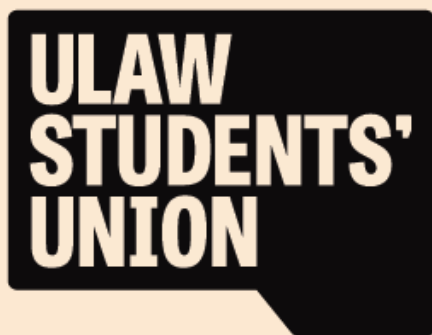


# LEAD ULAW ELECTIONS





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# WELCOME!

Whether you're an aspiring candidate or simply curious to learn more, you should find everything you need about the **Lead ULaw Co-President Elections** in this guide.

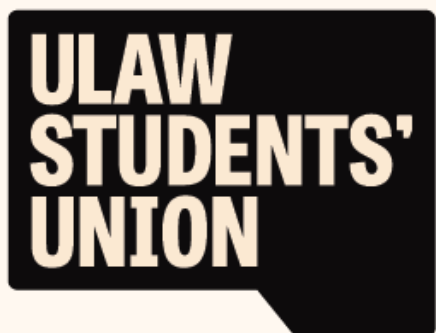
ULaw SU is proud to be a democratic organisation that puts students at the heart of everything it does. We are run by students, for students and every year, all ULaw students can put themselves forward for unique roles that offer leadership and development opportunities, no matter your career goals.

Our Co-Presidents lead and become the face of the organisation. They campaign on behalf of students to ensure positive changes on anything that affects student life. They regularly attend university meetings and influence policy and change at the most senior levels.



**Follow this link to access this booklet online, or to submit a nomination when you're ready.**

**[Elections Website Page](#)**



**ULaw SU's purpose is clear and simple:  
make life better for every student at ULaw!**

Our vision is to build an active, exciting and ambitious community where every student leaves ready for life after ULaw. Through student leadership, expert advice and development of technology, we are all building an impactful SU to be proud of.

The Co-Presidents will be joining the SU halfway through our 2024-27 Strategy, which focusses on the following areas of work:

## **Development Journey**

The SU recently celebrated its 10<sup>th</sup> anniversary and is continuously evolving to meet the needs of our growing student population. Our organisation is progressing towards independence, and recent projects to review our governance, democracy and communications have set the stage for some exciting new ways of supporting and engaging students.

## **Here for you**

We all need a little help now and then. The SU Operates an independent and confidential advice service which supports students through everyday challenges, as well as some really tough times.

## **Community**

The SU fosters student communities through a number of chats, groups like sports clubs and societies, and by funding activities that help students socialise and develop.

## **Make Change**

Your voice is powerful, and together we can make real change happen to ensure ULaw is the best it can be. Our rep structures are embedded at every level of university decision making, with the Co-Presidents having direct access to executive input.

## **Opportunities**

We regularly host, or promote programmes, roles and projects that invite you to get involved and boost students' personal development to help prepare for life after ULaw.



# Meet your colleagues!

The Co-Presidents join a small team of staff who provide operational support and help them achieve their goals.



**SU Manager**  
Emma Beenham



**Student Advice  
Coordinator**  
Seema Sodha  
(maternity cover for  
Monique Rhule-Martin)



**Student Voice  
Coordinator**  
Gary Knight



**Academic Representation  
Coordinator**  
Laura Trussell-Harris



**Student Communities  
Coordinator**  
Sammia Amir



**Governance and  
Policy Coordinator**  
Jack Medlin



**Communications and  
Marketing Coordinator**  
Chris Parry



**READ MORE  
ABOUT OUR TEAM  
ON OUR WEBSITE**

Our staff team aren't current students or graduates of ULaw, but it is our job to help all students get the most out of their time here!

The two Co-Presidents make up the rest of the SU staff team and work closely online and in-person with them. Together they build campaigns, plan events and activities, and make positive change within the university.



A Deputy Returning Officer is the named member of the team responsible for organising the SU elections.

The SU Manager is the Deputy Returning Officer for ULaw SU, feel free to reach out to Emma if you have any questions!

