



UNDEB ABERYSTWYTH

2026 Officer Elections

Candidates Briefing

We Want Students to Love Student Life!

umaber.co.uk | abersu.co.uk

The background is a solid red color. In the center, there is a cluster of colorful stars and confetti. The stars are in shades of blue, green, and purple. The confetti consists of small, short lines in the same colors, radiating outwards from the center of the star cluster.

LLONGYFARCHIADAU CONGRATULATIONS

Congratulations on Standing for Election



Your Elections Team

- **Jacob Webb**, Deputy Returning Officer
- **Aisleen Sturrock**, Democracy and Campaigns Coordinator
- **NUS Charity**, Returning Officer

BE PART
OF SOMETHING
ELECTIONS
BYDDA'N RHAN
O RYWBETH
ETHOLIADAU



Coming up...

- Key Dates
- Candidate Rules
- Complaints
- Candidates Standing
- Voting Process
- Expenses / Resources
- Campaigning Guidance
- Candidate Wellbeing
- Q&A



Introductions

1. What is your name?
2. What position are you standing for?
3. What made you decide to stand?



Why do we have elections?

- We aim to elect people in a **free and fair** manner.
- Elections are the mechanism for our members (students) to choose their representatives.
- Wherever possible members (students) should always decide/be the decision makers.
- We are not here to give everyone an equal chance of winning, just a fair one.



We are **shaped by students** - Your voice matters most

A Positive Election: expected behaviours

- Positive vs Negative campaigning.
- Challenge policies not individuals.
- Be mindful of others.
- Starting as you mean to go on.



Key Dates: 2026 Spring Elections

- **Standing Opens** – 10am, Monday 26th January
- **Standing Closes** – 12pm, Monday 23rd February
- **Candidates Briefing** - 6pm, Tuesday 24th February
- **Voting Opens** – 10am Monday 16th March
- **Voting Closes** – 12pm Friday 20th March
- **Results** – 6pm Friday 20th March





Candidate Rules

The Rules – Purpose

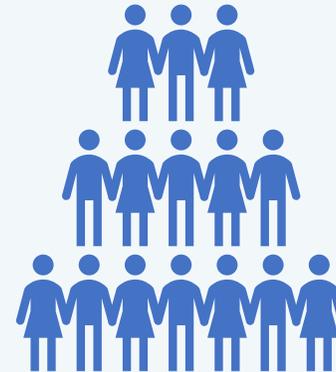
- Designed to help create a “**level playing field**” between candidates.
- There are limits though... Friends (Online and Offline).
- Attempt to control behaviour and use of resource without stifling creativity.
- Wider existing laws which govern individual student behaviour remain.
- A sense of **fair play and friendly competition** reflects best on candidates and the process as a whole – and gets more voters!



The Rules – Key Principles



Do only what other candidates have an equal opportunity to do;



Treat all students, candidates and staff members with **respect.**



The Rules – Campaigns Teams

- **Campaigns Team** = “Campaigners who assist you during the election”.
- **Campaigner** = “Someone who would be reasonable thought to be acting on behalf of a candidate to further the election of that candidate”.
- **Campaigning** = “Work in an organised and active way towards a particular goal, typically the election of a candidate”.

You are responsible for their actions.

Slates and joint campaigning

- **You can run as a pair** – treated as a single candidate
- Slates & Joint publicity allowed – treated as a single candidate
- Joint Publicity is OK - No combined spending.
 - No pooled items.
 - No bulk discounts more than an individual could get.





Sports Clubs and Societies

- Sports Clubs and Societies can support candidates.
- Cannot spend money or resources on candidate campaigns
- No conflicts of interest – candidates can only do what others have the opportunity to do.
- Endorsement must be done in accordance with Clubs and Society's usual decision making processes and candidates must be able to evidence if asked.



