



Candidate Application Pack

Elections 2025

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Hello from Phil, our Chief Executive

Congratulations on taking the exciting step in considering to put yourself forward in these elections!

This is a fantastic opportunity to get involved and shape the future of your Union. After the significant efforts we made in 2024 to make our democracy more accessible and representative, there's no better time to be part of this journey.

Elections are not just about competition; they are fun, rewarding, and a great learning experience. I can personally attest to this, having served as a students' union president before joining the staff side. Each election taught me something new about myself, helped me develop new skills, and introduced me to amazing people.

As you embark on this journey, take the time to understand what you want to achieve and how you plan to do it. This pack contains valuable information on forming a campaign, working as a team, and building a campaign team. Remember, no idea is too big or too small. Our dedicated staff are here to support you in delivering on your priorities.

One crucial piece of advice: engage with students. It might feel daunting at first, but speaking to students is essential. They will vote for you and listen to your ideas. Being a student representative is both an honour and a significant responsibility. Students will look up to you and come to you with their concerns. Be open, patient, and ready to learn. You will be tested, but you will also grow and acquire skills that will benefit you in the future.

I look forward to working with you if you are successfully elected.

Best of luck!

Warm regards,
Phil Gilks
Chief Executive, City St George's Students' Union



Philip Gilks (he/him)
Chief Executive

City St George's Students' Union

The Union is a vibrant and dedicated organisation here to enhance the student experience at City St George's, University of London. Our primary purpose is to represent and support the student body, ensuring that every student's voice is heard and valued. We provide a wide range of services, including academic support, social events, and extracurricular activities, fostering a sense of community and belonging.

Our services

The Union offers a wide range of services and opportunities, including:

- **Advice and Support:** Providing guidance on academic and personal issues.
- **Commercial Outlets:** Including a shop on site and online, and a bar at our Tooting site.
- **Societies and Sports:** Offering a variety of student groups and sports teams to join.
- **Skills Development:** Hosting employability sessions, events, and placements to help students develop transferable skills.
- **Voice and Insight:** Ensuring that student voices are heard and considered in university decisions.

Our goal is to enhance the student experience at City St George's University by fostering a vibrant, supportive, and engaging community.

Make Every Day Better | Strategy 2023-2026

Our ambitious strategy for students sets a clear direction, with an increased focus on a tailored student experience and one that recognises the different barriers and challenges facing City St George's students. For more information on the Students' Union strategy, visit www.csqsu.co.uk.

Our purpose

Make Every Day Better

The values we live by

We Listen

We value what people have to say ensuring we are creating opportunities for students, staff and stakeholders to have their voices heard. By collaborating and actively listening, we gain valuable insights that inform and enhance our work.

We Learn

We actively seek the best available information to make well-informed decisions. We are open to challenging preconceived ideas and embrace change, as we understand that learning from our setbacks strengthens our Union.

We Lead

We have a shared purpose to effect meaningful change, understanding that leadership is not the responsibility of a single individual but rather a collective set of behaviours and attitudes that we, as a Union, embody. We value collaboration with a diverse community of leaders to drive initiatives that significantly impact people's lives.

Key dates

Welcome to the Key Dates section – your roadmap to election success! 🚀

This is where you'll find all the important dates you need to know. From when nominations open to the big voting days, we've got everything covered. Mark these dates in your calendar, set reminders, and get ready to shine!

Staying on top of these key moments will help you stay organized and ahead of the game. Remember, preparation is your secret weapon to a winning campaign.

You've got this, and we can't wait to see your passion and energy light up the election.

| Activity | Location | Date | Time |
|--|-------------------------------------|---------------------------|-------------------|
| Nominations open | Online | Mon 10 th Feb | 10.00AM |
| Candidate Networking Event – meet people to apply with | E102, Clerkenwell campus | Mon 24 th Feb | 12.00 – 1.30PM |
| Nominations close | Online | Wed 26 th Feb | 11:59PM |
| Candidate Networking Evening | Tooting | Thur 27 th Feb | 4:30 – 6:30PM |
| Candidate Development Day | E102, Clerkenwell campus | Fri 28 th Feb | 11.00AM – 3.30PM |
| Candidate Briefing | | | 11.00AM – 12.30PM |
| Priorities, photo and slogan deadline | Online | | 6.00PM |
| Campaigning starts | | | 1.00PM |
| Voting opens | On campus / online | Mon 10 th Mar | 10.00AM |
| Voting closes | | | 2.00PM |
| Candidate De-Brief | E102 and online, Clerkenwell campus | Thur 13 th Mar | 2:30PM |
| Expenses deadline | Online | | 4:00PM |
| Election Results Night | Dragon Bar, Tooting campus | | From 6.00PM |

Roles to apply for

There are two roles to apply for in the election, they are Students' Union Officer and Assembly Member. Below are further details about each of these positions.