**Emma.Beenham@law.ac.uk**

# Available Roles

The Co-President team consists of two Full-Time Sabbatical Officers. They are recruited from current or recent students and take time off during or after their course to work for the benefit of other students.

Both roles share the following responsibilities:

- Representing the Students' Union as the face of the organisation
- Attending Student Parliament, the Board of Governors, Academic Board and several other university committees
- Acting as a 'critical friend' to the university
- Encouraging involvement of students across all campuses and courses
- Fulfilling their election manifesto of objectives
- Supporting a wider team of volunteer student representatives
- Liaise with external organisations and attend external conferences, as and when appropriate

## ACADEMIC AFFAIRS

This role focusses more on the academic experience of students, with the aim of developing course quality and provision, services and educational opportunities.

## UNION DEVELOPMENT

This role focusses on the social experience of students, with the aim of developing communities and opportunities to get involved, whilst working with ULaw on more general services.

### WHAT YOU'LL GET!

- Term of office from 1<sup>st</sup> July 2026 – 30<sup>th</sup> June 2027
- Annual salary of £28,052 – paid monthly on 24<sup>th</sup> of each month
- 35 hours per week (typically worked Mon-Fri 9am-5pm)
- 30 days annual leave, plus bank holidays
- Percentage matched pension contributions
- Hybrid on-campus and home working (2 days on campus per week)
- Flexible working hours (to be discussed with the SU Manager)
- Opportunities to travel to other campuses across the UK
- Access to a staff development budget to support your future career aspirations
- A genuinely family-friendly and flexi-friendly employer
- Ongoing training and support throughout your term of office

# Key Dates

FROM 5<sup>TH</sup> JAN

## NOMINATIONS OPEN

This is the period in which any eligible student can nominate themselves for a Co-President role.

9<sup>TH</sup> FEB 12PM

## NOMINATIONS CLOSE

FROM 9<sup>TH</sup> FEB

## PREPARATION WEEK

This week is for you to prepare your campaign material. More guidance is provided on this later in the candidate handbook. All campaign material must be received before the deadline to be included.

12<sup>TH</sup> OR 13<sup>TH</sup> FEB

## CANDIDATE QUESTION TIME

A Live Q&A between students and candidates to help you express your yourself and your aims for the role.

13<sup>TH</sup> FEB 4PM

## CAMPAIGN MATERIAL DEADLINE

18<sup>TH</sup> FEB 12PM

## VOTING OPENS

This nine-day period is when all students will be able to vote for their preferred candidates.

27<sup>TH</sup> FEB 12PM

## VOTING CLOSES

18<sup>TH</sup> FEB 12PM

## PRIVATE RESULTS

You will be contacted by telephone and/or email between 1pm and 5pm on Friday 27th February to inform you of the results of the election.

FROM 2<sup>ND</sup> MAR

## PUBLIC RESULTS

# Eligibility

To be eligible for a Co-President Role, you must meet several criteria.

**June 2025**

Students who finished their course within 9 months of the election are still eligible to nominate themselves for a role. Students who finished before 02/06/2025 are no longer eligible.

**January 2026**

Students must complete a self nomination form on the SU Website no later than 09/02/2026, 11:59pm.

**February 2026**

Confirmed candidates should encourage students to vote for them between 18/02 - 27/02 by following the campaign guidance and rules. Only students with a start date before, and an end date after the voting period will be permitted to vote.

**July 2026**

The Successful Candidates will begin in the role on 01/07/2026.\*

**September 2026**

Students' whose course may overlap with the role must have finished all formal activities and commit full-time from 01/09/2026.\*

**June 2027**

The successful candidates will complete the year in the role. Co-Presidents can self nominate for a second time and hold a role for a maximum of two years.

## Checklist

- ☐ I have been a registered student at ULaw at some point between 2<sup>nd</sup> June 2025 and 27<sup>th</sup> February 2026.
- ☐ My current course finishes its formal teaching before 1<sup>st</sup> July 2026.\*
- ☐ Any exams or resits that I need to do will be finished by 1<sup>st</sup> September 2026.\*
- ☐ I am a domestic student with right to work in the UK OR I am an international student and will be eligible for a PSW visa.
- ☐ I understand that the role of Co-President is full-time (35 hours per week) and cannot be undertaken at the same time as a course of study.\*
- ☐ I understand that I can only apply for one of the Co-President roles
- ☐ I can travel to and fulfil two working days a week at one of ULaw's main campuses (Birmingham, Manchester, Leeds, Bristol, Nottingham or central London)

\*

If you're not sure about your dates or would like to know more about flexibility in our start dates, get in touch!

