

*Ltsu*

LEEDS TRINITY STUDENTS' UNION

# LTSU CANDIDATE HANDBOOK

YOUR VOICE. YOUR POWER. YOUR VOTE.



# Table of Contents

**03**

Welcome and Introduction

**05**

What is an Officer?

**06**

The Roles Available

**12**

Election Timeline

**14**

Running an Effective Campaign

**20**

Candidate Rules

**22**

Campaigning

**26**

Election Complaints

**29**

Key Contacts





# WELCOME TO THE LTSU ELECTIONS!

First of all, a huge thank you for considering running in the Students' Union Elections. We hope that you have a really rewarding, interesting, and fun experience!

Leeds Trinity Students' Union exists to empower and support students to achieve their potential. We annually elect two full-time Sabbatical Officers (President and Vice President), 14 Student Council roles and Societies and Sports Club Committee Roles.

This handbook should give you guidance on the election process, advice, and some hints and tips on how to reach students and campaign effectively (whilst sticking to the rules!).

All the roles are an exciting way to make a difference to others.

Thank you for considering putting yourself forward for one of the roles and if you have any questions, please contact [LTSUVoice@leedstrinity.ac.uk](mailto:LTSUVoice@leedstrinity.ac.uk) or visit the SU Offices: AG-102 - AG-105 to see a member of the team.

Good luck!

Leeds Trinity Students' Union

# WHAT ARE THE LTSU ELECTIONS?

## We are Here for You! Run by You!

Elections are an important part of LTSU as this process ensures we are democratic and student-led in all our endeavours, as an organisation.

Taking part in elections whether it be as a candidate or as a voter gives you - your voice, your power, and your vote! Which helps to build the plans and projects that are taken forward for Leeds Trinity Students.

We are electing specific part-time officers for BME, LGBT, and disabled students, so giving your vote for these allows you to be represented in the most effective way within LTSU.

If you want something to change on campus or your course, your elected student council makes that happen by campaigning to the University.

So make sure you vote for the right officer whose manifesto and policies align with what you want from Leeds Trinity.



# WHAT IS AN OFFICER?

There are 2 Full-time Elected Officers, who are elected and paid for one year to take a Sabbatical (leave) from their course, to serve as the leaders of LTSU, and the voice of Leeds Trinity students.

There are also 14 Part-time Officers, who are volunteers, including Faculty Reps who are elected. These are voluntary roles which means they can commit to this role alongside their studies.

They are collectively responsible for promoting and defending the rights of students, campaigning on issues, promoting involvement in the Union, and supporting student communities.

Full -Time Elected Officers, become an officer trustee on the Board of Trustees, and attend University committees to speak on behalf of students.

All Elected Officers are provided with training, support, and guidance to carry out the role and make their priorities (based on their election publicity) a reality.

These roles are elected in the LTSU Elections held between January and March each year.



# THE ROLES AVAILABLE

We annually elect two full-time Sabbatical Officers (President and Vice President), 14 Student Council roles and Societies, and Sports Club Committee Roles. Find out more about the Sabbatical roles below:



LTSU

**President**

The role of the Students' Union President is to lead the Union executive in delivering on manifesto promises, driving strategy, and directing the power of Student Voice.

The President also oversees day-to-day activities within the SU and is the Chair of the Trustee Board. They will also work alongside Course Reps and Faculty Reps.



LTSU

**Vice President**

The Students' Union Vice President oversees the welfare and inclusion of all LTSU students, also keeping the University accountable, but with a specific focus on well-being, inclusivity and sustainability.

The Vice President also works closely with affiliated clubs and societies and arranges activities and events for LTSU students to be a part of.

# The Roles

## COUNCIL CHAIR

- To lead and chair Student Council meetings
- To lead the Council's work on holding the President and Vice President to account
- To encourage students to put forward ideas through the online hub
- To work alongside the other part-time officers on campaigns

## FACULTY REPS

- To sit on the Student Council
- To oversee the system of academic representation within the area of the University that they represent
- To speak and communicate with their team of course reps.
- To ensure that the Student Council is informed of issues affecting students within their academic area
- To promote the Union's programme of training and support for representatives to fulfill their role
- To work alongside the President to promote Student Voice and gather feedback from their faculties.

