

# The Leadership Race 2021

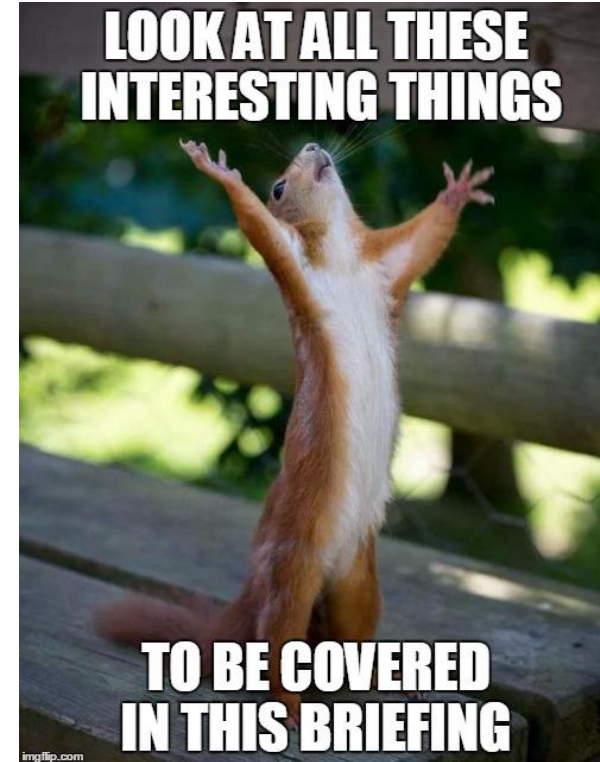
## By-Election

### Candidate Briefing

Jo Messore, Democracy and Governance Co-Ordinator  
Will Hoskin, Representation Manager

# WHAT WE WILL COVER

- About The Students' Union
- Key Dates
- Online Campaigning
- Returning Officer Structure
- Rules and the Budget
- The Voting system
- Before, During and After the Election



# ABOUT THE STUDENTS' UNION

- All elected representatives are supported by over 40 Permanent staff at The Students' Union
- Staff provide expertise and support in key functional areas
- Elected representatives will work with staff on their manifestos to translate them into actual plans

# Strategic Plan Student Priorities

Active

Network

Support

Value

Voice

# Strategic Plan Enabling Priorities



# ELECTION TIMELINE








Event	Date	Time
Candidates announced & Online Campaigning begins	Friday 30 April	10:00
Voting Opens	Tuesday 4 May	10:00
<b>Budget Spreadsheet Deadline</b>	<b>Wednesday 5 May</b>	<b>12:00</b>
Voting Closes	Thursday 6 May	22:00
Results Announcement	Friday 7 May	15:00

# Budget spreadsheet deadline

Wednesday 5 May 12:00 (Noon)

Email must include spreadsheet and photos of receipts

# LOOKING AFTER YOURSELVES

- Pace yourself 
- Plan ahead 
- Use your £5 breakfast budget  
- Support each other, don't do this on your own 
- Help is there if you need it  



# AND MOST IMPORTANTLY

**Do. Not. Fail. Your. Degree. Over. An. Election.**

# ONLINE CAMPAIGNING

Due to Covid-19, all campaigning will be done online.

- Think creatively
- There are a huge variety of ways to promote yourself online

## Social Media:

- Post/Tweet about your campaign and have friends share/retweet.
- Instagram Stories/Snapchat/TikTok

## Targeted Ads:

- Facebook ads (N.B. some political terminology may prevent the ad)
- Don't forget to leave room in your budget if you are doing this.

# WORKSHOPS

We have recordings of Workshops on the following, from The Leadership Race, which will be made available to you:

- Project Management Workshop
- Social Media Workshop
- Video Workshop

# VIDEOS

- Endless potential
- Get Creative
- Get your friends involved
- Get your message out effectively



# RETURNING OFFICER STRUCTURE



NUS

Returning Officer

Will Hoskin

Deputy Returning Officer

Representation Manager

Hannah Tucker

Assistant Returning Officer

Representation Coordinator

Roshin Chummun

Assistant Returning Officer

Representation Coordinator

Jo Messoré

Assistant Returning Officer

Democracy and Governance Coordinator

# OTHER KEY PEOPLE

- Your Campaign Teams and Friends
- The Advice Centre
- Staff at The Students' Union

[www.thestudentsunion.co.uk/advice-centre/](http://www.thestudentsunion.co.uk/advice-centre/)

[www.thestudentsunion.co.uk/union/contact-us/](http://www.thestudentsunion.co.uk/union/contact-us/)

The logo for The Students' Union at UWE is a red triangle pointing to the right. Inside the triangle, the text "THE STUDENTS' UNION" is written in white, bold, uppercase letters. Below this, "AT UWE" is written in a smaller, white, uppercase font.