Emma.Beenham@law.ac.uk





# Additional Support

## Drop-In Information Sessions

Informal sessions with election staff to discuss the roles, election processes, campaigning or anything else you might want some help with! No need to book, simply join using the meeting links during the timeslots.

**Friday 9<sup>th</sup> January**  
**12:00pm – 12:30pm**



**[Join the meeting now](#)**

**Thursday 15<sup>th</sup> January**  
**9:00am – 9:30am**



**[Join the meeting now](#)**

**Monday 26<sup>th</sup> January**  
**5:00pm – 5:30pm**



**[Join the meeting now](#)**

**Tuesday 3<sup>rd</sup> February**  
**12:30pm – 1:00pm**



**[Join the meeting now](#)**

## One to one advice

If you can't make it to a drop-in, feel free to get in touch! We can answer any questions you may have over email or arrange a teams call to suit you.



**ADVICE AND SUPPORT FOR CANDIDATES**  
**[Emma.Beenham@law.ac.uk](mailto:Emma.Beenham@law.ac.uk)**

**GENERAL ENQUIRIES OR WEBSITE ISSUES**  
**[StudentsUnion@law.ac.uk](mailto:StudentsUnion@law.ac.uk)**

# Rules and Regulations

The rules and regulations for the elections are designed to ensure that all candidates have an equal opportunity to be elected. We want to ensure that the elections are conducted in a fair, equal and appropriate manner so there are some basic rules and principles that we expect all candidates to follow.

As a candidate it is important that you understand the rules and if you have any questions, challenges or complaints you should contact the Deputy Returning Officer (DRO) as soon as possible.

**THE DRO IS EMMA BEENHAM – [EMMA.BEENHAM@LAW.AC.UK](mailto:EMMA.BEENHAM@LAW.AC.UK)**

The main principle of the elections and campaigning is not to do anything that another candidate running for the same position would not have access to.

	You Can...	You Can't...	The SU Will...
Beginning to campaign	<ul style="list-style-type: none"><li>Begin preparing your campaign as soon as you like.</li><li>This could reasonably involve informing known friends and classmates when you want to include them in your support team.</li></ul>	<ul style="list-style-type: none"><li>Publish, distribute or in any other way begin campaigning for at least 48 hours before voting opens.</li></ul>	<ul style="list-style-type: none"><li>Provide advice and support to candidates to prepare.</li></ul>
Voting Instructions	<ul style="list-style-type: none"><li>Share the official instructions from the SU.</li></ul>	<ul style="list-style-type: none"><li>Share unique voting links.</li><li>Vote on behalf of another student.</li><li>Touch someone's personal device when they are voting.</li><li>Hover or 'stand over' students who are voting.</li><li>Engage in any activity which could be perceived as bribery or blackmail</li></ul>	<ul style="list-style-type: none"><li>Include voting instructions and candidates' campaign materials on our website page and emails to students.</li><li>Encourage students to engage with the candidates' campaigns and read manifestos to make an informed decision.</li></ul>
Campaign Budget	<ul style="list-style-type: none"><li>Spend up to £30 on campaign materials and claim it back from the SU using expense receipts. Contact us with a purchase request if you'd like us to pay directly.</li><li>Apply for a travel budget to visit another campus. Satellite campus students can visit one Main campus, Main campus students can visit one Satellite, and Online students can visit one of each.</li></ul>	<ul style="list-style-type: none"><li>Make purchases or submit receipts after voting closes.</li><li>Spend personal funds on anything to do with your campaign.</li><li>Spend over the budget amount.</li><li>Purchase age restricted goods.</li></ul>	<ul style="list-style-type: none"><li>Attempt to process all expense claims, purchases and travel booking requests within 5 working days.</li></ul>
Campaigning on Campus	<ul style="list-style-type: none"><li>Campaign in social areas of campus such as cafés or lounges.</li><li>Book spaces through SI teams to host campaigning activities, such as a stall with flyers and freebies.</li></ul>	<ul style="list-style-type: none"><li>Campaign in silent study areas or libraries, or during any teaching activities.</li></ul>	<ul style="list-style-type: none"><li>Stay in touch with local SI teams throughout the election</li></ul>

