

APPENDIX 3B – CAMBS PCC ELECTION

PCC Election Comms Strategy		
Activity	Lead Officer	By When
January/February		
Bite The Ballot – register to vote (Twitter campaign over 2/3 weeks).	Jo Riches (JR)	End of Feb 2016
Gain access to the @PCCCambs twitter account – this will be used to notify voters of key dates and information leading up to the election. It will also be used during the election to post news of results and progress.	Tom Tawell (TT), JR	w/b 29 th February 2016
March		
Produce nominations pack.	Electoral Services	March 2016
Create live update graphic for PCC Election.	TT, Sue Garwood (SG), Annette Wade (AW)	w/c 7 th March
Candidate Stakeholder event run by Cambs PA	N/A	Tuesday 15 th March 2016
14/03/16 – press release/ a week’s worth of tweets to encourage voters to register in line with the Electoral Commission’s national campaign.	Tom Tawell (TT)	Friday 18 th March 2016
Publication of Notice of Election.	Electoral Services - website TT, JR – twitter	Wednesday 30 th March 2016
Purdah begins.	JH,TT	Wednesday 30 th March 2016
April		
Phone the media – make a list of their requirements in an Excel spreadsheet – notify Spencer Clark & Mark Chadwick once completed.	TT, Jo Smith from Spirus (JS)	w/c Monday 4 th April 2016
Send Communications Guide to the other local authority comms departments. Follow up with a phone call to each one to check that it was received/understood.	TT	w/c Monday 4 th April 2016
Create twibbon (twitter ribbon) and promote this on twitter – a fun way to show that you will be voting in the election.	TT	w/c Monday 4 th April 2016
Deadline for withdrawals.	Electoral Services - website TT, JR – twitter	4pm on Thursday 7 th April 2016
Publication of statement of persons nominated, including notice of poll and situation of polling stations.	Electoral Services - website TT, JR – twitter	Not later than 4pm on Friday 8 th April 2016
Extended article on the PCC election issued to all media, explaining everything voters need to know about the PCC Election, including how to view candidates’ addresses via Choosemypcc.org (also promoted via twitter).	TT, Charlie Kitchin from PCC’s PR team (CK)	w/c 11 th April 2016
Communications test – verification and count venues.	John Hill (JH), Emma Grima (EG), Steve Garlinge (SG)	Tuesday 12 th April 2016
PCC Election Project Board site visit – Ross Peers Sports Centre.	Whole Project Board	Thursday 14 th April 2016 – 12pm – 1pm
Agents and Candidates Briefing.	JH	10am on Friday 15 th April 2016
PCC Project Board – demonstrate the live update graphic.	TT	Friday 15 th April 2016
Complete media pack.	TT, JR, Joan Cox (JC)	Monday 18 th April 2016
Deadline to register to vote – weekly reminder tweets.	Electoral Services - website TT, JR – twitter	Monday 18 th April 2016
Deadline for applying for a postal vote.	Electoral Services - website TT, JR – twitter	5pm on Tuesday 19 th April 2016
Press release to promote election, inform electorate and encourage voting. One week to go!	TT	Monday 25 th April 2016
Deadline for applying for a proxy vote (except for medical emergencies).	Electoral Services - website TT, JR – twitter	5pm on Tuesday 26 th April 2016

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Publication of notice of poll.	Electoral Services - website TT, JR – twitter	Not later than Tuesday 26 th April 2016
First date that electors can apply for a replacement for lost postal votes.	Electoral Services - website TT, JR – twitter	Thursday 28 th April 2016
May		
Draft press release to be issued to the media/other comms leads immediately after the declaration.	TT	Monday 2 nd May 2016
Polling day/ decentralised verification for 4 out of the 6 Councils (Cambridge City, East Cambs, Fenland & Peterborough City).	TT, JR – polling station tour shared via twitter to build excitement and to remind/encourage people to vote. TT – Figures from Councils that have completed the verification stage to be shared on twitter (@EastCambs & @PCCCambs) and added to the live update graphic.	7am to 10pm on Thursday 5 May 2016 for polling Verification begins at 10pm
Last time that electors can apply for a replacement for spoilt or lost postal votes.	TT, JR – twitter	5pm on Thursday 5 May 2016
Deadline for applying for an emergency proxy vote.	TT, JR - twitter	5pm on Thursday 5 May 2016
Verification stage completed for the two remaining Councils (Huntingdonshire & South Cambridgeshire).	TT – Figures from the two remaining Councils to be shared on twitter and added to the live update graphic.	Morning of Friday 6 th June. 9am start – Huntingdonshire 8am start – South Cambridgeshire
Decentralised count.	TT to update twitter and live update graphic to show progress of election, JR to manage media requests and press room.	12 noon start Friday 6 th May 2016
Results	TT – share on twitter/ take picture of declaration & successful candidate taking the PCC oath. Press release issued to all comms leads and to media list.	Stage set up in Bowls Hall of Ross Peers Sports Centre. Declaration expected to happen between 5.30pm and 6pm (approx). TV and radio will be present.