

Manifesto Development

YUSU elections 2020

YUSU  DEVELOPS

What we will cover:

1. Broadening thinking
2. Framing your ideas
3. Good (and bad)
practice

What's a manifesto?

When running in an election candidates need to convey to voters what they stand for and what they would do if they got voted in.

Simply put, it is what you would do if you were successful. A manifesto should appeal to people and get them to understand who you are and motivate them to vote for you.

It's all about what you want to do, set out your goals for your time in office and ensure they are realistic and achievable.

But, don't fall into the trap of focussing on the means to an end - what are you addressing?

Why are things the way they are?

As a pair, pick **one** of the issues below and discuss for **2 minutes** - **what** is happening, **why** this is happening and **what** are the effects?

£9,250 tuition fees

Hidden course costs

Student mental health

(e.g. climate change is happening because of industrial pollution and the effects include migration).

How is Power seen?

1) Visible power

(Observable decision-making)

Visible power describes the formal rules, structures, authorities, institutions and procedures of political decision-making.

**e.g. elections, laws, policy,
authority figures**



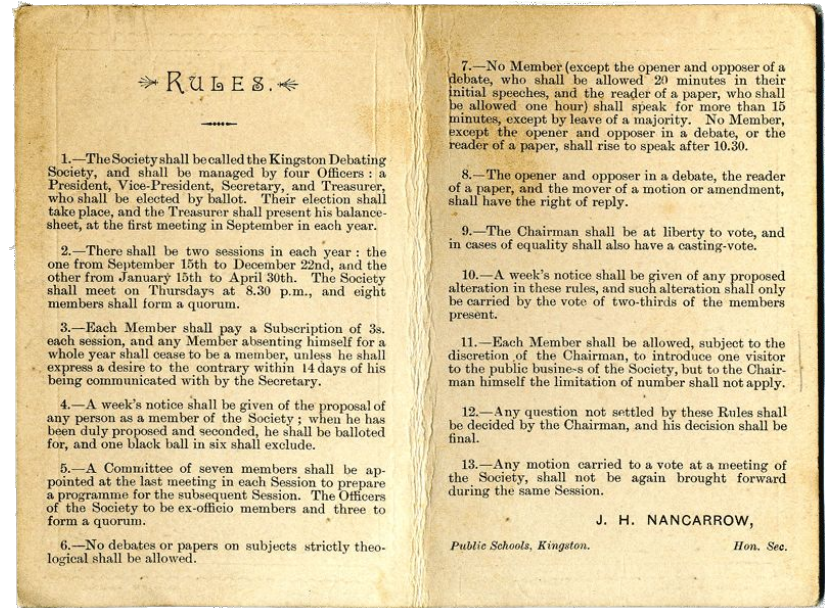
How is Power seen?

2) Hidden power (Setting the political agenda)

Powerful actors maintain influence by controlling what's on the agenda and who gets to participate in decision-making.

Power is maintained by excluding and devaluing the concerns of less powerful groups by creating barriers.

e.g. over-complicated rules and processes.



How is Power seen?

3) Invisible power

(Shaping meaning and what is acceptable)

Invisible power operates on how people will adopt belief systems created by those in power.

Significant problems and issues are kept from the minds and consciousness of those affected by defining what is normal, acceptable and safe.

This can lead to the internalisation of powerlessness and acceptance of thinking “this is the way things are”.

e.g. the gender pay gap.

Female stars call on BBC 'to sort gender pay gap now'