**...CONTINUED ON THE NEXT PAGE**

	You Can...	You Can't...	The SU Will...
Physical Posters and Flyers	<ul style="list-style-type: none"> <li>• Create and submit up to one A4 Poster for the SU to include in our comms.</li> <li>• Contact your campus Student Information team to request local guidance. Some campuses might offer additional poster space or allow you to leave flyers on tables. Please be careful not to cause any damages e.g. to wall paint, and avoid excessive printing to reduce waste.</li> </ul>	<ul style="list-style-type: none"> <li>• Use ULaw or ULaw SU logos or colours in your campaign material.</li> <li>• Put up any posters or leave flyers around campus unattended without permission.</li> <li>• Remove any campaign materials for other candidates, please report issues to the DRO.</li> </ul>	<ul style="list-style-type: none"> <li>• Organise with each local Student Information team to display candidate manifestos, posters, and information on how to vote.</li> <li>• Publish candidate manifestos and posters to our website and email channels when voting opens.</li> </ul>
Social Media Content	<ul style="list-style-type: none"> <li>• Create and submit 1 post and 1 video to be published from the SU SM channels.</li> <li>• You can create your own social account, and post as many videos or posts as you like once campaigning is open.</li> <li>• Comment, like and share our posts about elections to boost engagement and help students to find your elections account.</li> </ul>	<ul style="list-style-type: none"> <li>• Use ULaw or ULaw SU logos or colours in your campaign material.</li> <li>• Publish your accounts publicly or begin posting until 48 hours before voting opens.</li> <li>• Break <a href="#">University Policies</a> for conduct and online behaviour.</li> </ul>	<ul style="list-style-type: none"> <li>• Create rounds of social media posts based on role, to be spread out across the 9-day voting period.</li> </ul>
Messaging Apps	<ul style="list-style-type: none"> <li>• Use WhatsApp or other messaging apps to contact people you know and encourage them to vote for you.</li> <li>• Utilise university group chats or communities accessible to all students to post individual campaign material.</li> <li>• Only post or share generic election information in group chats or communities that other candidates would not have reasonable access to.</li> </ul>	<ul style="list-style-type: none"> <li>• Break <a href="#">University Policies</a> for conduct and online behaviour.</li> </ul>	
AI	<ul style="list-style-type: none"> <li>• Share your original ideas from your experiences, using AI tools only to aid in proofing or development.</li> </ul>	<ul style="list-style-type: none"> <li>• Use AI tools to write your manifesto with generic issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Reject all AI generated nominations.</li> </ul>

Any candidates who are reported to be campaigning outside of these rules will be subject to investigation and possible disqualification from the election.

Candidates are advised to check with the Deputy Returning Officer if you are unsure about any of the rules above.

## COMPLAINTS AND RIGHT TO APPEAL

If you believe that there has been a breach of the rules, we urge you to get in touch as soon as possible.

A formal complaints form can be requested from the Deputy Returning Officer: [Emma.Beenham@law.ac.uk](mailto:Emma.Beenham@law.ac.uk).

# CAMPAIGNING

Co-Presidents are most successful in their role when they have a proven ability to engage other students and encourage them to take part in activities. If you are successful in getting hundreds or thousands of votes in just over a week, imagine what you can do with a year in office!

Your election campaign is your platform share who you are, your experiences that have shaped you, and your ideas that have motivated you to pursue a leadership opportunity at ULaw.

Campaigning can take a variety of forms:

## **ON CAMPUS**

Activities and events like freebie stalls or simply approaching students for a chat and asking for their vote. Feel free to get creative!

## **ONLINE CONNECTION**

The realms of socials, chats and global networks could help you connect with students and secure their trust.

## **MANIFESTO**

A written statement that all candidates must submit as part of their nomination. Your manifesto will form the basis of your objectives for your time in the role.

