Hansard Society

Y Vote Mock Elections



page 1

teacher's notes

Y Vote Mock Elections aim to engage students with the political, social and moral issues of the world around them by giving them the opportunity to stand as party candidates, speech writers and canvassers in a mock election.

Y Vote Mock Elections give students the opportunity to engage in a fun active citizenship exercise and provides an excellent introduction to the mechanics and issues involved in an election.

This pack should be used in conjunction with the Y Vote Mock Elections site www.mockelections.co.uk to organise a successful election event in your school.

Y Vote Stages

Please use this chart as a guide to activities you can follow in running your Y Vote Mock Election. You may choose to devote more time to some stages than others and may skip some altogether.

+ Stage 1	Staff briefing, Election Coordinator and teacher advisers for each party chosen.
+ Stage 2	Y Vote Election announced in assembly. Pupil election organisers are chosen.
+ Stage 3	Candidate nominations put forward, parties/independents/pressure groups are formed.
+ Stage 4	Candidates selected, jobs divided amongst other party members.
+ Stage 5	Voter registration.
+ Stage 6	Campaigning really begins, Notice of Poll goes up and parties begin writing policies.
+ Stage 7	Design election material, make videos and websites.
+ Stage 8	Begin organising polling stations, ballot boxes.
+ Stage 9	Poll cards and ballot papers distributed. Student campaigns in full swing with canvassing and lunch time debates.
+ Stage 10	Hustings day.
+ Stage 11	Polling day, votes counted, results declared and sent to the Hansard Society.



Useful Resources



page 2

2 teacher's notes

The Y Vote Mock Elections site: www.mockelections.co.uk should be your first port of call for election information, lesson plans and the dedicated student section. These additional resources should also prove useful in planning and running your Y Vote Mock Election.

Websites

The Hansard Society: www.hansardsociety.org.uk www.headsup.org.uk www.beingheard.org.uk

The Electoral Commission: www.electoralcommission.org.uk www.aboutmyvote.co.uk www.dopolitics.co.uk

The Department for Education and Skills: www.dfes.gov.uk www.teachernet.gov.uk

Association for Citizenship Teaching: www.teachingcitizenship.org.uk

Citizenship Foundation: www.citizenshipfoundation.org.uk

Institute for Citizenship: www.citizen.org.uk

Council for Education in World Citizenship:

www.cewc.org

Operation Black Vote: www.obv.org.uk

Electoral Reform Society: www.electoral-reform.org.uk

UK Parliament:

www.explore.parliament.uk www.parliament.uk

UK Youth Parliament: www.ukyouthparliament.org.uk

DVDs

Scrutiny Uncovered offers an introduction to the work of Select Committees, the cross-party bodies responsible for carrying out Parliament's key role – to hold the Government of the day to account. Parliamentary Education Unit, House of Commons

Videos

Parliament Uncovered 60 minute video and support materials to inform students aged 14–18 about the work of Parliament. Parliamentary Education Unit, House of Commons

Our Parliament Video and Teacher's Guide (for students aged 7–10 and 11–14 individually) has been produced to link with the political literacy strand of the English National Curriculum.

Parliamentary Education Unit, House of Commons

Publications

Representatives In Schools Series

Free resource packs that provide schools with the information they need to organise a student-led visit from their Elected Representative. Available in the series are: MPs In Schools, MEPs In Schools, Welsh AMs In Schools and MSPs In Schools. *Hansard Society*

Your Parliament

Produced by the Hansard Society in association with the House of Commons and the House of Lords. It is freely available and designed to inform people from all walks of life of how they can have direct influence on the British parliamentary process. *Hansard Society*

Democracy Cookbook

Produced by The Electoral Commission, it contains independent information about how politics works, what UK democratic institutions do and why they matter. *The Electoral Commission*

Discover Parliament

Aimed at 11–14 year old students, this booklet explains the work of Parliament. Parliamentary Education Unit, House of Commons

Wise up about Parliament

A booklet written and illustrated to provide a basic guide to Parliament and its work for 8–12 year old students. Parliamentary Education Unit, House of Commons

General Elections Explained

An illustrated booklet explaining general elections in the UK for 8–12 year old students. *Parliamentary Education Unit,* House of Commons

The Work of an MP

A primary/early secondary age range booklet designed to inform students of the varied work of an MP. Parliamentary Education Unit. House of Commons

Citizens and Society – Political literacy teacher resource pack

Teachers are provided with the means to introduce ideas and forms of argument that enable students to become informed and questioning citizens. *Citizenship Foundation*

Learning Through Elections

Lesson plans, activities and background information designed to support secondary teachers in bringing the concepts of citizenship and democracy to life during a general election. *Institute for Citizenship*



Election Steps



page 3

3 teacher's notes

Here is your step-by-step guide to organising a successful mock election in your school. It is up to you how much time you spend on each step.

Preparation

- → Agree budget, resources and book assembly hall, computer labs and classrooms.
- → Decide what kind of Y Vote Mock Election you will run – will you dedicate a block of time to it or will it be run over a series of weeks?
- → Create a Y Vote display to help make students and staff aware of the project. Material from the Y Vote Mock Elections site (www.mockelections.co.uk) plus the additional resources mailed to you upon registration can be used in the display. Key dates such as the deadline for voter registration and polling day should also be clearly displayed.
- ♣ Split responsibility for different aspects of the project amongst colleagues. One suggestion is that different teachers can supervise different parties, pressure groups, polling teams etc. Or it could be that specialist teachers supervise different activities. For example, the ICT department could oversee the designing of leaflets, whilst the English department could oversee writing of press releases.
- → Let the local offices of all political parties know about your Y Vote Mock Election. They can be invaluable in providing leaflets, badges and other campaigning resources that your students can use in their election.
- → Find out if other secondary schools in the local area are taking part and how they are planning to run their elections.
- ♣ Recruit students for your Election Team. (See page 18.)