THE STUDENTS'  
UNION  
AT UWE



# ELECTION RULES

Rules and regulations are based on the fundamental principles of fairness for all voters and candidates, and so there are **three core** rules from which all others flow:

- All candidates must act in the interests of a fair election
- Do not do anything that another candidate cannot do
- Treat all students and staff with respect

**\*\*There will be **no** in person campaigning this year due to the coronavirus situation.\*\***

This means no physical presence on campus, no posters or leaflets to be put up or handed out, and no going into student halls to campaign.

# KEY POINTS TO REMEMBER

- If in doubt, ask
- Check first – don't try and apologise later
- Do not break any general Union / University rules
- **You** are responsible for your campaign teams
- You must not use Union resources\* to promote your own campaign

## \*Union resources you cannot use:

- Union supplies such as accounts, email lists, Union Logos, or anything digital.

[www.thestudentsunion.co.uk/vote](http://www.thestudentsunion.co.uk/vote)

You **cannot** use The Students' Union logos or UWE Bristol Logos in any promotional images that you use, this includes but is not limited to

- Sports kit
- Student ambassador stash
- Society polos
- Reps lanyards

If you need to use a photo with a logo on, the logo must be covered completely so it can't be seen.

# NO SOCIETIES OR CLUB ENDORSEMENTS

- Clubs and Societies are **NOT** able to endorse individual candidates or slates
- We welcome clubs and societies encouraging students to vote generally and directing them to the website

# BUDGET

You **cannot** spend more than **£50** on your campaign.

This year you have an additional £5 for your breakfast.

The Students' Union will reimburse you on costs up to £55.

Keep ALL your receipts!!

# BUDGET SPREADSHEET

We are sending out the budget spreadsheet; this needs to be filled in and emailed to [suelections@uwe.ac.uk](mailto:suelections@uwe.ac.uk) by 12:00(Noon) Wednesday 5 May. Please include receipts!

Even if you have spent £0 you must inform us via email before the deadline.

**We cannot be flexible with this deadline at all.**

If we do not have your budget submission **by the deadline**, you will be disqualified





# PLEDGE OF FAIR PLAY

We want the election to run as fairly as possible and, as candidates, this is up to you

We have created a Pledge of Fair Play for all candidates to sign which we have sent out to you. We will accept an email from you with the document as an attachment as a digital signature.

[www.thestudentsunion.co.uk/vote](http://www.thestudentsunion.co.uk/vote)



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# IF SOMETHING HAPPENS

The Assistant, Deputy and Returning Officers exist to ensure the election is fair and will deal with your query accordingly.

**If you think someone has broken a rule email**

**[suelections@uwe.ac.uk](mailto:suelections@uwe.ac.uk)**

If you do this, you must include evidence of the rule breaking within your email.

\*\*Please note that working hours are Monday-Friday 09:00-17:00 and if your email is out of these hours it will take a little longer to reply to\*\*

