



WARNING!
CHANGE IS IN PROGRESS
REFERENDUM 2009



REFERENDUM HANDBOOK

2009

INTRODUCTION

What is a referendum?

A referendum is a process that makes sure all members get their chance to have a say on the big issues that affect them while they are part of Leeds University Union. It is a direct vote open to all members of LUU on issues put forward by members of the Union. These could be to adopt a new policy, to change the Unions constitution or to lobby the Student Executive to campaign on an issue. A referendum is seen as a form of direct democracy.

Why do we have a referendum?

Each year LUU holds two referenda. These are the way that we make sure members of the Union can suggest changes or new ideas for the Union and that members vote collectively to decide whether these ideas should be implemented.

Any member can submit an idea (called a motion) to the Union. A motion is a proposed new policy or action that aims to benefit our members by making the Union more representative, make the Union campaign on a key issue or make the Union change the way it operates. Previous referendum motions have suggested an increase in the range of 99p sandwiches in Union shop, boycotting Nestlé, changes to the structure of the Student Executive, the creation of a trustee board for the Union and many more.

After all the motions have been submitted and been through the process of being agreed by Union Council or by 'petition', public debates are held regarding the motions. These debates allow members to discuss the pros and cons of the proposals, providing a forum where members can question the ideas, and decide whether they support the ideas or not. There are then four (working) days of voting. All of Leeds University Union members are entitled and encouraged to cast their vote. This makes sure that we involve as many members as possible in deciding whether or not to implement the idea.

This booklet explains the five stages of the referendum process and gives you help and advice about writing a motion or how to amend someone else's motion. It also explains the role Union Council plays in the referendum and guides you through the whole process.



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What are the five stages of a LUU referendum?

THE FIVE STAGES OF THE
REFERENDUM PROCESS ARE:



STAGE 1 SUBMITTING A MOTION



STAGE 2 THE AMENDMENTS PROCESS



STAGE 3 UNION COUNCIL AND PETITIONS



STAGE 4 DEBATE MEETINGS AND CAMPAIGNING



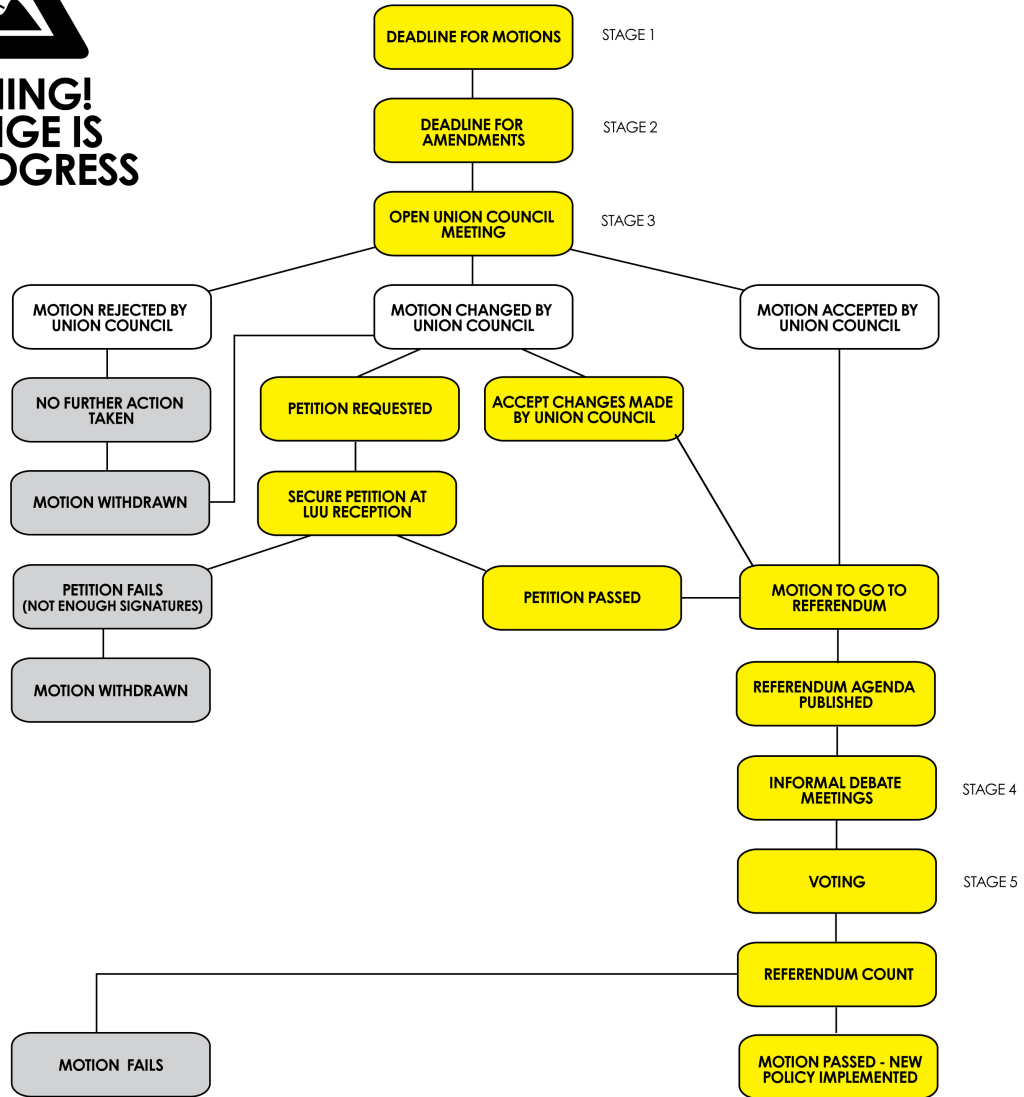
STAGE 5 VOTING!

