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***Students' Union***

**ELECTIONS**

**2025**

**CANDIDATE  
GUIDE**



**[UEASU.ORG/ELECTIONS](https://ueasu.org/elections)**



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# **NO NEED FOR AN ELECTION TO FEEL SCARY.**

**There is no getting away from it - elections are competitive. But that should not put you off. Whether you are due to graduate this summer or in the future, your next step will be a competitive one. Remember you got on to your course, others didn't - you've already undertaken one of the most competitive parts of your life.**

**Running in an election is no less competitive than applying for a job - and there are very similar aspects:**

**You have to put yourself out there, talk about why you want the role, what you know about the organisation, and what you will bring to the role.**

**There are two primary differences between an election and a job application:**

- You'll know who else is going for the role.**
- You can build a team around you to campaign for you and tell everyone how great you are!**

**In this handbook we've put together all you need to know about running in the election whether you're running to be an Officer, Convenor or as a Committee Member**



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# CAMPAIGN TIPS.

## CRAFTING A COMPELLING MANIFESTO: BLUEPRINT FOR SUCCESS

### What is a manifesto?

A manifesto is a brief statement presenting a candidate's platform and vision, aiming to persuade voters by outlining their experience at UEA. Your Manifesto is not just a document; it's a manifesto for change, a roadmap that outlines your vision and commitment. This year, manifestos are **mandatory** and not having one can lead to your nomination being withdrawn. Here are some tips to help you draft an impactful manifesto:

### Understand the Role:

Begin by thoroughly understanding the responsibilities of the role you're running for. This Knowledge will serve as the foundation for your manifesto, ensuring that your proposals align with the demands of the position.

### Identify Key Issues:

Highlight the key issues that matter to your audience. This shows you awareness of their concerns and establishes a connection. Consider incorporating elements from the official job descriptions for added relevance. If you think there is an issue - why not talk to UEA first and get their perspective to help inform how you want to tackle it?

### Set Clear Goals:

Clearly outline your goals and the steps you'll take to achieve them. Make your promises tangible, measurable, and realistic. A well-defined set of objectives demonstrates your commitment to bringing about real change



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## **Personalise Your Message:**

Infuse your personality into the manifesto. Share personal anecdotes, experiences, and values that shape your perspective. This not only humanizes your candidacy but also helps voters connect with you on a deeper level

## **INNOVATIVE CAMPAIGNING: STAND OUT IN THE CROWD**

Elections provide a canvas for creativity. Here are some tips to infuse innovation into your campaign:

### **Leverage Social Media:**

Utilise the power of social media platforms to connect with your audience. Craft engaging content, share your manifesto, and actively participate in conversations. Create a digital presence that reflects your personality and campaign message.

### **Host Virtual Town Halls:**

In our connected world, virtual town halls, which are online gatherings utilising digital platforms, offer a dynamic platform to interact with voters. Enabling candidates to discuss their vision, answer questions, and address concerns in a dynamic way, thereby engaging with a diverse audience.

### **Design Memorable Visuals:**

Capture attention with visually appealing campaign materials. Create eye-catching posters, banners, and digital graphics that convey your message effectively. A picture is worth a thousand words, and in a campaign, it can leave a lasting impression. Be creative with where you put your campaign material - the Hive is not the only place on campus or in Norwich - have a friend with a house on the Avenues?



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## **Organise Creative Events:**

Move beyond traditional methods by organising unique campaign events. Whether it's a themed rally, a flash mob, or an interactive online challenge, creative events generate buzz and set you apart from the competition.

## **Don't forget...!**

...All candidates participating in the election must ensure that their campaign materials are in line with the **election rules**, which stipulate that:

- 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.

## **THE POWER OF A CAMPAIGN TEAM: UNLEASHING COLLECTIVE POTENTIAL**

A campaign team is not just a support system; it's a powerhouse that amplifies your message. Here's how to maximise the potential of your campaign team:

### **Build a Diverse Team:**

Assemble a team with diverse skills and perspectives. Having individuals with various strengths will contribute to a well-rounded campaign strategy.

**Clearly Define Roles:** Ensure that each team member has a defined role and understands their responsibilities. A clear organisational structure minimises confusion and enhances efficiency.



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**Regular Communication:** Establish open and regular communication channels within your team. A cohesive team relies on effective communication to stay informed and aligned with campaign goals.