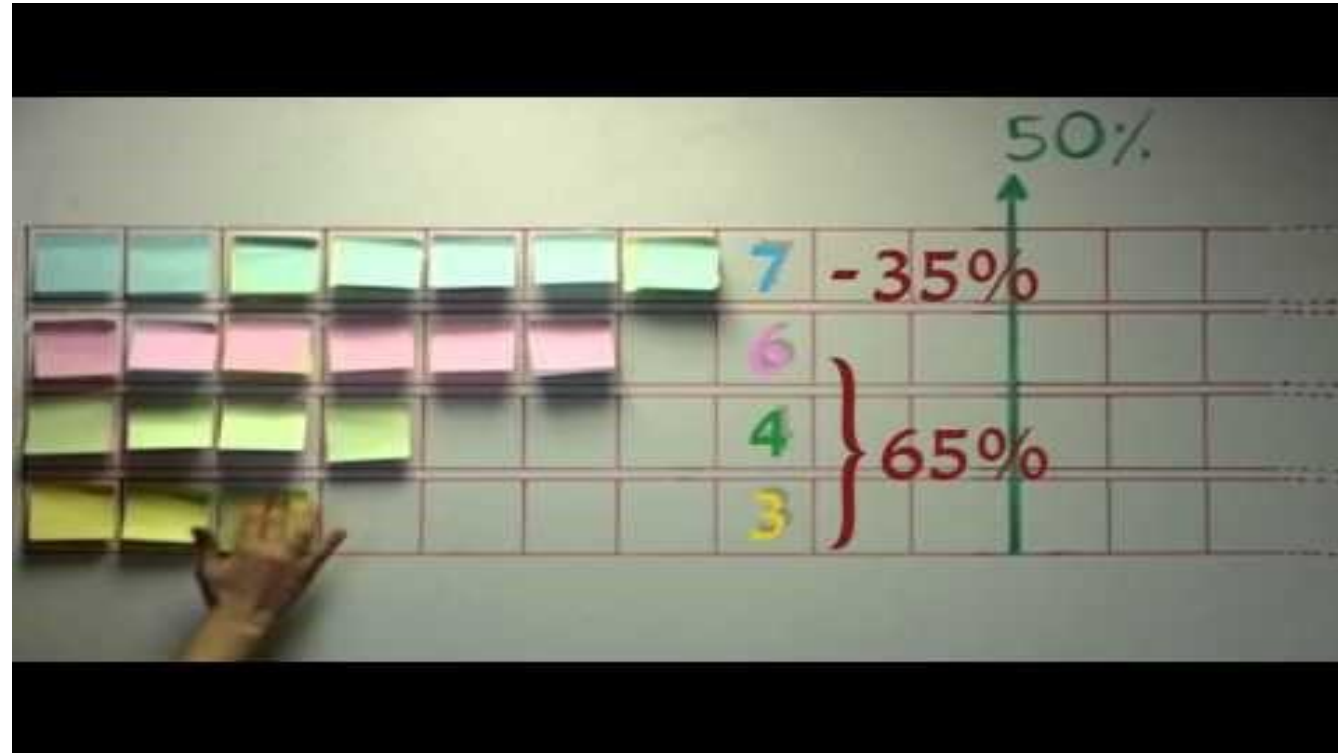
# COMPLAINTS PROCEDURE

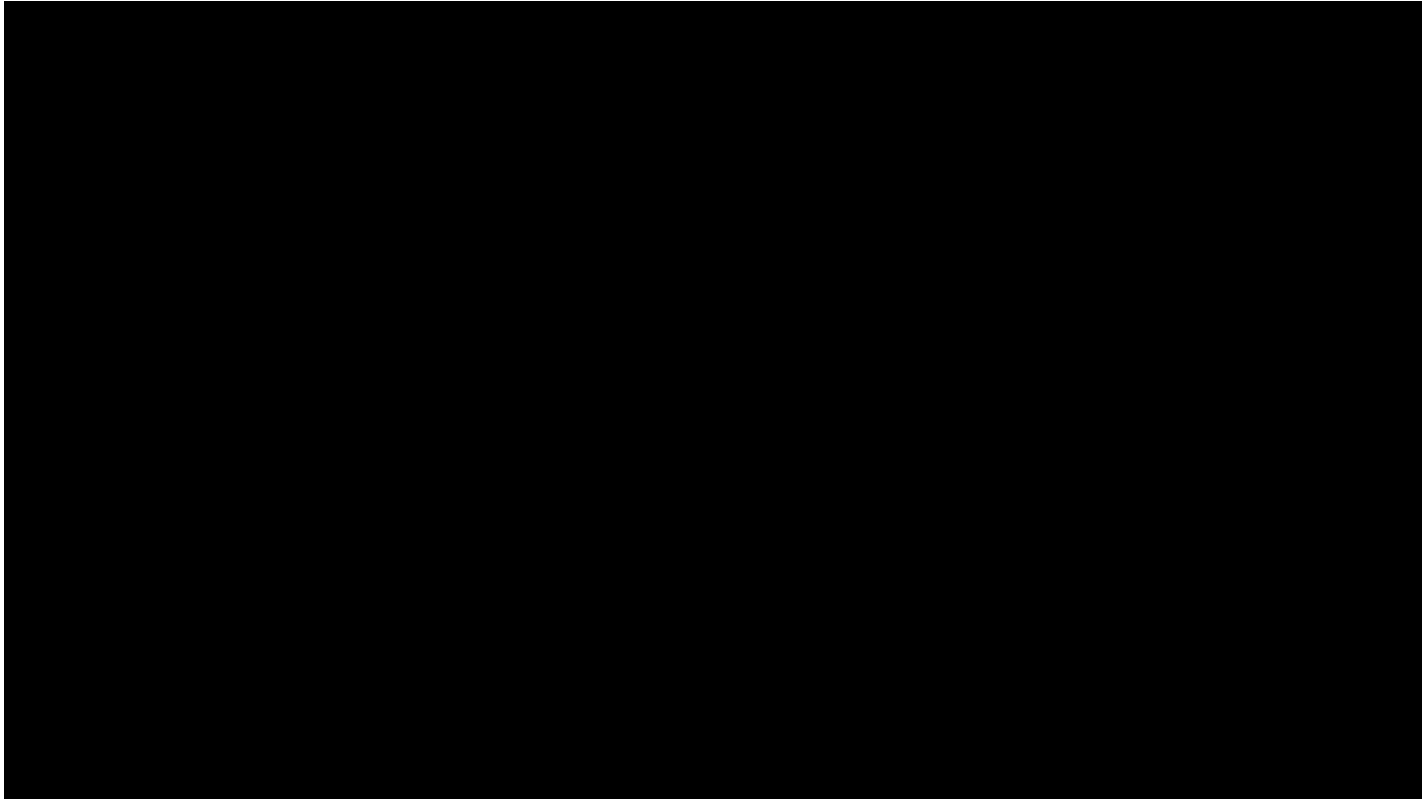
Any complaints must be made to the Deputy Returning Officer Team by email at [suelections@uwe.ac.uk](mailto:suelections@uwe.ac.uk), with evidence (Screen shot or photo...).

The complaints process is then:

- The DRO team receive the complaint and review the evidence.
- The DRO team meet to investigate the complaint or it is give to an SU Manager to investigate.
- Once the investigation is complete, the DRO team decide on the outcome.
- If a sanction is decided the relevant candidate will be informed.
- Once informed of the decision and any sanction, the candidate will have a chance to appeal the decision with the Returning Officer.
- All appeals must go through the DRO team [suelections@uwe.ac.uk](mailto:suelections@uwe.ac.uk) The Returning Officer will not accept any direct communication coming from anyone except the DRO team.
- If a candidate appeals, the DRO team will send all relevant information to the Returning Officer whose decision on the matter is final.

# HOW THE VOTING SYSTEM WORKS





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# BEFORE THE ELECTION

You should have...

- Read the role descriptions
- Read the Candidate Pack
- Downloaded the budget spreadsheet
- Found some friends/a campaign team to help you!
- Attended the Workshops