Publicity on campus

- Do not block or reduce visibility of pedestrians near roads
- Do not block fire exits or doorways
- Posters in the SU are [broadly] fine – do not use selotape
- Leaflets can be left on tables but may be removed
- No staff on duty can wear promotional materials
- If in doubt always ask



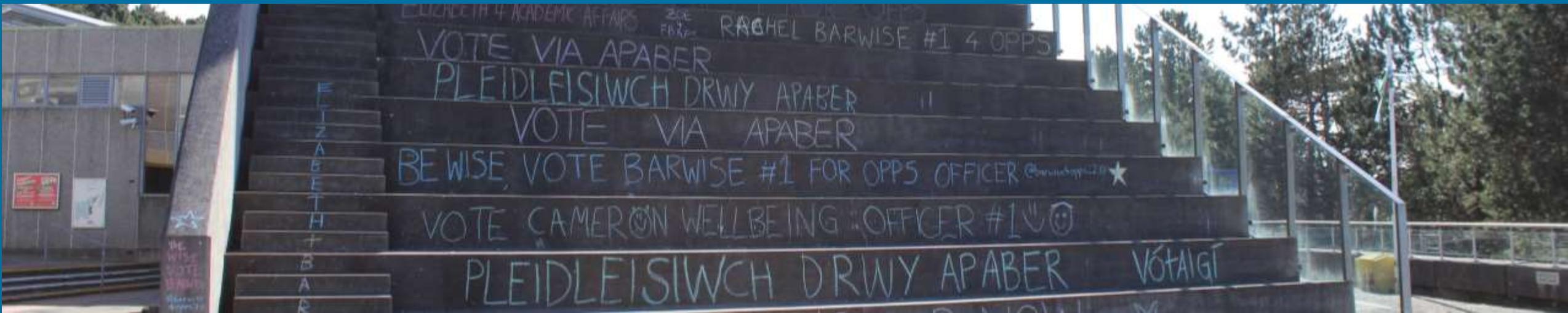
The Rules – What **not** to do

- × Produce offensive or defamatory publicity.
- × Prevent the free and confidential exercise of a vote by voters, including the improper use of devices.
- × Compromise or interfere with the integrity of the election.
- × Cast a vote on another person's behalf



The Rules – What **not** to do

- × **Use University or Students' Union resources** including email lists (except where explicitly permitted by the Deputy Returning Officer).
- × **Deface, tamper or interfere** with another candidate's publicity.
- × **Bribe** voters or election officials.
- × **Threaten or harass** voters or election officials.



Current FT Officer Candidates & Endorsers

- Must **take leave** if they wish to undertake campaigning during normal office hours.
- May **not use any of the resources** of their current position to assist any election campaign.
- **Cannot help with any election stalls**, or advertisement, if a candidate, or publicly endorsing.
- **Social Media/Publicity limits** in work for current FT Officers who are candidates, following the candidates' briefing.





In summary...

- ✓ **Fair** – The election will be by secret and consenting ballot.
- ✓ **Independent** – Undeb Aber will not endorse any candidate.
- ✓ **Respect** – Undeb Aber expects all students and staff to be treated with respect.
- ✓ **Fun and positive** – We want it to be an experience everyone enjoys.



Election Complaints



Complaints

- Must be submitted using the complaints form on the elections pages of the SU website. We **CANNOT** accept complaints in person.
- If necessary the DRO will investigate to obtain further evidence.
- The RO (NUS Elections Support Service) will rule upon complaints.
- Can't count votes [for a role] until all complaints and appeals have been dealt with.
- Complaints must be **timely** and in **good faith** – deadline for all complaints is **1pm, 20th March**.



Appeals

- Must be submitted using the appeals form on the elections pages of the SU website. We **CANNOT** accept complaints in person.
- Where it relates to a candidate only someone in receipt of a penalty can appeal.
- Must specifically state the ground on which the appeal is being made.
- Must be submitted no later than 12pm on the day after the RO has ruled on a complaint.
- A panel will be convened including the University Secretary and two independent members.
- The appeals panel's decision is final.
- Votes will only be counted and announced [for a role] once all complaints and appeals have been resolved.