All candidates must be registered students of City St George's, University of London to apply. Specific eligibility criteria applies for Assembly Member roles, where candidates can only apply for the role in their school.

You may be wondering where the 'President' and 'Deputy President' roles are, well you're in the right place! Everyone interested in being our President or Deputy President runs for the same role, find out more below.

Students' Union Officer – job description

| | |
|------------------------|--|
| Role | Students' Union Officer |
| Number of posts | 5 |
| Location | President role: Predominately Clerkenwell with regular travel to other sites Deputy President roles: Predominately Clerkenwell or Tooting with regular travel to other sites, dependent on role |
| Salary | £29,000 |
| Start date | Friday 1 August 2025 <i>With a handover period starting on Monday 28 July</i> |
| Job length | 12 months |
| Hours | 35 hours per week, including some evenings and weekends |
| Holiday | 30 days, plus 8 statutory and additional closure days |
| Responsible for | Student voice and volunteers |

Job Responsibilities

The five elected Students' Union Officers work together to lead the Union for a year, deciding its direction, acting as trustees, and representing the voice of over 27,000 students in high-level decision making to the university and Union. They're the face of the Union, engaging with students through face-to-face chats and events, hosting awards ceremonies, and through lots of exciting content across our social media and website. From approving new university buildings to running a Fresher's Fair in Welcome, no two days are the same.

Students' Union Officers work on site 5-days a week so they can engage with students, the university, and the wider City St George's community. Some of the things the job entails more broadly are:

- Going out to talk to students every week to understand the issues they are facing.
- Delivering the Union priorities set by the Assembly on behalf of students by working on issues affecting them on and off campus.
- Attend meetings and deliver activity in line with the agreed portfolios for your role.

- Be part of our Executive Leadership Team and provide knowledge and direction from the students you speak to on their experiences.
- Play a key role in liaison and negotiation with the university and other externals in developing opportunities, such as funding for the Union
- Attend all required training as determined by the Leadership Team and/or the EDI Committee.

Person specification

Below are some of the skills that would be useful to have when considering applying for this role.

| Criteria | Requirement |
|--|-------------|
| Currently enrolled student at City St George's, University of London or a current Sabbatical Officer at City St George's, University of London in their first year of office | Essential |
| Passionate about student issues | Essential |
| Friendly and approachable | Essential |
| Responsible and accountable | Essential |
| Team player | Essential |
| Good at organising and managing time | Essential |

Other information

A total of five Students' Union Officers will be elected by students. The candidate with the highest number of votes will be offered the role of President. All other elected Students' Union Officers will be known as our Deputy Presidents, ensuring there is at least one Students' Union Officer from students who study/studied primarily on the University campus based in Clerkenwell or Moorgate and one Students' Union Officer from students who study/studied primarily on the University campus based in Tooting.

All Sabbatical Officers will have defined portfolios of work, such as being responsible for different activities or demographics of students, which will be agreed shortly after election.

The President is the figurehead for the organisation and the first point of contact for internal and external organisations. The President's role is to organise the activities of the Students' Union Officers and lead on how to improve the Union.

The role of a Students' Union Officer is full time, therefore it is not permitted for you to study whilst you are in the role (including degree, master's and PhD), unless you are doing part time study and have a job share as described below. In the event of needing to retake an assessment or submit a final assignment shortly after starting the role, this is permitted in exceptional circumstances, and annual leave can be used if there are no further teaching commitments.

Students' Union Officer - further role information

Job shares

We want all students to be able to access the opportunity to work in the Students' Union, therefore job shares can be arranged.

A job share is an arrangement where two people work on a part-time basis to perform a job normally fulfilled by one person working full time. In this case, it means that the 35 hours a week worked by the Students' Union Officer role would be split between two people. A job share will not be considered alongside your studies unless you are on a part time programme.