The flowchart below shows how the process works:



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REFERENDUM PROCESS





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Over the next pages, we will explain each stage in more detail to give you an understanding of how it all works and how you can create change.

There are two referenda in 2009/10, one in November 2009 and one from February – April 2010. Below is the full list of dates.

KEY DATES FOR 2009/10

Activity	Referendum 1	Referendum 2
Notice of referendum	Mon 28 th Oct	Mon 28 th Oct
Motions open	Thurs 8 th Oct	Wed 3 rd Feb
Motion deadline, 12noon	Tues 20 th Oct	Wed 10 th Feb
compulsory campaign meeting 5.30pm	Tues 20 th Oct	Wed 10 th Feb
Amendment deadline, 12noon	Wed 28 th Oct	Tues 2 nd Mar
Steering Committee meeting	Fri 30 th Oct	Thurs 4 th Mar
Referendum Union Council meeting,	Tues 3 rd Nov	Mon 8 th Mar
Deadline for requesting secure petitions	Wed 4 th Nov	Tues 9 th Mar
Deadline for petition signatures	Tues 10 th Nov	Mon 15 th Mar
Debate meeting in the Info Point	Wed 25 th Nov	Wed 21 st April
Referendum voting	Wed 25 th Nov to Tues 1 st Dec	Wed 21 st April to Tues 27 th April
Referendum count	Wed 2 nd Dec	Wed 28 th April



SUBMITTING A MOTION

STAGE 1 IDEAS FOR CHANGE

First things first, how do you write a motion? There is a formal structure used to write motions, which can at first appear confusing. However, writing a motion is really very easy.

The motion itself cannot be longer than **400 words excluding the title**, which must reflect the resolution.

You should **give your motion a title, which is a question to which a yes or no answer can be given**. The question should reflect the proposal of your motion. For example, if your motion resolves that the Union should allow members one years membership to LUU after their course finish then the title might be 'Should LUU members get one additional years Union membership for free after their courses finish?'.
 You should **give your motion a title, which is a question to which a yes or no answer can be given**. The question should reflect the proposal of your motion. For example, if your motion resolves that the Union should allow members one years membership to LUU after their course finish then the title might be 'Should LUU members get one additional years Union membership for free after their courses finish?'.

Motions have 3 sections to them:

THIS UNION notes

THIS UNION believes

THIS UNION resolves

These sections can be explained as follows:

THIS UNION notes

This is where you would write the **established facts**. In this section you would not reflect on the facts just simply state them. For example, you might write:

- LUU has over 30,000 members
- LUU's membership is wide and diverse
- LUU does not presently provide grazing facilities for members who have livestock

THIS UNION believes

This is where you would **reflect on the facts and state your opinions**. For example you might write:

- LUU should try to ensure essential service provisions for all its members
- LUU risks alienating a section of its membership who presently have livestock
- Members who own livestock are unable to access and use the Union because they are unable to care for their livestock while visiting the building.



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THIS UNION resolves

This is where you would **describe the action** that you want to be taken. For example you might write:

- This Union resolves to mandate the Exec to lobby the University for the provision of suitable on-campus grazing areas
- This Union resolves to survey all its members to identify the volume of members who presently own livestock
- This Union Resolves to formally invite the Farmers Union to support the above action by writing an open letter to the University Vice Chancellor

Finally, which category does your motion fit into? Identifying the category will help you to focus on your resolutions and supporting information. You must state the category on the motion form.

All motions submitted must be categorized into one of 4 themes:

THEME 1: Education

THEME 2: Activities, Strong & Active Union

THEME 3: Welfare

THEME 4: Wider Society & Citizenship

It is your responsibility to decide which theme your motion fits into; however, **Steering Committee** (see page 12) can amend this if they feel another theme is more appropriate categorization of your motion.

Tips on how to write a successful motion

There are a number of things you can do to give your motion a better chance of being accepted by Union Council and also to help it achieve the number of votes required to be enforced (**a referendum motion must receive at least 1500 votes in the referendum to be enforced**). This section gives you some tips on how to ensure your motion is successful.



