template before submitting the election address.
 - The agent will also be able to download and save a copy of the election address preview by clicking on 'save as PDF' or 'save as image'.
 - **When content, the agent must submit the election address to the PARO for review (to do this, click on 'accept and send').**
 - The agent will receive an email to confirm that the election address has been submitted to the PARO for review. If this email is not received, please contact the PARO as soon as possible.

STEP TWO: REVIEW OF ELECTION ADDRESS

- **Your PARO is legally obliged to review the submitted election address to ensure that it meets the legislative requirements.**
- If your PARO decides that parts of the election address do not comply with the legislative requirements, they may:
 - Reject the election address and invite the agent to make amendments. They must tell the agent why they have decided to reject it. They will also provide an explanation of how to correct it and by when.
 - Make such 'minor corrections' as they deem appropriate in order to ensure that it complies with the requirements.

*** Please be alert to communications from the PARO during this time in order to ensure that all queries are addressed in a timely fashion.*

- **When your PARO is content that the election address complies with the requirements, they will submit it to DLUHC.**
 - The PARO must inform the candidate and the agent of the date that they submitted the election address to DLUHC, and of any minor corrections that they made to ensure compliance with the requirements.
 - They must also send the agent a copy of the election address as it will appear on the website. There will be a short period to make any further minor corrections. If you wish to request any minor corrections, please contact your PARO directly as soon as possible, and in advance of the deadline provided by your PARO.

STEP THREE: PUBLICATION OF ELECTION ADDRESS

- **The intention is for election addresses to be published on www.choosemypcc.org.uk (and, in Wales, on www.dewisfyngghth.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 131 1323.
 - The intention is for full PDFs of the booklets, including audio versions, to be available to download on the website by 17th April.

[Help and Support](#)

- If you have any queries about the information here, or about the election address submission, review, approval and publication process, please contact your PARO.
- If you experience any technical difficulties with accessing or using the CMPCC election address Uploader template, your PARO will arrange for technical support to be provided.