**Empower and Motivate:** Encourage team members to contribute ideas and take ownership of their tasks. Empowerment fosters a sense of dedication, resulting in a motivated team working towards a shared vision. Remember, your campaign is not just about you - it's about the collective effort of your team working towards a common goal. By combining your individual strengths, you'll create a formidable force that leaves a lasting impact on the minds of voters. Don't forget, your campaign team are your responsibility. If they do something problematic, you'll be held accountable.



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# **RETURNING OFFICERS.**

## **RETURNING OFFICER**

For all elections, the Returning Officer (RO) is the NUS Charity Director. The RO is ultimately responsible for ensuring free and fair elections in The SU. Election complaints can be escalated to the RO, however, they delegate their authority to the DRO who oversees elections day-to-day.

## **DEPUTY RETURNING OFFICER**

For all elections, the Deputy Returning Officer (DRO) is Jumara Stone, uea(su) CEO. The DRO is responsible for the day-to-day running and oversees the SU elections. The DRO will examine and respond to all election grievances in the first instance.

[su.elections@uea.ac.uk](mailto:su.elections@uea.ac.uk)





# ELECTION RULES.

## Campaign Period

- Start and End Date The campaign period will officially begin when voting opens, on the **5th of March at 9am**, and will conclude at **5pm on the final day of voting on the 12th March**.
- Campaigning outside of this period is strictly prohibited.
- **Manifesto Submission:**
  - All candidates must submit their manifestos before **5pm on the 20th of February**. Manifestos can be submitted to [su.voice@uea.ac.uk](mailto:su.voice@uea.ac.uk) or on paper to the front desk of the SU office.
  - Manifestos this year are **mandatory**. Candidates who do not submit a manifesto will be withdrawn.
  - These manifestos will be published on the Union's website and digital platforms at the start of the campaign period.

## Campaigning within the allotted time:

- All campaigning must take place during the dual campaigning/voting period this year.
- That is between **9am Wednesday 5th of March and 5pm on Wednesday 12th March**. 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 Election.



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## **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.

### **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.

#### **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.

## **Campaign Methods**

### **Physical Campaigning**

#### **Posters, Flyers, and Banners**

- **Union House:** Candidates are permitted to display campaign materials, such as posters and flyers, within Union House, excluding staff offices, Bookable Room 3 and any location where the operational use of the space will be affected. Any materials placed in unauthorised areas will be removed, and the candidate will receive a warning.
- Candidates should not mount campaign material on the walls in the bars, instead, candidates can place material on windows and distribute materials in person.



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- **The Square:** Candidates may also display campaign materials in The Square, including banners and the use of non-toxic chalk, provided it does not cause damage and can be easily washed away.
- **Other Campus Locations:** For areas outside Union House and The Square, candidates must seek permission from the relevant UEA department before displaying any campaign materials
- The Union will not cover the cost of reprinting materials that are removed from locations where permission was not obtained.

## ***Sticker Ban***

- **Stickers Prohibited:** Stickers are banned from use in campaigns due to the damage they can cause, particularly to floors and other surfaces. Candidates found using stickers will be penalised with a formal warning and the removal of their materials.

## ***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.

## **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.



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## ***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](mailto: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.

## **Campaign Spending and Finance Reporting**

### ***Campaign Budget:***

- Each candidate will be provided with a budget of £30 for Full-Time Officer candidates, and £15 for Part-Time Officer candidates and convenors.
- This budget will be funded by the Union, to be used for physical campaign materials such as posters and flyers.
- Candidates are strictly prohibited from exceeding this budget through personal funds or third-party contributions.

### ***Spending Documentation:***

- All candidates must submit a detailed report of their campaign spending, including receipts, within 48 hours of the campaign period ending, by the 14th of March at 5pm.
- Exceeding the allocated budget will result in penalties, potentially including disqualification.

## **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.
- The Union will provide guidance on sustainable practices, including using recycled paper.

## **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 Returning Officer within 24 hours of receiving the penalty. The decision of the Returning Officer is final.

## **Candidate Obligations**

### **Pre-Election Briefing**

- All candidates are required to attend a pre-election briefing, which will cover the election rules, campaign guidelines, and the Union's values.
- Candidates will also be invited to participate in post-election debriefing sessions to provide feedback on the election process. There will be a series of non-mandatory workshops during the nomination period which all candidates may attend.