IDEA 1

Show how it affects members. In order for lots of members to want to vote on your motion it should be written in a way that makes it clear how they can benefit from voting on it or how a problem / issue affects them. For example – if a motion is about the American government you need to think if and how students are affected by this. An issue that affects all our members everyday is far more likely to receive lots of votes than a motion which does not appear to affect them or propose a solution that will benefit them.



IDEA 2

Be realistic. A motion which calls for all members to be given a £500 bookshop grant each year is not something the Union can financially deliver. Your proposal should be practical, realistic and achievable.



IDEA 3

Include details of budget. If the motion has a financial impact, think about how the cost could be offset or where finance could be gained from. The motion should state the cost of implementing the resolution and explain where this money will come from.



IDEA 4

Be accurate. It is important that the motion is accurate in order to be passed and supported. Source any quotes you use and be prepared to provide additional context papers (supporting documents) if necessary. For example – if you are referring to a research report then make this available to be considered by anyone who is thinking of voting on your motion.



IDEA 5

Detail changes to constitution. If your motion requires changes to the Articles of Governance or byelaws of the Union then **you must supply a copy of exactly what you think should be added to or revised in the constitution**. This can either be included within your motion itself (within the 400 word count) or as supplementary information (which will not count against your word count).



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IDEA 6

Be aware of restrictions. Although motions voted in at referenda become the policy of the Union, the Union's policy can't override University policy. This means a motion to add an extra 10 weeks holiday to the academic year could not be implemented. The motion would have to give the Union an instruction such as to lobby the University to review the academic year with a view to providing more revision time (for example). Other restrictions that exist are the law (motions must be legal).

There is also a LUU byelaw, which restricts motions regarding the allocation of space for student activities:

"(1) 17. No motion may be taken to Ordinary or Extraordinary Referendum that concern the allocation of resources to any current or future student activity group(s) unless the business has first been to the Activities Executive and Union Council. A student activity group is here taken to mean any group of self-organised students."



IDEA 7

Gather support for your motion before submitting it to Union Council. A motion submitted to Union Council is more likely to be agreed if it is clear that it has support. If you can state that you have already surveyed 100 students or attended Union Council assembly meetings that have agreed the issue you have included in your motion is important to them then the Union Council is more likely to understand the importance of the motion.



IDEA 8

Be prepared to campaign. If your motion is agreed by the Union Council or has successfully secured the petition signatures and is added to the referendum there is still lots of work to do. Members will only vote on your motion if they can see it is important to them and they will benefit from doing so. This means you need to get out there and talk to members. Explain to them why the issue you have highlighted in your motion is important to them, why they should vote on it and how they should vote on it. Market research shows that most students who vote at LUU do so because someone has spoken to them and explained these things. Market research says that posters and leaflets have much less affect.

The deadlines for submitting motions are:

Referendum 1: 12 noon Thursday 20th October 2009

Referendum 2: 12 noon Wednesday 10th February 2010

How do you submit your motion?

The process for submitting your motion is a fairly simple one and is there primarily to ensure that only eligible members of LUU (i.e. registered students at the University of Leeds) put forward motions. To try and make the process easier for you, the motion form is only available online and has to be completed online at

www.leedsuniversityunion.org.uk/haveyoursay/referendum. If you do not have access to a computer, one will be made available in the Campaigns and Democracy Support Officer for you to use.

It is important to note that your motion is seconded by another Leeds University student. This is a signal that there are members who support your motion.

The information you need to complete the motion form is:

Motion Proposed by

Your name:

Your student number:

Your telephone number:

Your primary e-mail address:

Your term time address:

Motion Seconded by

Name:

If they hold a position on Union Council, please state what post you hold:

Student number:

Telephone number:

Primary email address:

Term time address:

Motion Title (see rule 13):

Motion Category (see rule 15):

Motion – 400 Word Maximum (excluding motion title).

Any supporting documents (byelaw changes etc.)

If you do not submit by the deadline your motion will not be accepted for inclusion in the referendum. **This deadline will be strictly applied.**

You will receive an electronic receipt from the Campaigns and Democracy Support Office to confirm that your motion has been approved.

If you do need any help with writing your motion, completing the motion submission form, checking the deadlines or with anything to do with the referendum process you can contact the Campaigns and Democracy Support Team for advice, information or support. You can email referendum@luu.leeds.ac.uk, call **0113 3801 460** or pop into the office which is located on the first floor of the LUU building.

After the motion deadline all motions will be put onto www.leedsuniversityunion.org.uk for members to review and submit amendments to.



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STAGE 2

SUBMITTING AMENDMENTS TO MOTIONS

SUGGESTING CHANGES TO IDEAS

Who can submit an amendment?

Any member of LUU can propose amendments to the motions. Amendments allow people to alter things that they think are factually incorrect or add extra information to a motion to enhance it.

What kind of amendments can I submit?

