

Factsheet for candidates: Submitting an election address at the PCC election

Introduction

An election address is a campaign statement that a candidate makes to persuade electors to vote for them at an election.

At the PCC¹ elections, the relevant Minister of State will provide a website on which candidates' election addresses will be published for anyone to access: www.choosemypcc.org.uk

Do I need an election address?

No. It is optional. However, if you do choose to have one then you must be aware of the rules.

Who prepares the election address?

¹ In Essex, North Yorkshire, Northamptonshire and Staffordshire the Police and Crime Commissioner also holds the fire and rescue authority function.

The election address must by law be prepared by your agent. If you're your own agent, then it would be prepared by you.

The template

You must use the official form produced for the PCC election. Please contact your PARO for a template.

The election address must be completed in English or Welsh. When submitting an election address an election agent may also submit a translation into either Welsh or English, which must be a complete and accurate translation. Any translation is not subject to the 300 word limit (see 'The statement' overleaf).

Contents of election address

What must I include?

An election address can only contain matters relating to the election. The election address must contain:

- your name
- the name of the police area
- the name and address of your election agent
- a statement that it has been prepared by your election agent

What may I include?

You may also include:

- if you are standing on behalf of a political party, an emblem and description – provided you have been authorised to stand for the party by the Nominating Officer (or by someone on their behalf)
- a photograph of you – no other person must be in the photo and it must not breach the rules about what cannot be included in an election address (see below)
- a statement of up to 300 words (see below)
- contact details

The statement

The statement is an opportunity to promote your candidacy in no more than 300 words.

Your agent's name and address, and the statement that your election address has been prepared by your election agent count towards the 300 word limit.

The statement must not include any formatting such as pictures, charts or tables. It can include

bullet points (●) and **bold** where desired.

Emblems

If an emblem is requested, it must be a copy of the emblem [as registered with the Electoral Commission](#). Agents can request a colour version of the emblem, but cannot request to use only parts or elements of the registered emblem, nor can the emblem be 'stretched' to change its shape.

What can't be in the election address?

The election address must not contain:

- Advertising material (other than material promoting you as a candidate in the PCC election)
- Material referring to other PCC candidates
- Material included with a view to commercial gain
- Material which is indecent, obscene or offensive, or
- Material which amounts to the commission of an offence
- No live hyperlinks to websites

Submitting the election address

Your agent must send your election address to your Police Area Returning Officer (PARO) in electronic format for approval. The address must be submitted in electronic form unless the PARO

allows you to submit the address in hard copy. You should speak to your PARO as soon as possible if you are not able to submit your address electronically.

When should the election address be submitted?

The deadline for submission of election addresses has been set at **12 noon on 8 April 2021** – you must ensure your election address reaches your PARO before this deadline.

However, your agent should submit the address as early as possible to allow time for it to be returned to them if amendments or corrections are required and to ensure timely publication on the candidate website.

What happens after I submit the address?

The PARO will check that the election address meets all legal requirements. The PARO will give your election agent the opportunity to check and correct (if necessary) the content of your election address.

If the PARO rejects the election address they will tell your election agent why, with an explanation of how to correct it and by when. The PARO may make any 'minor corrections' as they think appropriate themselves and may proceed with sending it to the Minister without referring to you or your agent.

What happens next?

The PARO will send the election address to the Minister. Your agent will get a copy in advance of publication to check the content and how the address will appear on the website. There will be a short period of time to make minor corrections. Your PARO will provide further details on the process and timings.

The election address will be published on the Minister's website **on 15 April 2021**.

How can we help?

You can find more information about the PCC elections in our full range of guidance and up-to-date resources on [our website](#).

If it's easier, you can also call us using our phone numbers below or email us. We are here to help, so please get in touch.

If you are a candidate in England

Please contact us at:
infoengland@electoralcommission.org.uk

Tel: 0333 103 1928

If you are a candidate in Wales

Please contact us at:
infowales@electoralcommission.org.uk

Tel: 0333 103 1929