



East Midlands Combined County Authority Mayoral Election 2024

Booklet Guidance

This guide should not be relied on as legally definitive. The Combined County Authority Returning Officer is not responsible for any errors or omissions it contains, or any act arising from them. If candidates or agents have any doubts about a particular point, they should consult the appropriate legislation and seek their own legal advice.

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1 Introduction

At a Combined County Authority Mayoral Election, the Combined County Authority Returning Officer (CCARO) is required by law to produce a booklet that includes election addresses from candidates at the election and arrange for delivery to each person entitled to vote.

Candidates who wish to include an address in the booklet are required to pay a fee of **£5,000**.

Candidates can still stand for election without submitting an election address.

The CCARO is offering candidates and agents the opportunity to have their election address checked in advance of the formal submission deadline of **4pm on Friday 5 April**.

To allow time to check your submission and resolve any issues, we are asking that you submit your elections address on any working day between **10am on Wednesday 27 March** and no later than **4pm on Wednesday 3 April**.

We strongly encourage the uptake of this offer to allow time for any necessary changes to meet legal requirements before the formal submission deadline of **4pm on Friday 5 April**.

Contacts

For queries relating to **legislative/permitted content or other matters relating to the election process** please contact:

Sarah Wilson, 0115 8764308 or sarah.wilson@nottinghamcity.gov.uk

For queries relating to **technical specification** please contact:

Lisa Allison or Jamie O'Malley at Communications@nottinghamcity.gov.uk

2 Requirements of an election address

An election address must:

- Be submitted to the CCARO by **4pm on Friday 5 April** the nineteenth working day before the poll (i.e. by the last time for the delivery of nominations) (please note earlier deadline of **4pm on Wednesday 3 April** to allow for final checks/resolution of issues).
- Contain matter relating to the combined county authority mayoral election only.
- Contain a statement to the effect that it has been prepared by the candidate's election agent.
- Give the name and address of the election agent.
- Include the name and the home address of each candidate or, if they have requested not to make their home address public, the relevant electoral area as given on the home address form.
- The address must be no more than two sides of A5 portrait paper. If the election address exceeds one side of A5, be accompanied by a second version of the address that must not exceed one side of A5 paper – this means you must create two version, a two-sided one and a single page one. If there are more than 15 candidates at the election, the version to be included in the booklet will be the second version.
- Be submitted in electronic form (e.g. provided in high-resolution PDF format on no more than two portrait A5 pages).
- Comply with any typographical layout, margin and colour requirements determined by the CCARO (see section 5 below).
- Comply with any other requirements with a view to facilitating the reproduction of the address as a page or pages of the election booklet as the CCARO determines.
- If the address is to contain a photograph of the candidate, be accompanied by two identical copies of that photograph of which one must be signed on the back by the candidate (together with an identical electronic copy as a JPEG).

An election address **must not**:

- Contain any advertising material (other than material promoting the candidate as a candidate at the combined county authority mayoral election).
- Contain any material referring to any other candidate for election at the combined county authority mayoral election.
- Contain any material appearing to the CCARO to be included with a view to commercial gain.
- Contain a representation of an emblem of a registered political party registered with the Commission unless the address was prepared on behalf of that party's authorised candidate (i.e. the candidate's nomination was accompanied by the nomination deadline by a valid certificate of authorisation).
- Contain a party description or joint description registered with the Commission unless the candidate's address was prepared on behalf of that party or those parties jointly (i.e. the candidate's nomination was accompanied by the nomination deadline by a valid certificate of authorisation or certificates of authorisation for joint candidates).

An election address **may (as long as it meets the above requirements)**:

- Include a picture of the candidate and no other person.
- Be designed as the candidate wishes including using any combination of words, pictures and artwork,

If the CCARO, on consideration of the above requirements considers any requirement has not been complied with the address will not be included in the booklet

3 Order of addresses in the booklet

The order of the addresses in the booklet will be decided by the CCARO by drawing lots. **Lots will be drawn in person at 6pm on Friday 5 April at the Validly Nominated Candidates Briefing (as well as via Microsoft Teams).** All validly nominated candidates will be invited to this event and provided with a link if unable to attend.