Amendments should not hijack a motion you dislike or change it beyond all recognition.

When proposing an amendment, you may want to consider the following:

- Amendments are intended to enhance the quality of the motion. Does the proposed amendment make the motion clearer, more accurate, more transparent or less risky?
- Amendments cannot take the motion over the 400 word limit.
- The amendment should not substantively change the resolution of the motion.

How do you submit amendments?

To submit your amendment you will need to complete the amendment web form online at www.leedsuniversityunion.org.uk/haveyoursay/referendum. You will need the following information to complete the form:

Amendment Proposed by:

Your name:

Your student number:

Your telephone number:

Your primary e-mail address:

Your term time address:

Motion to be amended:

Motion Title:

Motion Category:

Proposer:

Seconder:

Proposed amendment:

(Note: Amendments cannot take the motion over its 400 word limit).

Full motion with amendments

Please write the full motion with your amendments in the space below. **Remember this cannot be over 400 words.**

Any amendments you wish to make have to be submitted **by the amendment deadline**. The deadlines are:

Referendum 1: 12 noon Wednesday 28th October 2009

Referendum 2: 12 noon Tuesday 2nd March 2010

These deadline will be strictly enforced.

Your amendment can add, remove or replace any part of the motion. When submitting your amendment you must clearly specify whether the amendment is an amendment to the text, the addition of new information or deletion. You must also clearly state where the additional text should be inserted / which text should be deleted etc.

WHAT HAPPENS NEXT?

After the amendments deadline has closed all the motions and subsequent amendments will be reviewed by **Steering Committee**.

Who are Steering Committee?

Steering Committee is made up of four members of LUU (elected by Union Council), as well as the Speaker of Union Council (who acts as chair), the Deputy Returning Officer and the Communications and Internal Affairs Officer. The Returning Officer may attend Steering Committee meetings, but is not a member of the committee.

Steering Committee review motions and amendments before they are taken to Union Council. Steering Committee do not make a normative judgement of the motions, they are there to ensure the motion can go to referenda on grounds of legality and factual accuracy. They also check motion titles and categories. The byelaws state that:

(1)19. Content of motions may be amended by Steering Committee prior to Referendum voting on the grounds of legality or unproven factual accuracy. Such an enforced amendment may be made at any time including after a Secure Petition.

(1)26. If Steering Committee feel that a motion has been submitted under an incorrect category then they have the power to move it into another category.

(1)29. The Steering Committee shall have the power to withdraw any amendments which contravene any of rule 28. Such an amendment may only be overturned by a majority decision of Union Council.

(1)31. Steering Committee is responsible for agreeing final motion titles. Steering Committee should ensure that the title accurately reflects the proposal contained within the motion.

All proposed motions and amendments agreed by steering committee will then be taken to Union Council. Here Union Council will decide if:

- a) The amendments should be accepted and
- b) If the motion (or amended motion) should be put forward to member in the Referendum.



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STAGE 3

UNION COUNCIL AND PETITIONS

THE MEETING THAT DECIDES WHICH IDEAS
WILL GO TO REFERENDUM

What is this section about?

This section is about the open meeting where Union Council decides which motions will go to Referendum and what to do if they reject or change yours.

What happens at the meeting?

The aim of this meeting is for Union Council to agree the agenda for the referendum. They will discuss the proposed motions and amendments and vote either to take them to the referendum or to reject them.

Both meetings are due to be chaired by Mark Swards, the speaker of Union Council. If Mark felt there was a conflict of interest in him holding the position of chair for any reason or if he was unavailable for any reason, he could step down and Council would elect a temporary chair.

The order of the motions on the agenda for the meeting will have been pre-determined (randomly) by the **Steering Committee** or the **Returning Officer**.

The chair will go through the meeting inviting discussion for and against motions in agenda order. Proposed amendments will be discussed and voted on before the corresponding motion is voted on. **Please note, Union Council do not vote on the content of the motions and amendments, just if they think they are suitable motions for referenda.**

Who can attend the meeting?

Anyone can attend the Referendum Union Council meeting and we strongly recommend that anyone submitting a motion, or amendment, does so. It may also be helpful for the person who seconded your motion to attend as they can speak for the motion and give you some moral support!

Visitors to the meeting are entitled to speak; however they have no voting rights. Only elected members of Union Council can vote on either a motion or an amendment.

Amendments:

How amendments are voted on:

Union Council will have received all proposed amendments in advance of the meeting. Please note only emergency amendments can be submitted at this meeting and these will only be considered at the discretion both the chair and the **proposer** of the original motion. Emergency amendments must be submitted to the chair of council in writing before the start of that meeting.

The Chair will ask the proposer of the amendment to give a one minute speech for the amendment. He will then ask if anyone would like to give a one minute speech against the amendment. A short discussion about the amendment will then follow.

