

York and North Yorkshire Mayoral election 02.05.24

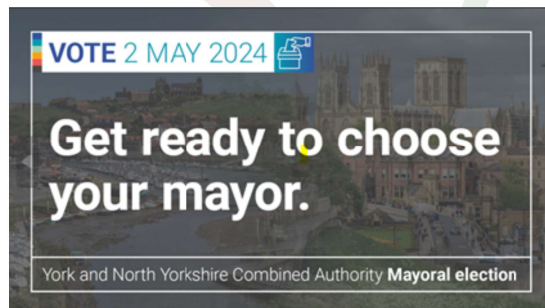
Comms toolkit to help share voter information

This toolkit includes ways you can help to share information with your networks about ways to vote in the first York and North Yorkshire Mayoral election on 2nd May 2024.

The objectives of the campaign are to tell people about the different ways they can vote in this and other elections and make them aware of the deadlines and key dates for the Mayoral election.

Included in this pack:

- Words to use in email / newsletter / website copy/WhatsApp
- Words and images to use on social media
- Appendix 1 - Frequently Asked Questions



What is the ask of you?

Please help us by sharing the details of ways to vote in the election on your marketing channels and with your networks, groups, and contacts. This pack is designed to help by providing content for you to share if possible – in it you will find wording to copy and paste, and images to use on social media attached to the email.

We struggle to access and share our messages on popular, respected community social media pages – if you have access to any such pages, we would greatly appreciate your help with this! JPEG Images are attached to the email and wording to copy and paste is in this document.

Voter information is also available in accessible formats and other languages on the my vote my voice website <https://www.myvotemyvoice.org.uk/about/>

We will strive to provide voter information about the mayoral election in any format that is requested (i.e., braille, BSL, audio etc) to facilitate people to vote.

Please email elections@northyorks.gov.uk to request accessible formats, and marketing collateral.

IF THERE IS ANYTHING ELSE THAT WOULD BE USEFUL TO HELP YOU SHARE THIS CAMPAIGN, PLEASE GET IN TOUCH VIA THE ABOVE EMAIL ADDRESS.

Suggested words for use in email / community newsletter to share with your networks and communities *Please copy the text and link and drop it into your email or newsletter directly without making any changes to the link. This helps us to understand how many people are reading these messages*

The York and North Yorkshire Mayor will be chosen by you in the first York and North Yorkshire Mayoral election on **Thursday 2 May 2024**.

The Mayor will lead the York and North Yorkshire Combined Authority, with investment of £540 million to be spent over the next 30 years. The Mayor and Combined Authority will have powers and responsibilities devolved to them by central government. This includes powers to improve the supply and quality of housing and funds to improve transport.

You must be registered to vote in this election by **16 April 2024**.

Find out if you are registered and how to vote at <https://www.northyorks.gov.uk/mayoralelection>

You can cast your vote however it suits you – in person, by post or by proxy, which is when you identify someone to vote on your behalf.

If you are voting in person you will need to bring a Photo ID to your polling station. You can make sure you have an accepted form of identification here, <https://www.northyorks.gov.uk/your-council/elections-and-voting/how-vote>

If you don't have an accepted form of identification, you can apply for free voter ID by **5pm on Wednesday 24 April**. Apply for free voter ID here: <https://www.gov.uk/apply-for-photo-id-voter-authority-certificate>

You can vote from home if you can't or don't want to go to your polling station on election day. Registering to vote by post is easy - you'll simply need to prove your identity. Apply for a new postal vote or cancel an existing one, before the deadline of 5pm on

Wednesday 17 April at <https://www.northyorks.gov.uk/your-council/elections-and-voting/apply-postal-vote>

You can apply for a trusted friend or family member to cast your vote by proxy at your polling station at <https://www.northyorks.gov.uk/your-council/elections-and-voting/apply-proxy-vote>

Apply for a proxy vote for this election before the deadline of 5pm on **Wednesday 24 April**.

You can also call **0300 131 2 131** (please say 'Election' when prompted) to request information about how to vote.

Accessible formats are available on request.

Community group messages For use from now to Weds 1 May 2024.

We struggle to get our messages out on prolific Facebook groups with huge numbers of followers like 'Save our Selby' or 'Ripon blow your horn'. You or your organisation may have contacts with these groups or be part of a community WhatsApp group. Please see below suggested words for a message and social media messages on the following pages.