4 hours ago | UK

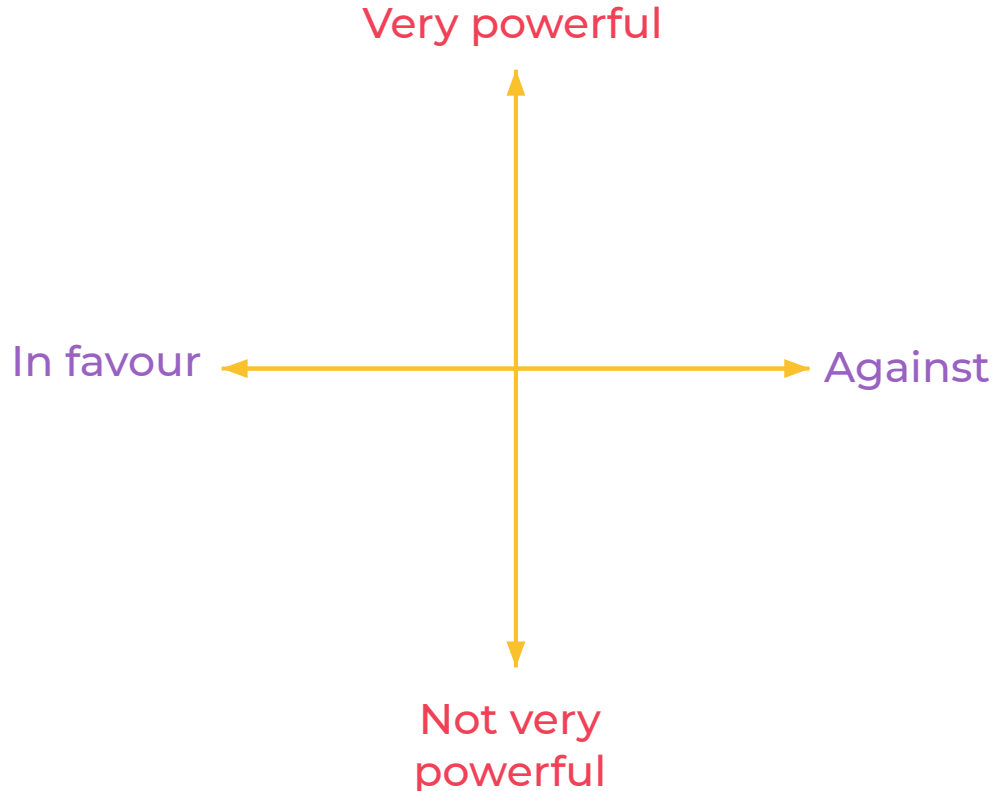
     Share



Power Mapping

Take **2 minutes** - use the power mapping chart to place the allies and opponents you have around one of your key objectives.

For example: Thinking of hidden course costs, where does everybody in the University map out?



Framing your ideas

Some Framing Ideas

1. **Metaphor:** To frame a conceptual idea through comparison to something else.
2. **Stories:** To frame a topic via narrative in a vivid, memorable and relatable way.
3. **Slogan/Catchphrase:** To frame an object with a catchy phrase to make it more memorable and relatable.
4. **Thematic:** reporting that places public issues in the broader context of general conditions or outcomes.

Quick Task (5mins):

Thinking about one idea, issue or manifesto point, decide how you might frame them in different mediums

- What theme does it fit with?
- How is it relevant to the audience?
- What makes you the one to solve it?

Do

- Do your research! (Speaking to students, looking at data)
- Refer to the national picture (Higher Education, Politics, SUs)
- Speak to the current Officer or a member of staff (for context!)
- Prioritise your ideas and present them effectively.
- Think about *who* you are appealing to (be relevant!).
- Focus on the big picture - what are you seeking to change?
- Be yourself with the volume turned up.

Do Not

- Don't just settle on one single issue.
- Be negative about other people.
- Don't promise things you can't deliver.
- Write too much information or text.
- Make it difficult to understand or read!
- Forget to highlight what makes you special.

Formats to convey your manifesto

1. On your nomination form
 - 500 words, starting with 3 summary bullet points
2. Posters
3. Banners, videos, website, social media etc.

3 Top Tips For Making Your Manifesto Posters

1. **Be Bold**
2. **Be Creative**
3. **Keep It Simple**

1. Be Bold, Be Brief

Before you even start to design a manifesto you should be clear on what your key messages are. Ideally you should have just one key message that you want to convey (e.g. WHY should someone vote for you), followed by a few secondary messages (e.g. your key policy points).

Once you have these important pieces of information you can begin to think about the design of the poster. The more concise you can be with this information, the better.

Remember it's a poster not an essay. Always think "is it absolutely vital this information goes on the poster?" if not, leave it out. Remember to communicate that voting opens on **Monday 17th of February 12pm**

make **MATT**
your first **PORT** of call
as LUU's next **WELFARE** Officer



Encourage Safer Drug Use

- Open **conversation** about student drug use
- **Create guidelines** on **harm reduction** and self-care
- Make **drug testing kits** available from LUU
- More **drug-related** Mental Health support



Improve Mental Health Support

- Campaign against **NHS mental health cuts**
- **Promote** services already available at LUU
- Increase LUU funding for mental health
- Advertise **safe spaces** for minority groups

Change Attitudes... Period.