4 Technical specifications

It is the responsibility of candidates and election agents who wish to be included in the booklet to provide a pre-designed election address.

If a candidate doesn't provide a pre-designed election address, the CCARO will prepare a standard layout for you. This layout will be simple, with a white background and will include one photograph and one party logo if provided. You can find a sample of this template in appendix 1.

Candidate designs must be:

- A5 portrait – 148mm (W) x 210 mm (H). Type area – 128mm (W) x 190mm (H)
- If produced by a designer, set up as CMYK, with images at high enough resolution for printing (300dpi) and supplied as print ready PDF files, with bleed and crop marks
- *Provided as a 1 x A5 page and 2 x A5 page version
- Use a minimum point size for text of 12 point. This applies to all text including imprints. This is to aid legibility as more people can read text at this size.

*The number of candidates standing for East Midlands Mayor will determine the version to be used. Both versions must be submitted by the deadline of **4pm on Wednesday 3 April** so that the correct version can be used following the withdrawal deadline at **4pm on Friday 5 April**.

All files MUST meet the accessibility set out at

<https://www.gov.uk/guidance/publishing-accessible-documents>

The following recommendations are adapted from the Royal National Institute of Blind People's See It Right guidance. The aim is to make addresses as clear as possible to read. They are for guidance only and are not a legal requirement. However, it is strongly recommended that they are followed.

Typeface

- Avoid lightweight 'cuts' of fonts. Bolder cuts of typefaces are easier to read.
- Avoid stylised typefaces. Stick to simple typefaces, preferably sans serif such as Arial.
- Avoid using capitals, italics and underlining – these can all make it harder to understand words or sentences.
- Avoid narrow line spacing ('leading').

Line length and alignment

- Lines should be between 60-70 characters per line but can be shorter if using columns.
- If using columns, make sure the margin between them is big enough to keep them separate, but not so wide that the eye does not naturally find the start of the next column. Never have more than 2 columns.

- Left-align text and have it ragged right (not justified/right hand side of text does not follow a straight line) (as in this document). It makes it easier to read.
- Keep the same amount of space between words – do not stretch or reduce space to keep text aligned at the margins.

Design and layout

- Keep the design simple and uncluttered. The different parts of a page layout, such as headings, photos, text etc., should be clearly separated and not compete with each other.
- Use dark colours to contrast with light. Many people have difficulties with colour perception. If you use white type, make sure the background is dark enough to provide good contrast.
- Make headings clear, larger than body text and bold.
- Leave a line space between paragraphs and sections.
- Maintain consistency throughout in headings, sub-headings, body text, etc.
- Avoid running text around images if it means that the lines of text will start in different places, e.g. with a photograph on the left of a page. Photographs on the right do not disrupt the beginning of a sentence.
- Keep text running horizontally.

Images

- Do not assume readers can see images. Make sure that key information is conveyed in text as well as pictures.
- Do not rely on images to be the only source of relief from the text. Use white space, headings, and rules to do this too.
- Illustrations should be line drawings with clear, thick edges – undefined edges are harder to see.
- Photographs should not be too grainy (ideally 300dpi and converted to CMYK colour), and the key part of the image should be in focus and clearly visible. Use high contrast and clean, uncluttered backgrounds.
- Avoid setting text over an image.

Colour matching and printing

Please note that while every effort will be made to ensure accurate colour reproduction in the Booklet, candidate's submitted artwork cannot be colour corrected by the Booklet designers or printers. Agent-appointed designers should therefore take care at the art-working stage to ensure that all image files are colour corrected before submitting print ready artwork. Particular care should be taken with regard to skin tones and contrast. We cannot take any responsibility for colour variations in photography contained within candidate pages or for fluctuations across the print run

5 Candidate contribution towards printing cost

The CCARO has set the candidate contribution amount as **£5000**

This payment must have been received not later than **4pm on Friday 5 April**.