MESSAGE TO COPY AND PASTE: *Please copy the text and link and drop it into your message directly without making any changes to the link. This helps us to understand how many people are reading these messages.*

The York and North Yorkshire Mayor will be chosen by you in the election on Thursday 2 May 2024.

The York and North Yorkshire Mayor will lead the York and North Yorkshire Combined Authority, with investment of £540 million to be spent over the next 30 years. The Mayor and Combined Authority will have powers and responsibilities devolved to them by central government. This includes powers to improve the supply and quality of housing and funds to improve transport.

Find out more about how to vote at <https://www.northyorks.gov.uk/mayoralelection>

Suggested social media messages

Social media posts to use on your channels to publicise ways to vote in the York and North Yorkshire Mayoral election on 2 May 2024 and deadline for registration.



Please add this image to your message from the folder attached to the email – the file is called

91518 MCA election 2024 social content assets_FaceB-X3

Please copy the text and link and drop it into your social message directly without making any changes to the link. This helps us to understand how many people are reading these messages.

Use up to and including 16 April

Facebook version

The York and North Yorkshire Mayor will be chosen by you in the election on Thursday 2 May 2024.

You must be registered to vote in this election by 11.59pm on 16 April

Find out how to register at:

www.northyorks.gov.uk/mayoralelection

#GetReadyToVote #YourVoteMatters

X (formerly Twitter) version:

The York and North Yorkshire Mayor will be chosen by you in the election on Thursday 2 May 2024. You must be registered to vote in this election by 11.59pm on 16 April. Find out how to register at

www.northyorks.gov.uk/mayoralelection

#GetReadyToVote #YourVoteMatters



Please add this image to your message from the folder attached to the email – the file is

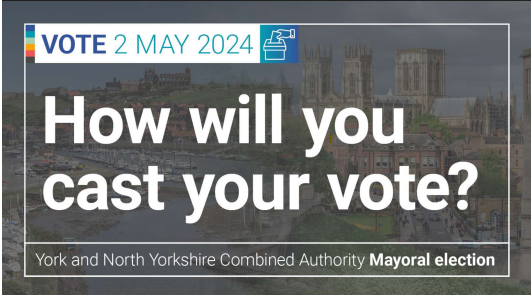
Instagram version

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You must be registered to vote in this election by 11.59pm on 16 April

Find out how to register at:

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<p>called</p> <p>91518 MCA election 2024 social content assets_Insta3_Reduced size</p>	<p>#GetReadyToVote #YourVoteMatters</p>
 <p>Please add this image to your message from the folder attached to the email – the file is called</p> <p>91518 MCA election 2024 social content assets_FaceB-X</p> <p>Please copy the text and link and drop it into your social message directly without making any changes to the link. This helps us to understand how many people are reading these messages.</p>	<p>Use up to and including 2 May</p> <p>Facebook version</p> <p>How will you cast your vote at the York and North Yorkshire Mayoral election on 2 May 2024?</p> <p>You can vote however it suits you – in person, by post or by proxy.</p> <p>Find out how to arrange the way you want to vote at: www.northyorks.gov.uk/mayoralelection</p> <p>#GetReadyToVote #YourVoteMatters</p> <p>-----</p> <p>X (formerly Twitter) version:</p> <p>How will you cast your vote at the York and North Yorkshire Mayoral election on 2 May 2024?</p> <p>You can vote in person, by post or by proxy. Find out more at www.northyorks.gov.uk/mayoralelection</p>



Please upload this image from the folder attached to the email – the file is called

91518 MCA election 2024 social content assets_Insta_Reduced size

Instagram version

How will you cast your vote at the York and North Yorkshire Mayoral election on 2 May 2024?

You can vote however it suits you – in person, by post or by proxy.

Find out how to arrange the way you want to vote at:

<https://www.northyorks.gov.uk/mayoralelection>

#GetReadyToVote #YourVoteMatters

Printed information and accessible formats

Please email elections@northyorks.gov.uk to request.

Thank you for your helping to share our campaign

If you have any questions, please email elections@northyorks.gov.uk

Please see the following page for FAQs

APPENDIX 1

Frequently Asked Questions

Updated: January 30 2024

What is a Combined Authority?