Candidates Standing

Llywydd Academic

- Laura Young
- Mody Camara
- Philippa Hart
- Tina Koch
- RON

Llywydd UMCA

- Gwenno Roberts
- RON

Llywydd Opportunities

- Francesco Lanzi
- Ioan Jones
- Anisa Mudassar
- RON





Llywydd Wellbeing & Liberation

- Abby Leech
- Alice Leroy
- Ayobami Omotayo
- Ceridwen Pruitt
- John Hinchliff
- Kirstie Vaughan
- Mason Gee
- Sam Peach
- Shikha Rani Pradhan
- Tanaka Chikomo
- RON



Welsh Language Officer

- Eiliw Mair
- RON

Environment & Sustainability Officer

- Joshua Brownbridge
- Kyra Ellis
- RON

International Students Officer

- Ebenezer Smith Baidoo
- RON

Union Chairperson

- Tomos Akash Padel
- RON

Postgraduate Students Officer

- RON



LGBTQ+ Students' Officer

- Bryn Talbot
- RON

Trans & GNC Students' Officer

- Rowan Peill
- RON

Women's Officer

- Jessica Pritchard
- Natasha Goodwin & Ava Conlon
- Emma Fawcett
- RON





BAME Students' Officer

- Anisa Mudassar
- RON

Disabled Students' Officer

- John Hinchliff
- Nick Green
- RON

Mature Students' Officer

- Mesh Tamilchelven
- RON

Independent Students' Officer

- Jack Squire
- RON

Faculty of Humanities Officer

- Alfred Afriyie
- Megan Taki Owen
- RON

Faculty of Sciences Officer

- Sian Groom
- Tia Narayana
- Will Caraher
- RON





Voting Process

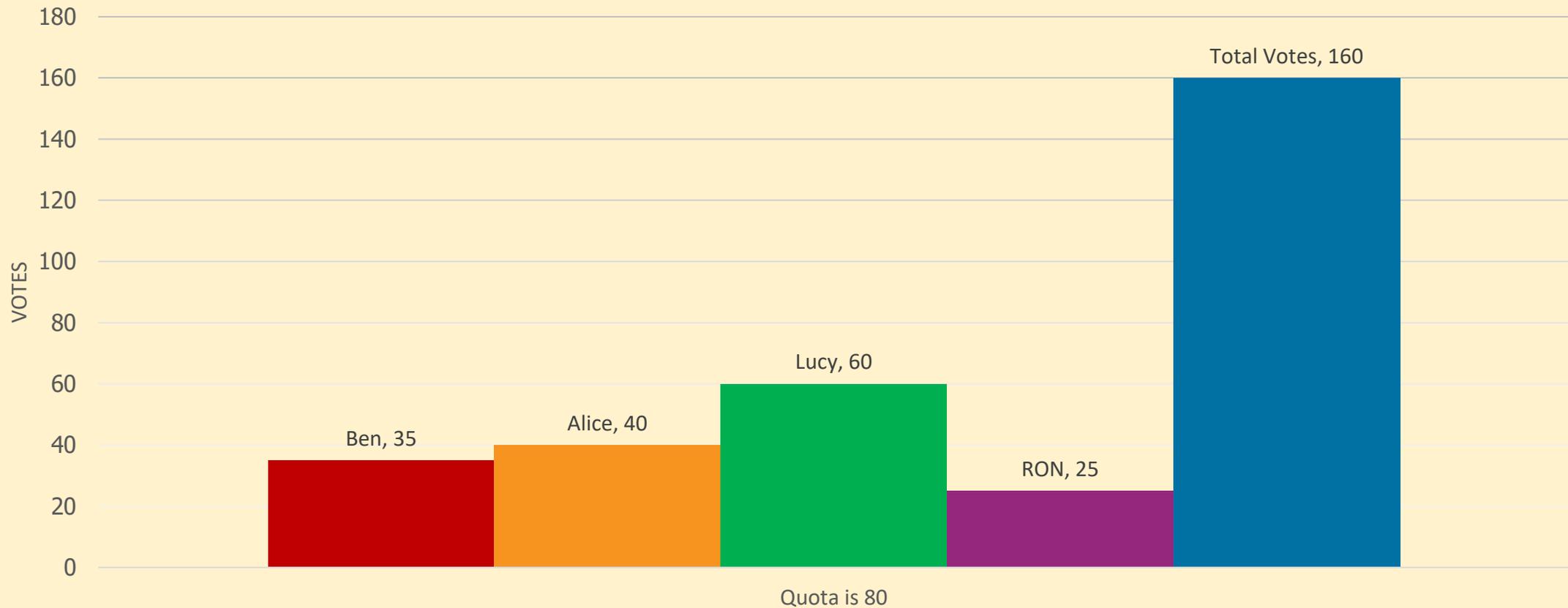


The wonders of transferable votes

- Elects the “least unpopular” candidate.
- Voters rank their candidates in order of preference.
- If I can't have Jane (#1), I'll have Tom (#2), if neither Alan (#3).
- Sometimes called Single Transferable Vote (STV) or Alternative Transferable Vote (ATV).

