

**Political Parties Campaign Expenditure
(Senedd Elections)
Code of Practice
2025**

This Code:

- **is to be known as the Political Parties Campaign Expenditure (Senedd Elections) Code of Practice 2025**
- **comes into force on (add date)**

About this code

Background

1.1 This Code of Practice on qualifying expenses for registered political parties was prepared by the Electoral Commission following consultation with interested persons and bodies, including the Welsh Government and the Senedd Commission.

The power to issue this Code

1.2 This Code of Practice has been approved by the Senedd and is issued by the Cabinet Secretary for Housing and Local Government under paragraph 3 Part 2 of Schedule 8, Political Parties, Elections and Referendums Act 2000 (PPERA).

Definitions

1.3 In this Code the following definitions apply:

‘Appropriate amount’ means an amount of campaign expenditure determined in accordance with s.73(2) PERA.

‘Campaign expenditure’ means expenditure determined in accordance with s.72(2) PERA.

‘Cost’ has its ordinary meaning of the expense of, or associated with, an item. It includes the ‘appropriate amount’ to be treated as incurred by the party under the law on notional spending.

‘Senedd constituency’ means an area specified in accordance with regulations made under s.2 of the Government of Wales Act 2006..

‘Expenditure return’ or **‘Return’** means the expenditure return for a political party required by section 80 PERA.

‘Item’ means something that could be the subject of spending. It includes services and activities as well as physical things.

‘Notional spending’ means campaign expenditure treated as incurred where property, services or facilities are provided free of charge or at a discount and made use of by or on behalf of the party in accordance with section 73 PERA.

‘Party list’ means a list of not more than eight party candidates (but it may be a list of only one candidate) to be Senedd members for a Senedd constituency.

‘Party list candidate’ means a candidate at a Senedd election included on a party list.

‘Political party’ means a party registered under Part 2 PERA.

‘PPERA’ means the Political Parties, Elections and Referendums Act 2000.

‘Regulated period’ means the ‘relevant period’ for an election as set out in Schedule 9 PPERA.

‘Spending limit’ refers to the maximum amount of money that a political party can spend at an election calculated using the amounts set out in Schedule 9 PPERA.

Purpose of this Code

1.4 This Code gives guidance as to what does or does not fall within the scope of paragraphs 1 and 2 of Part 1 of Schedule 8 PPERA.

1.5 Those paragraphs are relevant to the definition of ‘campaign expenditure’ and therefore, in particular, to what expenses a political party is required to report to the Electoral Commission.

1.6 Paragraph 1 lists the expenses which qualify when incurred for election purposes. Paragraph 2 lists the exclusions.

What elections does this Code cover?

1.7 This Code applies to elections to the Senedd.

1.8 If there is a combined regulated period in operation under Part 3, Schedule 9 PPERA, the UK election rules apply to certain elections taking place during that period. Where that applies to an election to the Senedd, this Code does not apply.

Who does this Code apply to?

1.9 This Code will apply to all campaign expenditure (subject to the exclusions set out below) by registered political parties who are standing candidates on a party list at a Senedd election. Any spending associated with the promotion of one, or all, of the candidates included on that list, or the party itself, will be covered by this Code.

This Code and other guidance published by the Electoral Commission

1.10 This Code is statutory guidance. This Code differs from other types of guidance that the Electoral Commission publishes because it has been approved by the Senedd.

1.11 The Electoral Commission also publishes non-statutory guidance on the rules for elections.

1.12 The law on spending by political parties is set out in PPERA. For context, an overview of the legal framework in PPERA is set out below.

1.13 You should refer to the Electoral Commission’s guidance for specific information on the rules for each election. Updated guidance about what elections are being held and which rules apply is available on the Electoral Commission website in the lead-up to an election.

What are the consequences of breaching this Code?