# DURING THE ELECTION

- Talk to as many students as you can online.
- Keep a record of ALL your spending and keep your receipts!
- Be aware of the rules
- Check your emails regularly for updates from the elections team
- Don't break the law or University/Union rules

[www.thestudentsunion.co.uk/vote](http://www.thestudentsunion.co.uk/vote)

# AFTER THE ELECTION

On Friday...

- Relax!
- Watch the results which we will announce on Friday 7 May starting at 15:00
- Be proud of your achievements, whether you win or not it's still a great experience!





# OUR FINAL ADVICE

- People vote because they were asked: reach out to students
- Plan and prep your campaign team
- Be realistic, relevant and representative
- Have a clear identity/brand that highlights your priorities
- Be positive and friendly (no negative campaigning)
- Include links to where to vote on your posts.
- Don't forget 2<sup>nd</sup> & 3<sup>rd</sup> preferences
- Expect to win, but be ready to lose

# BEFORE YOU GO...

If you are successfully elected,  
we will be in contact on Monday after the results are announced.

We will confirm what the next steps are  
and when the training is planned for.

# AND ONE LAST TIME

- **Download the budget spreadsheet and KEEP ALL YOUR RECEIPTS**
- We're here if you need us: [suelections@uwe.ac.uk](mailto:suelections@uwe.ac.uk)
- Have fun!

THANK YOU...

ANY

QUESTIONS?