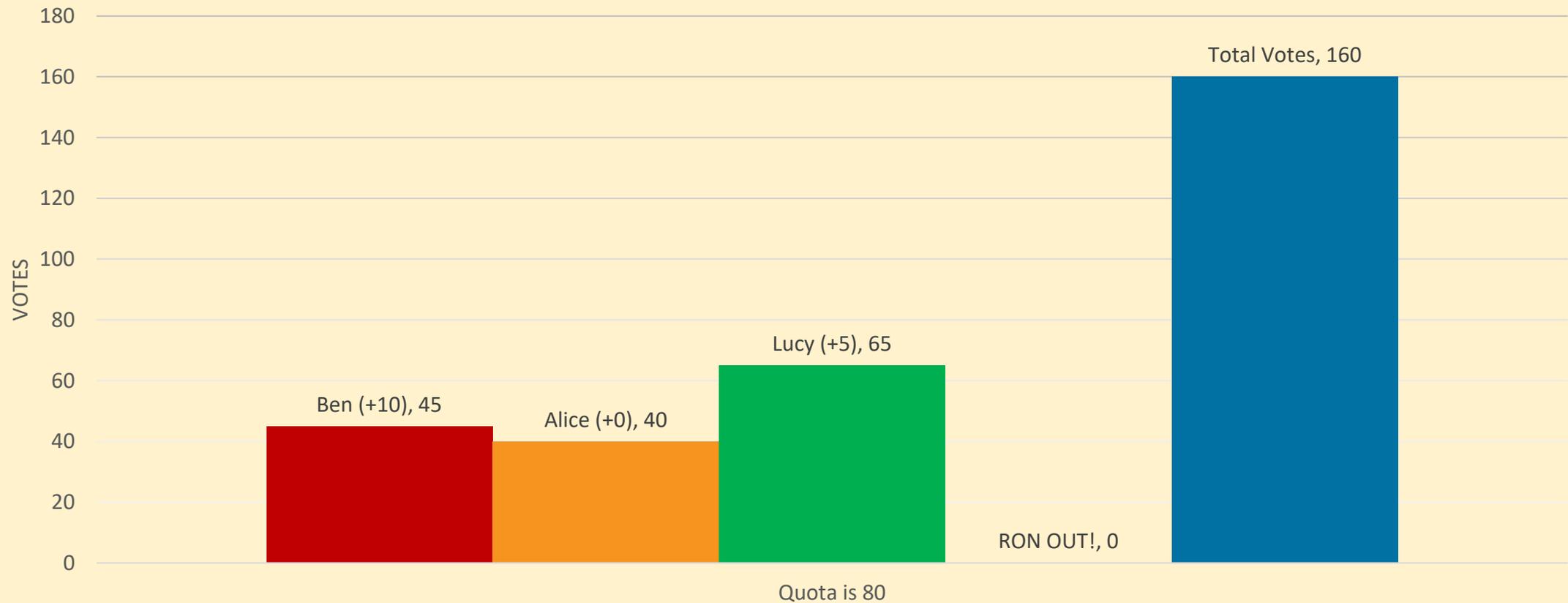


Round 1 - Everyone Loves Lucy