## **POSTERS, POSTS AND VIDEOS**

The SU will collect and publish a variety of additional campaign materials on multiple channels throughout the election.



# MANIFESTO GUIDE

Your manifesto connects you, your aims, and voters. Think about what you can achieve and what other students would respond well to. This written statement is comprised of the answers to 3 core questions.

Answers to each question are limited to 150-200 words (600 Characters including spaces to be exact).

## **Introduce yourself!**

Let students know who you are - this could include your name, campus, course and any interesting facts or experiences you'd like to share.

## **Why do you think you are a good fit?**

Tell students why you want to put yourself forward for this leadership role and what skills you might have developed in different areas of your life that will help you succeed.

## **What are your ambitions for the role?**

Share your ideas for activities you would like to do in the role. These could include campaigns for change, organising events or solutions to common issues that will resonate with voters.

## **TOP TIPS**

- Be concise and use simple language
- Focus on your experiences
- Set out realistic goals

# CAMPAIGN MATERIAL

In addition to your manifesto, we encourage all candidates to create additional materials to showcase your personality, skills and ideas, as well as taking part in activities to help students decide who to vote for.

## Candidate Match

As part of the nomination form, you will have the option to answer a series of questions as a quick way for students to see how your priorities and opinions align with theirs, with your scores appearing alongside other candidates on a sliding scale.

## Posters and Posts

Posters are a great way to highlight key ideas from your campaign and encourage students to find out more or vote for you.

The visual appearance of your materials will be crucial and offers an opportunity to develop your personal marketing and brand awareness.

If you’re not creatively inclined, try and reach out to friends, family or classmates who might be able to help guide you, or make use of online resources and tutorials to learn something new.

There are several tools that should be free to students such as Canva, PowerPoint etc that can be used to make your designs.

Consider the following when planning your designs:

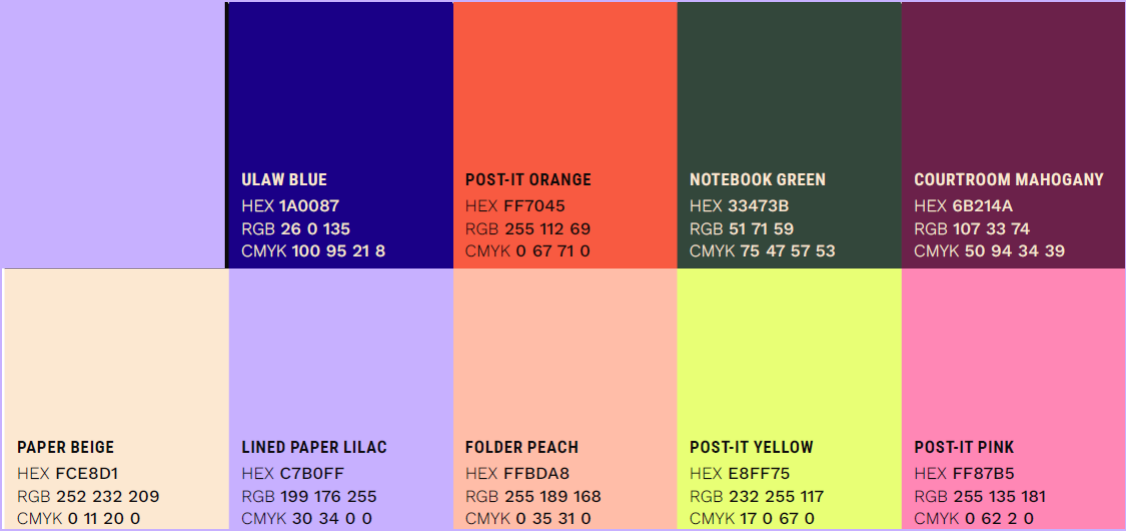
- Accessible designs mean more students can access your information.
  - Leave margins/space around text and the edges of your design
  - Choose a font without curls and swirls (Sans-Serif), and make sure it’s big enough to read easily.
  - Choose highly contrasting colours, especially between text and backgrounds
- Colour is important to stand out, you cannot use the ULaw or SU colours.
- The layout determines what information the voter will read first, Bold Headlines and Titles will be read first, followed by sub-headings, then bullet points or smaller areas of text. Plan your content so the most important bits of information are most obvious.
  - Avoid long bits of text that no one will read. Posters will have more room for content, but Social Media posts should be condensed into as few words as possible.
- Consistency is key, use the same name, images and colours across your materials
- It doesn’t have to be perfect; something is better than nothing – often the most ‘unpolished’ materials can be seen as authentic so don’t stress too much about making them just right.
- Visibility is important too. Whilst the SU will promote candidates online and on campus where possible, candidates can promote themselves (within the rules) and will see more votes through conversations with students and generating interest in their networks.