### **FTO candidate requirements**

- All Full-Time Officer candidates must watch an online training video and fill out an Microsoft Form as proof.
- This video lays out the responsibilities of the role and was mandated by a Union Council motion. Candidates that do not complete this training may have their nomination withdrawn.



# THINGS TO CONSIDER.

If you have any ideas to enhance the student experience and wish to include them in your manifesto, it is crucial that any commitments you make are achievable. It is also essential to fact-check any statements you make.

In the sections below, we have included information from the operational functions of various Union Departments, highlighted the traditional influence of student leaders on these operations, and addressed key issues students have told staff in these departments about the student experience.

UEA has generously provided additional information to assist you in formulating your manifesto. Remember to conduct your own research too; for instance, if you have concerns about the waiting times for Wellbeing appointments, engage with the Well being team to obtain accurate information on the actual waiting times.

As you embark on your campaign creation, take advantage of the opportunity to approach any staff member for information that is freely available to all candidates.



# **DEPARTMENT: OPERATIONS (LCR/BARS/WATERFRONT)**

## **What Do You Do?**

We aim to operate safe and fun spaces for students to socialise on campus at the same time as providing income for uea(su) and employment opportunities for students. The Teams that help deliver this are:

- Bars & Events
- Security
- Technical
- Alcohol Impact
- First Aid
- Duty Management

## **How Do Student Leaders Shape What You Do?**

Elected officers are encouraged to help shape what we deliver particularly in the areas of safety, accessibility, and EDI as well as the price of a pint of snakebite, the range of products we have to offer and whether we show big sporting events in the pub.

However, these all need to be balanced with our financial obligation to maximise income for uea(su) and our legal obligations - particularly under licensing laws.

## **What Are The Key Issues You've Heard From Students?**

Safety, pricing, and the range of events on campus





# DEPARTMENT: ACTIVITIES AND COMMUNITIES

## What Do You Do?

Our Communities Team are responsible for ensuring that our students have a fun, engaging and value-adding experience during their time at University. They organise events, activities and support networks for students to make friends, share new experiences and create lasting memories.

They also support a big community of student-led groups such as Societies, Sports Clubs, Peer Support Groups and our Media Collective. These groups are run by students with these opportunities whilst developing valuable skills for life beyond University.

## How Do Student Leaders Shape What You Do?

As well as listening to all our student leaders' feedback, the Activities and Opportunities Officer represents the needs of our student body by shaping the above to meet student needs and ensures that the Union's extra-curricular experience remains relevant to both our students and the general public.

They also both collaborate with and lobby the University to truly advocate for students and their experiences, ensuring that student-feedback is embedded in University spaces to make UEA the best it can be for our students, staff and wider community.



## **What Are The Key Issues You've Heard From Students?**

Students are expressing concerns primarily about finance and the cost of living, which impacts various aspects of their lives. It's not merely a financial issue; it also affects time management and the ability to engage in extracurricular activities and induces #LEADTHIS PAGE 17 stress and pressure from balancing multiple responsibilities amidst financial constraints. For instance, club night attendances have become less regular, reflecting the broader impact of financial strain on student activities and social life

## **DEPARTMENT: PROGRAMME AND BOX OFFICE**

### **What Do You Do?**

Our Programming Team carefully curate a programme of immersive, engaging and exciting events across the year that cater to a diverse range of students and members of the public to bring life-defining experiences to UEA. We have two live music venues including the Nick Rayns LCR which is on the University campus and the Waterfront which is in the heart of the city centre. We organise a wide range of student club nights in both venues and we are constantly creating new events, bringing fresh artists and providing consistent opportunities for people to express themselves whilst embracing a diverse range of musical and social cultures.



# DEPARTMENT: INSIGHT, COMMS AND MARKETING

## What Do You Do?

The Insight, Comms and Marketing team oversee all the communications and marketing that the SU produces. This can range from signs to posters, to social media campaigns, to branding the building! The team also works with and supports all the other teams of the SU. Everyday is different and everyday has a fresh and exciting challenge!

## How Do Student Leaders Shape What You Do

The Officers play a vital and pivotal role in the work we do. The Officers and the democracy of the Union underpins all we do, we regularly work with the Officers supporting all of them by helping to bring their campaigns and ideas to life! This can be filming, video production or digital publishing! The biggest challenge the team faces is always managing expectations - the Officers oversee and lead a large organisation with a wide range of products and service, and it can be a struggle to always meet the needs and ambitions of every aspect of that. We work closely with the Officers to ensure priorities and expectations are agreed and managed.