# The ROLES

## WOMEN'S

- To represent and advance the interests of all women at the University
- To ensure that both the Union and University activities and services are accessible to all women at the University
- To campaign, lobby and deliver activities that further the interests of all women at the University and in the wider world

## LGBTQ+

- To represent and advance the interests of LGBTQIA+ students at the University
- To ensure that the Union's activities and services are accessible to LGBTQIA+ students at the University
- To campaign, lobby and deliver activities that further the interests of LGBTQIA+ students at the University and in the wider world
- To combat Gender and Sexually Diverse based discrimination and provide support to LGBTQIA+ students



# The Roles

## MENTAL HEALTH

- To campaign, lobby, and deliver activities that further enhance the mental health provision and support for students
- To help promote LTSU Advice services and help run campaigns that help promote student wellbeing

## DISABILITY

- To represent and advance the interests of students at the University in relation to disabilities provision and support
- To campaign, lobby, and deliver activities that further enhance the experience of students with a disability

## BAME

- To represent and advance the interests of Black, Asian and Minority Ethnic students at the University
- To ensure that the Union's activities and services are accessible to Black, Asian and Minority Ethnic students at the University
- Campaign, lobby, and deliver activities that further the interests of Black, Asian and Minority Ethnic students at the University and in the wider world

# The Roles

## POSTGRADUATE

- To represent and advance the interests of postgraduate students at the University
- To ensure that the Union's activities and services are accessible to postgraduate students at the University
- To, in conjunction with the President ensure that an effective system of student voice and representation is in place for postgraduate students
- To sit on relevant University committees as the postgraduate student representative

## MATURE AND PART TIME

- To represent and advance the interests of Mature & Part-Time students at the University
- To ensure that the Union's activities and services are accessible to Mature & Part-Time students at the University
- To, in conjunction with the President ensure that an effective system of student voice and representation is in place for Mature & Part-Time students
- To sit on relevant University committees as the Mature & Part-Time student representative

# The Roles

## INTERNATIONAL

- To represent and advance the interests of international students and sit on University committees
- To ensure that the Union's activities and services are accessible to international students at the University
- To, in conjunction with the President ensure that an effective system of student voice and representation is in place for international students

## INTERFAITH

- To play a crucial role in fostering interfaith relations and creating a welcoming environment for students of all religions, beliefs, and cultural backgrounds
- To be the voice for the diverse beliefs represented in the student community

## SUSTAINABILITY

- To sit on relevant University committees as the Sustainability representative.
- Responsible for making the campus a more sustainable and environmentally friendly place
- Working closely with key stakeholders to implement innovative and impactful campaigns that will make a lasting difference



# ELECTION TIMELINE

The Election timeline provides an overview of the entire Elections period for 2025. All key dates are listed below:

**27th  
Jan**



**Nominations  
Open**

Nominations can be submitted at [www.ltsu.co.uk/elections](http://www.ltsu.co.uk/elections)

**24th  
Feb**



**Nominations  
Close**

This is the deadline for all nomination and manifesto submissions

**28th  
Feb**



**Candidate  
Briefing**

All Candidates will receive tailored training from LTSU

**1st  
Mar**

**1st  
Mar**



**Campaigning  
Begins**

Rally your campaign team and spread the word your running for a certain role!

**10th  
Mar**



**Voting  
Opens**

Students can now vote for candidates online or at a pop up polling station

**13th  
Mar**



**Voting  
Closes**

The Democracy Team will be working to gather voting data

**14th  
Mar**



**Results in  
Trini-Tea**

A night of celebration and where the results will be revealed



# NOTE BREAK



# RUNNING AN EFFECTIVE CAMPAIGN

## 1. Introduction

Each year during elections, we see candidates come up with some amazing ideas of how to campaign and communicate with students! This guide is based on advice from former Candidates and Officers and will give you some great tips on how to build the most effective campaign possible.