1.14 Where a party officer does not follow this Code, the party treasurer, or other relevant officer, is likely to be in breach of the statutory requirements relating to campaign expenditure, for example the statutory requirement to deliver a complete and correct return. Breaches of this Code may also lead to a conclusion that a party treasurer knowingly or recklessly made a false declaration about the return. The commission of offences may result in the imposition of civil sanctions or prosecution.

1.15 Section 79(3) PPERA provides that it is a defence for any person or registered party charged with the offence of exceeding the limit on campaign expenditure (under section 79(2) PPERA) to show that they complied with this Code in determining the items and amounts of campaign expenditure to be entered in the relevant campaign expenditure return under section 80 PPERA, and that the limit would not have been exceeded on the basis of the items and amounts entered in that return.

The legal framework in PPERA for political party spending

Registration of political parties

1.16 Political parties must be registered with the Electoral Commission to stand candidates using party identity marks in relevant elections.

Spending limits and regulated periods

1.17 The law on political party campaign spending will apply during the period set out in Schedule 9 PPERA. Schedule 9 PPERA also sets out the spending limits.

What counts as political party spending?

1.18 Political party spending at elections is governed by Part 5 of PPERA.

1.19 Section 72(2) PPERA defines ‘campaign expenditure’ in relation to a registered party as *‘expenses incurred by or on behalf of the party which are expenses falling within Part 1 of Schedule 8 and so incurred for election purposes.’*

1.20 As stated above, the law in this Code will apply to all spending associated with promoting any candidate standing on a party list for a registered party, or for the party itself.

1.21 Part 1 of Schedule 8 PPERA outlines the expenses which qualify where incurred ‘for election purposes’. Paragraph 1 of Schedule 8 lists matters that qualify. Paragraph 2 lists the exclusions, including a general exclusion for reasonable

expenses incurred that are reasonably attributable to the protection of persons or property.

Excluded expenses

1.22 Schedule 8, paragraph 2 PPERA sets out a list of matters which are ‘excluded’ from being campaign expenditure within the meaning of section 72.

1.23 Schedule 8, paragraph 2(1)(f)(i)¹ excludes any expenses incurred relating to any matter that is reasonably attributable to the candidate’s disability.

1.24 Schedule 8, paragraph 2(1)(f)(ii)² excludes any expenses incurred in respect of, or in consequence of, translating anything from Welsh into English or from English into Welsh.

1.25 Schedule 8, paragraph 2(1)(ea)³ excludes any reasonable expenses that are incurred that are reasonably attributable to the protection of persons or property.

Election purposes

1.26 ‘For election purposes’ is defined in section 72(4) PPERA. It means:

for the purpose of or in connection with—

(a) promoting or procuring electoral success for the party at any relevant election, that is to say, the return at any such election of candidates—

(i) standing in the name of the party, or

(ii) included in a list of candidates submitted by the party in connection with the election; or

(b) otherwise enhancing the standing—

(i) of the party, or

(ii) of any such candidates,

with the electorate in connection with future relevant elections (whether imminent or otherwise).

¹ Inserted by Article 7 of the Representation of the People (Election Expenses Exclusion) (Wales) (Amendment) Order 2020

² Inserted by Article 7 of the Representation of the People (Election Expenses Exclusion) (Wales) (Amendment) Order 2020

³ Inserted by regulation 3 of the Political Parties, Elections and Referendums Act 2000 (Exclusions and Variation of Campaign Expenditure Limits) (Wales) Regulations 2025 (S.I. 2025/801)

Notional spending

1.27 'Notional campaign expenditure' counts towards the party's spending limits. Under section 73 PPERA, notional campaign expenditure arises when the following conditions are met:

The first condition is that the:

- property is transferred to the party free of charge or at a discount of more than 10 per cent of the market value of the property, or
- property, services or facilities is or are provided to the party free of charge or at a discount of more than 10 percent of the commercial rate

The second condition is that:

- the property, services or facilities is or are made use of by or on behalf of the party in circumstances such that if any of the expenses were to be (or are) actually incurred by or on behalf of the party in respect of that use, they would be (or are) campaign expenditure – i.e. within the categories listed in paragraph 1 and not excluded by paragraph 2 of Schedule 8.

