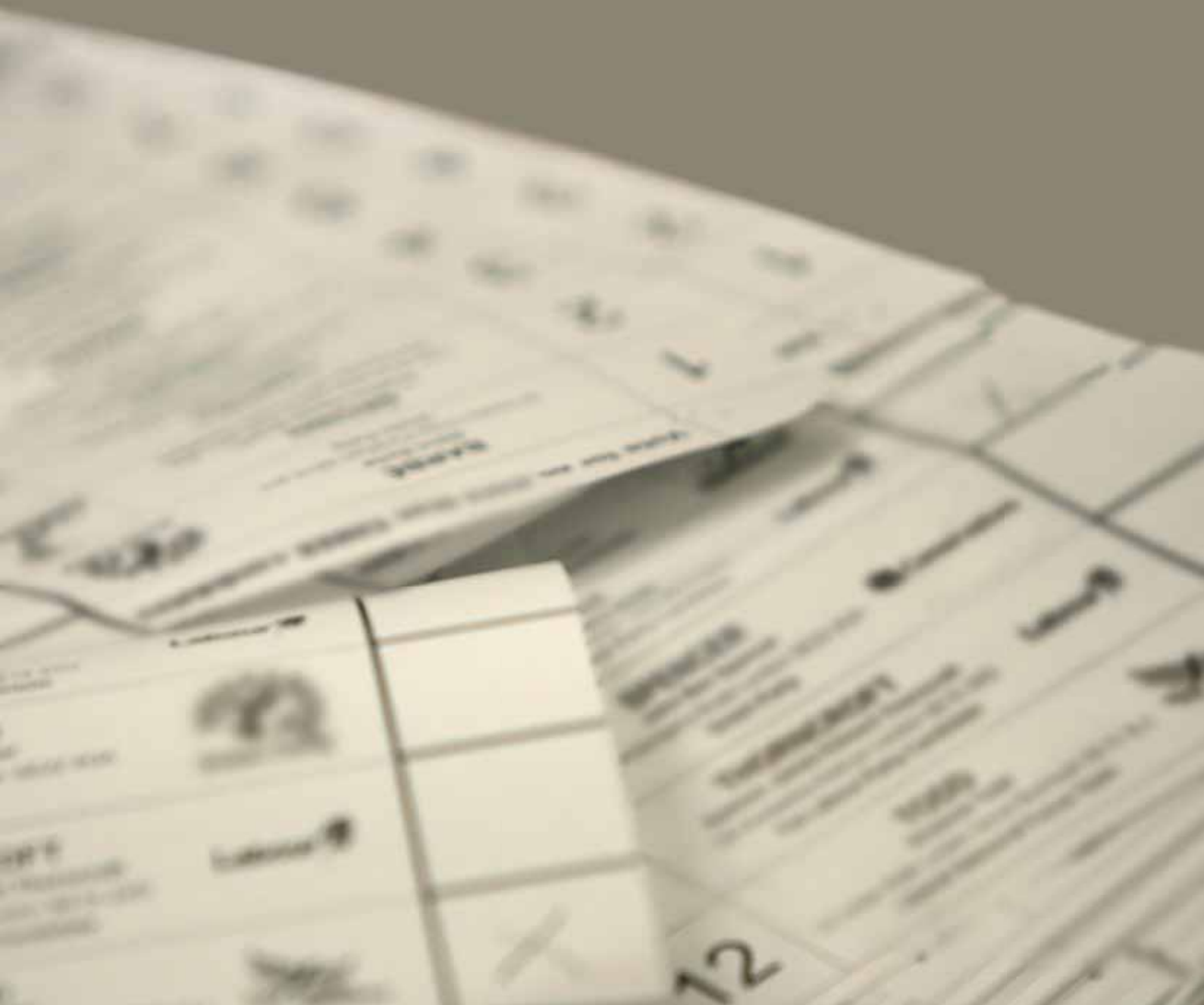


BALLOTS, ELECTIONS & PROXY VOTING



ELECTORAL REFORM SERVICES IS THE LEADING INDEPENDENT SUPPLIER OF BALLOT AND ELECTION SERVICES

Our reputation for best electoral practice has been built up for over a century and is recognised by the United Nations and in UK Acts of Parliament.