The CCARO will decline to include any candidate's election address where the payment has not been received by this deadline.

Payments can be made by cash, bankers draft or bank transfer. Contact sarah.wilson@nottinghamcity.gov.uk for these details.

Electoral address review process

The CCARO is offering candidates and agents the opportunity to have their election address checked in advance of the formal submission deadline of **4pm on Friday 5 April**.

To allow time to check your submission and resolve any issues, we are asking that you submit your elections address on any working day between **10am on Wednesday 27 March** and no later than **4pm on Wednesday 3 April**.

We strongly encourage the uptake of this offer to allow time for any necessary changes to meet legal requirements before the formal submission deadline of **4pm on Friday 5 April**.

Content for checking should be sent to Sarah Wilson, Electoral Services, via email to elections@nottinghamcity.gov.uk

Please note that if you do not take the opportunity to have your election address reviewed, the CCARO has the power to make such typographical corrections to the proof as appear to him to be appropriate and proceed with the printing and distribution of the election booklet without further reference to the candidate or their election agent, and without incurring any liability for any errors in the candidates' election address.

Any addresses which do not meet the legal requirements will be refused and returned by the CCARO to the election agent setting out the reasons for its refusal.

The candidate may submit a revised version before the closing date for the delivery of election addresses. No revised version will be accepted after the deadline of **4pm on 5 April**.

6 In the event a candidate does not submit an election address

For information, the following text will appear in the booklet if one or more candidates do not appear in the booklet, to avoid confusing electors.:

There are N candidates standing for Mayor of the East Midland Combined County Authority. Election addresses from N of them appear in this booklet. Every candidate was given the opportunity to provide an Election Address to be included in this booklet. Candidates who have done so were required to pay £5,000 each towards the booklet's production costs.

All candidates you are able to vote for on 2 May 2024 are listed in alphabetical order below. This is the order in which they will appear on the ballot paper.

CANDIDATE SURNAME, Forenames

Description

CANDIDATE SURNAME, Forenames

Description

CANDIDATE SURNAME, Forenames

Description

The CCARO cannot provide publicity in lieu of an election address, in the form of links or reference to contact information, to any candidate who does not submit an address.

7 Election booklet timeline

Date	Time	Action
Monday 11 March	9am	Informal review process begins for checks of election addresses (initial review and feedback)
Wednesday 27 March	10am	Nominations open and candidates can formally submit election addresses
Wednesday 3 April	4pm	Deadline for submitting final version of election addresses for final checks / resolution of issues
Friday 5 April	4pm	Nominations close and final legislative deadline for submitting election address
Friday 5 April	6pm	Drawing of lots for order of election addresses in the booklet (at Validly Nominated Candidates Briefing Session and via MS Teams)
Friday 5 April	6pm-8pm	Print ready proofs available at the Validly Nominated Candidates Briefing Session for final sign off by candidate or agent
Friday 5 April	8pm	Final artwork incorporating election addresses in the order drawn goes to print
1. Friday 12-15 April 2. Tuesday 16-22 April 3. Monday 22 April		Booklet dispatched to registered electors. Delivery will be phased in 3 batches: 1. Registered postal voters 2. Registered in person voters 3. Late additions to the register

8 Other information

Further information about the elections can be found at:

www.eastmidlandsdevolution.co.uk

www.nottinghamcity.gov.uk/elections

<https://www.legislation.gov.uk/uksi/2017/67/contents/made>

Schedule 5 -The Combined Authorities (Mayoral Elections) Order 2017 (as amended)

[Guidance for Candidates and Agents at Combined Authority Mayoral elections | Electoral Commission](#)

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Email: elections@nottinghamcity.gov.uk

Website: www.nottinghamcity.gov.uk/elections

**Candidates
Picture**
(IF SUPPLIED)

**Candidate Name
Party Name**

TEXT

TEXT

Party Logo
(IF SUPPLIED)