If you need a job share, come and talk to us or drop an email to Philip.Gilks@city.ac.uk

Employee perks

In addition to working one of the best jobs around, you will have access to an array of perks as shown below:

- Annual leave entitlement for full-time employees is 30 days plus bank holidays.
- There is an additional entitlement to 4 closure days in conjunction with the Christmas statutory holidays.
- Enhanced University scheme for Maternity, Paternity / Partner, Adoption/Surrogacy, Shared Parental Leave subject to eligibility.
- Enhanced leave for Carers
- City St George's Pension Schemes: the Local Pension Fund Authority (LPFA).
- City St George's will automatically enrol you into one of our workplace pension schemes. The University contributes generously to the pension schemes and the government will also contribute through tax relief – this means that some of your money that would have gone to the government as tax, goes into your pension instead.
- Life Cover is an additional benefit of being in City St Georges' pension schemes. Both schemes provide valuable life cover and financial protection to your nominated dependant. A pension will be paid to them, and a lump sum of three times your salary may also be payable.
- A wide range of staff training and development activities
- Salary sacrifice cycle to work scheme
- Free eye tests and contact lens assessments
- Interest-free season ticket loan
- Lifestyle Savings from Award winning Employee Benefits Provider, Vivup
- A friendly team to work with
- Flexible working
- Access to a student card for great discounts
- Regular team away days and activities
- Great development opportunities
- Volunteering days
- Monthly Wellbeing Hour
- Occupational Health services
- Counselling services Employee Assistance Programme
- Free use of and access to the University library
- Staff membership rate to City St George's Sports and leisure facilities
- Discounted selected short courses

Assembly Member – job description

| | |
|-----------------|--|
| Role | Assembly Member |
| Number of posts | 32 |
| Location | Predominately Clerkenwell or Tooting with regular travel to other sites |
| Expenses | Reasonable expenses will be reimbursed |
| Start date | Friday 1 August 2025 |
| Job length | 12 months |
| Hours | Roughly 10 hours required per term for meetings/training. Additional optional time to deliver projects and campaigns. |
| Responsible for | Student voice |

What is the Assembly?

Assembly Members make up our biggest decision-making body and work together to set the Union's priorities, deciding its direction and representing the voice of over 26,000 students in high-level decision making. They're the cogs of the Union and are most effective when engaging with students through face-to-face chats and events to properly debate issues that matter most to students at City St George's.

What you'll be doing

From debating important issues that matter to students to improve their experience, to meeting with the University senior leadership team about facility opening hours, no two days are the same.

Some of the things the job entails more broadly are:

- Going out to talk to students in your School to understand the issues they are facing.
- Setting the Union priorities of behalf of students at City St George's and working to deliver them.
- Attending and participating in all Assembly meetings over the year in person.
- Telling students and your School about the work of the Assembly.
- Play a key role in liaison and negotiation with your School on issues affecting students.

Assembly Members by School

| School | Number to elected |
|--|-------------------|
| Bayes Business School | 6 |
| City Law School | 5 |
| Learning Enhancement and Development | 0 |
| St George's School of Health and Medicine* | 3 |
| School of Health and Psychological Sciences* | 4 |
| School of Science and Technology | 5 |
| School of Policy and Global Affairs | 5 |

* The combined total for the new School being elected is 7 and these roles will follow the name of the new School once this has been launched.

How to apply

To apply you must complete an online application form on the Union website, you can find it at www.csqsu.co.uk/nominate

You can only nominate yourself for one position, if you apply for more than one role then your last submission shall be taken as your final decision.

Here is what you must submit with your nomination form:

- Your preferred name
- A head and shoulders photograph of yourself
- A 6-word slogan
- Your three priorities
- Your social media handle, we'll use this for our candidate promo

Candidates who submit all the above by the content deadline will be entered into a prize draw to win one of these prizes:



The deadline for submitting your application online is Wednesday 26th February, 11:59PM.

The deadline for submitting your photograph, priorities, slogan and social media handle is Friday 28th February, 6:00PM.

Writing your priorities

As part of your application, you must write three priorities that you will aim to complete if elected by students. You will only have 40 words per point, which will each be presented as a paragraph, so bullet points, lists and similar will not be accepted.

Things to consider when writing your priorities

Think about your experience at City St George's and what matters to you most. Students who can vote for you will read your priorities when casting their vote so make sure you stand out. Be creative and don't worry about what other people might write.

Need more help understanding what students want? No problem, drop Tamanna an email on SUElections@city.ac.uk and she'll be able to help.

Applying as a Group of Candidates (Slates)

Collective campaigning, otherwise known as running on a slate is allowed but regulated to ensure the slate does not have an unfair advantage over others.