Each year Electoral Reform Services (ERS) helps about 1000 different organisations run ballots, elections, votes, surveys and membership engagement projects. Some have millions of voters; others have less than a hundred; but all choose ERS to guarantee the integrity of the ballot process and ensure the final result is respected by all parties concerned.

INTEGRITY THAT IS
RESPECTED WORLDWIDE

A 100 YEAR OLD REPUTATION THAT VOTERS TRUST

Electoral Reform Services is the specialist balloting and related services wing of the Electoral Reform Society. Established in 1884, the Society is an autonomous body which has no shareholders and which maintains complete financial and operational independence.

From the outset, the organisation has sought to raise the standards of probity and honesty involved with ballots and elections. Within a year of its creation, the Society was administering votes for other organisations. As a result, it built up a reputation for integrity, expertise and impartiality that extended beyond the UK. In 1984 the Society was granted consultative status by the United Nations.

By 1988, the Society found that demand for its services was increasing as organisations in many fields became more willing to resolve issues through ballot and consultation. To meet the growing need for direct ballot management, Electoral Reform Ballot Services was constituted as a separate company.

Reflecting the broad range of services that we provide today, we are now known as Electoral Reform Services. Under this banner and adhering to the principles of integrity and impartiality, we offer the benefits of over 100 years' experience of best practice in election and ballot administration. Our authority to run ballots and elections is recognised in Acts of Parliament in which we are specified as an independent scrutineer.

Overseas, Electoral Reform International Services is a signatory to both the Declaration of Principles for International Election Observation and the associated Code of Conduct for International Election Observation Missions, and is a leading provider of electoral assistance to emerging democracies.



VOTE COUNTING AT ERS 1920

WE ADVISE ON THE BEST VOTING METHOD TO SUIT YOUR ORGANISATION

We have more experience of providing postal ballots than any other organisation. Our specialist printing, data processing and mailing facilities are unmatched. Our secure internet voting platform offers the reassurance of proven resistance to hacking and attacks. It can also be customised to reflect your branding. For electorates more at ease with using a phone, we offer both telephone and text (SMS) voting.

You can also combine voting methods to give your electorate a range of convenient options to encourage participation. For instance, by offering your voters a choice of postal or internet voting methods, you can gradually increase the online element of your elections as your electorate becomes more accustomed to electronic communications, hence minimising print and postage costs without compromising voter accessibility.

Most importantly of all, our Project Managers have the experience to help you select the voting media that is right for your needs.

A LA CARTE: LIMITED SERVICE OPTIONS AND INDEPENDENT ASSESSMENTS AND VOTING VERIFICATION

Although we can manage every part of your nomination and ballot process, there is no requirement to hand over the entire job to us. Some clients manage their own nominations and only involve us at the balloting stage. Others use us purely to “receive and report” and retain responsibility for mailing out their own ballot materials.

Quoted companies that use their Share Registrar to administer shareholder polls can engage ERS as an Independent Assessor (sometimes called an Independent Scrutineer). We have been fulfilling this role since 1991, providing independent reports on AGM voting for many leading companies, checking that their practices and procedures are robust, accurate, consistent with their corporate governance rules and compliant with the Companies Act 2006.

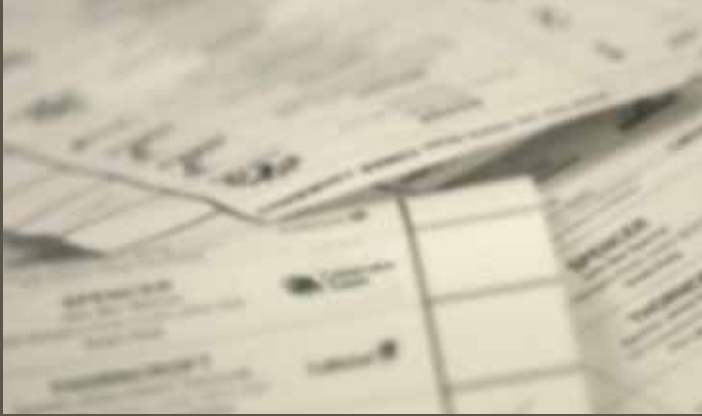
Similarly we offer voting verification and independent adjudication services to broadcasters and telephony suppliers.



