

Electoral System Referendum

Applying to be a campaign group

March 2018

This guidance note is primarily for individuals or groups who want to understand the process for applying to be a campaign group in the lead up to the referendum on the method of electing People's Deputies to the States of Deliberation which is due to take place on 10th October, 2018.

The draft legislation underpinning the referendum – the *Electoral System Referendum (Guernsey) Law, 2018* – was presented and approved by the States of Deliberation on 7th February, 2018. It is strongly recommended that anyone interested in applying to become a campaign group familiarise themselves with this legislation.

It is available for download from the States of Guernsey website at www.gov.gg on the '[States Meeting on 7 February 2018 \(Billets V, VI & VII\)](#)' page or by clicking on the following link: [The-Electoral-System-Referendum-Guernsey-Law-2018](#).

Contents

1. Introduction
2. Who can apply to be a campaign group?
3. Submitting an application
4. The Campaign Group Assessments Panel
5. Appointment of a campaign group
6. Referendum expenses
7. The campaigning period
8. Additional information

Appendix 1: Application to register as a campaign group

Translations, other formats and further information

For information on obtaining this publication in large-print, or if you would like any further information, please contact the Lead Referendum Officer, Ms E Dene:

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Email: Referendum@gov.gg

Address: Ms E Dene
Lead Referendum Officer
c/o The States' Assembly & Constitution Committee
The Royal Court House
St Peter Port
Guernsey
GY1 2NZ

1. Introduction

The States has agreed to hold a multi-option referendum on the method of electing People's Deputies to the States of Deliberation. The draft legislation underpinning this referendum – the *Electoral System Referendum (Guernsey) Law, 2018* – was presented and approved by the States of Deliberation on 7th February, 2018. It is intended that the referendum will be held on **Wednesday 10th October, 2018**.

The referendum will ask the electorate which of the following options should be used to elect Deputies:

Option A	<ul style="list-style-type: none">• 1 island-wide electoral district to elect 38 Deputies• An election would be held every 4 years for all Deputies at once• Each voter would have 38 votes at each election• Each Deputy would serve for 4 years.
Option B	<ul style="list-style-type: none">• 7 electoral districts to elect 38 Deputies• An election would be held every 4 years for all Deputies at once• Each voter would have 5 or 6 votes at each election (number of votes dependent on the size of the population of the district)• Each Deputy would serve for 4 years.
Option C	<ul style="list-style-type: none">• Electoral Districts:<ul style="list-style-type: none">○ 1 island-wide electoral district to elect 10 island-wide Deputies; and○ 7 electoral districts to elect 28 district Deputies• Elections would be held every 4 years for all Deputies, with the election for the island-wide Deputies taking place first and the election for the district Deputies taking place at a later date• Each voter would have:<ul style="list-style-type: none">○ 10 votes for island-wide Deputies; and○ 3, 4 or 5 votes for district Deputies in their own electoral district (number of votes dependent on the size of the population of the district)• Each Deputy would serve for 4 years.
Option D	<ul style="list-style-type: none">• 4 electoral districts to elect 38 Deputies• An election would be held every 4 years for all Deputies at once• Each voter would have 9, 10 or 11 votes at each election (number of votes dependent on the size of the population of the district)• Each Deputy would serve for 4 years.
Option E	<ul style="list-style-type: none">• 1 island-wide electoral district to elect 38 Deputies• An election would be held every 2 years for a third of Deputies each time• Each voter would have 12 or 13 votes at each election• Each Deputy would serve for 6 years.

The States has agreed that preferential and transferrable voting will be used in the referendum. Each voter will be invited to rank options A to E in their order of preference. Each voter will be able to rank as many or as few options as they like or vote for just one option.

It is important in advance of the referendum for information to be made readily available to the public about each of the options A to E. It is also important that no individual or group should be able unduly to influence the outcome of the referendum by spending disproportionate amounts of money promoting their preferred option. The States agreed that this can best be achieved by the appointment of official campaign groups to promote each of the options A to E.

Under the *Electoral System Referendum (Guernsey) Law, 2018*, on the recommendation of the Campaign Group Assessments Panel, the States' Assembly & Constitution Committee can appoint campaign groups to represent an option in the referendum. For the avoidance of doubt, the same campaign group may not be appointed in respect of more than one option and each option may be supported by one appointed campaign group only.