# DEPARTMENT: VOICE AND REPRESENTATION

## What Do You Do?

The Voice Team plays a vital role in supporting the democratic functions of the Union, striving for the effective representation of student interests. This involves overseeing elections to guarantee fairness and transparency, maintaining adherence to constitutional principles, and championing the inclusion of diverse student perspectives in university decisions. The team actively collaborates with other union departments to integrate democratic principles into every aspect of our work at the SU. Primarily, we serve as the support system for student leaders, providing assistance for their campaigns and lobbying efforts, ensuring they have the backing they need to make a positive impact.

## How Do Student Leaders Shape What You Do

Everything the Voice team undertakes is in service of and guided by student leaders, as our primary aim is to amplify their voices. Student leaders collaborate with senior staff to define priority campaigns that aim to address pressing issues.



## **What Are The Key Issues You've Heard From Students?**

Alterations to Freedom of Speech Laws in the UK are poised to significantly impact the higher education sector, leading to some apprehension among portions of the student body regarding potential misuse against their cultural values and beliefs. The cost of living remains a prominent area of worry, with the UK Government recently announcing a mere 2.5% increase in Maintenance loans. Against the backdrop of inflation exceeding 10% last year and standing at 4.2% at the end of January 2024 (ONS), this amounts to a real-terms reduction in financial support for students

## **DEPARTMENT: ADVICE AND WELFARE**

### **What Do You Do?**

We are a team of professional advisors and advocates. Being separate from the University enables us to deliver a completely independent, unbiased, and confidential service. We adopt a person-centered approach, placing students at the core of how we operate. Never telling students what to do, we equip them with all the information to help them make well-informed decisions. We advise on a range of issues including non-academic, complaints, and housing issues, and can provide support and representation at university discipline meetings



## **How Do Student Leaders Shape What You Do**

The Undergraduate Education Officer and the Welfare, Community, and Diversity Officers hold political accountability for the operations of the advice centre. We collaborate closely with them and other officers to highlight concerns observed within the advice centre that have a direct impact on the broader student community, thereby advocating for necessary changes within the University

## **What Are The Key Issues You've Heard From Students?**

The incorporation of AI in academic studies is sparking inquiries about its role as either a tool for good academic practice or a potential facilitator of plagiarism.



# FURTHER THINGS TO CONSIDER.

## SCS GUIDANCE NOTES FOR PROSPECTIVE OFFICER CANDIDATES CATERING

### **Financial viability to include:**

- Develop value for students (all day value and mains discounts).
- Target break-even, i.e. net income = food/labour/operating-costs
- Assess value of in-house production versus brought-in (labour versus food cost).
- Product procurement outsourcing.

### **Development opportunities:**

- Zest full refurb w/ street food counters.
- The Street food hall, i.e. games cafe with food by converting Ziggy's/Warren into three food & drink concepts, combining Blend, SU Bar food and Ziggy's.
- Outlet performance reviews - occasional work on consolidation to drive efficiency.

### **Technological development:**

- App development to incorporate click & collect, delivery, loyalty, etc.
- Catered accommodation solution.



### **Sustainable objectives:**

- Nutritional info & menus; CO2 info.impact; healthier options.
- Reduce demand for meat products.

### **Events catering objectives:**

- Delivered catering on campus; summer schools; SCVA events.
- Fill accommodation out of term with commercially viable business

## **PES OPS (SPORTSPARK)**

### **Fitness development:**

- Additional campus facility to relieve pressure on SP gym & improve customer experience and close some participation gaps in certain demographics.
- Additional peer-to-peer staffing/management of facilities and opportunity for something that can be more targeted to the student population.

### **Developing online services:**

- Full review of systems to ensure they are futureproof.
- Ability for more to be automated, targeted and for staff to be able to engage e.g. online PT, online classes/support etc





## **Facility improvement/modernisation/energy efficiency:**

- Move towards some more 'cutting edge' services and avoid falling into basic sports facility, attracting people to new opportunities rather than just to a standard facility.
- Continue to provide excellent value for money and opportunities for payment schemes such as the instalment plan or introduction payments as part of accommodation fees

## **PES DEV (UEA+SPORT)**

### **Continuous review and development of the programme on offer:**

- Opportunity to discuss potential development with candidates would be welcomed.
- Further enhancing the uea+sport/SU relationship and how certain systems work between the two parties.
- Exploring new ways to operate the service to offer VFM and efficient service provision.
- There are exacting budget challenges for sport and physical activity that need to be delivered while offering a broad programme for all



## **RTL (THE SHOP)**

### **Shop Service Development**

- Contract review for new/improved supplier is being worked on (target is Sept 24 to complete).
- Costs of products and a minimum financial return from this service is a requirement for the University.
- Seeking innovative and new product lines to stay current for the student and staff needs on campus.

