

UEA(SU) By-Election 2025: Rules

Campaign Period

- Start and End Date: The campaign period will officially begin when voting opens, on the 4th of November 2025 at 9am, and will conclude at 5pm on the final day of voting on the 5th of November 2025. Campaigning outside of this period is strictly prohibited.
- Manifesto Submission: All candidates must submit a manifesto before 9am on Monday 3rd of November. These manifestos will be published on the Union's website and digital platforms at the start of the campaign period. If you are running for an officer role and you fail to submit a manifesto, you won't be eligible to run in the by-election.
- Campaigning within the allotted time: All campaigning must take place during the dual campaigning and voting period. Any distribution of material, posts on social media, or other campaign activities including endorsements before this period will be considered campaigning outside of the allotted time, which is against the rules of the By-Elections.

Voting and Balloting

- Online Voting: Voting will be conducted through the SU's website using the official online voting platform. All registered Union members are eligible to vote by logging in with their student ID. The voting system is designed to ensure a secure and verifiable process, preventing multiple votes from the same individual.

Returning Officers

- Roles and Responsibilities: The Returning Officer (RO) holds overall responsibility for overseeing the elections and ensuring compliance with the rules. For the 2025/26 By-Elections the Returning Officer will be a member of the NUS National staffing team. They will have a designated Deputy Returning Officer (DRO), Jumara Stone, uea(su) CEO, who will, in collaboration with the Returning Officer, review complaints, determine rule breaches, and impose penalties.

Conduct and Ethics

- Respectful Campaigning: Negative campaigning, personal attacks, or harassment are strictly prohibited. Candidates should focus on presenting their policies and priorities rather than undermining their opponents.
- Any candidate found to be engaging in hate speech, harassment, or discriminatory behaviour (based on race, gender, sexuality, religion, etc.) will face immediate disqualification from the by-election.
- No Incentives for Votes: Candidates and their campaign teams must not offer, directly or indirectly, any material incentives or rewards in exchange for votes. Any form of bribery, including giving gifts or rewards in return for support, will result in immediate disqualification from the by-election.

Campaign Methods

Posters, Flyers, and Banners

- Union House: Candidates are permitted to display campaign materials, such as posters and flyers, within the Union House building. This excludes staff offices. Any materials placed in unauthorised areas will be removed, and the candidate will receive a warning.
- Bars: Candidates should not mount campaign material on the walls of Bars; instead, candidates should place material on the windows and distribute materials in-person in these spaces.
- The Square: Candidates may also display campaign materials in The Square, including banners and the use of non-toxic chalk for the duration of the campaigning and voting period, provided it does not cause damage and can be easily washed away.
- Other Campus Locations: For areas outside of Union House and The Square, candidates must seek permission from the relevant UEA department before displaying any campaign materials. Any material placed in buildings (excluding the Square and Union House) without permission may be removed by the UEA Estates team or the relevant department without notice.
- The Union will not cover the cost of reprinting any materials that are removed from locations where permission was not obtained.

Stickers

- Stickers Prohibited: Stickers are banned from use in campaigns due to the damage they can cause to our buildings, particularly to floors and other

surfaces. Candidates found using stickers will be penalised with a formal warning and the removal of their campaign materials.

Digital Campaigning

- Social Media Platforms: Candidates are encouraged to use platforms such as Instagram, Facebook, X, and TikTok for their campaigning. Candidates are discouraged from using closed platforms such as Discord.

Campaign Videos

- Video Submissions: Candidates may submit a 2-minute campaign video as part of their manifesto if they wish to su.voice@uea.ac.uk. These videos will be hosted on the Union's website. Candidates are encouraged to use creative and engaging content, provided it adheres to campaign rules.

Responsibility for Materials

- Candidate Accountability: Candidates must ensure that all physical and digital campaign materials adhere to the Union's code of conduct and environmental guidelines, such as using recycled materials where possible. Offensive, discriminatory, or damaging materials will be removed, and penalties may apply.

Campaign Spending and Finance Reporting

- Campaign Budget: Each candidate has access to a budget of £15 on a reimbursement basis. This is for both part-time officer candidates and convenor candidates.
- Candidates are strictly prohibited from exceeding this budget through personal funds or third-party contributions. Exceeding the allocated budget will result in penalties, potentially including disqualification.
- This budget will be reimbursed by the Union and is to be used for physical campaign materials such as posters and flyers.
- To be reimbursed, candidates must submit the designated expense form before the due date of 5pm Wednesday 12th November. You must include your receipts for proof of purchase with the form.

Campaign Teams

- **Team Size:** Each candidate is permitted to have a campaign team of up to 6 members. These team members must be clearly identifiable when campaigning on behalf of the candidate.
- **Candidate Responsibility:** Candidates are fully accountable for the behaviour of their campaign team members. Any misconduct or rule violations by team members will be treated as if committed by the candidate, and appropriate penalties will apply.

Collaboration and Slates

- **Collaborative Campaigning:** Candidates may collaborate on events or share ideas but must remain individually accountable. Formal slates—where candidates campaign as a unified team—are prohibited.
- **Joint branding, slogans, or coordinated team campaigning** are not allowed. Violations of this rule will result in formal warnings and, potentially, reduced access to campaign resources.

Environmental Sustainability

- **Sustainable Campaigning:** Candidates are encouraged to engage in environmentally friendly campaigning, minimising the use of physical materials and prioritising digital-first strategies.

Penalties for Campaign Violations

- **Minor Infractions:** Minor infractions, such as placing materials in unauthorised areas, will result in a formal warning. Repeated infractions will lead to more severe penalties, such as reduced access to campaign resources.
- **Major Infractions:** Major infractions, such as negative campaigning, exceeding the campaign budget, or engaging in bribery, will result in immediate disqualification from the election.
- **Appeal Process:** Candidates may appeal any penalties to the Deputy Returning Officer within 24 hours of receiving the penalty. The decision of the Deputy Returning Officer is final.

Candidate Obligations

- All part-time officer candidates are required to submit a manifesto to be eligible to run for the position.