The names of all students wishing to form a slate must be provided on your application form. We'll be running candidate networking events to allow you to find people to run with, should you want to run with others:

Monday 25th February 2025, 1:00 – 3:00PM, E102

All slates must be confirmed by the close of nominations on Wednesday 26th February 2025, 11:59pm.

All candidates on a slate must share:

- A combined budget
- A group name
- At least one shared priority
- A shared slate slogan
- Publicity and branding

The slate group name will appear next to each candidate on the ballot. All members of a slate are responsible for the actions of the students in their group.

All candidates in the election, regardless of whether they are on a slate or not can recommend other candidates to voters, however any candidate that is not part of a slate must not share publicity materials of any kind.



Candidate Development

This year we're hosting a day of networking, skills sessions, creative workshops and more for candidates to help you prepare for the weeks ahead. Below is what you can expect from the day.

All candidates are asked to attend so put the date in your diary now!

Candidate Networking Evening – Thurs 27th February

| Time | Activity | Location |
|---------------|---|----------------------|
| 4:30 – 5:00PM | Welcome and refreshments | XXXX, Tooting campus |
| 5:00 – 6:30PM | Arts, crafts, advice drop-in session Come along to meet other candidates and to create your campaign materials. We'll supply materials, paints and other things | XXXX, Tooting campus |

Candidate Development Day – Fri 28th February

| Time | Activity | Location |
|-------------------|---|-------------------------------------|
| 11:00 – 11:15am | Welcome and refreshments Join us for some light snacks, tea and coffee. Sign up to have your photo taken by a professional photographer to use in your campaign. | E102, Clerkenwell campus |
| 11:15am – 12:00pm | Networking and organised fun Come and meet the other candidates running in the elections. | E102, Clerkenwell campus |
| 12:00 – 1:30pm | Candidate briefing This is a mandatory session for all candidates. You will learn about the rules and regulations that you must follow. <i>As this briefing is mandatory, candidates travelling from the Tooting campus can have reasonable travel expenses between the campuses reimbursed.</i> | E102 and online, Clerkenwell campus |
| 1:30 – 2:30pm | Lunch and crafts Join us for some pizza, t-shirt painting, badge making and other crafty things. | E102 and E120, Clerkenwell |
| 2:30 – 3:30pm | Option 1: Campaigning like a pro Learn how to run an effective campaign and communicate your message clearly and persuasively. | E102, Clerkenwell campus |

| | | |
|------------------|---|--------------------------------|
| | <p>Option 2: Social media superstars Discover strategies for effectively using social media and marketing to reach and engage with the student body.</p> | E120, Clerkenwell campus |
| 3:45 – 4:45pm | <p>Option 3: Higher Education buzz, what’s hot, what’s not? Get an overview of the latest trends and developments in higher education in the UK, helping you stay informed and relevant.</p> | E102, Clerkenwell campus |
| | <p>Option 4: Diversity champions – an introduction to equity, diversity and inclusion Understand the importance of promoting equality, diversity and inclusion and how it impacts elections.</p> | E120, Clerkenwell campus |
| 4:45 – 5:00pm | Day close and good luck! | E102, Clerkenwell campus |

Re-running Officers and Assembly Members

If you are currently an elected Students' Union Officer or Assembly Member then there are additional rules that you need to be aware of. These rules are to make sure that you are clear on what you can and cannot do in the lead up to the election, and so other candidates understand how we ensure everyone has a fair opportunity when applying for roles.

To summarise who this section is for:

- Someone who is currently a Students' Union Officer who is returning to study may apply to be an Assembly Member in the following academic year.
- Someone who is currently a Students' Union Officer can re-run for their role, so long as they have not been in post for two years already.
- Someone who is currently an Assembly Member can run to be a Students' Union Officer.

In addition to all the election rules, re-running candidates must follow these things:

- All campaign publicity and public announcements must be agreed in writing with Phil Gilks, Chief Executive from Monday 10th February to Thursday 13th March.
- The Union offices, including the Welcome Desk must not be used for electoral purposes.
- Students' Union Officers needing to use the office for day-to-day work during the voting days must agree in advance with Phil Gilks, Chief Executive.
- Students' Union Officers re-running to be an Officer or Assembly Member must run their campaign entirely separate from their day-to-day work and are required to take annual leave from Monday 10th March to Thursday 13th March.
- Students' Union Officers and Assembly Members must not use mailing lists, such as email threads, databases, WhatsApp groups or other social media channels they are part of in their professional capacity for the purpose of campaigning. The only exception to this is where they have been formally endorsed by a society or club and have followed the process that all other candidates are required to follow.
- Further, if you are part of a social media group (e.g. a WhatsApp group) as a result of being an Officer or an Assembly Member, you should not use this unfair advantage as part of your campaign.