When voting on amendments Union Council will consider the following:

- Does the proposed amendments enhance the quality of the motion? Does it make the motion clearer, more accurate, more transparent or less risky?
- Does it take the motion over the 400 word limit? If so it cannot be accepted.
- Does the proposed amendment substantially change the nature of the motion?

After taking these things into consideration, Union Council will take a vote to pass or reject the amendment.

WHAT HAPPENS IF MY AMENDMENT PASSES?

If your amendment is passed by Union Council it now becomes part of the motion. When Union Council votes on the motion, it will include your amendment.

Please note if the proposer of the motion feels their motion has been substantially changed they can request to take their original motion to secure petition. If this petition is successful it would over rule the decision of Union Council.

WHAT HAPPENS IF MY AMENDMENT FALLS?

If Union Council does not pass your amendment the motion will not be changed. The council will vote on the motion originally submitted without the amendment. Please note there is no right of appeal (or secure petition) for amendments.

Motions:

How motions are voted on:

The chair will ask the proposer of each motion if they wish to speak for their motion. There is a format for how motions are discussed, which is as follows:

- Proposition speech by the proposer of the motion (or by someone on their behalf)
- Opposition speech – this can be given by anyone, however if there is an official no campaign they will probably do this.
- Chair opens the meeting to discussion and questions from the floor.
- Summation speech by the proposer of the motion.
- Opposition summation speech.
- Vote on whether to take the motion to the referendum (including any amendments that have been passed).



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As in any other Union Council meeting, a procedural motion can be requested at any point in the discussion. There are five possible procedural motions that can be requested, they are:

Procedural Motions in order of precedence:

- **A motion that a vote be taken**
This is to request a vote on whatever is being discussed i.e. if you were discussing an amendment to motion 1 and this procedural motion was passed, you would take a vote on the amendment, but still continue discussion motion 1
- **A motion that discussion of the current item of business should cease and a vote not be taken**
This is a request to stop all discussion of the current item and not take it to a vote, which would mean the motion would not go to referendum. It is highly unlikely that this would either be proposed or agreed by Union Council as they would be stopping themselves taking a vote.
- **A motion to refer the matter back to the Student Executive, a sub-committee of Union Council or an Assembly for re-examination.**
This is unlikely to happen at this meeting, however it could be proposed if a motion could be voted on by Union Council and not have to be taken to the member to be passed.
- **A motion that the matter be deferred for further discussion at the next meeting**
Again this is unlikely to happen at this meeting, but could be proposed if a motion can be agreed by Union Council and doesn't need to go to referendum.
- **A motion for a temporary adjournment.**
This is a request to have a short break the meeting.

Anyone attending the meeting can request a procedural motion though only members of Union Council can vote.

It is the chairs job to select who is to speak and they will try to get a balance of people for and against a motion. If you want to speak it is good practice to raise your hand so the speaker can see you. **Do not just interrupt another speaker or just shout out.**

The vote

It is Union Council's responsibility to decide if the motions will go on the referendum agenda for a full membership vote. They are not voting on the subject of the motion or whether they agree with it or not, but to decide if it is an issue which should be taken to the membership.

When voting for a motion, Union Council may want to consider the following:

- Can the motion be agreed without going to referendum? If there are no constitutional changes proposed Union Council could pass the motion or refer it to a sub-committee or Union Council at a later date.
- Do they consider the motion to be potentially damaging to LUU? If so, they may wish to vote against the motion.
- Do they feel there are potentially two firm differences of opinion on the motion? If they do, it may be an issue suitable for the whole membership of LUU to vote on.

The Unions bylaws state that:

Union Council may take no normative judgement on any motion or amendment. Union Councillors are advised to only block the passage of motions or amendments under the following criteria :

- (i) *Where student safety may be put at risk.*
 - (ii) *Where passage of the motion would endanger the future of the organisation due to breach of the law, undue financial risk or serious risk to the reputation of the organisation*
 - (iii) *Where the motion or amendment has no relevance to students*
- (byelaw 1 rule 27)

WHAT WILL HAPPEN NEXT?

If your motion was accepted by Union Council

If Union Council voted to pass your motion it will automatically go on the referendum ballot. Your next job is to attend the compulsory campaigns briefing, dates will be confirmed as soon as your motion has been accepted into the referendum agenda.

If your motion was amended by Union Council

If you are happy with the amendments the amended motion will go to Referendum. However, if you feel that the motion no longer reflects the original motion you submitted, or you don't like the amendments, you can take the motion to secure petition. For full details of the secure petitions process please see below

What can you do if Union Council does not agree to your motion going to Referendum?

If your motion is rejected by Union Council or if amendments are made to it which you believe are to the detriment of your motion all is not lost. You will have 3 options that you may wish to consider. The first option is that you could work on improving the wording of the motion and gaining support for it prior to resubmitting it at a future referendum. You might find that by conducting further research, speaking with members, discussing the motion at assembly meetings and canvassing members you can enhance the motion or prove its value. Please note however that the same business cannot be taken to referenda twice within the same year.