In this context, property, services or facilities are only made use of on behalf of the party if that use is directed, authorised or encouraged by the party, or treasurer or deputy treasurer appointed under s 74 PPERA.

1.28 Where the above conditions are satisfied, an 'appropriate amount' is considered to be campaign expenditure incurred by the party and it must be declared as campaign expenditure in the party's return. The law on donations also apply to the associated gift to the party.

1.29 The appropriate amount is the proportion that is reasonably attributable to the use of the item, of either:

- its market value (where it is transferred free of charge), or
- the value of the discount

Discounts

Non-commercial discounts

1.30 Non-commercial discounts are special discounts given to a party or candidate. This includes any special rates which are not available on the open market.

1.31 When this happens, the full commercial value of the item or the services will count towards the spending limit and must be reported in the spending return.

Commercial discounts

1.32 Commercial discounts are those available to other similar customers, such as discounts for bulk orders or seasonal reductions. These are not treated as notional spending.

Reporting

1.33 Under section 80 and 82 PPERA, political parties are required to deliver a return after an election to the Commission. The deadline for the delivery will depend on the amount that party has spent. One of the main requirements is that the return must include:

a statement of all payments made in respect of campaign expenditure incurred by or on behalf of the party during the relevant campaign period in the relevant part or parts of the United Kingdom.

1.34 The party treasurer is responsible for completing the return. Where the party has a campaigns officer appointed under section 25 PPERA, they are responsible for this.

1.35 The party treasurer must sign a declaration that the return is, to the best of their knowledge and belief, complete and correct. It is an offence to knowingly or recklessly make a false declaration under section 83 PPERA.

General guidance on the kinds of expenses which qualify as campaign expenditure when incurred for election purposes

Re-using items paid for and used at a previous election

2.1 The full cost of an item which meets the usual criteria must be reported in the return at the election at which the item is first used. Items that have been paid for and used at an election by a political party must not have their cost apportioned or discounted because they potentially could or will be re-used at a subsequent election or elections.

2.2 The full cost of items that may or will be re-used counts towards the spending limit at the first election at which they are used. Where an item is used for purposes other than use at an election, the cost of the proportion that is used for the election must be reported.

2.3 The purchase cost of items that were:

- paid for in full (owned not hired)
- used at a previous election
- reported in full in the party's expenditure return at a previous election, and
- have not been altered in any way

do not need to be reported in the expenditure return for the same political party at a subsequent election, nor do they count towards the spending limit at such subsequent elections.

2.4 However, all costs incurred in facilitating the re-use of an item at a subsequent election, including:

- cleaning
- alteration and/or addition
- maintenance
- redevelopment

must be reported in the return for the subsequent election where the items are used again.

2.5 The costs incurred in facilitating the re-use count towards the spending limit at the subsequent election at which the item is re-used.

- A party purchases a series of Correx Boards. The party uses them at a Senedd election and reports them in its return for that election. Five years later the party uses the Correx boards again. Prior to use, it has them cleaned and, where necessary, replaced. In its return, the party includes the cost of the cleaning and the replacement Correx boards.
- A party purchases software that it uses to target voters. The party uses the software at a Senedd election. The party reports it in its return for that election. In the time period between elections, the party updates and maintains the system. At the next election where the system is used, the party reports the cost of updating and maintaining the system.
- A party purchases software to hold and process information about voters. The information is acquired from the electoral register which the party is entitled to a copy of. No cost is required to be reported for accessing that data.

The party also used the software for other purposes, such as maintaining the data of members. The information is updated via house to house canvassing. There are no costs involved with the canvassing as it is conducted by volunteers.

A Senedd election is held. The party apportions the cost of the software according to its usage. The entirety of the cost is not for the party's election. The party reports in that election return the proportion of the cost of the software that is relevant to the election. At subsequent elections, the party only reports the upkeep and maintenance of the software and database.