Election rules

This section is designed to provide you with an understanding of the rules and regulations governing the elections. Adhering to these rules is important to ensuring a fair, transparent and democratic election process.

As a candidate you are expected to familiarise yourself with the following key documents and regulations:

City St George's Students' Union Articles and Bye-Laws

These documents outline the fundamental principles and procedures for the election process, including eligibility criteria, campaigning guidelines and voting procedures. All of the election rules are listed in this document: [Bye-Law 3: Elections](#).

City St George's Students' Union policies

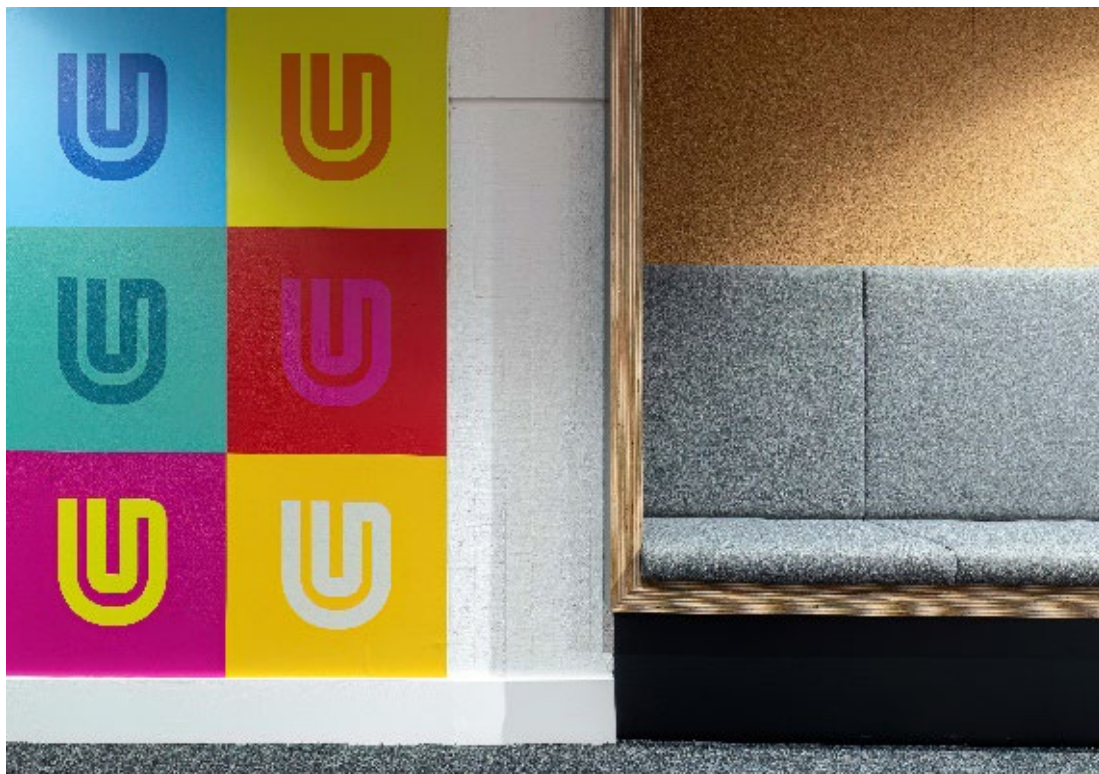
Alongside our bye-laws we have a suite of policies that you must stay within, the main ones for candidates to consider in the election are our [Equality and Diversity Policy](#); [Student-Staff Protocol](#); and for candidates running as Students' Union Officer our [Trustee Code of Conduct](#) which you must agree to if elected.

Education Act 1994

This UK law sets out the legal framework for the operation of students' unions, including requirements for democratic processes and financial accountability. This mainly applies to the role of Students' Union Officer as it is a full-time paid position.

University policies

Ensure you understand university policy that may impact your campaign, such as those relating to student conduct and behaviour. Others you also need to consider relate to health and safety, ensuring that you do not put anyone at risk from your actions.



A Message from the Deputy Returning Officer

Running a free and fair election is our goal – the rules over the next few pages have been designed to ensure that you, and voters have an equal and honest opportunity to elect your new Officer team.