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Withdrawing a motion

If, after discussion at Union Council, you believe that your motion does not need to be taken to the full membership or you do not wish to take it further you are free to withdraw your motion. You can do this by formally announcing that you wish to withdraw it at the Union Council meeting where this will be formally minuted. Or if you decide to withdraw after the Union Council meeting has closed you need to put your request in writing to the Democracy Support Office or referendum@luu.leeds.ac.uk

It might be that you decide that your motion can be carried out without the need for a referendum. For example, if the proposal can be agreed by Council without the need for referendum you could withdraw the motion and submit it to the next Council meeting. This is not possible if the proposal requires a change to the Unions Articles of Governance (also) known as the core constitution) which can only be changed by a full membership referendum.

Requesting a secured petition

A secure petition is your chance to show that there is support for your motion and that it should go to referenda. This means getting 330 signatures on a petition, which is held at LUU reception. If you get these signatures before the deadline then your rejected motion or your original motion (without amendments) will proceed to the referendum vote.

Secure petitions must be requested to a member of the Campaigns and Democracy Support team. You can pop in the CDS office (1st floor of the Union next door to the Exec Office) to do this or send an email to referendum@luu.leeds.ac.uk. Please note this request must come from the proposer of the motion.

The deadlines for requesting secure petitions are:

Referendum 1: 2pm, Wednesday 4th November 2009

Referendum 2: 2pm, Tuesday 9th March 2010

The petition will clearly state the proposed motion and invite members to add their name, signature and student number if they want the motion to be included in the referendum.

To sign a petition, students **must show their membership card** to staff on reception. In order for the petition to be successful and the motion to be added to the referendum agenda the petition requires enough signatures. The constitution requires at least 1% of the membership (presently 330) to sign the petition for the motion to be added to the referendum agenda.

We recommend that you campaign during the petition period. By speaking to students about your motion, why it is important, why it should go to Referendum and how they can sign the petition, you stand a much better chance of your petition being successful.

All secure petitions are placed at the LUU reception desk and need 330 signatures to pass. Only members of LUU can sign a petition and student card will need to be shown.

The deadlines for getting signatures are:

Referendum 1: 2pm, Tuesday 10th November 2009

Referendum 2: 2pm, Monday 15th March 2010

WHAT WILL HAPPEN NEXT?

If your motion does not secure signatures of 1% of the membership it is deemed to have failed and will not be taken to Referendum

If your motion receives signatures from 1% of the membership (330 members) your motion will go to Referendum. You will then be able to start campaigning for members to vote 'yes' in favour of your motion.



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STAGE 5

DEBATE MEETINGS AND CAMPAIGNING

SELL YOUR IDEA

The debate meeting

The debate meeting is an important part of the referendum process as it is a prime opportunity for proposers to speak to an audience of interested members about why they should vote for a motion. It is also a chance for members to ask questions of your motion, the reasons behind it and its consequences. This is an important way to convince members who are very likely to vote that they want to vote for/against your motion!

Each proposer is invited to speak for up to 2 minutes for the motion then the floor is open to anyone wishing to give a 2 minute speech against the motion. After both sides have spoken questions will be taken from the floor, at the invitation of the Chair. After an equal number of questions have been asked of both for and against campaigns the Chair will call for a one minute summation speech from both parties. It is a good idea to bring your friends and your campaigns team for a bit of moral support and to make sure you have some friendly faces in the audience.

BIG DEBATE SPEECH

Writing your big debate speech:

The first thirty seconds of your speech are probably the most important. In that period of time you must grab the attention of the audience, and engage their interest in what you have to say. For example you could raise a thought-provoking question, make an interesting or controversial statement but you need to get their attention now or you won't get it

It is well known that an audience only listens to approx 40% of what a speaker says. Therefore many public speakers use the "3 tellings"

technique; tell the audience what you are going to tell them, tell them your information, then tell them what you have told them.

The best way to set out the body of your speech is by formulating a series of points that you would like to raise. In the context of your speech, a "point" could be a statement about a product, or an issue. The points should be organised so that related points follow one another so that each point builds upon the previous one. This will also give your speech a more logical progression, and make the job of the listener a far easier one. To make it punchy or to hammer a message home use a **buzz word**. An example of this was Tony Blair's use of "new" in his New Labour speech.

You should view the closing of your speech as an opportunity. It is an opportunity to summarise the main points of your speech and provide some further food for thought for your listeners. This is the impression you are going to leave the audience so make it count

SPEECH DELIVERY TIPS:

- Make sure that your appearance is well presented
- Speak clearly, and adjust your voice so that everyone can hear you. Don't shout for the sake of being loud
- It is common to speak rapidly when nervous, try to take your time speaking and take deep breaths
- Effectively used, a pause in your speech can be used to emphasise a point, or to allow the audience to react to a fact, anecdote or joke
 - Make eye contact with your audience. This helps to build trust and a relationship between the speaker and the listeners
- Do not fidget or make other nervous gestures with your hands.
- Do not keep your hands in your pockets. Do use hand gestures effectively
- Be yourself, allow your own personality to come across in your speech
- Invite the audience to endorse or support your campaign, ask that if they feel strongly about your arguments they join your campaign team.