- Put **free tampons** in LUU toilets!
- Lobby big retailers to pay 'Tampon Tax' for you
- Push for government to **abolish** the 'Tampon Tax'
- Launch LUU Campaign to **tackle period stigma**



#MATT4WELFARE

2. Be Creative

Using a catchy slogan, a quirky image or even a cool pattern can really make your poster stand out. Think of posters you have seen up around town, which ones did you like, which made you stop and take notice? It's perfectly fine to take inspiration from posters you like.

Think how the style of your poster conveys your campaign as well. Does a really cheesy poster devalue your campaign? Will a really serious poster make your campaign seem dull? All things to think about, but the best advice is just to have fun with it! It's only a poster after all – as long as it stands out in some way and conveys your key message then it's done it's job.

SAY YES TO

**GEORDIE
JESS**

FOR ACTIVITIES

 @YesToGeordieJess

 @YesGeordieJess



JOIN THE FUN



UNION LOYALTY CARDS to use across all venues even FRUITY!

Discount night in the Union for all society members.

Bring Freshers programs and GIAGs directly to Halls.

EFFICIENCY IMPROVEMENTS



Work towards implementing a Union 24 hour reply system.

PRINTERS in the union.

Weekly drop in sessions with activities reps to improve communication for all societies.

SOLVE UNION SPACE STRESS



Provide all societies with **SUITABLE ROOMS** to fit their needs. Effectively monitor the new dance studios and other upgrades.

Maximise the use of the Union spaces for societies and promote minibus training for **SPORTS SOCIETY TRANSPORT**.

SUPPORT SOCIETIES



SPONSORSHIP FAIR for societies at the start of the year for societies to gain funding and employability opportunities.

WEEKLY SHOWCASE for societies to show off their skills and promote their events.

I'M A UNION GIRL WITH A GEORDIE EDGE

President of Freestyle Dance
President of Halls Exec
Production Team for LUU Panto
Leeds for Life Ambassador
Work at Union Bars and Venues



SAY YES TO GEORDIE JESS FOR ACTIVITIES

3. If In Doubt... Keep It Simple!

Posters jam-packed with information or rubbish images look awful. If you are struggling then just pick a nice font and bold colour.

Use the colour as a background, and use the nice font for your name and key messages. Simple but effective.

If still in doubt... get someone else to do it for you!
Are any of your friends designers or arty? Why not ask them. Student designers are often on the lookout for changes to showcase their skills, so it could be worth checking with the design school as well.

Remember to keep it accessible! [Use this guide](#)

This...this is too much.

Live music, sandwiches, Union transparency and bad puns. Beth Punston Collins. There, are you happy now?
Hi, I'm Beth and I'm running for Union Affairs Officer.

I've been at this University for four years now and with graduation looming, you'd think I'd be raring to get out of this place, but I believe that I still have some things to do here, ways to better the community and I aspire to do that by standing for this position. Let's face facts; the Union isn't perfect, the majority of students don't engage with it very well or very often. I want to work to change that; the Union exists for the students and as a student, it's always been a place I've been intimidated by or frustrated with. I don't want to get too down on the Union, I've had some great times there, but for the most part those times are overruled by the confusion at what's going on on specific days, the meal deal pricing (I mean, 29p, what's that about, who needs those pennies anyway?!) and by just how underwhelming it is compared to how great it seemed when I applied to Uni. We are told that we should love our time in Leeds; I have, but I would like to make doing so easier for other students.

The Union used to be a centre in Leeds for music. Everyone will have heard about The Who playing back in the day, one of the greatest live shows in the history of ever. I can't think of a single band or live music act who are playing the University at the moment, Leeds Beckett have sort of cornered the market on that and that's not right! I want to work to bring live music back to the Union.

Earlier I mentioned the Union meal deals – when I started at University, they were £2 for a great sandwich. Every day these sandwiches would sell out, simply because the prices were so low; the only competition was Tesco at £3. However, the Union keeps raising the prices and that 61p difference isn't worth it. I would bring back the £2 meal deal. The Union should run at cost or at a loss, we shouldn't be driving our students to Tesco or Subway, at a greater cost to both them and the Union, it's just plain silly.