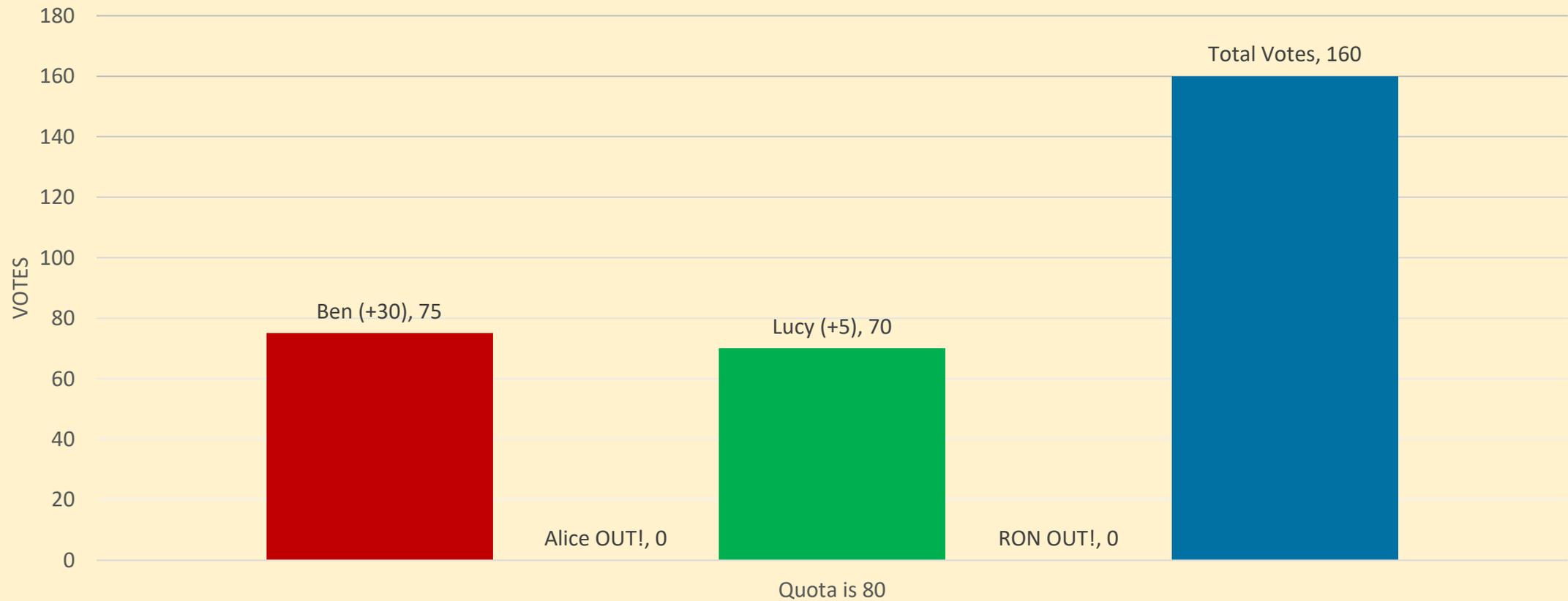


Round 2 – Here Comes Ben





Round 3 – Poor Lucy!