Items not used at all

2.6 Items paid for but not used at an election are not regarded as incurred for election purposes and do not need to be reported in the return.

Expenses incurred prior to the commencement of the regulated period

2.7 Expenses incurred before the start of the regulated period, on items used during the regulated period, must be reported in the return. Therefore, the cost of items used during the regulated period but purchased prior to the start of the regulated period count towards the party's spending limit.

VAT

2.8 Expenses must be reported inclusive of VAT where applicable, even where VAT can be recovered.

2.9 Where VAT is charged on an item, the VAT amount counts towards the spending limit.

Overheads and associated costs

2.10 Where overhead and associated costs are relevantly incurred, the amount that counts as campaign expenditure is the portion that reasonably reflects usage during the campaign. It is that portion which must be included in the return and counts towards the spending limit.

2.11 This applies to items such as:

- office space
- business rates
- electricity bills
- provision of phone lines and internet access
- mobile phones
- provision of office equipment of any kind

2.12 The proportion that reasonably reflects usage is generally the amount that is incurred over and above the usual costs in a given period.

A party pays a standard amount per month for electricity. In the period in the lead up to the election it incurs an extra amount above what it would ordinarily pay. The extra amount is the amount that must be reported in the return.

2.13 Any other associated costs also count as campaign expenditure, so must be reported and count towards the spending limit.

Excluded items

2.14 The cost of water, gas, council tax and childcare are not expenses falling within Part 1 of Schedule 8 PPERA. They are not considered sufficiently closely connected to the matters listed there. They do not need to be reported.

Schedule 8, paragraph 1 PPERA

General notes

This Code is not exhaustive

3.1 This part of the Code sets out a non-exhaustive lists of matters which are relevant for the purposes of each category in Schedule 8, paragraph 1. They should therefore be reported in an expenditure return if associated expenses are incurred by or on behalf of a party for election purposes.

3.2 As stated above, subject to the exclusions, expenditure associated with the promotion of a candidate on a registered party's list or the party itself will be covered by this Code.

Notional spending

3.3 This Code applies to notional spending on behalf of a political party in the same way as it applies to spending that is incurred by a political party, unless otherwise specified.

Costs that are excluded

3.4 This section of the Code clarifies paragraph 1 of Schedule 8 PPERA. Nothing in it should be taken as qualifying the list of exclusions set out in paragraph 2 of Schedule 8 PPERA, which is reproduced below.

(1) Nothing in paragraph 1 shall be taken as extending to—

(a) any expenses in respect of newsletters or similar publications issued by or on behalf of the party with a view to giving electors in a particular electoral area information about the opinions or activities of, or other personal information relating to, their elected representatives or existing or prospective candidates;

(b) any expenses incurred in respect of unsolicited material addressed to party members;

(c) any expenses in respect of any property, services or facilities so far as those expenses fall to be met out of public funds;

(d) any expenses incurred in respect of the remuneration or allowances payable to any member of the staff (whether permanent or otherwise) of the party;

(e) any expenses incurred in respect of an individual by way of travelling expenses (by any means of transport) or in providing for his accommodation or

other personal needs to the extent that the expenses are paid by the individual from his own resources and are not reimbursed to him; or

(ea) in relation to an election for the purposes of which a limit is imposed by [paragraph 3, 6, 7, 9, 10 or 11 of Schedule 9] (limits for periods relating to parliamentary general elections [, general elections to Senedd Cymru,] or general elections to the Northern Ireland Assembly), reasonable expenses incurred that are reasonably attributable to the protection of persons or property;

(f) any expenses incurred in respect of a Senedd Cymru election or a local government election in Wales:

(i) relating to any matter that is reasonably attributable to the candidate's disability, to the extent that the expenses in respect of the matter are reasonably incurred; and

(ii) in respect of, or in consequence of, the translation of anything from Welsh into English or from English into Welsh.

(3) In relation to sub-paragraph 2(1)(f)(i) "disability", has the same meaning as in section 6 of the Equality Act 2010

Schedule 8, paragraph 1(1)

Party political broadcasts.