It's important to point out that you don't need to do everything in this guide to win (although the more you do, the more it will help), and there are things not included, because well, we haven't thought of them yet! It's also important to point out that money is not the most important thing in an election.

Each year students with small budgets are successful because they focus on the most effective methods—namely being creative and going out and talking to as many students as possible.

Election campaigns are great fun, and you'll meet people you would never normally meet – so make sure you enjoy it and good luck.



# RUNNING AN EFFECTIVE CAMPAIGN

## 2. Planning Your Campaign

### Have you submitted your nomination?

One of the key things you'll need to do is to submit your application to stand in the election.

This is all done through our website via an online form.

All of this is outlined in this Candidate Handbook that is given to all students running. If you are ever in any doubt or have any questions you should contact the Deputy Returning Officer or a member of SU staff for more information. See Key Contacts.

### Remember, if you're unsure – ask!

#### Why Are You Standing?

Now that you have read up to this point in the Candidate Handbook, it is time to start thinking about why you are standing.

The first thing you should do is to set aside a few hours to think about why you want to run, what you would do for students, and how you plan on conveying that message. These ideas are what you want to do and change and should be expressed in your manifesto.



# RUNNING AN EFFECTIVE CAMPAIGN

Once nominations close, the next step should be to contact a couple of students who you know, to run your ideas by them and to try and develop a clear message and brand for your campaign.

In the early planning stages, try to keep these meetings to just a few people, as you don't want to overcomplicate your ideas.

## **Who Are You Representing?**

Most importantly you should consider the students you hope to represent – after all this is why you are running for election.

Remember, people's experiences at University can vary because of social, cultural, and other differences. So, think about issues that will be common to everyone regardless of their background.

A good starting point is the one thing you have in common: you are all studying for a degree and furthering your education.

You can then start thinking about a broad range of issues that affect different people – running ideas past specific group if you're unsure about something.

A great way of doing this is to talk to your fellow students and friends, to see what issues they might be facing and how you can help.





# RUNNING AN EFFECTIVE CAMPAIGN

## What Are Your Key Policies?

Having thought about the different types of students you will be representing, and the issues that affect them most, you should try and shape these into your key policies for your campaign.

These policies should be what you put on your posters and leaflets and will form talking points when you're out on campus talking to students.

A good number to aim for is four or five that you think are a) the most important, and b) most appealing to students. The more original or creative these are, the more you'll set yourself apart from the other candidates, and therefore the more recognisable your campaign will be.

You need to tread the line between populism (what students want) and what is achievable in a year.

Remember, you can have a full manifesto online where you can develop these ideas further, so, try and keep them short and snappy for the promotion material.

Finally, if you're in doubt, about whether you can campaign on something, ask yourself two questions:

- i. Does it affect the students I'm running to represent?
- ii. Have I got an idea of how to solve or improve it?



# RUNNING AN EFFECTIVE CAMPAIGN

## 3. Your Campaign Message

A key element to any successful campaign is the publicity behind it – how you tell students about your ideas and persuade them to vote for you.

### Campaign Theme

Many students choose a campaign theme that is linked to their name or something that they think will appeal to students. Students' Union Elections over everything from Harry Potter-themed election campaigns to funny puns involving people's names, to more serious themes based on a specific policy or idea.

### Campaign Colour

This sounds like a simple decision, but you want to choose something that will stand out and draw people's attention to your campaign.

Colour is more powerful than we realise. How colours interact with each other can affect our emotions and perceptions. By understanding colour theory and how to use it to your advantage, you can engage with your audience in a more meaningful, connective way to drive your campaign.

In the past, people have picked colours that link with their name, campaign ideas, and items of clothing they already own.

# 8 RUNNING AN EFFECTIVE CAMPAIGN

## **Campaign Slogan(s)**

Many students decide that they want to have a slogan that students can remember them by.