The Candidates

- ← Encourage pupils from all year groups to stand as candidates, either for a party or as an independent. Like minded students could organise themselves into a party and elect their candidates.
- ➡ Inform potential candidates of candidate registration deadlines and distribute the Candidate Nomination Form. (See page 6.)
- All candidates should be encouraged to read the notes on the Nomination Form before deciding whether to stand.

The Jobs

- → Y Vote Mock Elections work best when a large amount of students are involved in the campaigns as well as being voters. Encourage the parties to have a representative number of pupils from all year groups and use the job descriptions on page 18 to give the students something to refer to.
- → Designate one teacher per party, then this group can meet at lunchtime or after school to split the jobs and responsibilities.
- → When jobs have been divided up, put the names, job titles and duties of each party member on a large piece of paper and distribute them to the parties so the campaign team understand their role.
- → Students not involved with a party could be encouraged to set up a pressure group at this stage, see the Policy Activities on page 20.
- → The election team should start making ballot boxes, pin up Notice of Poll (see page 15) and Y Vote Mini Posters.

Party Policies

- → Use www.mockelections.co.uk as the first point for research on manifestos of real political parties.
- → Start designing materials such as leaflets, posters and rosettes, which should be as colourful and attractive as possible.
- → Students could contact their local party headquarters directly to get advice and resources for use in their campaign.
- → Distribute the Manifesto template on page 23 and encourage parties and candidates to put their pledges down. These can then be used in the campaign or shortened for leafleting.
- + Consider incorporating some activities during lesson time with chosen year groups. For example, designing leaflets is a good way of meeting Key Skills Communications and ICT.
- → See if your constituency candidates from local political parties are willing to attend your school. Aim for a cross party balance of views.

(continued)



Y Vote Mock Elections

Election Steps (cont.)

page 4

The Campaign

- → The Y Vote campaign should mirror real election campaigns. Adapt activities such as door to door canvassing by giving candidates permission to visit other classes during form time. Use page 17 as a checklist.
- ♣ Encourage candidates to display their election material around school to raise the profile of your Y Vote Mock Election. Special election newsletters could be distributed, and interviews with all the candidates could appear here or in the school paper.
- There is a list of suggested activities for students during the campaign on page 19.

Hustings/Question Time

- → Hustings is a great opportunity for candidates to go head to head and show the electorate what they're made of.
- Designate an extended lunchtime to accommodate hustings day for parties to influence voters and publicise this around the school.
- → Designate one teacher and student team to oversee the hustings process and ensure order is kept and everyone gets a fair say. Refer to page 18 for more details.
- ♣ In preparation for Hustings Day, you could organise soap box rallies at regular intervals.
- Encourage party members to distribute their election leaflets to the assembled throng.
- → Take photographs that can be displayed on the election board.

N.B. – The Hansard Society's Y Vote Mock Elections Team are always keen to hear about schools election events and would appreciate any photos (with proper clearance) or pupil stories you can send in. These stories and photos will then be displayed in the Y Vote Stories section of the Y Vote Mock Elections website www.mockelections.co.uk.

Register the voters

- Decide on your deadlines for voter registration and postal vote applications.
- → Publicise the deadline to students explaining that if unregistered, they will not be issued with a polling card and therefore be unable to vote. Use pages 16–17 to show the electorate the importance of voting and their role in choosing the most suitable party for their school.
- → Each voter should have an individual registration number. Record this on the Registration Form (see page 7) and then on the Polling Card (see page 9) which is given to the voter.
- → Form/tutor time can be used to register voters.
- → Get the election team to prepare the Voter Registration Forms (see page 7), Poll Cards (see page 9) and Ballot Papers (see page 9).
- → Ballot Papers should be individually numbered after they have been photocopied and officially stamped (a date or school address stamp can be used).

Polling Stations

- ♣ Polling Stations should be set up at a central point in the school.
- → This is a secret ballot and schools should ensure that pupils have access to private voting areas, it is up to individual schools to decide how to organise this.
- → Use Cue Cards 8 and 9 to give the election team instructions on what to do on the day.
- → Decide whether Poll Cards should be issued the day before polling day or just before pupils vote, to ensure they do not lose them!
- ♣ Parties should not be allowed to canvass inside the actual polling station.

→ Contact the local press to publicise your school election. Use the press release template in the Teachers Materials section of the Y Vote Mock Elections site for this.

Announce the winner

- Announce the Y Vote Mock Election winner during school lunchtime or at the school assembly. See Cue Card 9
- → Take lots of photographs that can be sent to the Hansard Society, and the local press.
- ♣ Register your school's Y Vote Mock Election results at www.mockelections.co.uk and you will receive a wall chart with all school's results.