Expenses in respect of such broadcasts include agency fees, design costs and other costs in connection with preparing or producing such broadcasts.

This paragraph includes:

Services, premises, facilities or equipment provided by others

4.1 This includes the cost of use, or hire, of any:

- agency, individual or organisation
- services provided by any agency, individual or organisation
- premises or facilities
- equipment

to prepare, produce or facilitate the production of the content or to broadcast the content.

Overheads and associated costs

4.2 It includes the cost of any software of any kind for use on any device for the design and production of material in-house.

4.3 For example, a licensing fee for a software application for use in designing broadcast content.

4.4 It includes the cost of purchase and use of any equipment for the preparation, production, facilitation of production or broadcast of the content.

4.5 It includes a relevant proportion of the cost of:

- office accommodation
- business rates
- electricity
- phone rental and internet access

associated with the preparation, production, facilitation of production and/or broadcast of the content.

4.6 It includes the cost of food and/or accommodation for any individual who provides services in connection with the broadcast for the party where that is paid for by the party or reimbursed by the party.

Schedule 8, paragraph 1(2)

Advertising of any nature (whatever the medium used).

Expenses in respect of such advertising include agency fees, design costs and other costs in connection with preparing, producing, distributing or otherwise disseminating such advertising or anything incorporating such advertising and intended to be distributed for the purpose of disseminating it.

This paragraph includes:

Services, premises, facilities or equipment, provided by others

5.1 This includes the cost of use, or hire, of any:

- agency, individual or organisation
- services provided by any agency, individual or organisation
- premises or facilities
- equipment

that is used to:

- prepare, produce or facilitate the production of advertising material
- disseminate advertising material by distribution or otherwise

5.2 For example, the hire of a photographer and premises to produce images for use in advertising material.

Specific costs in connection with producing or disseminating digital or electronic advertising material

5.3 It includes the cost of any software, of any kind, for use on any device to:

- design and produce advertising material in-house
- disseminate or facilitate dissemination of advertising material

whether that material is distributed digitally, electronically or via other means.

5.4 For example, a licensing fee for a software application for use on a device.

5.5 It includes the cost of use, or hire, of any:

- agency, individual or organisation
- services provided by any agency, individual or organisation
- premises or facilities
- equipment

used to:

- prepare, produce or facilitate the production of digital or electronic advertising material
- distribute or facilitate the dissemination of that advertising material via any means

including any cost attributable to increasing the visibility of content by any means.

5.6 For example, the purchase of a more prominent position on a page within a search engine.

5.7 It includes the cost of preparing, producing or facilitating the production of advertising material for:

- downloading and use by others
- posting on and promoting the party via any kind of social media channel or platform

5.8 For example, the costs of producing advertising material promoting the party that is posted to a page on a social media channel encouraging followers to share it.

5.9 It includes the cost of accessing, purchasing, developing and maintaining any digital or other network which:

- facilitates distribution or dissemination of advertising material by any means
- promotes or increases the visibility of advertising material by any means

5.10 For example, the purchase of digital identities used to make material appear as if it has been seen and approved by a high number of users on a social media platform.

5.11 It includes the costs of:

- hosting and maintaining a website or other electronic/digital material that promotes the party
- designing and building the website
- a portion of any website or material that is set up to obtain funds for the party but also promotes the party during the regulated period

Other costs included in Schedule 8, paragraph 1(2)

5.12 It includes the cost of any rights or licensing fee for any image used in producing advertising material.

5.13 It includes the cost of purchase and use of any equipment in connection with:

- preparation, production or facilitating the production of the advertising material
- dissemination of the advertising material by distribution or otherwise

5.14 It includes the cost of:

- paper or any other medium on which advertising material is printed

- physically displaying advertising in any location, for example cable ties or glue for putting up posters

5.15 It includes the cost of purchase, hire or use of:

- photocopying equipment
- printing equipment

for use in printing advertising material.

