preparing your election statement

Please read the following guidance notes before returning your nomination form.

- You are invited to provide an election statement describing why you think you should be elected. You may wish to consider the following themes when preparing your statement: your reason for standing as a governor, the skills you could bring to this role and your relationship/contact with the Trust.
- Your election statement will be reproduced and circulated to voters with the ballot paper. Please note that in the interest of fairness, ERS makes every effort to ensure candidates' election statements are reproduced exactly as they have been submitted. Therefore, please check your election statement carefully for any grammatical or spelling errors before submitting it.
- ERS strongly encourages you to submit your election statement by email to the following address: **ftnominations@electoralreform.co.uk.** Please use the name and title of the election you are standing in as the 'Subject' of your email and attach a printed copy of your election statement to your nomination form. If you do not have access to a computer and/or email, and can only provide a hand-written election statement, please ensure it is clear and easy to read in order to avoid the possibility of error and misinterpretation. You can write it on a separate piece of paper and attach it to your nomination form or in the space provided on page 3.
- The Trust reserves the right to edit or refuse to publish your election statement if it is factually inaccurate or contains libellous material.
- Your election statement must not exceed the word limit (for further information about word counts, please see overleaf). Please state the total number of words used at the end of your election statement in the space provided. If your election statement exceeds the word limit, it will be cut at the word limit and followed by the words **'statement cut at word limit'**.
- Failure to provide an election statement by close of nominations will not invalidate your candidacy; instead, the words **'statement not received'** will be published in the space where your statement would have appeared.
- If you have been invited to submit a photograph of yourself, you can attach it to the nomination form in the space provided, or email it to **ftnominations@electoralreform.co.uk**. If you decide to email your photograph, please ensure that it is saved under your full name and attached to, not embedded in, your email. Please use the name and title of the election you are standing in as the 'subject' of the email.
- Failure to provide a photograph by close of nominations will not invalidate your candidacy; instead, the words **'photograph not received'** will be published in the space where your photograph would have appeared.

The following information will accompany your election statement:

1. Title (other than Mr, Mrs, Miss, Ms)
2. Declaration of Interests

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detailed rules relating to word counts and style

1. Every word no matter how small, for example 'I', 'or', 'and', 'the' will be counted as one word.
2. Numbers in a block will be treated as one word, for example '2000', '1/128', '2001/2' and '2001/2002'.
3. Any acronyms or groups of initials will be treated as one word. For example, 'ERS' would count as one word. If, however, full titles for acronyms or groups of words are used, they will count as separate words. For example, Electoral Reform Services Ltd will count as four words.
4. Compound words or hyphenated words, such as co-operation, will be treated as one word.
5. Candidates' election statements will be printed using a common typeface and type size font.
6. Selected words or sentences can be emboldened, capitalised, underlined or italicised. Entire election statements submitted in any of these formats will, however, be reproduced in the common typeface and type size font detailed in Paragraph (5) above.
7. The use of bullet points and numbering to make separate points is allowed and these will not be counted as words.
8. Words or phrases can be centred or indented. Boxes around particular words or phrases will not, however, be reproduced.

counting the number of words in your election statement

ERS recommends that you do not use a word count function provided by word processor software to count the number of words used in your election statement. When counting words, such software does not apply the rules detailed above and tends to understate the actual number of words used. For example, Microsoft Word treats a group of words such as 'technical/professional/scientific' as one word (because it contains no spaces) whereas ERS would count that as three separate words.

The word count function provides a useful guide when preparing your election statement but ERS would recommend that you perform a manual count of your final election statement prior to its submission.