This guidance explains the application and decision-making process.

Presentation on the role of campaign groups in the referendum

A meeting has been convened on **Monday 16th April, 2018 at 7:00 p.m.** at **The Princess Royal Centre for the Performing Arts** to provide further information regarding the role of campaign groups in the referendum. The purpose of this meeting is to provide interested individuals and groups the opportunity to ask the Committee questions regarding the role of the groups and will also provide an opportunity for people who are interested in representing an option to meet.

2. Who can apply to be a campaign group

On or before **12 noon on Friday 25 May, 2018**, any **two or more** 'qualifying individuals' may apply to the Committee for appointment as a campaign group which intends to publicise and represent the option indicated in its application.

Members of the public and serving and former Deputies can apply to be a campaign group.

A '**qualifying individual**' is a person who is entitled to vote in the referendum – i.e. their name is validly inscribed on the Electoral Roll.

3. Submitting an application

Application form:

The application form that each group needs to complete and return to apply to be a campaign group can either be completed online or by downloading the MS Word version (attached as **Appendix 1**) at www.gov.gg/referendum. A copy can also be requested from the Lead Referendum Officer at Referendum@gov.gg.

Nomination of 'campaign officials'

Please note that the application must include details of at least **two** qualifying individuals who agree to act as 'campaign officials' for the campaign group. One of the campaign officials is required to be nominated to act as the groups 'nominated official'. The nominated official has specific responsibilities which relate to the returns as to referendum expenses and the delivery of returns to the States' Assembly & Constitution Committee¹.

Information to be included in the application

The application form is a group's opportunity to promote its proposal to be a campaign group. It is important that the information provided is clear, concise and the campaign objectives are realistic and deliverable. When completing the application form the following key areas should be covered, as these will form the basis for the Campaign Group Assessment Panel's evaluation of the applications:

- **How the option works, including the benefits and drawbacks of its introduction:** this section is looking for the group to demonstrate a strong understanding of the option it seeks to promote, including information about how the option will either maintain or change the electoral system. It is also looking for the group to set out its understanding as to what impact the option would have if introduced, identifying the benefits and drawbacks that introducing that option would have on the process of electing People's Deputies. Applicants are asked to aim to limit their answer to a maximum of 1,000 words.
- **Outline campaign plan:** this section enables the group to provide information regarding its capacity to reach as many voters as possible, including the methods it intends to use to promote and communicate its chosen option to a range of voters.
- **Names, skills and experience of group members:** this section requests the names of the group members and information about the skills and experience that members of the group have in promoting ideas or undertaking campaigns locally.
- **Use of budget:** this section requests information regarding how the group envisages spending the grant of up to £5,000 from the States of Guernsey (please see section 6 of this guidance) and the amount and source of any additional funds. (***Please note that the total referendum expenses must not exceed £10,000.***) If the group has produced an outline budget, this should be attached to the application form.
- **Any other information in support of the application:** this section provides the opportunity for the group to include any additional information that it considers supports, or is relevant, to its application.

¹ These duties are set out in Sections 19(1), 20(1) and (2) of the Law

Submitting the application:

The application form should be submitted, with any supporting information, by **12 noon on Friday 25th May, 2018** online at www.gov.gg/referendum or in writing to:

The President
The States' Assembly & Constitution Committee
c/o The Royal Court House
St Peter Port
Guernsey
GY1 2NZ

or **via e-mail** to Referendum@gov.gg

When an application has been submitted, the Committee will update the referendum page of the States of Guernsey website – www.gov.gg/referendum – showing that an application has been submitted to represent an option and listing who has submitted that application.

After the deadline for applications has passed, all applications received will be passed to the Campaign Group Assessments Panel for consideration.

4. The Campaign Group Assessments Panel

The Campaign Group Assessments Panel will be made up of three members appointed by the States. At the States Meeting on 18th April, 2018, the Committee is proposing that the States appoint:

- Sir de Vic Carey
- Jurat Stephen Jones
- Graham Daldry

The relevant policy letter can be found online on the www.gov.gg website, by clicking [here](#), or on request from the Lead Referendum Officer whose contact details are listed on page 1 of this document.