Counting the votes

- → The number of Ballot Papers counted should be the same as the number of Ballot Papers issued for the Election.
- → The Ballot Papers should be sorted into piles for each candidate, with one pile for spoiled Ballot Papers.
- → The Counting Clerk should check spoiled Ballot Papers with the Election Officer, to agree the number of invalid slips.
- → The votes for each candidate should be counted and recorded, and the total numbers should be equal to the total votes cast.
- ← Calculate who has won using the "Election Info" section of the Y Vote Mock Elections site.



Notes for Suggested Activities



page 5

teacher's notes



Designing a poster and logo

Get in touch with the local party offices for resources such as posters and logos. Students can use these as a model to design their own and target their audience. Students should be encouraged to use the manifesto template on page 23 to develop their party policies and come up with sound bites before designing material. This will help to ensure that key messages are made clear on all promotional material.



Writing a press release

Press releases can be used both within the school and externally with the local press. Press release templates are available in the Teachers Materials section of the Y Vote Mock Elections site and can be adapted easily and quickly for your school.



Design a campaign website or weblog (blog)

Websites and blogs are becoming increasingly important in political campaigning. Your students can harness the power of the internet to promote their party and let the people know what they stand for. As well as developing web design skills, students will have to decide how best to impress their audience.

Check with your ICT Coordinator what website design software your school uses. In addition, this website and blog building software is simple to use and available free on the internet:

Websites

- → www.moonfruit.com
- → www.tripod.lvcos.co.uk
- → www.wigglebits.com

Blogs

- → www.blogger.com/
- + www.livejournal.com/

Note: Any websites created by students will be in the public domain so please ensure that no personal or contact information is put on the sites.



Produce a political party video

If equipment is available, your students could create party political broadcasts to be shown at a special Election Day assembly. Schools who do not have access to cameras and editing equipment could work in partnership with other schools in the local area.



Pressure groups

Young people often engage best with politics when focusing directly on issues such as crime, the environment etc. Forming pressure groups can help pupils understand that there are different ways of being involved in politics and campaigning for change. Pressure groups will also help to ensure that more school members are involved in the election project. "Real life" pressure groups such as Greenpeace and Make Poverty History provide information for schools and are often willing to come and speak to pupils.



Debates

Holding debates between candidates or "Question Time" style debates is a good way to get students enthused about the Y Vote Mock Elections process. It helps voters to make informed decisions on who they wish to vote for.



Note: Fill in the name of the Election Coordinator and closing dates before photocopying. This master template is to be photocopied and cut out along the dotted line before use.

SIGNED

Candidate Nomination Form & Guidance for Candidates



page 6

template 1

Candidate Nomination Form

- + You are entitled to stand as a candidate for the school election as long as you have four nominees to support you and sign your registration form.
- + You must ensure that you submit this form to the Election Coordinator by the date stated below. You will not be able to stand as a candidate if you miss this deadline.
- + You are entitled to stand as the representative of a party or as an independent candidate.
- + Once the registration form has been accepted, you have made a commitment to represent your party through the election process.
- If at any point you are uncertain of your responsibilities or the official rules and regulations, consult your Election Coordinator. NAME OF ELECTION COORDINATOR **CLOSING DATE FOR NOMINATIONS** I wish to stand as a candidate: **FULL NAME** THE PARTY I WISH TO STAND FOR

DATE

I	have been nominated by:	
1	Nominee	
	FULL NAME	SIGNED
2	Nominee	
	FULL NAME	SIGNED
3	Nominee	
	FULL NAME	SIGNED
4	Nominee	
	FULL NAME	SIGNED



Note: All students of this school/ college are entitled to vote. You cannot vote unless you have registered on this form by the deadline. If you expect to be absent on Election Day, you may apply for a postal vote (see your Election Coordinator). Ensure the name of the Election Coordinator and deadline for submission are filled in before use. This master template is to be photocopied and cut out along the dotted line before use.

Hansard Society Y Vote Mock Elections

Voter Registration Form







Voter Registration Form		X
THIS FORM MUST BE RETURNED TO	RETURN BY THE ABOVE DATE	Nõi

Registration No.	First name	Surname	Signature
			,

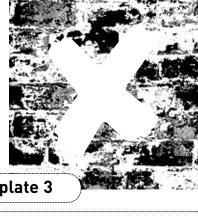
Postal Vote Application

Note: Please fill in the return date before photocopying.

This master template is to be photocopied and cut out along the dotted line below before use.

page 8

template 3



Postal Vote Application

This is your official Application for a Postal Vote. Use this form if you will be absent from school on polling day.

Your name	
Registration number	
Form/Tutor group	
Reason for absence	
Return to Election Coordinator by	
I confirm my reason for being absent is genuine.	
Signature Date	2

Postal Vote Application

This is your official Application for a Postal Vote. Use this form if you will be absent from school on polling day.

Your name		
Registration number		
Form/Tutor group		
Reason for absence		
Return to Election Coordina	ator by	
I confirm my reason for being	ng absent is genuine.	
Signature	Date	2

Postal Vote Application

This is your official Application for a Postal Vote. Use this form if you will be absent from school on polling day.

Your name		
Registration number		
Form/Tutor group		
Reason for absence		
Return to Election Coordinator	by	
I confirm my reason for being	absent is genuine.	
Signature	Date	3
		ĮQĮ

Postal Vote Application

This is your official Application for a Postal Vote. Use this form if you will be absent from school on polling day.

