

## ESSEX POLICE, FIRE AND CRIME COMMISSIONER ELECTION 2024

### PARO GUIDANCE ON CANDIDATES' ELECTION ADDRESSES

#### **1.0 Your election address for the candidates' website**

An election address is a campaign statement that a candidate makes to the electorate to persuade electors to vote for them. Each candidate at the Police, Fire and Crime Commissioner election may provide an election address to the Police Area Returning Officer (PARO) for publication on a website provided by the Department for Levelling Up, Housing and Communities.

[www.choosemypcc.org.uk](http://www.choosemypcc.org.uk).

Poll cards sent to electors will carry a link to the website. However, you do not need an election address to be able to stand. If you choose to have one, then you must be aware of the rules.

Spending on preparing and publishing the election address does not count towards your spending limit.

#### **2.0 Who prepares the election address?**

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

The election address must meet certain requirements relating to formatting and contents and must be approved by the Police Area Returning Officer for inclusion on the website. A template form on which to submit your election address is attached. It would help considerably if you submitted it in electronic form but if you are unable to do that, please contact Andrew Weavers, Deputy PARO, whose details are at the end of this guidance.

An election address can only contain matter relating to the election and it must include your name and that of the police area you are standing in. It must also state that it has been prepared by your election agent and give their name and address. If you are your own agent, then you will need to give your name and address.

You may also include:

- ✓ a party emblem and description – provided you have a certificate of authorisation issued by or on behalf of the Nominating Officer of the party.
- ✓ a photograph of you – no other person must be in the photo and it cannot contain any advertising material (aside from advertising you as a candidate) or any material referring to another candidate. It is recommended that the candidate image supplied is as high a resolution as possible, but at least 3cm x 4cm@300dpi (this translates to pixel dimensions of 354 x 472) in the format of a high-quality JPEG.
- ✓ a statement of up to 300 words. The statement must not include any formatting, such as pictures, charts or tables. It may, however, include bullet points and use bold where desired.

All election addresses will appear on the website in a plain text font and design. Therefore, whilst you can prepare your address in any font you wish, using bold and coloured type, the Department for Levelling Up, Housing and Communities website administrators will standardise its appearance.

#### **3.0 What cannot be included?**

The election address must not contain:

- Advertising material (other than the material promoting your candidacy)
- Material referring to other PFCC candidates

- Material that appears to:
  - (i) be included to facilitate commercial gain
  - (ii) be indecent, obscene or offensive, or
  - (iii) amount to the commission of an offence

#### **4.0 What are the deadlines?**

Candidates must submit their election addresses either via the CMPCC uploader or to the PARO by **noon on 5 April 2024** (the final day for nominations) The Department for Levelling Up, Housing and Communities has set a deadline of **10 April 2024** by which candidates' addresses must have been agreed and published on its website. That leaves very little time for the PARO to check the addresses, suggest any amendments if they do not comply with the above criteria, upload the addresses to the website and preview them as they will appear when the site goes live, let the candidates see the preview, and then confirm the address by **17.00 on 8 April 2024**.

The PARO requests that all addresses be submitted well in advance of the deadline at noon on 5 April 2024 to enable this process to be completed in good time and any potential problems (technical and otherwise) resolved.

#### **5.0 Submitting the address**

Please refer to the attached guidance from the Department for Levelling Up, Housing and Communities for candidates and agents regarding the process for the submission, review, approval and publication of the election address via the CMPCC uploader.

OR email the election address by using the attached form to Andrew Weavers, Deputy Police Area Returning Officer at Colchester City Council,  
[andrew.weavers@colchester.gov.uk](mailto:andrew.weavers@colchester.gov.uk)

#### **6.0 What happens after you submit the address?**

The PARO will check that the election address meets the requirements set out above. 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 must tell your election agent why and how to correct it and by when.

The PARO may make any 'minor corrections' as he considers appropriate and may proceed with sending it to the Cabinet Office's website administrators without referring such corrections to you or your agent.

#### **7.0 What happens next?**

The PARO will send the election address to the website administrators. Your agent will get a copy in advance of publication to check the content and how the template will appear.

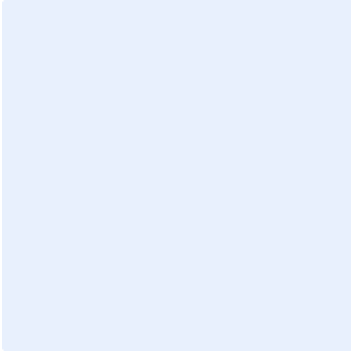
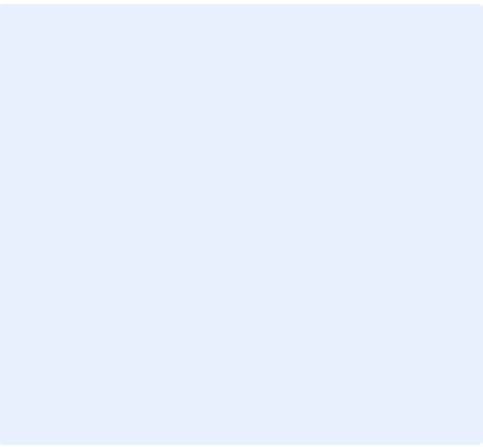
There will be a short period of time to make minor corrections before the deadline for publication.

Thereafter, the election address will be published on the website which is due to go live on 10 April 2024.

#### **8.0 Questions or further information**

Contact: Andrew Weavers, Deputy Essex Police Area Returning Officer  
Tel: 01206 282213 email: [andrew.weavers@colchester.gov.uk](mailto:andrew.weavers@colchester.gov.uk)

## Police, Fire and Crime Commissioner for Essex 2024 Election Candidate Address

<b>Candidate Name</b>	Click here to enter text.
<b>Contact details</b> (e.g. web url.) which will appear under your statement and will not count towards the 300-word limit.  <b>Statement by the Election Agent</b> will appear under your statement and must state that this form has been prepared by your election agent and give their name and address, which is part of the 300 word limit	Click here to enter text.
<b>Police Force Area</b>	Essex
<b>Candidate Description</b> (where appropriate, and as entered on your nomination form)  Click here to enter text.	
<b>Registered Emblem</b> (where appropriate)  This can be included if the Registered Emblem meets the criteria set out in <b>5(4) Content of election address, Schedule 8 of the Police and Crime Commissioner Elections Order 2012.</b>  Where registered Party emblems are appropriate then Vector eps logos are preferred for quality, but a 300dpi JPG (also commonly known as JPEG) is also acceptable at a minimum width of 50mm. This should be provided separately to ensure optimum resolution.	
<b>Photograph</b> (if desired) Please note that the photograph should be at least 9 cm high x 7cm wide and a close-up portrait photo and a high resolution (e.g. 300dpi). The image needs to be higher than screen resolution (72dpi).  This photograph should be provided separately as a JPG (also commonly known as JPEG) to ensure optimum resolution.	

**Statement** (maximum 300 words, unformatted except for bullet points and bold where desired) {no hyperlinks}.

[Click here to enter text.](#)