[You can find examples of past Co-President posters here.](#)

Please make sure your poster is in A4 Portrait dimensions, and supplied as an image file (png or jpeg).

## Prohibited Branding

- You can’t use any of the colours displayed here.
- You can’t use that same fonts as the SU.
- You can’t include the university or SU logo.



Name	R	G	B	Hex	Colour
ULaw Blue	0	132	169	#0084A9	
ULaw Purple	145	39	143	#91278F	

## Videos

Introducing yourself with a short video is a great way to encourage students to vote for you. During Voting, the SU will post campaign materials on behalf of candidates to our social media channels (@ulawstudents).

Video content doesn't have to be scary – again something is better than nothing!

If you don't fancy making a full production (don't let us stop you though!) you can simply film yourself at home talking through some of the key points of your campaign, try and be yourself!

- Standard mobile or webcam video files like MP4 should be acceptable, please contact us if you're not sure.
- Videos should be filmed in Portrait and will be cropped to a 16:9 ratio.
- Please do not add subtitles – we will do this in a consistent way across all videos
- Please do not use the ULaw or SU Branding, including our logos or colours in any footage.
- Make sure to ask for permission if filming on private property e.g. Any ULaw Campus

## Candidate Question Time

CQT is a a Live Q&A between students and candidates to help you express your yourself and your aims for the role.

- For 2026, we are hoping to schedule this on either Thursday 12th or Friday 13th February. The final time is TBC but all candidates will be given plenty of notice and we will try to work around your schedule. All candidates will be invited, and we will do our best to rearrange if needed to allow all candidates to attend.
  - There will be two separate Question Times; one for the Union Development Role and one for the Academic Affairs role.
  - Question Time will be run via Teams, with all students invited to attend. We will also live-stream the event on our YouTube channel, which will enable people to watch it back when deciding who to vote for.
- At the start of Question Time, all candidates will be given up to three minutes to outline their manifestos and why students should vote for them.
- Students will be given the opportunity to submit questions in advance. The Deputy Returning Officer will collate these and will present them to all candidates no more than 1 hour prior to the start of Question Time. This will allow you to prepare some vague answers, but we also encourage students to be open to thinking on the spot.
- Submitted questions must be posed to all candidates so will be fairly generic and will not target individual candidates.
  - Example questions are things like “what do you think the biggest problem is for university students at the moment?” or “if money wasn't a consideration, what would you change about being a student?”. There is no guarantee that these questions will be asked as we will take the lead from student questions.
- Depending on how many questions are submitted by students in advance, we may also allow students to submit questions live during the Question Time. These will be moderated and presented by the Deputy Returning Officer.

Question Time is a great opportunity for Co-Presidential candidates to showcase themselves 'in person' rather than through writing.

## READY TO GO?

Students must complete and submit a self nomination form on the SU Website no later than 09/02/2026, 11:59pm.



**Follow this link to access this booklet online, or to submit a nomination when you're ready.**

**[Elections Website Page](#)**

## HAPPY TO HELP

We know elections can seem intimidating. If you need a bit of encouragement or reassurance, or still need something clearing up, please reach out!



**ADVICE AND SUPPORT FOR CANDIDATES**  
**[Emma.Beenham@law.ac.uk](mailto:Emma.Beenham@law.ac.uk)**

**GENERAL ENQUIRIES OR WEBSITE ISSUES**  
**[StudentsUnion@law.ac.uk](mailto:StudentsUnion@law.ac.uk)**