Whilst this list of rules may seem long, it is not exhaustive, and more rules may be published at the discretion of the Returning Officer and Deputy Returning Officer. All our election rules are in addition to the Union's rules, City St George's regulations and UK Law. Breaking an election rule is very serious and if a candidate breaks any of the rules, then you can be sanctioned, disqualified or risk the continuation of the whole election. We really don't want any of these things to happen, so please read the following rules carefully and if you have any questions, just let us know.

We wish you all the best with your election campaign and look forward to meeting you soon.



Hannah Roberts (she/her)

Deputy Returning Officer / Deputy Chief Executive

Other Elections Officials

An 'Election Official' includes the Returning Officer, Deputy Returning Officer, and our Voice and Insight Team.

You can contact us on SUElections@city.ac.uk

Peter Robertson (he/him)

Returning Officer

SUElections@city.ac.uk

If you need to contact Peter, speak to one of our Election Officials.

Sarah Tammadge-Wall (she/her)

Elections Official / Democracy Coordinator

Sarah has previously worked as a Sabbatical Officer at Oxford Brookes, and as a staff member as SOAS. She has a brilliant working knowledge of our democracy and what our Assembly Members think and feel.



Zainab Iqbal (she/her)

Elections Official / Representation Coordinator

Zainab is a former student at City St George's and works closely with our Programme Reps. She has good knowledge of student issues at the university.



Tamanna Rashid (she/her)

Elections Official / Insight Coordinator

Tamanna is also a former student at City St George's, she has worked at the Union for over 4 years and works closely with student leaders and the university to produce research that aims to have a positive impact on the student experience.

Campaigning conduct and behaviour

As a candidate in the election, you can start talking to students about the election at the end of the Candidate Briefing, this includes posting online / on social media.

Campaigning activities must be conducted in a fair and respectful manner. Negative campaigning, harassment and any form of discrimination are strictly not allowed.

We ask all candidates to think about how you behave during the election and do the following.

Towards voters:

- Be respectful of voters.
- Do not vote on behalf of others.
- Do not communicate with people when they are voting.
- Do not provide devices to enable students to vote. For example, giving them your tablet or phone.
- Let students vote in peace. Do not touch any student's phone. Every phone is considered a ballot station, if you are caught helping you may be sanctioned; if a student needs help, direct them to a member of Union staff.
- Request permission from staff before campaigning in a class.
- Do not send bulk emails to students.

Towards other candidates:

- Respect other candidates and do not move or interfere with their campaign materials.
- Do not bully or harass others.
- Be kind to each other.

Towards Union and University staff:

- Be polite if requesting to speak to a course.
- Do not ask for support or for emails to be sent out on your behalf, staff must remain neutral and cannot action this.

Restricted locations and items

You must not campaign at any time in the following places, or use any of these items:

- Any City St George's libraries.
- Individual quiet study spaces.
- Faith spaces (i.e. prayer rooms or other spaces for worship).
- Immediate areas around voting stations.
- Any stickers or helium balloons.

Religious dates and considerations

During the elections period, several key dates may affect students' participation.

| Date | Event | Information |
|--------|-------------------------------------|---|
| 15 Feb | Parinirvana (Buddhist) | Commemorates Buddha's passing into final Nirvana. Students may observe with meditation and teachings. |
| 24 Feb | The Great Lent (Orthodox Christian) | Period of fasting, prayer and repentance leading to Easter. Students may be fasting. |
| 26 Feb | Maha Shivarati (Hindu) | Celebrates Lord Shiva with fasting, chanting and night vigils. Students may be fasting. |
| 1 Mar | Ramadan begins (Islam) | A holy month of fasting, prayer and reflection. Students will be fasting from dawn to sunset. |
| 5 Mar | Ash Wednesday (Christian) | Markets the beginning of Lent. Students may observe this day with prayer and fasting. |

As a candidate, it is important to approach students with sensitivity and respect, especially during these important dates where it may not be immediately obvious that someone is observing and/or fasting. Here are some tips to help you connect with voters during this time:

Here are some tips to help you connect with voters during this time:

- Show understanding and respect if a student tells you they are fasting.
- If a student wants to talk about observing a particular festival or month, show a genuine interest in learning about the significance for that person.
- Adjust your campaign schedule for those observing Ramadan and consider only giving out food items after sunset.
- Talk about your commitment to inclusivity and how you support the diverse needs of the student community.
- Join community events, for example attend an organise Iftar or similar.
- Listen and learn to the experiences of students of faith.