Think about slogans used by political parties and political figures, such as Obama's 2008 'Yes, we can'. This was effective as it made a clear link to what people wanted and was simple enough to be repeated time and time again.

Another popular choice is to link your slogan to your name, which will help with recognition when students vote. If you think hard enough, almost any name can be made into a slogan.

## **Translated Literature**

Universities are becoming increasingly international in their student makeup. This means a greater proportion of voters will have a first language other than English. An option you might therefore consider is having your publicity translated to ensure your message reaches these students effectively. Please make sure you get translated text checked beforehand.



# CANDIDATE RULES

The following rules apply to all candidates in an LTSU managed election and are in addition to [Leeds Trinity University Student Conduct and Discipline Code](#). Failure by candidates to comply may result in penalties or disqualification as deemed fit by the Returning Officer or their nominee. All candidates are responsible for the actions of those campaigning for or promoting them.

Candidates, and their promoters, are expected to behave with respect and integrity befitting the [Leeds Trinity Student Union values](#). Where behaviour is deemed to not meet this standard, the Returning Officer, or their nominee, may take disciplinary action that can result in disqualification.



# CANDIDATE RULES

The following rules apply to all candidates in an LTSU managed election and are in addition to [Leeds Trinity University Student Conduct and Discipline Code](#). Failure by candidates to comply may result in penalties or disqualification as deemed fit by the Returning Officer or their nominee. All candidates are responsible for the actions of those campaigning for or promoting them.

Candidates, and their promoters, are expected to behave with respect and integrity befitting the [Leeds Trinity Student Union values](#). Where behaviour is deemed to not meet this standard, the Returning Officer, or their nominee, may take disciplinary action that can result in disqualification.

# 8 CAMPAIGNING & PUBLICITY

CAM&PUB 1. Campaigning does not start until **9am, Monday 3rd March**, and no materials or campaigning, whether digital or physical, may be put up prior to this time and date.

CAM&PUB 2. All candidates are required to attend Candidates' Academy and complete any required paperwork by the specified deadlines. Failure to do so will result in automatic withdrawal.

CAM&PUB 3. Campaigners may only use mailing lists where lawful to do so. In most cases this will require the consent of the members on the list to use their details for election purposes.

CAM&PUB 4. Candidates must not promote their campaigns via the use of LTSU resources, including official LTSU accounts, staff or President or Vice-President time, unless the service is offered to all candidates via LTSU's provision.

CAM&PUB 5. Candidates are not allowed to affix posters to the University reception, Atrium, painted walls or other locations as directed by the Deputy Returning Officer during training.

CAM&PUB 6. Candidates must not interfere in any way with a voter at the point of voting; candidates may verbally guide a student to the voting page or their voting profile but must do so **without touching the personal device**.

CAM&PUB 7. Candidates must not offer a cash bribe or goods in exchange for votes; voters can be acknowledged for listening to you and taking the time to vote rather than receiving something for specifically voting for you.

# 8 DIGITAL & PHYSICAL MATERIALS

LTSU reserves the right to ask candidates to remove unreasonable, untruthful, threatening and libellous online material and take disciplinary measures for materials that fall into this category at the discretion of the Deputy Returning Officer and Returning Officer, which may include removing materials and issuing sanctions.

D&PMAT 1: Publicity must not copy or be similar to LTSU / Leeds Trinity University material (font, pantone colours) and must inform students when and how to vote.

D&P MAT 2. All candidates must create new social media accounts for the purpose of campaigning. Social media accounts must remain unsearchable until the start date and time of the campaigning period; 9am, Monday 3rd March.

# 8 CURRENT OFFICERS

OFF 1: Whilst Sabbatical Officers that are not participating in the elections may support and campaign on behalf of other candidates, they may not promote any other candidates, themselves or current Officers, during working hours; they may not use LTSU resources. They may only do so in their own time using only their personal resources. Should an Officer be perceived to be campaigning, this may result in them being investigated under LTSU misconduct policies and the candidate(s) being investigated under election procedures.