A Combined Authority is where a group of councils work together across a larger area. The York and North Yorkshire Combined Authority has been created by the City of York Council and North Yorkshire Council.

The York and North Yorkshire Combined Authority is a legally recognised, single body. Our role is to use some of the money and powers, that up to now have been held by central government, and work with local leaders and communities to invest in ways that will help to make York and North Yorkshire a better place for you to live, work and do business.

Who is in charge and how are decisions made?

The Combined Authority will be led by an elected Mayor (with elections taking place on 2 May). The York and North Yorkshire Mayor will chair the Combined Authority Board. The Mayor will be joined on the board by:

- two councillors from City of York Council
- two councillors from North Yorkshire Council
- the Chair of the York and North Yorkshire Combined Authority Business Committee – this is an advisory role, and the Business Committee Chair is not a voting member of the Combined Authority

The Combined Authority Board is supported by the Executive team of officers. The Executive team's role is to:

- provide economic analysis and insights to support decision making and prioritising of Combined Authority activity
- work in partnership to generate ideas for the future investments that the Combined Authority might want to consider and bid for future investment
- deliver the programme of investment of the Mayor and the Combined Authority
 - successfully operate in accordance with the transparency and compliance framework for local government

What difference will it make?

The York and North Yorkshire Mayor will lead investment of £540 million to be spent over the next 30 years. This is just the start. The Mayor will work with local leaders to bring more money into our region to invest in the things that matter to us.

Our Mayor will be a strong voice and a champion for York and North Yorkshire businesses and communities. They'll provide key leadership in public safety, taking on the role and functions of the Police, Fire and Crime Commissioner.

Big decisions about our region will be taken by our Mayor and local leaders, as powers and funding are devolved from Westminster. This is an opportunity for more control over our region

and how our economy can grow in the right ways to create new jobs and opportunities for local people – this is about more power and resources in the hands of local leaders.

From day one of the Combined Authority, on 1 February, work is underway to support projects. This includes supporting investment already allocated: £12.7 million to deliver more than 700 new homes on brownfield sites and a further £10 million to support transition to net zero, unlocking economic opportunity, empowering business growth, and creating new and better paid jobs.

Who is in charge prior to the mayoral elections on 2 May?

Meetings of the Combined Authority Board prior to the Mayor being in post are chaired by councillors from City of York Council and North Yorkshire Council. Staff working for the Combined Authority will report to James Farrar, York and North Yorkshire Combined Authority Interim Head of Paid Service.

When will the new Mayor take office?

Tuesday 7 May 2024.

Where will the new Mayor's office be located?

From 1 February, staff working for the Combined Authority will use offices in York (West Offices, Station Rise) and Northallerton (County Hall). The Mayor is set to work from both offices.

What is the role of Mayor?

When they are elected in May 2024, the Combined Authority will be led by the York and North Yorkshire Mayor. The York and North Yorkshire Mayor chairs the Combined Authority. The role of the Mayor is to work alongside local leaders to create a long-term vision, secure more money and be a strong voice and champion for the region.

The Mayor is not a serving councillor and will not replace the leaders of existing councils. Once elected, the York and North Yorkshire Mayor will serve a 4-year term, at which point they can choose to stand for re-election. There is no limit on how many terms a mayor can serve.

What are the powers and responsibilities of the York and North Yorkshire Mayor? The Mayor and Combined Authority will have certain powers and responsibilities, devolved to them by central government.

In summary, these include:

- responsibility for 30-year Mayoral Investment Fund and the powers to borrow against funds
- full devolution of the Adult Education Budget
- powers to improve the supply and quality of housing and secure the development of land or infrastructure
- powers and funds to improve transport through a consolidated, devolved, multi-year transport settlement
- responsibilities for community safety and the powers to appoint a Deputy Mayor to carry out many of the duties currently held by the Police, Fire and Crime Commissioner

What budget will the Mayor have?

At the inaugural meeting of the Combined Authority on 22 January 2024, a Combined Authority budget was proposed and endorsed. The details of that paper are available [HERE](#). A Mayoral Investment Fund is worth £540 million over 30 years. From launch to March 2025, the new Combined Authority will be in receipt of more than £56 million of funds to invest for the benefit of communities across the region. This includes £12.7 million for housing, to deliver more than 700 new homes on brownfield sites, and a further £10 million to support transition to net zero, unlocking economic opportunity, empowering business growth and creating new and better paid jobs. An adult education budget will also be devolved to York and North Yorkshire.