Voting and the voting process

The election is conducted by a secret ballot, ensuring that all votes are confidential. We use a voting system called Single Transferable Votes (sometimes called STV) to ensure a fair and representative outcome. This voting method allows voters to rank candidates in order of preference, which helps to reflect the collective preference of students more accurately.

When students vote, they will be asked to rank candidates, i.e. mark their first choice with a "1", second choice with a "2" and so on. Students are not required to rank all candidates, but doing so helps them ensure their vote is fully utilised.

The counting process for this voting method involves several stages:

- A quota is set using this formula: $(\text{total valid votes} / \text{number of positions}) + 1$. This ensures the elected candidates represent a majority of voters.

- First preferences – initially only the first-choice votes are counted. If a candidate receives enough first-choice votes to meet the required quota then they are elected.
- Surplus votes – if a candidate has more votes than the quota then their surplus votes are transferred to the remaining candidates based on the voters' next preference.
- Elimination - if no candidate meets the quota after the first count then the person with the least votes is eliminated. Their votes are then transferred to the remaining candidates based on the voters' next preference.
- Repeat – the process of transferring surplus and eliminating candidates continues until all positions in that election are filled.

Having some understanding of STV can help you organise your campaign more effectively.

Candidate budget

There are strict limits on the amount of money that can be spent on campaign materials. Each candidate is allowed to spend up to £50 on their campaign and must not exceed this figure. Any money you spend will be reimbursed to you within one month of the election results. To claim your money back you must keep itemised receipts of everything you spend on your campaign.

Details on reimbursement procedures will be shared at the Candidate De-Brief event on Thursday 13th March, 2.30PM.

With a budget of £50 it is important to plan your expenses carefully to have the greatest impact. Here are some tips:

- Identify and prioritise the most effective promotional materials for your campaign and allocate budget accordingly.
- Consider creating some materials yourself to save costs. For example, attending a Union event to create a banner or t-shirts using free materials.
- Consider running on a slate so you can partner with other candidates and share costs for your ideas.
- Keep a detailed record of all your spending to ensure you stay in budget.

Slate budget information

If you are part of a slate, then your budget is reduced based on the number of people you run with.

| Number of candidates | Budget | Information |
|---|-----------|---|
| Single candidate | £50 | Maximum budget allowed |
| 2 candidates running together | £75 | Maximum combined budget (x1.5 of the single budget) |
| 3 candidates running together | £87.50 | Maximum combined budget (x1.75 of the single budget) |
| More than 3 candidates running together | See below | Maximum combined budget (x1.75 of the single budget, plus x0.25 for every additional candidate) |
| 4 candidates running together | £100 | |
| 5 candidates running together | £125 | |

Promotional materials

Promoting your campaign effectively is important to reaching and engaging voters. This section gives you a guide on the types of promotional materials you can use and how to manage your £50 budget.

Ideas for promotional materials

Here are some ideas for your materials, you could design these yourself or ask a friend to help:

Posters and flyers

Eye-catching and informative posters and flyers that highlight your key messages and priorities. Printing in bulk and using an online printer can reduce cost. Some companies offer a student discount.

Putting your posters in high-traffic areas on campus and distributing flyers at peak times in the day can maximise visibility.

Social media

Using platforms like Facebook, Instagram, X and TikTok can be useful for reaching wider audiences. Creating engaging content like videos, graphics, and posts that resonate with students is a great way to get in votes. You could also use some of your budget for targeted social media advertising.

Merchandise / incentives

Consider ordering affordable items like badges, or pens with your campaign logo and slogan. Hand out merchandise at events or near ballot stations to create an impression.

Events and stalls

Organise small events or set up stalls in busy areas to interact directly with students. If you can't organise a stall then just speaking to students on campus can do this too.

Engage with society / sport activities

Find out what is happening on campus on the Union's website and attend events to discuss your ideas and campaign for support.



Candidate wellbeing

Running in the elections can be an exciting but also demanding experience. It's important to prioritise your wellbeing throughout the campaign. This section provides resources and tips to help you maintain your mental and physical health during this busy period.

If at any point you feel overwhelmed, stressed or upset contact one of the Union team by going to the Union's Welcome Desk or offices, or calling 0207 040 5600.