How students vote?

- Voting takes place via the Student's Union website.
- Any issues direct students' to union.elections@aber.ac.uk

BE PART
OF SOMETHING
ELECTIONS
BYDDA'N RHAN
ORYWBETH
ETHOLIADAU



Candidate Expenses & Resources

Campaign Expenses – Monies & Receipts

- Maximum spend **£30** Full Time Officers & **£20** Volunteer Officers
- Those standing as a pair are considered a single candidate.
- All receipts submitted by **1pm on Friday 21st March** (proforma available on Elections Hub).



Printing Costs

- Free black and white printing from SU – A6, A5, A4 and A3
- Submit requests to union.elections@aber.ac.uk for collection from reception the next working day
- Colour printing to come from candidate budget A4 5p / A3 10p
- The cost of printing from non-SU printers should be accounted as follows:
 - 1x A4 Black and White 3p / Colour 5p
 - 1x A3 Black and White 5p / Colour 10p
- Please don't overprint to reduce paper consumption



Online Resources

Remember there are lots of free online resources available to all candidates...

- Canva – www.canva.com (cannot use a paid society/club account)
- Office 365
- Google Docs/Sheets/Slides/Forms





Translation

- Translation is available to candidates via the Union's translation service.
- Translation of Publicity and Summaries will be prioritised.
- If you would like to request translation please email your text to union.elections@aber.ac.uk noting the total word count of your request.
- Top-tip... keep it short and concise for a quicker turnaround!
- **Deadline – 9am Wednesday 25th February**

BE PART
OF SOMETHING
ELECTIONS
BYDDA'N RHAN
ORYWBETH
ETHOLIADAU



Campaigns Advice



Build a Campaign Team

- Gather a wide range/strong personalities.
- Do you allocate responsibilities or tasks?
- Have regular meetings with them.
- Support them, encourage them and thank them!
- Remember: you are responsible for their actions.



Speak to students

“Voters contacted face-to-face were 21 percentage points more likely to vote for the candidate after speaking with them for fewer than 10 seconds, compared with those left alone”

“The experiment found that voters called on the phone or sent postcards were not noticeably more likely to vote than those sent nothing. But canvassing was different. Just one in-person conversation had a profound effect on a voter’s likelihood to go to the polls, boosting turnout by a whopping 20 percent (or around 9 percentage points)”

“We find that a brief visit by the candidate dramatically increases the support for the candidate regardless of the nature of the message delivered. The actions of candidates seem to speak louder than words”

Royal Economic Society

Publicity & Summary

- “I read their publicity” biggest reason why voters voted.
- Simple, specific and structured – the rule of three.
- Get feedback.
- Learn it in full.

The image shows a nomination page for Steffan Huw Jones. A white box overlays the page, displaying the following text:

Additional Information for Steffan Huw Jones

Fel llywydd clwb chwaraeon a chymdeithas, dwi'n angerddol ynglŷn â'r cyfleoedd a roddir i fyfyrwyr. Dwi wedi gweld yr UM yn gweithio'n galed i ddarparu cymaint ag y gall ei wneud, ond mae'n ymddangos eu bod wedi'u llyffetheirio gan brinder buddsoddiad a'r diffyg sylw a roddir i gyfleoedd myfyrwyr gan y Brifysgol. Fy mhriaf amcan ar gyfer y flwyddyn fyddai cael y brifysgol i ymateb i rai o'r cwestiynau anodd ynglŷn â chyfleoedd myfyrwyr, megis cyfleusterau sy'n dirywio a'r ymdrechion tala a wneir o ran cynrychioli cyfleoedd myfyrwyr, yn y gobaith y gellir sicrhau ymrwymiad i gyfleoedd myfyrwyr at y dyfodol.

