

PRIVILEGES AND PROCEDURES COMMITTEE

(56th Meeting)

5th July 2005PART A

All members were present, with the exception of Deputy P.N. Troy.

Deputy R.G. Le Hérisier  
 Senator P.V.F. Le Claire  
 Connétable D.F. Gray  
 Deputy C.J. Scott Warren  
 Deputy J-A. Bridge  
 Deputy J.A. Bernstein

In attendance -

M.N. de la Haye, Greffier of the States  
 Mrs. A.H. Harris, Deputy Greffier of the States  
 I. Clarkson, Committee Clerk

Note: The Minutes of this meeting comprise Part A only.

Public elections:  
 Electoral  
 Registration  
 Steering Group.  
 465/1(64)

A1. The Committee, with reference to its Act No. A2 of 9th June 2005, recalled that it had decided to form the Electoral Registration Steering Group to consider issues pertinent to the autumn 2005 elections, particularly with regard to increasing voter registration, and also to consider what might be appropriate for the longer-term.

Clerk  
 G.O.S.  
 T.O.S.  
 C.I.Aud.  
 F.E.C.C.

The Committee received an oral report from the Committee Clerk. It was clarified that the following members had been co-opted onto the Steering Group –

Deputy P.N. Troy (Chairman),  
 Senator P.F.C. Ozouf,  
 Connétable K.P. Vibert,  
 Connétable D.F. Gray, and  
 Deputy J.A. Bernstein.

Support was being provided by the following officers –

M.N. de la Haye, Greffier of the States,  
 P. Matthews, Deputy Judicial Greffier,  
 K. Le Quesne, Communications Consultant, and  
 S. de Gruchy, Secretary, Comité des Connétables.

The Committee was informed that officers had reviewed possible sources of funding for an electoral registration campaign. Approximately £15,000 had been identified within the Committee's 2004 carry forward, which had been earmarked to meet part of the cost of a recent Commonwealth Parliamentary Association Regional Conference. As the overall cost of that event had been less than originally anticipated, a portion of the carry forward had remained unspent. As the campaign was expected to have a positive effect in respect of Strategic Aim No. 8 of the Strategic Plan 2005 - 2010, the President advised that he had written to the President of the Finance and Economics Committee inviting that Committee to underwrite the cost of the anticipated campaign. The invitation had been made on

the basis that the total cost would not exceed £60,000 and that the Finance and Economics Committee should be given first call on the Committee's carry forward balance at the end of 2005, perhaps up to a maximum of £30,000. **The Committee ratified the decision of the President to make the aforementioned invitation to the Finance and Economics Committee.**

The Committee was advised that the Steering Group had invited submissions from a series of advertising agencies regarding a possible electoral registration campaign. Having reviewed the submissions received, the Steering Group had agreed unanimously that a proposal put forward by Image Group Limited was the most suitable. The proposed campaign would include banner advertisements for inclusion in a local newspaper, posters and large floor stickers for use in supermarket aisles and other suitable locations. Television and radio advertisements had also been prepared. Careful design and wording had ensured that the campaign was suitable for both the electoral registration period and the subsequent electoral campaigns. It was reported that the total cost of the campaign would be in the region of £35,000 and it would be launched at end of July 2005. The Committee was therefore requested to authorize the engagement of Image Group Limited in respect of the production of the necessary advertising campaign.

**The Committee authorized the engagement of Image Consulting Limited, subject to confirmation from the Finance and Economics Committee or the Treasurer of the States that the proposed funding arrangements for the campaign were acceptable to that Committee.**

The Greffier of the States was requested to send a copy of this Act to the Finance and Economics Committee.