The Combined Authority will continue to deliver business services such as the York and North Yorkshire Growth Hub, which has supported over 800 businesses already this year.

Where will the Mayor's funding come from?

Funding will be devolved from central government to the region. In addition, from May 2024, the Police and Crime Commissioner's functions will join the Combined Authority, which includes funding from the existing precept within council tax.

How many staff are there at the Combined Authority?

Initially, the Combined Authority will have 54 staff and will employ a number of supporting services. This includes staff integrating from the York & North Yorkshire Local Enterprise Partnership. Roles will include the delivery of over £56 million of transformational programmes, attracting additional investment and supporting businesses.

Once in post, the Mayor will be able to appoint staff and funding includes an estimated allowance for the Mayor and their office. They will have their final allowances, including staffing costs, determined by the Combined Authority with advice from an independent panel.

Following the mayoral elections, functions currently held by the Office of Police, Fire and Crime Commissioner will also transfer into the Combined Authority.

How does the introduction of the Combined Authority affect local councils?

City of York and North Yorkshire councils will continue as they are, working at a local level to deliver vital services for residents. The Combined Authority will deliver at a sub-regional scale, working in partnership with the two unitary authorities to deliver the devolved investment.

Where can I find out more about the York and North Yorkshire Combined Authority?

The York and North Yorkshire Combined Authority website is at: yorknorthyorks-ca.gov.uk This site also has details about Combined Authority public meetings, links to sign-up for newsletters, and governance information. You can also follow the Combined Authority on LinkedIn, X and Facebook.

Devolution timeline – key moments

To get to this point, a process of devolution has taken place. Below is a timeline of key events:

- 1 August 2022. A proposed devolution deal, negotiated between the City of York and North Yorkshire councils, the Government, and local authorities, is announced for York and North Yorkshire.

- February 2023. Results of regionwide public consultation, which showed support for plans, and the scheme for devolution were submitted to the Secretary of State following decisions by City of York and North Yorkshire councils.
- 20 December 2023. York and North Yorkshire’s devolution order comes into force, having been through Parliament. This allows powers to move from Westminster to the region.
- 22 January 2024. First meeting of York and North Yorkshire Combined Authority.
- 1 February 2024. Launch of York and North Yorkshire Combined Authority.
- 2 May 2024. An election to appoint a Mayor for York and North Yorkshire.

Inaugural Mayoral Election for York and North Yorkshire

Key dates

Publication of Notice of Election	Tuesday 26 March
Publication of statement of persons nominated	Not later than 4pm on Monday 8 April
Deadline for receiving applications for registration	Midnight on Tuesday 16 April
Deadline for receiving new postal vote and proxy postal applications, and for changes to existing postal or proxy votes	5pm on Wednesday 17 April
Deadline for receiving applications for Voter Authority Certificates	5pm on Wednesday 24 April
Deadline for receiving new applications to vote by proxy (not proxy postal or emergency proxy)	5pm on Wednesday 24 April
First time that electors can apply for an emergency proxy	After 5pm on Wednesday 24 April
Publication of notice of poll	Not later than Wednesday 24 April
POLLING DAY (hours of poll 7am – 10pm)	Thursday 2 May

When will the mayoral election be held, and who are the candidates?

Thursday 2 May Polling Day

Friday 3 May Count day

The deadline for candidate nominations is 5 April 2024. The statement of persons nominated (candidates) will be published not later than 4pm on Monday 8 April 2024.

Who will be administering the election?

The constituent councils are North Yorkshire Council and City of York Council.

Where will the counts take place?

Northallerton, Harrogate, Scarborough and York

Who will be eligible to vote?

Any local government elector within the City of York and North Yorkshire.

Count venues

The counts will take place in Harrogate, Northallerton, Scarborough and York.

The result declaration will take place at Harrogate.

The count for the mayoral election will start on the morning of Friday 3 May.

The Combined Authority Returning Officer (CARO) is Richard Flinton, chief executive of North Yorkshire Council.