Yn ogystal â hyn, dwi am barhau i adeiladu ar y gwaith caled sydd wedi'i wneud efeni i gyd-drafod pris y Cerdyn Sbotri. Dwi hefyd am sicrhau na chaiff unrhyw weithgareddau academiaidd, fel seminarau ac arholiadau tymor eu trefnu ar ddydd Mercher, er mwyn caniatáu i bobl nid yn unig gystadlu yn BUCS a chynrychioli'r Brifysgol, ond hefyd fel gall pobl gyfranogi yn yr amrywieth eang o gymdeithasau, cyfleoedd gwirfoddoli a chwaraeon sydd gan yr Undeb i'w cynnig.

Byddai pleidlais i mŷn bleidlais dros osod cyfleoedd myfyrwyr ar ben rhestr faenorlaethau'r Brifysgol.

As a president of both a sports club and a society I am passionate about the opportunities given to students. I have seen the SU work hard to provide as much as they can but it appears they are hamstrung by lack of investment and attention given to student opportunities by the University. My main objective for the year would be to get the university to respond to some of the difficult questions about student opportunities such as the deteriorating facilities and seeming lacklustre efforts at representing student opportunities, in hope, to secure future commitment to funding opportunities.

On top of this I'd like to continue to build on the hard work done this year to negotiate the price of the Sporty Card. Also I'd like to see that no essential academic scheduled or unscheduled activities such as seminars and term examinations are allowed to be on Wednesdays to allow not only for people to compete in BUCS and represent the University but for people to partake in the wide variety of societies, volunteering options and sports that the Union has to offer.

A vote for me would be a vote to put student opportunities as the Universities top priority.

Close

The background shows a list of candidates with their names and photos, and a voting interface with dropdown menus for each candidate.

Campaign ideas



Use Social Media advertising to promote your campaign page.



Work with friends or campaigns team to make an eye-catching elections video.



Speak to Students. In Lectures? Outside the Librarian? Out clubbing?

Tell them what they need to know

- Your name, the position.
- To vote you #1.
- Where and how they can vote.
- The dates.





Utilise 60-second summaries

- Video of each candidate giving their 60 second pitch as to why they would be a good fit for the role they are standing for.
- Videos will be made Thursday, 26th February, 10am -2pm



Photos!

- To be taken today!
- x2 photos – one plain and one fun, both taken against a white wall and ideally from the shoulders and above well-lit area (Do not wear any items of clothing with the Union or University logo).





Learn more: How to run a Successful Elections Campaign

- Friday 27th February, 12pm – 1pm
- Microsoft Teams
- Learn how to plan impactful campaigns, engage effectively with voters, and manage your time while building a strong, accessible strategy. Gain practical tips, network with peers, and start your path to making a real difference.





Candidate Wellbeing



Self care is crucial

- Make sure you get 7-8 hours sleep a night.
- Plan rewards and times to switch off from elections.
- Complete urgent work before voting opens so that you can prioritise your campaign during voting week.
- Plan to win but be prepared to lose – plan post elections.
- Know and prioritise your individual needs



Considering withdrawing?

- Be clear on why.
- Rationalise with if you were applying for a job.
- Discuss with someone beforehand.
- Consider remaining on the ballot.
- 24 hour cooling off period for all candidates.



Candidates Tea-Party

- To help you and your campaign team relax after voting closes
- SU Picture House 12 - 2pm Friday 20th March
- Come along and mingle



Results

- Results March 20th at 6pm in Main Room – pending outcome of complaints
- Complaints deadline 1pm, Friday 20th March
- Expenses Forms to be emailed to union.elections@aber.ac.uk by 1pm, Friday 20th March (Forms available from Elections Hub)





SU Elections: Information Sessions

Roles & Responsibilities of Officers	Wednesday 25th February, 12pm – 1pm	Microsoft Teams
How to Run a Successful Election Campaign	Friday 27th February, 12pm – 1pm	Microsoft Teams



Questions?

Email:

union.elections@aber.ac.uk

or jaw151@aber.ac.uk