5.16 It includes a relevant proportion of the cost of:

- office accommodation
- business rates
- electricity
- phone rental and internet access

in connection with:

- preparation, production or facilitating the production of the advertising material
- dissemination of the advertising material by distribution or otherwise

5.17 It includes the cost of food and/or accommodation for any individual who provides services in connection with advertising material for the party where that is paid for or reimbursed by the party.

Schedule 8, paragraph 1(3)

Unsolicited material addressed to electors (whether addressed to them by name or intended for delivery to households within any particular area or areas).

Expenses in respect of such material include design costs and other costs in connection with preparing, producing or distributing such material (including the cost of postage).

This paragraph includes:

Costs associated with obtaining information and targeting or identifying voters, including database costs

6.1 This includes the cost of accessing, obtaining, purchasing, developing or maintaining:

- IT software or contact databases
- any information, by whatever means,

that is used to facilitate the sending of unsolicited material to voters.

6.2 For example, the purchase of email addresses.

6.3 It includes the cost of accessing, obtaining or developing data sets, including data analytics to target voters by whatever means, including the cost of agencies, organisations or others that identify groups of voters, by whatever means.

6.4 For example, the cost of any agency paid to analyse social media content to facilitate targeting of voters across electoral areas and the cost of modelling by any agency based on that analysis.

6.5 It includes the cost of any services to identify voters that are purchased, developed or provided before the regulated period, but are used to target voters during the regulated period.

6.6 Where information or access to information is obtained from a third party, the commercial cost of obtaining that information from the third party is included.

Costs associated with preparing, producing or distributing unsolicited material to voters, including via digital means

6.7 This includes the cost of use, or hire, of any:

- agency, individual or organisation
- services provided by any agency, individual or organisation
- premises or facilities
- equipment

that is used to:

- prepare, produce or facilitate the production of the unsolicited material
- disseminate by distribution or otherwise the unsolicited material, including any cost attributable to increasing the visibility of material via any means

6.8 It includes the cost of delivering material by any means including electronic means or the physical distribution of the material, for example the cost of envelopes and stamps or the purchase of a system for sending emails.

6.9 It includes the cost of accessing, developing and maintaining any digital or other network which promotes or increases the visibility of unsolicited material on any platform.

6.10 For example, if a party pays a developer to create an app that facilitates targeting of their material on a social media channel.

6.11 It includes the cost of oversight and maintenance of all social media, digital or other forms of distribution of unsolicited material. This includes the maintenance of all social media accounts, including if they are maintained by another entity/individual.

Other costs included in Schedule 8, paragraph 1(3)

6.12 It includes the cost of any rights or licensing fee for any image used in producing unsolicited material.

6.13 It includes the cost of paper or any other medium on which unsolicited material is printed.

6.14 It includes the cost of purchase and use of any equipment in connection with:

- preparation, production or facilitating the production of the unsolicited material
- dissemination by distribution or otherwise of the unsolicited material

6.15 It includes the cost of purchase, hire or use of:

- photocopying equipment
- printing equipment

for use in printing unsolicited material.

6.16 It includes a relevant proportion of the cost of:

- office accommodation
- business rates
- electricity
- phone rental and internet access

associated with the preparation, production, dissemination and distribution of unsolicited material.

6.17 It includes the cost of food and/or accommodation for any individual who provides services in connection with unsolicited material for the party where that is paid for by the party or reimbursed by the party.

Costs that are excluded from Schedule 8, paragraph 1(3)

6.18 It does not include the cost of postage of the free electoral address as outlined in article 67 of the Senedd Cymru (Representation of the People) Order 2025.

6.19 It does not include any cost associated with the obtaining of data as permitted under any statute or regulation.

6.20 For example, political parties are entitled to a copy of the electoral register via regulation 102 of the Representation of the People (England and Wales) Regulations 2001.

Schedule 8, paragraph 1(4)

Any manifesto or other document setting out the party's policies.