VOTING BY POST,
INTERNET,
TELEPHONE OR TEXT







ELECTORAL REFORM SERVICES HAS RUN ALMOST EVERY TYPE OF VOTE, BALLOT, ELECTION OR REFERENDUM

This is a small selection of our most requested work:

CORPORATE GOVERNANCE

- Proxy Voting services
- Independent Scrutineering/Assessment of AGM/EGM/SGM
- Membership or Shareholder Resolutions
- Board elections
- Governor elections

HUMAN RESOURCES & PENSIONS

- Employee Representative elections (Information & Consultation of Employees, Special Negotiating Body, European Works Council, Redundancy Consultations)
- Member Nominated Trustee & Member Nominated Director elections
- TUPE ballots
- Employee surveys

HOUSING

- LSVT ballots
- SSVT ballots
- ALMO ballots
- TMO/EMB ballots
- Tenant Board elections

DIRECT EXPERIENCE OF
YOUR BALLOTING NEEDS



MEDICAL/NHS

- Foundation Trust Board of Governors elections
- Medical Committee elections
- Primary Care Trust elections
- GP Forums

COMMUNITIES AND LOCAL GOVERNMENT

- Business Improvement District (BID) ballots
- New Deal for Communities (NDC) elections
- Community Empowerment Network (CEN) elections
- Change of Status ballots
- Referenda
- Electoral registration
- Electoral supplies

CHARITIES, POLITICAL PARTIES AND MEMBERSHIP ORGANISATIONS

- Leadership elections
- Membership votes
- Council elections
- Committee elections

FINANCIAL

- OEIC Shareholder Approval ballots
- Orphan Fund Policy Holder Approval ballots
- Demutualisation/merger votes

TRADE UNIONS

- General Secretary elections
- Industrial Action ballots
- Union Recognition ballots

PUBLIC VOTING & AWARDS

- Independent Adjudication
- Voting Verification



UNIQUE SPECIALIST
EXPERTISE AND FACILITIES



OUR ONE-STOP BALLOTING SERVICE COVERS EVERYTHING YOU NEED

Before voting begins, **ERS** can organise your nomination process; just giving our stamp of approval at this stage often encourages candidates to stand.

We then design, print and mail (or e-mail) ballot papers. For internet, telephone and text voting, we use special two-part security access codes. All aspects of the distribution process take place in-house, protecting the security of every vote.

Our IT division has the skills and technology to import, manipulate and use your existing membership information without compromising voter confidentiality. Other election materials, such as candidate statements and voting instructions, can also be produced by us, guaranteeing their neutrality.

Once votes have been cast, they are returned, counted and securely stored at our Election Centre. Finally, we provide our clients with an Independent Scrutineer's Report, giving authority to the ballot results.

This complete control over the entire electoral process not only guarantees the integrity of your ballot, but also gives us the power to agree to client timetables without having to rely on subcontractors. It also makes life easier for our clients: at any stage in the electoral process, you can find out all the information you want from a single point of contact.





WE HELP ORGANISATIONS TO CONNECT EFFECTIVELY WITH THEIR MEMBERS

Our Membership Engagement Services (MES) subsidiary can provide a variety of services to help you stay in close touch with your members. This results in rising membership levels, more effective dialogue, increased participation and higher turnout at elections.

TYPICAL CLIENT PROJECTS FOR
MES INCLUDE:

- Affordable and accessible database solutions
- Membership recruitment programs
- Pre-election, mid-election and post-election communications
- Community awareness campaigns
- Migration of members from postal communications to e-communications
- Candidate training and post-election representative training

Membership Engagement Services works for all types of membership organisations, including NHS Foundation Trusts, trade unions and professional institutes. MES also helps local government and community based organisations raise awareness of issues that are subject to a ballot or consultation exercise.



LEARNING MORE ABOUT YOUR STAKEHOLDERS

Sometimes a ballot is not enough: an organisation may require a greater understanding of its stakeholders than a vote can provide. An authoritative ERS survey can achieve this, and if it is done at the same time as a ballot, the organisation saves money.

The ERS Research division was established in 1991 and has developed a reputation for high quality research and consultancy for local authorities, health authorities, trade unions, professional organisations and voluntary groups as well as commercial companies. The division is accredited to ISO 20252 and is a member of the Market Research Society Company Partner Scheme.