The role of the Panel is:

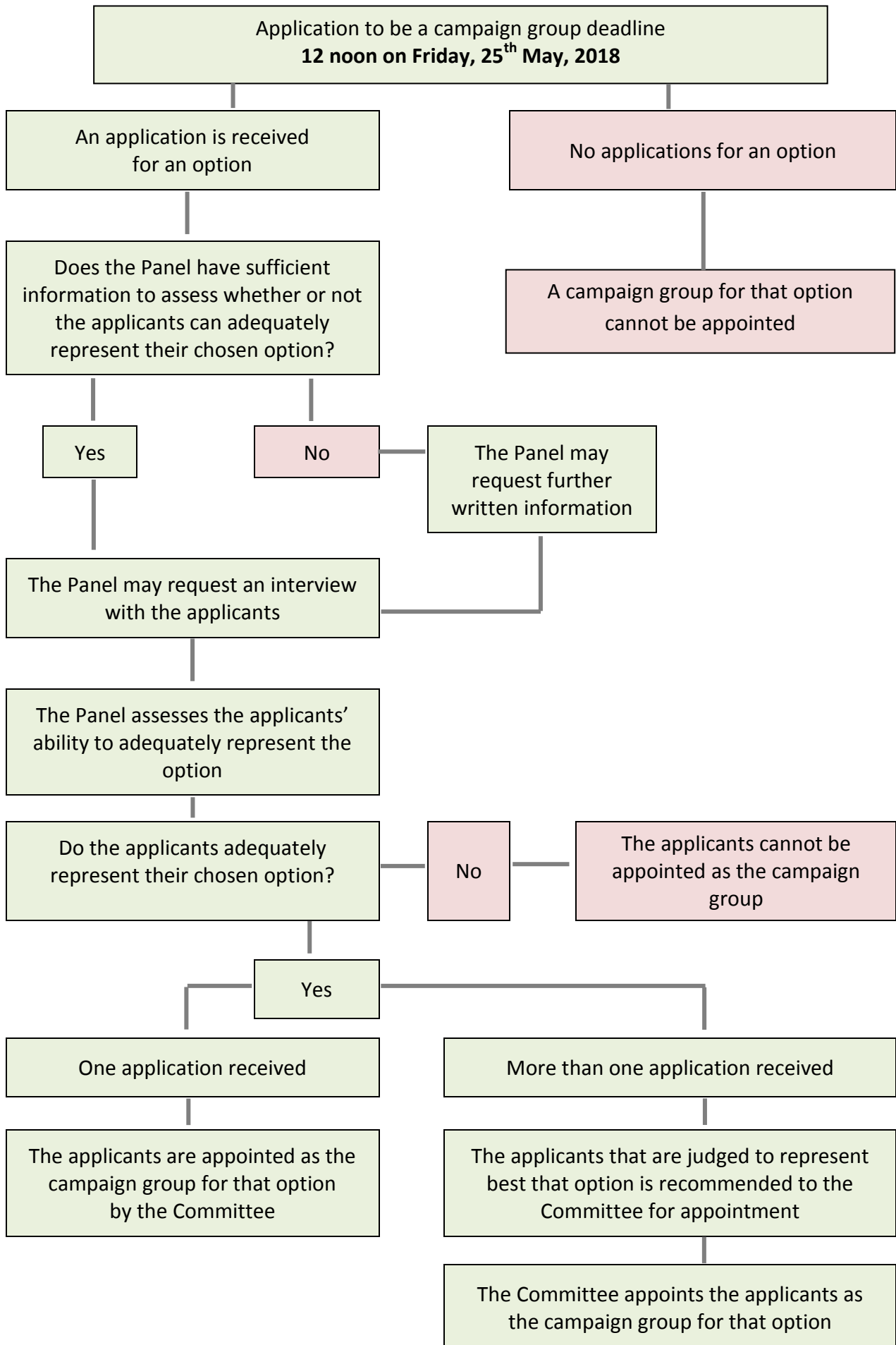
- to review and assess any application made by a group; and
- to certify whether or not, in the opinion of the Panel, the group which has submitted the application is capable of publicising and representing the option they wish to promote.

