



CANVASSING GUIDELINES

YOR Local Medical Committee Limited (YORLMC Ltd) works in conjunction with Bradford & Airedale Local Medical Committee (BA LMC) and North Yorkshire Local Medical Committee (NY LMC) and is the professional voice for all NHS GPs and practice teams across the areas of North Yorkshire, the City of York, Bradford, Airedale, Wharfedale & Craven districts. YORLMC Ltd is a gateway to pastoral care and provides personal and confidential support for GPs and practices in difficulty or experiencing major change. It also provides personal advice and support for practices on a wide range of issues.

Candidates standing for any YORLMC position are entitled to canvass to encourage members of the electorate to:

- vote in the election and/or
- cast their vote in support of the candidate.

Candidates when canvassing and/or other's canvassing on their behalf are expected to role model [YORLMC values](#). When canvassing:

- Highlight your strengths and experience.
- Don't make negative comments about rival candidates.
- Don't put pressure on people to vote for you or ask others to do so.
- Don't make promises you can't keep
- Don't intimidate others.
- Do not push others to reveal their voting intention if they state they would prefer not to.
- Do not repeatedly contact a voter if this is not what the voter wishes.

Candidates must not use YORLMC resources to canvass voters.

It is not permitted to offer money or another item or benefit to corruptly influence any voter to vote, vote a certain way or refrain from voting.

While canvassing through personal social media accounts and emails is allowed, you must ensure that any communication does not contravene any policies of any organisation, forum or group and is compliant with the General Data Protection Regulation (GDPR).

The BMA has produced guidance which includes information relating to canvassing and the writing of election statements adapted below;¹

Role profile and skills: First, read the role profile to make sure your statement is relevant. You could use real-life examples to demonstrate that you have the skills needed.

¹ British Medical Association (2023) *Election guide GPC regional representatives election 2023*

Don't write in CAPITALS: Writing in all-capital letters can come across as shouting, as do exclamation marks. Consider other ways to convey the importance of your message.

Abbreviations: Recognised abbreviations can help you keep within the word limit, but make sure they are easily understood. Try to avoid jargon and write what you mean.

Be concise: Don't make your statement longer than it needs to be. A long statement can be discouraging and lose readers before they get to your final point.

Tone: Avoid irony and humour that can be misunderstood. It's always best to keep the tone professional and business-like. Discriminatory, unpleasant or negative comments could constitute harassment and are not acceptable. If these are found in your statement, you will be asked to remove them.

Review your statement: Allow plenty of time to complete your statement and revisit it before the nominations close. When you return to it, read it through from the voter's perspective.

Check before you send: Once nominations close, you cannot edit your statement. Treat it like any other official document. Read it before you save it – errors are just as unfortunate in candidate statements as in any corporate correspondence. Look out for potential misunderstandings and check for tone. You're responsible for your content – the elections team will not amend grammar and spelling.

If there is a problem with your statement, such as inappropriate content, the elections team will contact you. If you do not respond within the time limit given, they will amend as necessary. Any civil or criminal liability in respect of publishing or copying an election address rests solely with the candidate

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February 2021	Corporate Affairs Team, YORLMC Ltd	Approved by Board, YORLMC Ltd
October 2021	Corporate Affairs Team, YORLMC Ltd	Copyright information added, pronouns updated
November 2021	Corporate Affairs Team, YORLMC Ltd	Updated introductory paragraph
Feb 2022	As above	Copyright updated
March 2022	Corporate Affairs Team, YORLMC Ltd	Updated introductory paragraph
December 2023	Corporate Affairs Team, YORLMC Ltd	Refresh