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Campaigning

In order to help you develop your campaign it is compulsory that each candidate has a campaign strategy meeting with James Robertson, the LUU Campaigns and Democracy Support Manager. These informal meetings give you a chance to develop your campaign ideas to be as imaginative and attention grabbing as possible! They were introduced last year and all candidates surveyed found the meeting useful or very useful:

"The meeting was probably most important for me as a kind of morale booster. His positive attitude and advice gave me a bit of extra confidence at a nerve-racking stage i.e. just before it all kicks off!"

www.leedsuniversityunion.org.uk/campaigning/

Collaboration

There may be many other groups in the Union who support your referendum campaign, even if they support it for different reasons.

E.G the Conservative Future society at LUU managed to get a great deal of support for their campaign against First Buses in Leeds. Whilst Conservative Future felt that First Buses' 100% market share in Leeds did not create an effective and competitive market, green groups got involved in the campaign on environmental grounds and other students got involved simply because they thought the buses were too expensive.

It is worth thinking about how you present your referendum campaign so that it appeals to as many people as possible. Working with a range of people adds a legitimacy and strength to your message and gets you some extra people to help out!

Check out what societies might help by visiting

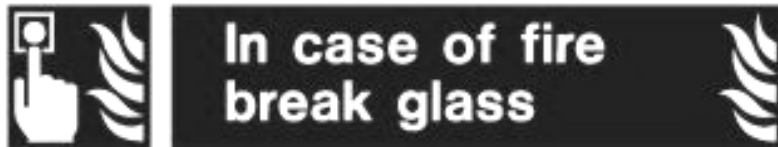
www.leedsuniversityunion.org.uk/clubsandsocieties/ or try searching **Facebook** groups who might share your concerns.

Communication

Written

With an ever increasing number of motions, referenda time at LUU can be totally manic so getting your message across can be difficult. Remember you're competing for people's attention with lots of other messages. If you're designing a banner, slogan, poster or flyer it's worth doing the *Fire Notice Test*.

Test:



A fire notice is an excellent example of how to communicate a clear and simple message in a frenzied environment (i.e. a fire or referendum). The problem (the danger of fire) is very clearly outlined followed by the solution (break glass). Use this notice as a template and try and make a fire notice for your referendum campaign. Outline the problem highlighted by your motion and then the solution (this should include voting for or against the motion).



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Spoken

Talking to people is fundamental to your referendum prospects. Talking to people is not shoving a flyer in someone's hand and screaming "vote yes" Talking to people is a dialogue; this means asking questions and finding out what *they* think in order to negotiate their support.

Action

One of the best ways to promote yourself is to put your body where you're mouth is. So if you're motion states that the University should allow Union societies to use the refectory for dance rehearsals then why not organize a dance-in in the refectory to highlight the issue and promote the motion. A referendum motion should be part of a wider campaign, which can gain popular support through the referendum process so make the most of it! Action speaks louder than words and is great at generating extra positive publicity for your campaign.

Tactics

Everyone will be talking to people, have posters, stickers, badges, Facebook groups, flyers and t-shirts so how are you going to make yourself stand out? In the words of marketing guru Seth Godin...

"You need to do something remarkable and the more audacious the better. This is where you need to get creative, there are loads of things you could do: a carnival, a song, a dance, a game show, a street party, a giant board game – something that relates to your campaign but really stands you out from the crowd."

'No' Campaigns

Members are entitled to campaign for a motion ('yes' campaigns) or against a motion ('no' campaigns). If you would like to run a 'no' campaign against one of the motions and would like the same level of support (financial and advice) as the 'yes' campaigners, you must complete a 'no campaign form' and submit it to the Campaigns and Democracy Support Office. These forms are available from the Campaigns and Democracy Support Office or at **www.leedsuniversityunion.org.uk/haveyoursay/referendum**.

There can only be one 'no' campaign per motion, and whomsoever hands in their completed form first will be the leader of that particular no campaign and be entitled to claim the allocated budget. In the event that someone requests to run a 'no' campaign after one has already been requested for a particular motion they will be put in touch with the leader of the relevant no campaign so that they might work together.



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THE
VOTE!

In order to be **quorate** referendum motions need at least 1500 combined votes. If a motion fails to reach this quoracy any result counted will be invalid. If a motion passes 1500 votes the side with the highest number of votes will win.

Online voting

In September 2009 LUU is launching its new online voting and members will no longer be able to cast a paper ballot during LUU referendum. However, there will still be ballot stations in the Union Building and the Parkinson Building, where members can cast their vote electronically through a touch screen voting booth. Please note: in order to vote people must be registered with the LUU website.