Your name		
Registration number		
Form/Tutor group		
Reason for absence		
Return to Election Coordinato	r by	
I confirm my reason for being	absent is genuine.	
Signature	Date	3

Hansard Society

Y Vote Mock Elections

Note: Please fill in the name of School/College, Polling Station, Polling day and Polling hours before photocopying both sides

This master template is to be photocopied and cut out along the dotted line before use.



page 9

template 4a



Poll Card

Please read the reverse of this card carefully to find out how to make your vote count.

Your name	
Registration number	
School/College	
Your Polling Station is	
Polling Day	
Polling hours	
to	2

Poll Card

Your name

Please read the reverse of this card carefully to find out how to make your vote count.

Registration number	
School/College	
Your Polling Station is	
Polling Day	
Polling hours	
to	3

Poll Card

Please read the reverse of this card carefully to find out how to make your vote count.

Your name	
Registration number	
School/College	
Your Polling Station is	
Polling Day	
Polling hours	
to	2

Poll Card

Please read the reverse of this card carefully to find out how to make your vote count.

Your name	
Registration number	
School/College	
Your Polling Station is	
Polling Day	
Polling hours	
to	3

Note: These cards should be fixed to the back of the polling cards before use.

This master template is to be photocopied and cut out along the dotted line before use.

Reverse Side of Poll Card

page 10 (

template 4b

Congratulations on registering your vote

- Fill out the front of this card and take it to the Counting Clerks on polling day.
- The Election Officer will give you an officially stamped ballot paper.
- **3** Go to the polling booth.
- Follow the instructions on the ballot paper and cast your vote.
- Fold the ballot paper in two, put it in the ballot box.
- If you make a mistake, show the Election Officer the spoiled ballot paper, and get another one.
- Remember that you do not have to tell anybody who you voted for!



Congratulations on registering your vote

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Congratulations on registering your vote

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- The Election Officer will give you an officially stamped ballot paper.
- **3** Go to the polling booth.
- Follow the instructions on the ballot paper and cast your vote.
- Fold the ballot paper in two, put it in the ballot box.
- If you make a mistake, show the Election Officer the spoiled ballot paper, and get another one.
 - Remember that you do not have to tell anybody who you voted for!



Note: Candidate's surname followed by first name should be printed above the party name. Logos should go in the left hand box. Ballot papers should be numbered and officially stamped. For more information on voting systems and different types of elections please visit www.mockelections.co.uk.

This master template is to be photocopied and cut out along the dotted line before use.

Y Vote Mock Elections First-past-the-post (FPTP) Ballot Papers

nnlate 5

page 11

template 5

Ballot Paper

Vote for One Candidate Only.

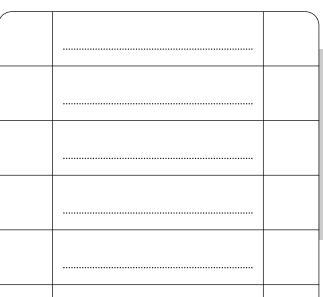
Mark a cross (X) in the right hand box next to the name of the candidate you wish to vote for.

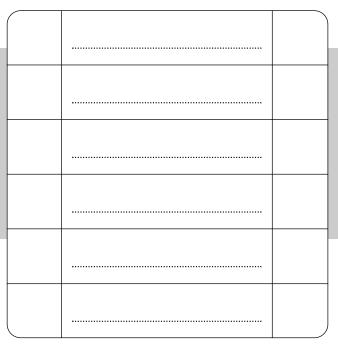


Ballot Paper

Vote for One Candidate Only.

Mark a cross (X) in the right hand box next to the name of the candidate you wish to vote for.





Ballot Paper

Vote for One Candidate Only.

Mark a cross (X) in the right hand box next to the name of the candidate you wish to vote for.



Ballot Paper

Vote for One Candidate Only.

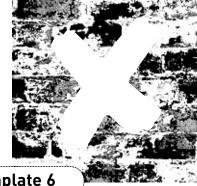
Mark a cross (X) in the right hand box next to the name of the candidate you wish to vote for.



 			To carrain you mon to total ton	

Note: Fill out the referendum question in the space provided before photocopying. Ballot papers should be numbered and officially stamped. For more information on voting systems and different types of elections please visit www.mockelections.co.uk.

Referendum Ballot Papers



This master template is to be photocopied and cut out along the dotted line before use.

page 12

Hansard Society

Y Vote Mock Elections

template 6

Referendum on	Referendum on
Ballot Paper	Ballot Paper
Question	Question
Vote (X) for one option only	Vote (X) for one option only
YES	YES
NO	NO
With the second	VQ.
Referendum on	Referendum on
Ballot Paper	Ballot Paper
Question	Question
Vote (X) for one option only	Vote (X) for one option only
YES	YES
NO	NO

Note: Candidate's surname followed by first name should be printed in the middle box, voter preference in the right box with logo in the left box. Ballot papers should be numbered and officially stamped. For more information on voting systems and different types of elections please visit www.mockelections.co.uk.

This master template is to be photocopied and cut out along the dotted line before use.

Hansard Society Y Vote Mock Elections Single Transferable Vote Ballot Papers

page 13

template 7

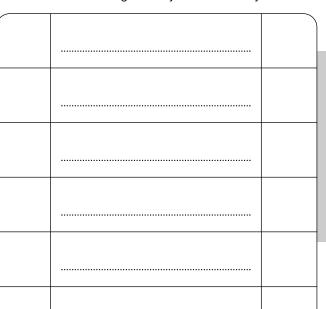
Ballot Paper

Put a **1** after your first preference/choice, **2** after your second preference/choice, **3** after your third preference/choice and so on ranking as many candidates as you wish.



