

Referendum Rules and Guidelines

Principal Rules

- Do not do anything that the other agent (see definition below) and his/her team cannot do
- Treat all other students and staff with respect

Behavioural Rules

- All agents and their teams must act in the interests of a fair referendum
- All agents will be held liable for the actions of their team
- There must be no personal attacks, such as agents or their team making unsupported attacks on the other agent's manifesto or making attacks of a personal nature against the other team or its members. Any challenge which is not deemed to be of a personal nature is allowed.
- No team shall seek to gain advantage over the other team by spending more than the allowed limit because they have greater funds or resources at their personal disposal.

Breach of Rules

- Any breach of the rules may be punished. Sanctions include:
 - total disqualification
 - the application of a disqualification margin
 - a formal warning, which is not made public to the electorate
 - a formal warning, which is made public to the electorate
 - a ban on campaigning, both on-line and off, for a defined period

- **Total disqualification**

In the case of total disqualification, the RO (as a neutral officer) will be asked to rule on the seriousness of the breach before a team is disqualified. This decision is not subject to appeal.

- **Application of a disqualification margin**

In the event of a breach or complaint of a breach, the RO/DRO may decide to deduct the estimated number of votes 'influenced' by the action.

Breach of Law or Regulations

The Students' Union's Articles, Bye-laws and Regulations apply to everyone during any referendum. Any breaches of these governing documents, of Students' Union or University Policies, of University Regulations or the laws of the UK may attract one, or more, of the sanctions above.

Agents

If the issue is to be contested two agents will be appointed who will be responsible for running the "Yes" vote campaign and the "No" vote campaign.

Manifestos/statements

The RO will be responsible for scrutinising and approving the manifestos to ensure that they comply with the Rules. The RO may request the agent(s) to make appropriate amendments if s/he deems it necessary.

Expenses

- Each team may spend up to the limit allowed in the Officer elections.
- All expenses must be recorded on the expenses sheet and must be presented to the RO to a deadline which shall be before the count. Receipts must be included with the expenses sheet. Some items may be considered 'free' expenditure and some, such as T shirts, may have a standard cost. Standard costs will be as in the Officer elections.
- Support, both material and in person, may be accepted from external groups or organisations but, where it is material e.g. flyers or T shirts, must be included in expenses.

Campaigning

- Agents may not start formal campaigning or use campaign material before the deadline set in the referendum timetable.
- Agents are responsible for the actions of their supporters.
- Agents are reminded that they must show respect and consideration at all times to the other agent, their supporters, all other students and University staff. Do not get carried away!
- No student group can endorse any one side but an individual, in their role, can.
- Agents must abide by the current Publicity Policy and by any University decision on use of the Parade.
- Please respect personal space such as offices and private work places and take care not to breach [University Regulations](#).
- If you are involved in any SU media areas, you should seek advice of the RO/DRO to avoid any conflict of interest.

Publicity

- Any question regarding content will be referred to the RO/Chair of Elections Committee for a decision.
- Agents are encouraged not to use posters but to limit themselves to banners and flyers only.
- Use of banners is permitted in moderation, provided that they are securely tied.
- You may seek advice on whether your material is appropriate from the SU Marketing & Promotions Co-ordinator or members of Elections Committee.
- No publicity material is allowed on glass doors, windows, walls or painted surfaces.
- Sticky tape and blu/whitetack are not allowed on pillars. Material should be affixed with string or similar ties.
- On the Parade, boards larger than 1m squared are not normally suitable. Free standing objects are not permitted.
- No publicity material is to be stuck up in toilets.
- Do not erase any writing on GTA boards.
- Publicity material may be removed by Elections Committee if it has become damaged or contravenes any rule, or if it is deemed to be unsafe.
- Any agent proposing to provide home prepared food or any perishable food as part of their campaign must speak to the DRO in advance to ensure that the necessary risk assessment has been satisfactorily completed and all health and safety requirements have been met.
- All publicity material is to be removed immediately after close of polling and recycled.
- Please endeavour to keep the campus tidy during the referendum period.
- A detailed record should be kept of all expenditure and presented as required to Elections Committee.
- If you are in any doubt, please contact the DRO or Chair of Elections Committee before either producing or displaying publicity material.

Social media

Facebook and Social Media

- Agents and their teams may set up Facebook pages. The Chair of Elections Committee must be added to these.

- Ensure that any other pages (e.g. any activity group such as sports clubs or societies) do not like the page - this may be deemed as that activity group supporting that agent
- Agents may not post on central SU pages.
- No activity group should give preferential treatment to specific agent(s) e.g. if an agent were to post in a group and the other agent also wishes to post in that group, the group administrators must not favour one agent over another
- Agents may not use mailing lists.
- Agents may not spam.
- Officers may support either side and declare their posts.
- If the SU Officers take a side, they may use their BathSU accounts rather than their personal ones.
- You should ensure that any computer usage is in line with BUCS [Acceptable Use Policy](#).

Complaints

- All complaints on the part of the two teams must be made by the agent to the sureturningofficer@bath.ac.uk email account.
- Complaints should be made immediately there is cause and should not generally be raised at a later date.
- All complaints must be made by a set deadline which shall be before the count.