The Panel may request additional information or clarification from a group if they feel that something in the application requires further explanation. Any such requests will be passed to the group via the Lead Referendum Officer.

Once the applications have been considered by the Panel, it is likely that each group will be requested to meet with the Panel in June to discuss their application, prior to the Panel assessing the group's ability to represent an option.

The decision making process is set out on the following page.

The decision making process



Where more than one group submits an application in respect of the same option, the Panel will indicate to the Committee – based on the contents of the applications and any subsequent interviews with the groups undertaken – which group it believes would most effectively publicise and represent the option concerned.

5. Appointment of a campaign group

If only one group apply to be the campaign group, and the Panel conclude that the group is capable of publicising and adequately representing their chosen option, that group will be appointed as the official campaign group by the Committee.

If more than one application is received, the Committee will consider the feedback from the Panel as to which group has most strongly demonstrated its ability to effectively publicise and represent that option.

The Committee will then appoint the group best placed to publicise and represent their chosen option. This appointment will be confirmed in writing to the group. Any group which is unsuccessful in their application to promote an option will also be informed in writing.

The Committee intends to inform groups of the outcome of their applications by early July.

6. Referendum expenses

The Committee will soon publish separate guidance on the rules relating to referendum expenses.

When a campaign group is appointed it is entitled to a grant from the States of up to £5,000. The Committee will pay the grant in instalments, on receipt of an invoice, to a campaign official. The campaign officials are responsible for authorising any referendum expenses incurred by or on behalf of a campaign group during the referendum period.

The total referendum expenses incurred by or on behalf of any appointed campaign group during the referendum period must not exceed £10,000 (in money or money's worth)².

It is important to note that the total referendum expenses incurred by or on behalf of any individual or body during the referendum period must not exceed £100 (in money or money's-worth) unless they are (or are part of) a campaign group.

7. The campaigning period

The formal campaigning period will run during the five weeks leading up to the day of the referendum – i.e. from Saturday 1st September to Tuesday 9th October, 2018 inclusive.

8. Additional information

If you have any questions regarding the process, or require any further information, please contact the Lead Referendum Officer – Ms E Dene – on 717284 or Referendum@gov.gg.

² Section 18 of the Law

Appendix 1

Application to register as a Campaign Group

Referendum on Guernsey's voting system

Section 1: Option you intend to campaign for

(Please tick the relevant option. Please note the same campaign group may not be appointed in respect of more than one option.)