# 8 CANDIDATE ENDORSEMENT AND SUPPORT RULES

END 1. Any current Leeds Trinity University student can endorse and support a candidate's election campaign.

END 2. Students' Union societies or sports clubs that wish to endorse a candidate must ensure that this is done via a democratic decision process of the elected committee, which must be agreed prior to endorsement. It is the responsibility of the candidate to ensure this is adhered to, although Committee members could be pursued under the LTSU policies.

END 3. Candidates are not allowed to be endorsed by an external company or promoted via a commercial company.

END 4. No endorsements can be announced prior to the start of campaigning; 9am, Monday 3rd March.

# 8 BUDGET & EXPENSES RULES

BUD&EXP 1. In order to retain fairness in the election, all candidates will receive a budget of £30.00. This cannot be supplemented in any way. This is for the sole purpose of promoting candidates and campaigning. For the avoidance of doubt, no expenses will be reimbursed for candidate / campaigner food, drink, alcohol, gifts or bribes.



# BUDGET & EXPENSES RULES

BUD&EXP 2. All candidates must provide receipts, and a completed expense sheet, no later than 48 hours after the election results to [LTSUvoice@leedstrinity.ac.uk](mailto:LTSUvoice@leedstrinity.ac.uk). Failure to do so will incur no responsibility upon The Union to expedite reimbursement.

BUD&EXP 3. Candidates should ask for a nominal value for any items used in campaigning prior to use that they already own from the Deputy Returning Officer.

# CAMPAIGN TEAM RULES

1. Candidates are responsible for any activities carried out by their campaign team.

A risk assessment may need to be carried out, please ensure you have spoken to an SU staff member BEFORE running any activities.

2. There must be no 'negative campaigning' such as candidates or their campaign team making unsupported attacks or challenges on another candidate's manifesto or personal nature.

This includes but is not limited to social media, posters, and verbal communication.

3. Campaign team members will need to sign in daily if they intend to engage in the campaigning process.

This will need to be done with a member of the SU staff.



# ELECTION COMPLAINTS

If you believe that an election rule has been broken then you can raise an election complaint through the form linked below.

## Complaints Rules

The following rules apply to the submission of complaints in relation to all LTSU elections.

1. Complaints can only be submitted by current Leeds Trinity Student Union members.
2. All complaints must be submitted via the Elections Complaints Form, set out the grounds for complaint, and include the name of the accused, including any affiliations.
3. Complaints relating to the election, with the exception of the count, must be made no later than 1 hour after the close of voting.
4. The Returning Officer may decide to delay the announcement of results pending the election results of investigations due to complaints.

If you have questions then please contact [LTSUElections@leedstrinity.ac.uk](mailto:LTSUElections@leedstrinity.ac.uk).

[Launch a Complaint Using This Link](#)

# KEY CONTACTS

Running in an election can be a great deal of fun and we want to ensure that everyone feels supported to do their best to get their chosen role. Feel free to contact the Election Team!

We offer a candidate briefing which will go through the key hints and tips to successful campaigning and provide you with the opportunity to find out about key issues, rules and policies.

---

<b>Correspondence</b>	<b>Department</b>	<b>Form</b>
Questions and Queries	Elections Team	<a href="mailto:LTSUelections@leedstrinity.ac.uk">LTSUelections@leedstrinity.ac.uk</a>
Complaints	Elections Team	<a href="#">Complaint Form</a>
Returning Officer	Ollie Kasper-Hope	<a href="mailto:LTSUVoice@leedstrinity.ac.uk">LTSUVoice@leedstrinity.ac.uk</a>
Deputy Returning Officer	Denica Shute	<a href="mailto:LTSUVoice@leedstrinity.ac.uk">LTSUVoice@leedstrinity.ac.uk</a>



# JUST FOR NOTES



*Ltsu*

**LEEDS TRINITY STUDENTS' UNION**

[www.ltsu.co.uk](http://www.ltsu.co.uk)

[Student.Union@leedstrinity.ac.uk](mailto:Student.Union@leedstrinity.ac.uk)

Offices : AG-102 - AG-105