Ballot Paper

Put a 1 after your first preference/choice, 2 after your second preference/choice, 3 after your third preference/choice and so on ranking as many candidates as you wish.



Ballot Paper

Put a 1 after your first preference/choice, 2 after your second preference/choice, 3 after your third preference/choice and so on ranking as many candidates as you wish.



Ballot Paper

Put a **1** after your first preference/choice, **2** after your second preference/choice, **3** after your third preference/choice and so on ranking as many candidates as you wish.



Note: This ballot is to be used in conjunction with the FPTP ballot paper for Additional Member Elections. The party logo should go in the left hand box and the name of the candidate in the middle box. Ballot papers should be numbered and officially stamped. For more information on voting systems and different types of elections please visit www.mockelections.co.uk.

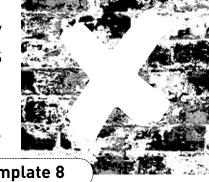
This master template is to be photocopied and cut out along the dotted line before use.

Hansard Society Y Vote Mock Elections Additional Member System

Ballot Papers

page 14 (

template 8



Ballot Paper

Vote for One Party Only. Mark a cross (X) in the right hand box next to the name of the party you wish to vote for.

Logo	Party Name	Vote X

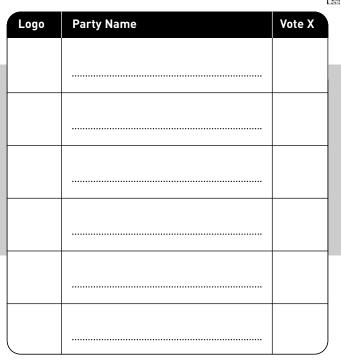
Ballot Paper

Vote for One Party Only. Mark a cross (X) in the right hand box next to the name of the party you wish to vote for.

Logo	Party Name	Vote X
		,

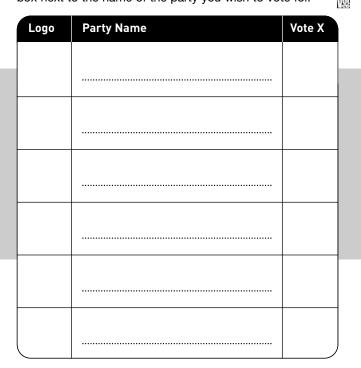
Ballot Paper

Vote for One Party Only. Mark a cross (X) in the right hand box next to the name of the party you wish to vote for.



Ballot Paper

Vote for One Party Only. Mark a cross (X) in the right hand box next to the name of the party you wish to vote for.











page 15

Time of Polling

NOTICE OF P

Note: Election Coordinator should complete this form and display photocopies around the school. This master template is to be photocopied and cut out along the

Date of Election

dotted line before use.

		to			
	Location of Polling Stations				
	Candidates				
Name	Party				

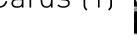
Do not remove - Issued by the Election Coordinator.

Note: These Cue Cards are designed to act as a step by step guide for students to follow in organising their election campaign. It is up to you to decide how best to use these. Many schools split up the cards and responsibilities so more students can get involved and campaigns can be better organized.

This template is to be photocopied and cut out along the dotted line before use.

Hansard Society Y Vote Mock Elections

Cue Cards (1)



page 16 (template 10a



Preparation

Find out the date of **Polling Day*** from your teacher and begin work on your election campaign plan. Election campaigns work best when you have many people all working for the same cause so you should begin to rally people to form a political party. There are many different ways you and your fellow students can be involved in Y Vote Mock Elections so be sure to use these cue cards and the information in the Student Section of the Y Vote Mock Elections site www.mockelections.co.uk to give you ideas.

*Polling Day: day of election



Cue Card 2

The Candidates

Anyone can register to stand as a candidate, as long as four other people nominate* you. You will have to decide which political party to stand for. Check out the student section of the Y Vote Mock Elections website www.mockelections.co.uk for a list of all the political parties. If you don't feel you fit into any of them why don't you form your own party?

Once you have decided on your party, you will have to put together a campaign team to help you with your responsibilities to:

- → Decide on your party's policies* and objectives.
- Represent your party during the election campaign.
- → Motivate and support your party members.
- → Help to encourage fellow students to vote for you.

You must submit your nomination form to the Election Coordinator by the deadline stated on the nomination form.

If more than one person wishes to be the candidate, then a short list* should be drawn up. Party members must then choose/vote for who they want to represent them.

*Nominate: to suggest or propose a candidate.

*Policies: a plan of action based on a set of beliefs.

*Short List: a list of suitable candidates.

Cue Card 3

Dividing up the jobs

A candidate is only as good as his/her party, so make sure you put together a good team. There are lots of jobs to be done within your party - election agents, designers, speechwriters, canvassers, spies, policy makers, spindoctors - so everyone will have an important role to play. Draw up a table, such as the one below, showing party members their responsibilities and deadlines.

Name	Job title	Tasks	Deadline
			<i></i>

Use the job descriptions your election coordinator gives you to help you fill this form out. Check with your Election Coordinator if it is possible to use class time for major activities. For example, posters could be designed in Art classes and speeches/policies could be written in either English or History lessons.

Cue Card 4

What does your party stand for?

It is up to political parties to impress people and get them to vote for them. No matter how good your candidate is, if your party doesn't have a strong set of policies behind it people aren't going to know what you stand for and will not vote for you.