Option A	
Option B	
Option C	
Option D	
Option E	

Section 2: Your Campaign Group's details

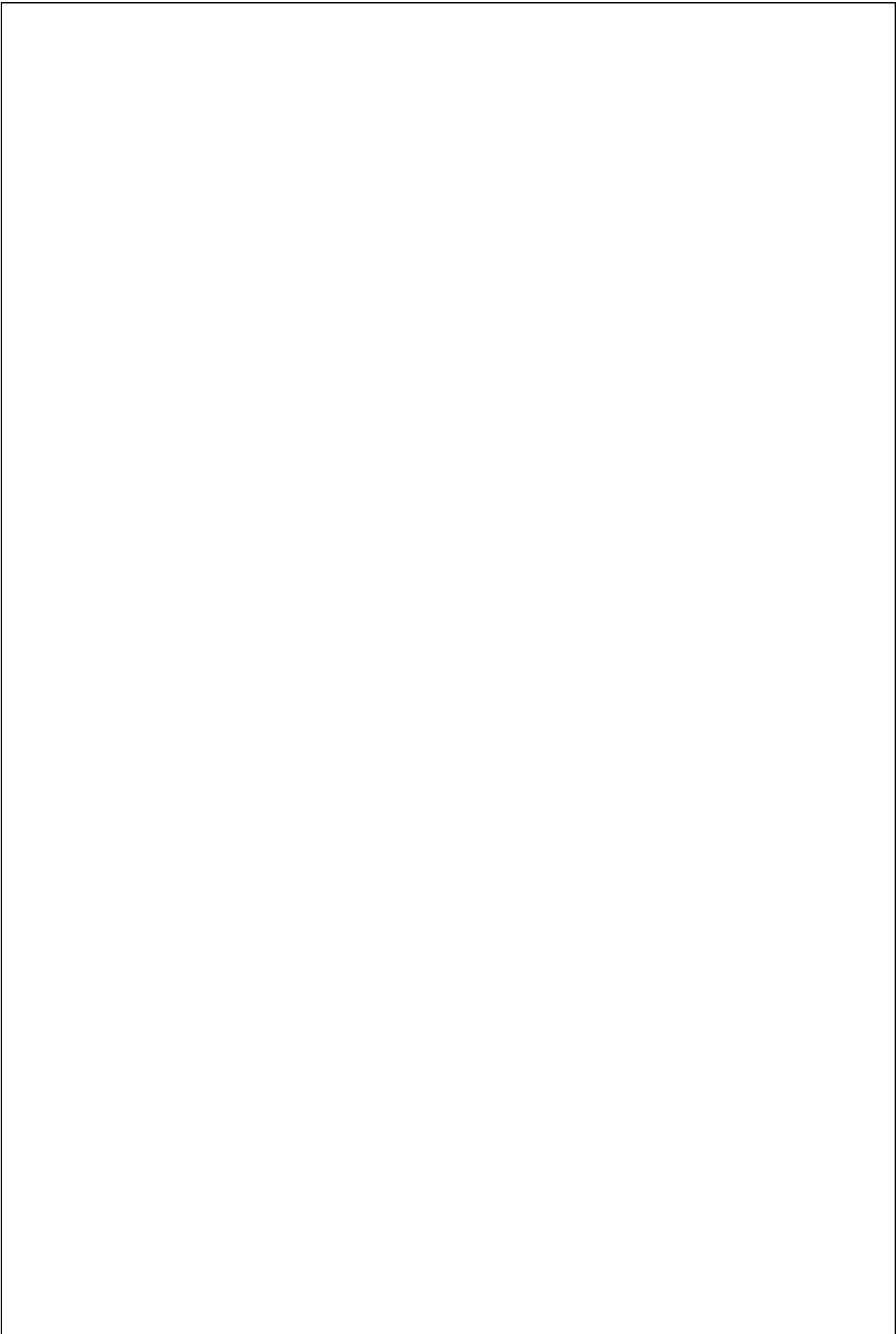
Campaign Official 1*	
Campaign Official 2*	
Nominated Official <i>(this must be one of the above Campaign Officials)</i>	
Nominated address for Campaign Group	
Telephone number	
E-mail address	

- * Please note that the application must include details of at least two qualifying individuals who agree to act as campaign officials for the campaign group and the identity of the campaign official who is nominated to undertake the duties set out in sections 19(1), 20(1) and (2) (the campaign group's "nominated official").

Section 3: How the option works, including the benefits and drawbacks of its introduction

Please give a brief statement of your group's understanding of the option you seek to promote, including how the option will either maintain or change the electoral system. Please also explain the impact the option would have if introduced, identifying the benefits and drawbacks that introducing that option would have on the process of electing People's Deputies.

Please try to limit your answer to a maximum of 1,000 words.



Section 4: Outline campaign plan

Please provide information in this section regarding your capacity to reach as many voters as possible, including the methods you intend to use to promote and communicate your chosen option to a range of voters. If available, please include any draft campaign material.