Expenses in respect of such a document include design costs and other costs in connection with preparing or producing or distributing or otherwise disseminating any such document.

This paragraph includes:

Services, premises, facilities or equipment provided by others

7.1 This includes the cost of use, or hire, of any:

- agency, individual or organisation
- services provided by any agency, individual or organisation
- premises or facilities
- equipment

used to:

- prepare, produce or facilitate the production of any manifesto or other document
- disseminate or distribute the manifesto or other document, via any means

including any cost attributable to increasing the visibility of content via any means.

7.2 For example, the purchase of a more prominent position on a page within a search engine.

7.3 It includes the cost of making the manifesto or other document available in electronic or physical form and all means of disseminating it.

Other costs included in Schedule 8, paragraph 1(4)

7.4 It includes the cost of any rights or licensing fee for any image used in producing a manifesto or other document.

7.5 It includes the cost of paper or any other medium on which the manifesto or other document is printed.

7.6 It includes the cost of purchase and use of any equipment in connection with:

- preparation, production or facilitating the production of the manifesto or other document
- dissemination by distribution or otherwise of the manifesto or other document

7.7 It includes the cost of purchase, or hire, of:

- photocopying equipment
- printing equipment

for use in printing the manifesto or other document.

7.8 It includes a relevant proportion of the cost of:

- office accommodation
- business rates
- electricity
- phone rental and internet access

associated with any in-house costs for design of the manifesto or other document and for its production and dissemination.

7.9 It includes the cost of food and/or accommodation for any individual who provides services in connection with the manifesto or other document for the party where that is paid for or reimbursed by the party.

Schedule 8, paragraph 1(5)

Market research or canvassing conducted for the purpose of ascertaining polling intentions.

This paragraph includes:

Services, premises, facilities or equipment provided by others

8.1 This includes the cost of use, or hire, of any:

- agency, individual or organisation
- services provided by any agency, individual or organisation
- premises or facilities
- equipment

used to:

- prepare, produce or facilitate canvassing or market research
- conduct or co-ordinate canvassing or market research
- record or analyse or otherwise utilise the results of any market research or canvassing activity

8.2 For example, the cost of using phone banks to contact voters, including the development of scripts for use by phone bank employees that are designed to influence voters.

Costs of obtaining or maintaining data

8.3 This includes the cost of accessing, purchasing, developing and maintaining:

- IT software or contact databases
- data sets, including the use of data analytics

to facilitate or undertake market research or canvassing.

8.4 For example, it includes the cost of undertaking social media listening and analysing the result to analyse the intention of voters. It includes costs that are incurred prior to the regulated period where the data is then used during the regulated period.

Other costs included in Schedule 8, paragraph 1(5)

8.5 It includes the cost of any purchase and use of any equipment required to:

- prepare, produce or facilitate canvassing or market research
- conduct or co-ordinate canvassing or market research

- record or analyse or otherwise utilise the results of any market research or canvassing activity

8.6 For example:

- laptops or tablets if used for canvassing
- mobile phones if used by the leader/co-ordinator of the canvassing

where that equipment and/or associated costs are paid for or reimbursed by the party or a third party.

8.7 It includes the cost of a relevant proportion of:

- office accommodation
- business rates
- electricity
- phone rental and internet access

associated with market research or canvassing.

8.8 It includes the cost of food and/or accommodation for any individual who provides services in connection with market research or canvassing for the party, where that is paid for or reimbursed by the party.

Schedule 8, paragraph 1(6)

The provision of any services or facilities in connection with press conferences or other dealings with the media.

This paragraph includes:

Costs of press conferences or other dealings with the media

9.1 This includes the cost of use, or hire, of any:

- agency, individual or organisation
- services provided by any agency, individual or organisation
- premises or facilities
- equipment

used to prepare, produce, facilitate or conduct press conferences or other dealings with the media.

9.2 It includes the cost of specialist press or media software or subscriptions.

Other costs included in Schedule 8, paragraph 1(6)

9.3 It includes the cost of any rights or licensing fee for any image used in preparation, production, facilitating or conducting press conferences or other dealings with the media.