Most parties have a policy on education, environment, health, money and law and order. You can have some fun policies, but the sensible ones will give your party a professional and serious image.

Check out party websites and www.mockelections.co.uk for information. You may want to give your party a slogan or soundbite* so that voters remember what you stand for.

Once you have worked out your policies, use the manifesto* template your Election Coordinator gives you to put your policies down on one sheet. This will help people to understand what you stand for and can be used in campaigning.

*Manifesto: the policies on which a party fights an election.

*Constituency: an electoral area.

*Soundbite: a key phrase, usually used by the media, to sum up the main theme of a party or policy.



Note: These Cue Cards are designed to act as a step by step guide for students to follow in organising their election campaign. It is up to you to decide how best to use these. Many schools split up the cards and responsibilities so more students can get involved and campaigns can be better organized.

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Hansard Society Y Vote Mock Elections

Cue Cards (2)

page 17

template 10b

Cue Card 5

The Campaign

Write a checklist of things that you can do to ensure a successful campaign. Find out from your teachers if you can photocopy leaflets and posters and visit other form /tutor groups. Encourage your school to designate an "election area", where posters can be displayed and information can be distributed. You can:

- → Design a logo. You can use the party logos available on the Y Vote Mock Elections website www.mockelections.co.uk as a guide or design something completely new.
- → Design rosettes and posters. Use the rosette template your Election Coordinator gives you to come up with colourful rosettes.
- ♣ Write press releases or newsletters.
- ♣ Prepare speeches for hustings*.
- ♣ Speak to the voters and encourage them to register.
- ♣ Design manifesto leaflets.
- Contact your local newspaper or radio station for exposure.

*Hustings: speeches made by election candidates to try and impress the voters.



Cue Card 6

Registering the voters

Every student in the school is entitled to vote, but voting is **non-compulsory*** and it is up to individuals to ensure they are on the **electoral register***. Encouraging fellow students to register is a good way to **canvass*** and persuade them to vote for you.

Be ready to answer the question, "why vote?" All members of the school have an important part to play in this election. Their votes count towards ensuring that the best party wins the election.

- *Non-compulsory: not required by law.
- *Electoral register: a list of names of the people entitled to vote in an election.
- *Canvassing: convincing people to vote for your party.



Cue Card 7

Hustings

At hustings, all candidates make speeches in front of the **electorate*** to try and win their votes. Candidates get to outline their principles and policies, and voters get to ask questions. You should practice your speech in front of members of your party to ensure you are prepared on the day.

What to expect: Hustings will usually take place a few days before Election Day, most likely during assembly or at lunchtime. This is your chance to impress voters with your speech. You should have a really catchy opening line to make the audience sit up and listen. Remember to emphasise your soundbites. You could have a poster behind you, with your logo and slogan. You could also show your campaign video or website (see list of campaign activities for handy hints).

*electorate: people eligible to vote



Cue Card 8

Extra help for Voters

Each form group will have been given a registration form for students to fill out. Only students who fill out this form will be able to vote so it is very important that people don't miss their opportunity to have their say.

Students who know they will be absent on the Y Vote Election Day can organise a postal vote. This entitles you to post your vote/hand it in to your Election Coordinator before the given deadline. Ask your teacher or the Election Coordinator for the correct forms. Each vote must go into a sealed box.

Students who are in school on the Y Vote Mock Election
Day will be given a Poll Card* on the day itself which they
must fill in and give to the Returning Officer* in exchange
for a Ballot Paper*. You must follow the instructions on the
back of the Ballot Paper then place it in the Ballot Box*.

- *Ballot Box: a sealed box into which voters place the Ballot Paper.
- *Poll Cards: official voting card.
- *Ballot Paper: a paper that shows the names of all candidates and parties.
- *Returning Officer: person who oversees the election and announces the result



Note: These Cue Cards are designed to act as a step by step guide for students to follow in organising their election campaign. It is up to you to decide how best to use these. Many schools split up the cards and responsibilities so more students can get involved and campaigns can be better organized.

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Hansard Society Y Vote Mock Elections

Cue Cards (3)

page 18 (

template 10c

Cue Card 9

Polling Stations

For Polling Stations to run effectively a large dedicated team need to work together and oversee Election Day. You need stewards to control the crowds, clerks to count the votes and runners to keep the stations tidy and organised. Every registered voter should have a polling card with instructions on the back on how to vote.

Polling clerks will give all voters a numbered Ballot Paper. This helps the election team to ensure that voters cannot vote twice. All elections are secret ballots and voters should be able to vote in private.



Cue Card 10

Announcing the winner

The Returning Officer will make a speech before announcing the results: "I, the Returning Officer for (school name), announce that the total number of votes cast for each candidate are as follows... I declare that Candidate (X) has been elected as the Youth Vote member for (school name)." Results should be announced in candidate alphabetical order.

Remind your Election Coordinator to submit your school's results through the Y Vote Mock Elections website **www.mockelections.co.uk**. Votes will be collated and your school's result will play a part in making up the Y Vote total result.

List of jobs and their descriptions

The Party

Candidate: a person who stands for election to Parliament. A candidate can be nominated by a political party or stand as an independent.

Canvasser: a party member who has the job of influencing people's voting decisions.

Designers: people in charge of making posters and leaflets.

Electorate: a group of people eligible to vote.