1. Go to www.leedsuniversityunion.org.uk and log in.
2. Go to the referendum page
<http://www.leedsuniversityunion.org.uk/haveyoursay/referendum/>
3. Read the motion by clicking on "**Read motion document**". This is what you will be voting on with "This Union Resolves" being the actions LUU will carry out if the motion passes.
4. To return to the referendum home page (at any point) click 'referenda home'
5. To find out more about the argument for the motion click on "**Read case for**"
6. To find out more about the argument against the motion click on "**Read the case against**"
7. Have a think and make up your mind about which way you want to vote!
8. Click on "**Vote now**" and cast your vote:
 - a. If you agree with the motion select "**for**"
 - b. If you disagree with the motion select "**against**"
 - c. If you neither agree or disagree click "**abstain**"
(please note these options will be randomised on the voting system so may not appear in this order)
9. After clicking on the vote of your choice a pop up box will appear asking you to confirm your vote "You are about to submit your vote *****", Click OK to continue, cancel to review your choice". If you're happy with your vote select OK.
10. **Congratulations...You've voted!**

The Returning Officer

Union Council appoints a Returning Officer for each referendum. It is the job of the Returning Officer to oversee the referendum to ensure that it is fair and open. It's the returning officer who will hear any complaints made during the election and them who will decide the course of action to be taken in response. It is the job of the Returning Officer to ensure the election is fair and open. The current Returning Officer is the NUS Regional Organiser.

Campaign Complaints and Disciplinary Procedures

Any member of LUU is eligible to make a complaint about the conduct of referendum campaigners. Only formal complaints will be heard and investigated by the Returning Officer. Minor issues will be resolved at the daily campaigners meetings, which take place during the voting period.

Complaints can only be received about individual candidates or their supporters breaking one of the stated campaign rules. For a complaint to be considered **clear evidence** must be attached which warrants the Returning Officer making a judgement.

The Returning Officer will not be able to consider any complaints where evidence has not been provided. Examples of clear evidence are:

- Photographs and videos
- Screen shots of web pages
- Copies of emails
- Staff witnesses (because they are considered neutral)

Your testimony alone will not be considered evidence.

A copy of the campaign rules is available either from the Campaigns and Democracy Support officer or from <http://www.leedsuniversityunion.org.uk/haveyoursay>

The complaints form should not be used for general observations regarding the conduct of nominees or supporters during elections and referendum. In the case that you would like to make an observation or have a query which does not require a formal judgement please contact the Returning Officer or Deputy at: elections@luu.leeds.ac.uk

For more information about the complaints procedure please download the "Election and Referendum Complaints Procedure" from www.leedsuniversityunion.org.uk/haveyoursay/referendum/.

The LUU bye-laws state that (Bye-law 1 Referendum, page 10)

61. A formal complaint may be made to the Returning Officer regarding campaigning by any member. The Returning Officer has the right to take disciplinary action where they have witnessed breaches of procedure themselves or where any member of the public or University has requested an investigation into campaign activity be conducted.

62. All complaints must be brought in writing and shall receive a written response within 48 hours.



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63. If a complaint is upheld against an individual nominee, the Returning Officer has the power to apply any disciplinary sanction short of dismissing the motion and or campaign. Such sanctions might include, written warning, ban from using specific publicity materials or media, or a ban from active campaigning until polling closes. This list is not exhaustive. Sanctions must be confirmed in writing.

64. If the Returning Officer believes the offence to have been fundamentally and significantly detrimental to the integrity of the vote to the extent that the motion and / or campaign should be dismissed then they should make this recommendation to the Steering Committee to consider.

65. Appeals against the rulings of the Returning Officer as made in rule 64. above should be made in writing within one working day of the decision being confirmed in writing. The appeal should be submitted to the appointed office for the attention of the Steering Committee who will be convened at the earliest opportunity. The appeal should state the grounds for appeal, the desired outcome and whether the appellant wishes to present the appeal in person or for the Steering Committee to review the Returning Officer's judgments based on the written statement of appeal alone.

66. Complaints regarding the outcome of a Steering Committee decision on appeal may be reviewed only via the University complaint procedure.

67. In the event of an Appeal being upheld against a decision which had resulted in a motion being removed from a ballot, Steering Committee shall have the discretion to order the individual Referendum motion to be re-submitted to the membership at the earliest convenient time or to automatically carry the motion forward to the next Ordinary Referendum. In either circumstance the nominee shall receive a new budget for campaign purposes.

The role of Steering Committee in complaints

Another role of Steering Committee is to hold the Returning Officer to account. If an appeal is made against a decision made by the returning officer, it is Steering Committee who will hear that appeal.

If you would like more information about any aspect of the referenda process, please contact the Democracy Coordinator, at referendum@luu.leeds.ac.uk or on 0113 3801460. Alternatively you can pop into the Campaigns and Democracy Support Office, which is on the first floor of LUU.