

From: Natalie F. Syers
Sent: 12 February 2010 11:21
To: Esther Mckelvie
Subject: FW: Music gig - implications

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To: 'chrisrose'
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Dear Chris

I write further to our recent conversation regarding a forthcoming music gig and the implications which the local party and candidate will need to consider in light of it.

Music gig

As I understand it, the gig is being held 'on behalf of' the local candidate and materials produced in conjunction with the gig, such as posters and tickets, will be highlighting this fact.

With regard to the sale of posters, I would recommend you follow the principle we discussed regarding the sale of tickets to the event and treat any money received by the party/candidate as notional expenditure/donations.

When considering whether any costs incurred with the organisation of the event should be reported by the party or the candidate, I would advise you to follow our guiding principle below.

Guiding principle

You should make an honest assessment on the facts of the proportion of the costs that can be attributed fairly to your election expenses - that is, to promoting or procuring your election during the regulated period.

It may be helpful to read page 71 and 72 of our guidance in relation to advertising and public meetings.

http://www.electoralcommission.org.uk/_data/assets/pdf_file/0006/83337/UKPGE-C-and-A-Final-web.pdf

Essentially, if the gig is a means of promoting the party or the candidate, I would advise that certain costs will need to be accounted for either as party campaign expenditure or candidate's election expenses.

Tickets

I understand you intend to provide the media with tickets free of charge to the event. In this respect I would advise you to review our 'Campaign Expenditure' guidance on page 9 regarding 'dealings with the media' and 'rallies and other events'.

http://www.electoralcommission.org.uk/_data/assets/pdf_file/0017/71252/039_campaign_expenditure_Final_19Jan.pdf

I hope this helps but feel free to contact me should you have any further questions.

Kind regards

Natalie Syers
Policy Adviser
Party and Election Finance

The Electoral Commission
Trevelyan House
Great Peter Street
London SW1P 2HW
Tel: 020 7271 [REDACTED]
Fax: 020 7271 0505

www.electoralcommission.org.uk

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