9.4 It includes the cost of purchase and use of any equipment in connection with preparation, production, facilitating or conducting press conferences or other dealings with the media.

9.5 It includes a relevant proportion of the cost of:

- office accommodation
- business rates
- electricity
- phone rental and internet access

associated with dealing with the media, such as co-ordinating press conferences or media activity, or drafting press releases, or other media related activities, including where a party has existing press conference facilities on its premises.

9.6 It includes the cost of food and/or accommodation for any individual who provides services in connection with press conferences or other dealings with the media, for the party where that is paid for or reimbursed by the party.

Schedule 8, paragraph 1(7)

Transport (by any means) of persons to any place or places with a view to obtaining publicity in connection with an election campaign.

Expenses in respect of the transport of such persons include the costs of hiring a particular means of transport for the whole or part of the period during which the election campaign is being conducted.

This paragraph includes:

Transport of volunteers and campaigners

10.1 It includes the cost of transporting:

- volunteers
- party members, including staff members
- other campaigners

around the electoral area, or to and from the electoral area, including the cost of:

- tickets for any transport, including any booking fee
- hiring of any transport
- fuel purchased or electric vehicle charging costs for any transport
- parking for any transport

where they are undertaking campaigning on behalf of the party.

10.2 It includes the cost of transport paid for by any individual, political party or other third party that is paid for or reimbursed either by the political party or a third party, where the individuals being transported were campaigning or undertaking activities associated with the campaign for the party.

Other costs included in Schedule 8, paragraph 1(7)

10.3 This includes the cost of use, or hire, of any vehicle or form of transport that displays material promoting the party, including any cost associated with:

- design and application of the design to the vehicle or form of transport
- travelling between electoral areas
- travelling around an electoral area
- parking fees where a vehicle is used to display material

10.4 It includes a portion of the cost of:

- office accommodation
- business rates
- electricity
- phone rental and internet access

when these are associated with planning, booking or using transport of any kind, or where a vehicle or form of transport is being prepared for use in electoral areas. For example, the cost of design and applying the design promoting the party to the side of a bus.

10.5 It includes all transport costs associated with other spending matters. For example, transporting someone to a rally.

Schedule 8, paragraph 1(8)

Rallies and other events, including public meetings (but not annual or other party conferences) organised so as to obtain publicity in connection with an election campaign or for other purposes connected with an election campaign.

Expenses in respect of such events include costs incurred in connection with the attendance of persons at such events, the hire of premises for the purposes of such events or the provision of goods, services or facilities at them.

This paragraph includes:

Services, premises, facilities or equipment provided by others

11.1 This includes the cost of use, or hire, of any:

- agency, individual or organisation
- services provided by any agency, individual or organisation
- premises or facilities
- equipment

used in:

- promoting a rally or other event
- holding or conducting a rally or other event to promote the party
- live streaming or broadcasting a rally or other event by any means

Other costs included in Schedule 8, paragraph 1(8)

11.2 It includes the cost of promoting or advertising the event, via any means.

11.3 It includes the cost of an event that is being held via a link of any kind or is being live streamed or broadcast, where that event is open to be viewed by users of a channel or platform or by other means.

11.4 It includes the cost of the provision of any goods, services or facilities at the event, for example the cost of hiring seating.

11.5 It includes the cost of purchase of any equipment in connection with:

- holding or conducting a public meeting to promote the party
- live streaming or broadcasting a public meeting by any means

11.6 It includes a relevant proportion of the cost of:

- office accommodation
- business rates
- electricity
- phone rental and internet access

associated with:

- promoting a rally or other event
- holding or conducting a rally or other event to promote the party
- live streaming or broadcasting a rally or other event by any means

11.7 It includes the cost of food and/or accommodation for any individual who provides services in connection with:

- promoting a rally or other event
- holding or conducting a rally or event to promote the party
- live streaming or broadcasting a rally or other event by any means