IT Experts: power point presentations, DTP.

Policy Makers: people who write the manifestos.

Political Party members: members of a party who help to run the election campaign.

Press Officer: a person who releases information about the party.

Pressure Groups: organisations that campaign to influence political parties to support their point of view. See Policy Activities for more details

Speech Writers: people who write the speech for hustings day.

Spies: people who find out what the other parties are doing.

Spin Doctor: a party member who puts a specific angle on an issue.

The Election Team

Tellers: people who count up the ballot papers after the polling stations have closed.

Election Coordinator: a person who oversees the whole election process.

Hustings Coordinators: people responsible for organising hustings day.

Journalists: will report election updates.

Polling Clerks: people who organise and run polling day.

Returning Officer: assists the Election Coordinator in overseeing the counting of the ballot.

Runners: people who help to pin up posters and get voting templates ready.

Stewards: to control the crowds on polling day.





Campaign Activities

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template 11



Design a poster and logo

Note: These Activity Cards are designed as teaching aids, it is up to the individual teachers to decide which activities are appropriate. This master template is to be photocopied and cut out along the

dotted line before use.

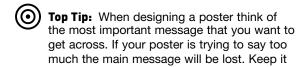
A logo should be easily recognised and relate to the key themes of your party. If you are standing as a candidate for a political party that already exists you could use their logo. If you have created your own party you can create your own logo too. Always think about your target audience (voters) and ask yourself if they will find your logo attractive and understand the message behind it.

A poster is a great way to advertise your party and your candidate but you have to get the design and content of it right:

- → What colours and images best represent your party and would attract the voters?
- → How much writing should there be?

bold and punchy.

- → Where should the logo be positioned?
- What should be bigger: the name of the candidate or the name of the party?





Writing a press release

A press release gives key information to the press about your party's policies. If you don't have a school newspaper/newsletter you can send your press release to, get your teacher to organise a special election newsletter. You could also pin it on the notice boards and put it on your campaign website.

When writing your press release, make sure you think of the following points:

- → What is the main point of your press release what do you want the reader to think?
- ★ What is it about: an event, a person, a party etc?
- ♣ Why is the story important?
- ♣ Where is the event taking place?

Don't forget your press release may be of interest to the local press as well as your school so be sure to send it to them.



Top Tip: The most effective press releases are short, clear and to the point. Don't put in unnecessary details, don't write more than one page of A4, and do make sure you check your spelling!



Build a campaign website or blog

Websites and blogs (weblogs) are an important part of modern political campaigning. If your school does not have website building software there are free packages available on the internet: www.moonfruit.com, www.tripod.lycos.co.uk, www.wigglebits.com, www.blogger.com.

Think about the purpose of having a website and put the following points in order of importance:

- + A marketing tool.
- ♣ An information provider.
- → A source of communication between party and voters.
- ♣ A way of monitoring visits to your site.

Once you have done this you are ready to start designing your website. Draw a rough sketch of what your home page will look like, showing pictures, titles, information, and links to other sites. You could then have links to other pages, giving information about your manifesto, who the party members are and how to contact you.



Top Tip: You can really wow your potential voters with your wonderful website. Unlike a printed advert or poster you can keep your message fresh and updated – making it obvious your party has its finger on the pulse.



Make a campaign video

All major political parties produce Party Election Broadcasts (PEB) as a way of publicising their campaigns to the voters through television. Your PEB could be shown on hustings day or in a special election assembly.

Top Tips to remember

Planning: This is probably the most important stage. First, have a good brain-storming session with your election team and get all your ideas down on paper. Make a list of your own campaign's strengths and decide what message you want to get across.

Scripting: What are the most important points of your election campaign? Concentrate on a few of your best ideas and keep it short and simple. Remember to use your campaign slogans and soundbites.

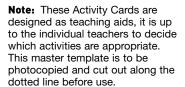
Storyboard: This is a detailed plan of every shot in your film, and working on it carefully will make things easier once you start filming. You can either draw pictures to show what you want in each shot or just write it down. Try to come up with an exciting start and a memorable finish.

Filming: Think about where you are filming – is the background interesting? Camera angles – make sure you vary them to make your candidate more interesting.

Policy Activities

page 20 (tem





Planning a manifesto

A manifesto is a set of promises on which a political party fights an election. Using the manifesto template your Election Coordinator gives you, write down your key aims and intentions so the voters know what they can expect from you. This can then be photocopied on coloured paper and distributed around school so lots of people can read about your policies.



Forming a pressure group

If you do not want to form a political party but still want to be involved in policy making why not form a pressure group? A pressure group is a group of people who campaign to influence political parties to support their point of view. Pressure groups usually campaign on a single issue or on a set of closely related issues. Pressure groups vary and have different ways of getting attention. Below are two examples of different pressure groups:

The Countryside Alliance

Concerned with rural issues such as country sports (fox hunting, fishing), finance and public services. See www.countryside-alliance.org/

Greenpeace

Concerned with a wide range of environmental issues including global warming and genetic engineering. See www.greenpeace.org

Think of a single issue that you are interested in and then find out what type of pressure groups exist in relation to that issue. You could then model your pressure group on an existing pressure group or form your own one.



Debating

Debating is of vital importance to democracy. It gives rival candidates a chance to put their opinions forward and have those opinions questioned by the voters.