I would also like to make Union spending transparent to all students. Whilst this is already theoretically a practice, it is one that is not often looked at by students. I would work to make that information more accessible. I often have not felt like the money spent at the Union is spent to benefit all students, not just a few who fit in to the set categories. I would encourage the growth of new societies by implementing a sort of golden hello, a small grant to be used to pay for the necessities. I feel that this practice would engage more students and lessen the stress that is incurred in setting up a society. I find it quite ridiculous that in order to attend a sports society training session you have to pay for gym membership on top of your society membership, I would enquire about lessening those fees, or to work on combining them somehow. I would like to see democracy corner being better used, and the union used as more than just a meeting place or for Fruity. If societies want to host club nights there, they should be able to keep the overspend on the bar.

I care about this University, its Union and its students. I'm not going to say that what I set out to do will be achieved, because I don't know if it will. I'm not going to call them promises because I can't promise you anything, there may be too much red tape in my way, or it might not be what you guys want. I can promise you that I will work damn hard to make this Union a better place for the students and to attempt to achieve my goals.

The Union could be a great, inclusive place. Let me try to make that happen.



Chloë Sparks



Prioritising your safety

- Raise **awareness and support** for sexual assault and domestic abuse survivors
- Set up **support groups** within LUU for these student survivors
- Work with students to **tackle hate crimes** such as Islamophobia, Antisemitism and Transphobia

Inclusive and accessible mental health support

- Increase awareness of LUU services e.g. Student Advice Centre
- More **workshops** and quality **online resources** on supporting your friends with mental health issues
- Ensure there are **safe spaces** for BME, disabled and LGBTQ+ students to talk about their mental health
- **Campaign against NHS cuts**, especially to mental health support

Tackling your financial stress

- Ensure LUU outlets such as Essentials provide food and drink at **affordable prices**, so you can stay healthy without worrying about money
- Create clear online resources and hold more **workshops for budgeting**
- Campaign to reduce the burdening cost of student halls
- Work with the Education Officer to **remove all extra course costs**, these are not acceptable alongside rising tuition fees

Vote Chloë Sparks 4 Welfare

TOM 4 COMMUNITY

- Free shuttle bus from halls to Union on busy morning's weekdays
- Plastics recycling
- Making recycling easier and fun to do with practical steps to effective recycling (campaign)
- Practical cooking skills included in having a go sessions and also continual basic training for cooking for under £10 and less than 1 hour
- Food, accessories and clothes exchange programme
- An app to help people exchange anything including food going out of date but someone else can have it, or travel tickets but plans changed and pay what you want or offer for free
- 24 hours opening for one of the libraries preferably laidlaw excluding exam period
- More awareness for the fantastic workshops the Union offers including exam tips and techniques, dealing with stress
- More affordable lunch options around campus
- Practical budgeting classes making money last longer. More buck for your money
- More flexibility with the Edge times for Halls Edge membership



TOM OLADIPO



Do people still read this?

(Jokes). Been to Wuhan and Sydney, Bioenergy Researcher, sub warden in student halls.

Worked for the National Citizen service (NCS) with the challenge network as a community mentor. It would be a pleasure and delight if you voted for me as your community officer.

What you can expect to get in return are not limited to tips and practical steps to save you money and time. Read my manifesto points for more.

VOTE FOR TOM : VOTE FOR ACTION

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Create a design



Social Media



Presentation Wid...



Poster



Facebook Cover



Flyer



Facebook Post



Instagram Post

That's all!

A vertical poster for the YUSU 2020 elections. The background is black with pink abstract line art. The text is in white and pink. The title 'ELECTIONS TIMETABLE' is at the top. Below it, a list of events with dates and week numbers is presented, separated by dotted lines.

YUSU 2020

ELECTIONS TIMETABLE

NOMINATIONS OPEN
13.01.20 WEEK 2

NOMINATIONS CLOSE
31.01.20 WEEK 4

CANDIDATES ANNOUNCED
11.02.20 WEEK 6

**URY CANDIDATE INTERVIEW
NIGHT + CANDID CHATS**
12.02.20 WEEK 6

DEBATE NIGHT
13.02.20 WEEK 6

VOTING OPENS
17.02.20 WEEK 7

VOTING CLOSES
21.02.20 WEEK 7

RESULTS NIGHT
22.02.20 WEEK 7

Remember by Friday:

- Photo - headshot, plain background
- Manifesto - starting with 3 summary bullet points
- Blurb
- [Candidate Eligibility Form](#)
- [Quiz contribution for Sabb candidates](#)
- [Candidate diversity form](#) (optional)