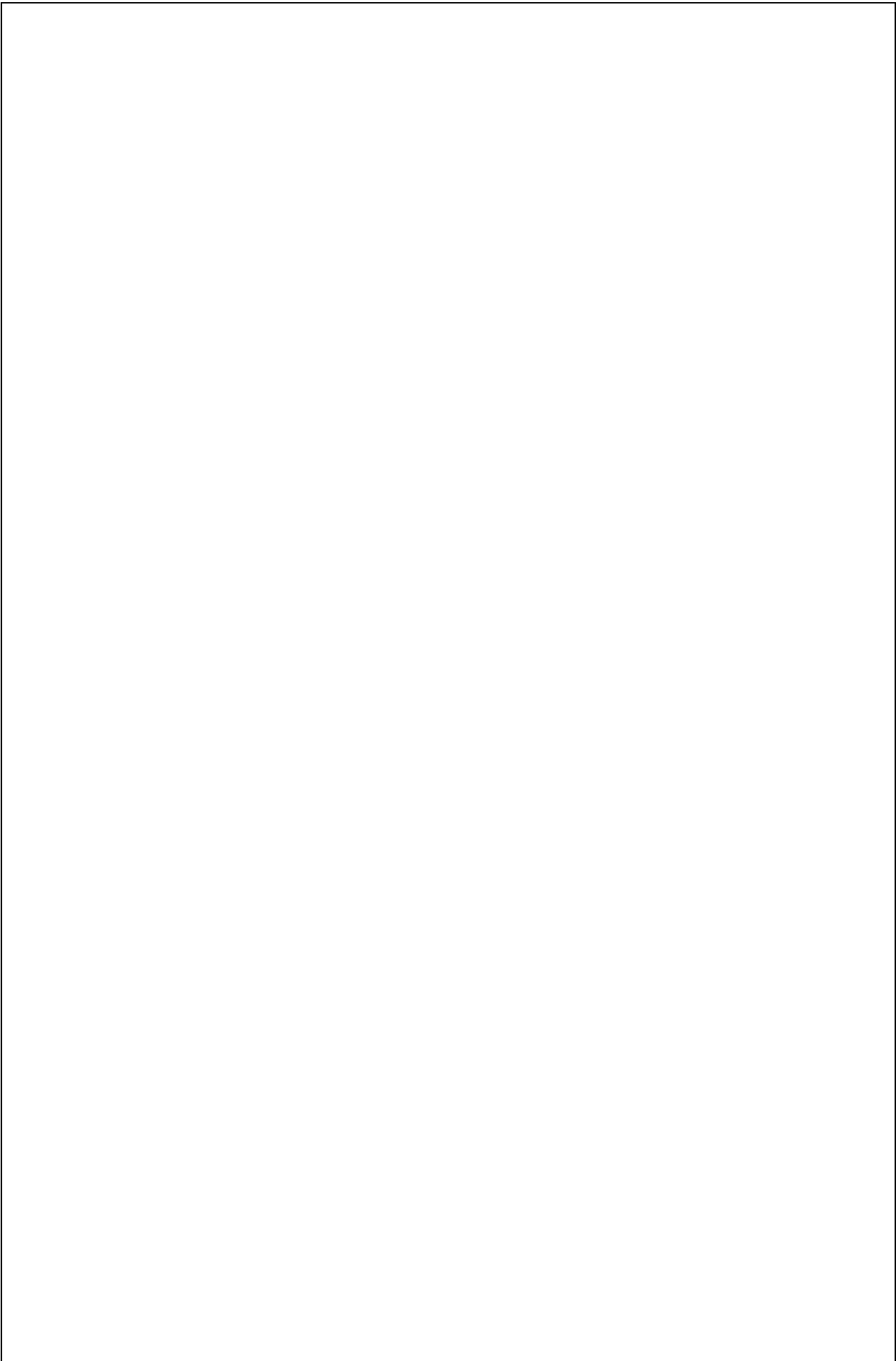
Section 5: Names, skills and experience of group members

Please provide the names and signatures of all members³ of the proposed group. Please continue on an additional sheet, if needed.

Full Name	Signature

Please provide information in this section regarding the skills and experience that members of your group have in promoting ideas or undertaking campaigns locally.

³ Please note members of the group must be a 'qualifying individual' — i.e. a person who is entitled to vote in the referendum.



Section 6: Use of budget

*Please provide information regarding how the campaign group envisages spending the grant of up to £5,000 from the States of Guernsey and the amount and source of any additional funds. (**Please note that the total referendum expenses must not exceed £10,000.**) If you have produced an outline budget, please attach this to the application form.*

Section 7: Any other information in support of the application

Please provide any additional information that you consider supports, or is relevant to, your application.

Section 8: Signatures

I declare that, to the best of my knowledge and belief, the information set out in this application form is correct and that, if appointed, we will act as the Campaign Officials for the group.

Proposed Campaign Official 1

Signature:

Name:

Date:

Proposed Campaign Official 2

Signature:

Name:

Date:

Please return the **signed** form by post or email to:

The President
The States' Assembly & Constitution Committee
c/o The Royal Court House
St Peter Port
Guernsey
GY1 2NZ

or via e-mail to Referendum@gov.gg