You can organise a debate or Question Time session for the parties and pressure groups involved in the Y Vote Mock Election. Choose one or a number of topical issues that need to be discussed and put a neutral person in charge of the meeting who can keep order and ensure that everyone gets their say.

Opinion Polls

In coming up with your policies it's important that you consider the issues that your voters think are important. You can find out what the main interests and concerns are in your school by conducting an opinion poll among the voters.

You need to ask a broad range of girls and boys of all ages their opinions so you can get a real feel for what the school as a whole think. Decide on the number of students you want to ask (minimum 20) and decide what questions you want to ask. Decide whether you want to ask "Yes or No" questions or get people to mark them on a scale of 1 to 5. Here are some suggestions:

- + Are you planning on voting in the election? If not why not?
- ♣ How important are these issues to you?
 - $1 = \text{not important} \dots 5 = \text{v. important}$
 - CrimeHealthcare12345
 - School meals 1 2 3 4 5 etc
- → What qualities would you like to see in a candidate?
- → What would you least like to see in a candidate?

Record the results of your findings and present them to your party to help decide on your policies and approach to the campaign.





Make Your Own Rosette



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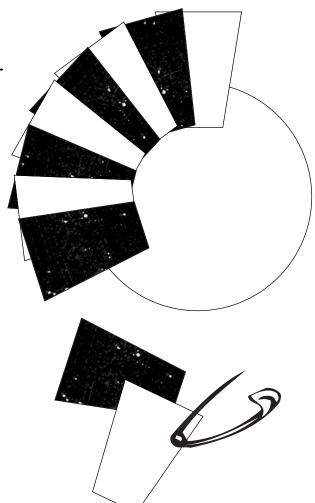
template 13a

Make your own Rosette

What better way to promote your party and candidate than to wear a rosette in your party colours?

To make a rosette you will need:

- Scissors
- Glue
- → Paint/coloured pens/coloured sugar paper
- A safety pin
- Cover the small shapes with sugar paper/paint/pens the colour of your party.
- 2 Colour the small circle the same colour and put the party logo, party name and the name of the candidate on there.
- Colour the long thin shapes the same colour or cut a piece of brightly coloured fabric to the same size.
- Cut out all the shapes.
- Glue the small end of the small shapes to the outside edge of the big circle.
- Glue the two long shapes/coloured fabric to the back of the big circle.
- Stick the small circle in the middle of the big circle over the glued ends of the shapes.
- **8** Stick your safety pin to the back of the rosette.

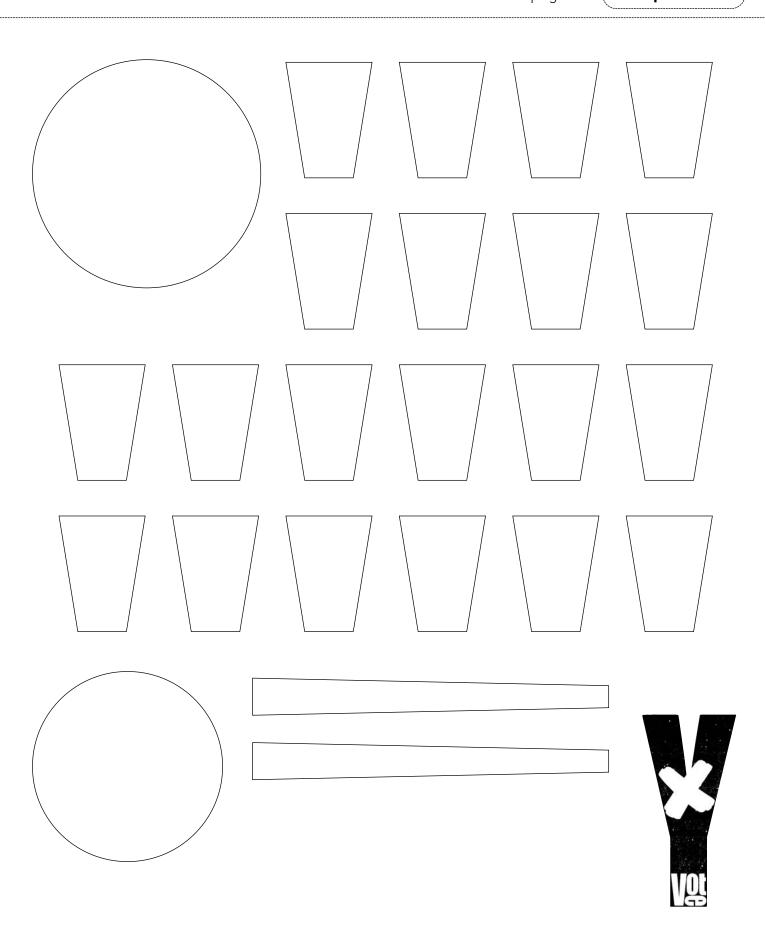


Now put your rosette on and you're ready to hit the streets campaigning.

Make Your Own Rosette Template

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template 13b



Note: Distribute this manifesto template to your students to use as a model for their own manifestoes. There is room for Party and Candidate name at the top as well as room for

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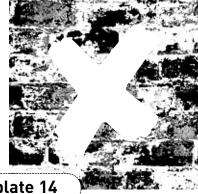
campaign pledges.

Hansard Society Y Vote Mock Elections

Make Your Own Manifesto







ARTY	CANDIDATE	
	Manifesto	
Pledge 1		
- Pledge 2		
- Pledge 3		
- Pledge 4		
- Pledge 5		