



Shropshire  
Council

# SHROPSHIRE COUNCIL'S GUIDE FOR PROSPECTIVE CANDIDATES AND THEIR AGENTS



# UNITARY COUNCIL BY-ELECTIONS

[www.shropshire.gov.uk](http://www.shropshire.gov.uk)

*Updated July 2018*

## 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](http://www.electoralcommission.org.uk).

**Additional sets of nomination papers and candidates guidance, can also 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.**

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](mailto:elections@shropshire.gov.uk) or by phone on **0345 678 9015**.

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

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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 lived in the unitary area for the past twelve months; or
- Had your principal or only place of work in the unitary area for the previous twelve months; or
- Have occupied as owner or tenant, land or premises in the unitary 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 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 are 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, you must complete and submit the following forms:

- A Nomination Paper
- A Candidate's Consent to Nomination

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, alternatively no description at all.

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 you are standing as a candidate. You can either contact the Elections Office to obtain their poll numbers, or you can make an application to receive a copy of the relevant Register of Electors. If a paper copy is requested – which is available to the Candidate only - that Register **must** be sent back to the Returning Officer after the election. In the event that a candidate fails to complete a nomination paper, or withdraws from the contest, they must also return their Register as soon as possible.

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 the 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 name, address and description 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

It is now permissible for candidates to use names that they are commonly known by, rather than their given name and surname. For example, a candidate formally known as "Robert Slay" should enter those details on the nomination paper, but could also enter his commonly known details as "Bob Slay".

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.

#### 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 by an independent witness.

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 and consent to nomination are to be delivered IN PERSON to:

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

#### **IMPORTANT CHANGE IN LEGISLATION:-**

**Nomination papers are NOT able to be submitted electronically and following a recent change in legislation, it is no longer possible for candidates to post their applications; THEY MUST BE DELIVERED IN PERSON.**

The delivery of 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 of the publication of 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

Candidates may request in writing, a copy of the Register of Electors for their own use/their Agents' use. An **Application Form** to receive the **Register** is contained in the Nomination Pack. Any Register supplied may only be supplied to the Candidate, who may share it with their Agents/party workers. 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.

### **(3) WITHDRAWAL OF CANDIDATURE**

Following the publication of the Statement of Persons Nominated (published by the Returning Officer as indicated on the statutory election timetable), 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 **12 noon 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](http://www.shropshire.gov.uk)) or About My Vote's website ([www.aboutmyvote.com](http://www.aboutmyvote.com)).

- 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. 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 exercise 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 elector’s 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 may ask electors whether they wish to have their poll cards returned 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.

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. The Returning Officer may restrict the number of Counting Agents appointed on behalf of each candidates.

### **(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 an Agent to attend the session held to open the postal ballot papers. A form is enclosed with your Nomination Pack, but please be aware that space at this event is extremely limited.

# **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 its website – [www.shropshire.gov.uk](http://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 set at £740 plus 6p per each registered elector in that division.

##### **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.

##### **Return of Paper Electoral Register**

A further reminder here that any Candidate who has received a paper Register 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 election – please contact us by e-mail at [elections@shropshire.gov.uk](mailto: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 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](mailto:info@electoralcommission.org.uk)

### **(2) THE ELECTORAL CAMPAIGN**

The Electoral Commission's website at [www.electoralcommission.org.uk](http://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](http://www.shropshire.gov.uk)
- Electoral Commission [www.electoralcommission.org.uk](http://www.electoralcommission.org.uk)
- Register to Vote [www.gov.uk/register-to-vote](http://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.

	<b>TICK WHEN COMPLETE</b>
<b><i>Nomination Paper and Consent to Nomination:</i></b>	
<b><i>REMEMBER – Nomination papers MUST be returned in person – they cannot be returned via post or electronically.</i></b>	
● <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>Has the Candidate’s Address, Title and Contact Information been completed correctly?</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 the Consent to Nomination been fully completed with:</i> <i>(a) All the qualification sections that apply;</i> <i>(b) The Candidate’s signature;</i> <i>(c) The Candidate’s date of birth;</i> <i>(d) The name, address and signature of a witness; and</i> <i>(e) Has it been completed within the correct time period for that by-election?</i>	
● <i>Will the nomination paper and consent to nomination – delivered in person, not by mail - been received by the deadline for receipt of nominations?</i>	

	<b>TICK WHEN COMPLETE</b>
<b>Withdrawal of Candidature:</b>	
<ul style="list-style-type: none"> <li>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?</li> </ul>	
<b>Appointment of Agents:</b>	
<ul style="list-style-type: none"> <li>If required, have the forms been completed and returned by the due deadline for the appointment of:-               <ul style="list-style-type: none"> <li>(a) An Election Agent</li> <li>(b) Polling Agents</li> <li>(c) A Postal Voting Agent</li> <li>(d) Counting Agents</li> <li>(e) Spouse and/or Guests to attend the Counting of Votes</li> </ul> </li> </ul>	
<b>Register of Electors and Absent Voters Lists:</b>	
<ul style="list-style-type: none"> <li>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?</li> </ul>	
<b>Declaration by Candidate (and Agent) and Return of Candidates Election Expenses:</b>	
<ul style="list-style-type: none"> <li><b>LEGAL REQUIREMENT:</b></li> <li>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?</li> </ul>	
<b>Register of Electors:</b>	
<ul style="list-style-type: none"> <li>If supplied in paper format, has the Register of Electors been returned to Shropshire Council's Returning Officer?</li> </ul>	
<b>Declaration of Acceptance of Office and Members Interests:</b>	
<ul style="list-style-type: none"> <li>For successful Candidates, have you completed a Declaration of Acceptance of Office, had it witnessed, and submitted it to Shropshire Council's Monitoring Officer?</li> </ul>	
<ul style="list-style-type: none"> <li>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?</li> </ul>	

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

<b>Obtaining the Register of Electors and Monthly Updates for your Division:</b>	
<ul style="list-style-type: none"> <li>Have you completed an Application Form (available from <a href="mailto:elections@shropshire.gov.uk">elections@shropshire.gov.uk</a>) to request the Register of Electors and monthly updates thereto for your division?</li> </ul>	
<b>Subscribing to Shropshire Council's Twitter Account:</b>	
<ul style="list-style-type: none"> <li>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?</li> </ul>	

## **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.