## **NURSERY**

Our Outstanding Ofsted rated nursery is a full day care nursery and Forest School offering the highest quality standards for babies and children from 3 months until starting school. We open all year round except for the University closure days and bank holidays. We offer students either academic or full year contracts. If eligible, students can access financial help of up to 80% of their nursery fees through Student Finance.

## **MARCOMS**

### **Insight and Planning**

- We run programme of customer insight work to best gain the feedback of students and staff and anyone using our facilities on campus. This includes an annual Net Promote Score survey 24/7 online feedback forms and mystery visits



- Our marketing plans aim to react to trends and offers (for example 50% vegan mains) as well as campaigns to inform students and improve the student experience with events, clubs and offers throughout the year.
- We have a range of channels to best communicate with our audiences across Sportspark, uea+sport, accommodation, nursery, campus kitchen and retail (shop). In the last year we have also introduced an Instagram page for The Street to share campus events, market dates, news in The Warren and more!
- We work closely with the UEA and uea(su) social media teams to collaborate with content and ideas to support the central strategy.

## **RES (STUDENT ACCOMMODATION AND BROADVIEW LODGE)**

### **Residential infrastructure:**

- We manage, allocate and fund maintenance of UEA's 4,300 rooms (which includes family houses), working closely with our colleagues in STS, SIZ, Cleaning, Estates and Security.
- We run Broadview Lodge, our guest accommodation on campus. Linked to this we also run our Group accommodation business which uses empty student rooms to accommodate groups of visitors mainly during the summer period.
- We liaise with the city-based PBSA organisations, working closely where offers to UEA students are in place.
- We work closely with uea(su) on the Home Run programme supporting students in private residences of HMOs



## **Operational management and planning:**

- As members of the Student Disciplinary Triage Group we work with the Student Disciplinary Officer to deal with misconduct issues in our residences with a focus on formative action to keep students safe in our accommodation.
- We work closely with the uea(su) on rent reviews and appointment of increases required within UEA's financial

**Students' Union**

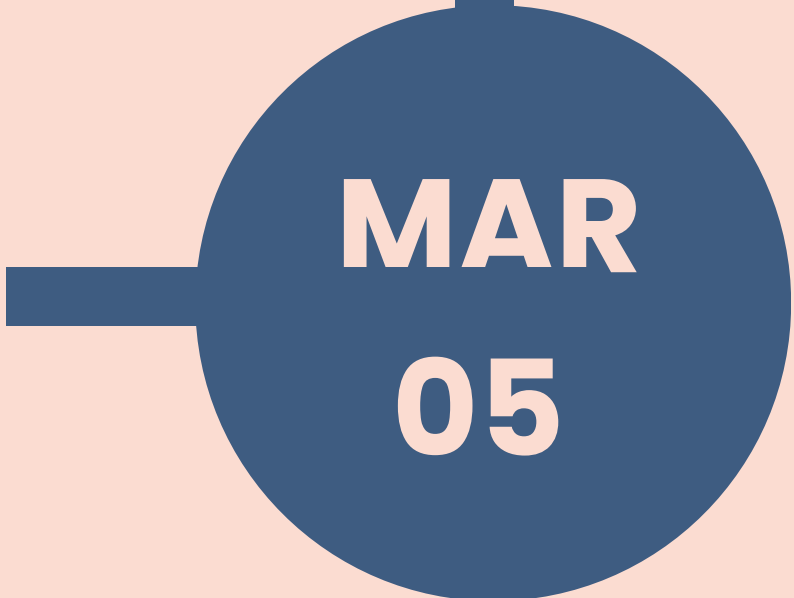
**ELECTIONS**

**Weds 05 Feb  
Nominations  
open (at 9am)**



**Weds 19 Feb  
Nominations  
close (at 5pm)**

**Weds 05 MAR  
Voting opens  
(at 9am)**



**Weds 12 Feb  
Voting closes  
(at 5pm)**

