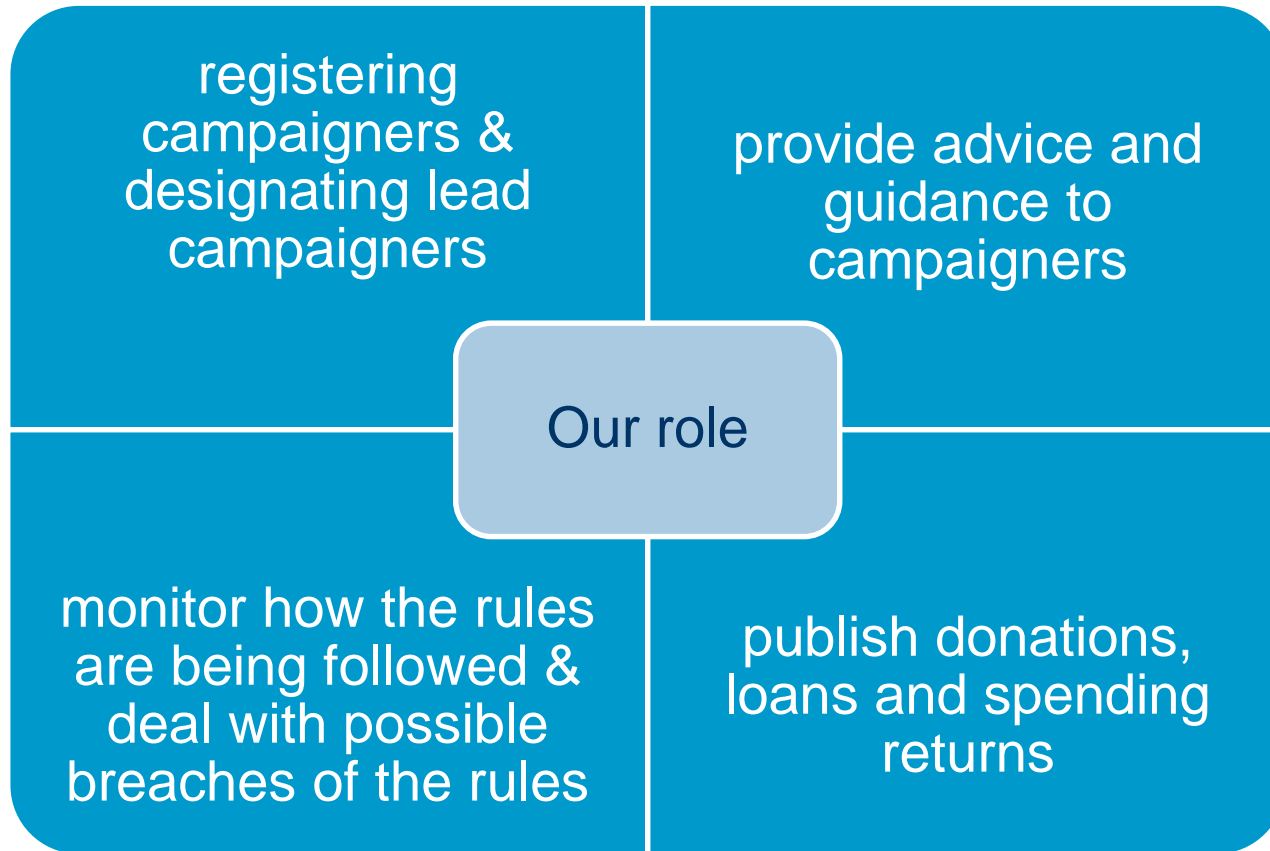


Campaigning at the EU Referendum

February 2016

The Electoral Commission



Proposed dates

Poll: 23 June 2016

Registration open: 1 February 2016

Designation process:

4 March – 31 March applications

1 April – 14 April decision making

- **Referendum period:**

15 April – 23 June

Registering

- spending limit above £10,000
- access to the electoral register
- appoint agents at polling stations and vote count
- recording & reporting certain donations, loans and spending
 - Pre poll reports
 - Post poll return

What is a donation?

Money, goods (or other property), services or facilities which are given:

- towards your referendum campaign spending without charge or on non-commercial terms and
- has a value of over £500

Anything with a value of £500 or less is not a donation.

Spending limits

Unregistered campaigners: £10,000

Most registered campaigners:
£700,000

Designated lead campaign groups:
£7 million

Referendum spending

The
Electoral
Commission

Campaign broadcasts

Advertising of any kind

Unsolicited material sent to voters

Other material about the referendum, such as setting out your campaign's arguments

Market research or other methods of finding out how people vote

Press conferences or other dealings with the media

Transport in connection with your campaign

Joint campaigns

- spending on referendum activity is incurred by, or on behalf of, a campaigner, **and**
- the spending is incurred as part of a common plan with another campaigner or campaigners (known as ‘working together’), **and**
- that spending can reasonably be regarded as intended to achieve a common purpose

Designated
lead
campaigners

- increased spending limit of £7million
- free distribution of information to voters
- referendum campaign broadcast
- free use of certain public rooms
- publicly funded grant of up to £600,000

Reporting spending

- Pre poll reporting of donations and loans

Reporting period	Deadline for pre-poll reports
1 February – 21 April	28 April
22 April – 12 May	19 May
13 May – 9 June	16 June
10 – June – 22 June	29 June

- Post poll reporting of donations, loans and spending

Imprints on
election
material

Printed by [printer's name and address].
Promoted by [campaigns manager] of
[organisation address], **on behalf of**
[name of organisation].

An imprint may also be a company URL on
smaller items. For example:
www.robsreferendum.com

Advice and guidance

You can find our guidance here:

<http://www.electoralcommission.org.uk/i-am-a/party-or-campaigner/campaigners-in-referendums>

Sign up for regular updates:

<http://www.electoralcommission.org.uk/i-am-a/party-or-campaigner/campaigners-in-referendums/sign-up-for-updates>

Advice: 0333 103 1928 or by email on
pef@electoralcommission.org.uk

Any questions?