Mental Health Support

Your mental health is crucial, especially during the stress of an election campaign. Here are some resources and tips to help you stay mentally healthy:

- **Union Advice and Support:** The Union can offer you a listening ear if you are feeling stressed or upset. Just ask our team.
- **Counselling Services:** The university offers confidential counselling services to support you through any challenges you may face.
- **Mindfulness and Relaxation:** Consider using mindfulness apps like Headspace or Calm to help manage stress and anxiety.
- **Peer Support:** Connect with fellow candidates or friends to share experiences and support each other. Sometimes, just talking about your feelings can make a big difference.
- **Candidate Check-In (Daily):** Attend the Union's Community Space in E221, 9.30 – 10.00am for freebies and updates on the elections data.

Physical Health

Maintaining your physical health is equally important. Here are some tips to keep you feeling your best:

- **Exercise:** Regular physical activity can help reduce stress and improve your mood. Take breaks to go for a walk, run, or attend a fitness class.
- **Nutrition:** Eating a balanced diet can help you stay energised and focused. Avoid excessive caffeine and sugary snacks, and try to include plenty of fruits, vegetables, and whole grains in your diet.
- **Sleep:** Ensure you get enough sleep each night. Aim for 7-9 hours to help your body and mind recover from the day's activities.

Time Management

Balancing your campaign with academic and personal responsibilities can be challenging. Effective time management can help you stay on top of everything:

- **Planning:** Use a planner or digital calendar to schedule your campaign activities, study time, and personal commitments.
- **Prioritisation:** Identify your most important tasks each day and focus on completing them first.
- **Breaks:** Take regular breaks to rest and recharge. Short breaks can improve your productivity and prevent burnout.

Staff information

Understanding the roles and responsibilities of different staff members is crucial for candidates in the elections. This section provides clear information on what various staff members can and cannot do to ensure a fair and transparent election process.

Union staff

Our team are here to support the election process and ensure it runs smoothly. They must remain neutral and cannot campaign for or against any candidate. Their roles include:

- Offering advice and support to candidates on election rules and procedures.
- Organising and managing election-related events, such as candidate briefings, trainings and results night.
- Monitoring campaign activities to ensure compliance with election rules and addressing any breaches.

University staff

University staff and academics play a vital role in maintaining the integrity of the election process. They must remain neutral and cannot campaign for or against any candidate, this includes using university resources such as email lists or other communications to support a candidate. Their responsibilities include:

- Offering factual information about the election process and relevant university policies.
- Encouraging student participation in the elections and fostering a positive environment for democratic engagement.

Student staff (UniTemps or Union)

Student staff, including those working in various university departments or the Students' Union, have specific guidelines to follow during the election period:

- While they can participate in the election as voters, they must remain neutral when on shift in their work role.
- Only students appointed as Election Assistants can assist with logistical aspects of the election, such as setting up polling stations or distributing materials, under the direction of the Elections Team.
- Student staff cannot campaign for any candidate during their working hours or while performing their job duties.
- They must not use their position or any work-related resources to influence the election outcome.

Complaints

We want the elections to be enjoyable for all candidates, students and staff so if you are worried that a rule has been broken by another person, just let us know.

To submit a complaint, you must fill in the complaints form on the Union website.

We will get back to you within 24 hours. From the point you submit your complaint, through to the complaint being closed.

This is normally what happens during the complaints process:

1. Complaint submitted; Deputy Returning Officer notified.
2. Complaints reviewed in order they are submitted.
3. Investigation starts, complainant receives notification of complaint raised against them.
4. Deputy Returning Officer reviews evidence submitted.
5. Following an investigation all students involved in the complaint contacted.
6. If required, additional evidence and information is requested.
7. Final decision is made by Deputy Returning Officer based on evidence.
8. Complaint outcome is communicated to everyone involved.
 - a) If a minor sanction is applied to a candidate there is no right of appeal.
 - b) If a major sanction, such as disqualification, is applied then the candidate may appeal to Peter Robertson, Returning Officer and must do so within 24 hours of the outcome being communicated.
9. Complaint closed.

Contact information

Our team are here to help you with any questions or concerns you may have relating to the election. Whether you need assistance with nominations, planning campaigning, or voting, please do get in touch.

Elections Team Contact Information:

Hannah Roberts, Deputy Returning Officer
SUElections@city.ac.uk
0207 040 5607

Peter Robertson, NUS, Returning Officer
SUElections@city.ac.uk

Office hours: Monday to Friday, 9.00am – 5.00pm

Follow Us or Tag Us on Social Media:

Instagram: @csgsu_

For more detailed information about the elections, please refer to the Elections Handbook or visit our website at www.csgsu.co.uk/elections