We use our own in-house resources for postal and online surveys, and out-source telephone and face to face interviewing to IQCS or ISO 20252 accredited data collection companies. Qualitative moderators, sophisticated statistical analysis and data modelling are also bought in. This enables us to offer the full range of research skills necessary for meeting project requirements at an affordable price.

When an organisation requires both a ballot and a survey, ERS can often integrate the two requirements. This means an organisation only pays for distribution costs once, and its membership has only one mailing to respond to.

The ERS heritage of being a universally trusted independent scrutineer has also enabled us to offer a Research Scrutiny service. Under this arrangement, we scrutinise the research data submitted to our clients by third parties in support of their proposals. We then independently assess the research and report back whether it is as robust and accurate as the third party claims.

Whatever form of research you choose, our reputation for integrity and impartiality encourages high response rates, honest answers and widespread acceptance of our research findings.



RESEARCH: ANOTHER
WAY TO CONSULT



EACH YEAR ERS ADMINISTERS OVER 2000 PROJECTS FOR ORGANISATIONS OF EVERY TYPE AND SIZE

Here are just a few of the most well known:

PROFESSIONAL BODIES

- Bar Council
- British Computer Society
- Chartered Institute of Management
- Chartered Institute of Marketing
- Engineering & Technology Board
- Federation of Small Businesses
- General Medical Council
- General Teaching Councils
- Health Professionals Council
- Institute of Actuaries
- Institute of Chartered Accountants in England & Wales
- Institute of Directors
- Law Society
- Market Research Society
- Police Federation
- Royal College of Surgeons
- Royal College of Veterinary Surgeons
- Royal Institute of British Architects
- Royal Institute of Chartered Surveyors
- Royal Society for the Arts

MUTUALS

- Chelsea Building Society
- Co-operative Group
- Coventry Building Society
- Equitable Life
- Liverpool Victoria
- Nationwide Building Society
- NFU Mutual
- Royal London
- The Children's Mutual
- Yorkshire Building Society

TRADE UNIONS

- BMA
- CWU
- GMB
- NASUWT
- NUT
- PCS
- RCN
- RMT
- UNISON
- UNITE
- USDAW

CHARITIES & VOLUNTARY ORGANISATIONS

- Amnesty International
- British Red Cross
- Church of England
- Which? (Consumers' Association)
- Countryside Alliance
- Diabetes UK
- National Trust
- NSPCC
- RNIB
- Royal British Legion
- Royal Horticultural Society
- RSPB
- RSPCA

LAWYERS, ACCOUNTANTS, ACTUARIES & CONSULTANTS

- Accenture
- Allen & Overy
- Aon
- Clifford Chance
- Deloitte
- Ernst & Young
- Eversheds
- Hewitt
- McKinsey & Company
- Mercer
- PricewaterhouseCoopers
- Simmons & Simmons
- Watson Wyatt

WHO WE WORK FOR

COMPANIES

- Anglo American
- Automobile Association
- Barclays
- BBC
- BP
- British Airways
- BSkyB
- Cadbury Schweppes
- Coca Cola
- Diageo
- GlaxoSmithKline
- HSBC
- ICI
- ITV
- InterContinental Hotels
- Lloyd's of London
- Lloyds TSB
- Marks & Spencer
- Merrill Lynch
- Nestle
- News International
- Norwich Union
- Odeon & UCI Cinemas
- Prudential
- Royal Bank of Scotland
- Royal Mail
- Shell
- Starbucks
- Tesco
- Unilever
- United Utilities
- Virgin Media
- Visa
- Vodafone

PUBLIC SECTOR & POLITICAL PARTIES

- Audit Commission
- Bank of England
- Birmingham City Council
- Bristol City Council
- British Council
- Cardiff City Council
- City of Edinburgh
- Conservative Party
- Department for Children, Schools and Families
- Financial Services Authority
- Glasgow City Council
- Greater London Authority
- Heart of England NHS Foundation Trust
- Labour Party
- Leeds City Council
- Liberal Democrats
- Liverpool City Council
- London Development Agency
- Manchester City Council
- National Health Service
- Northern Ireland Council for Integrated Education
- Scottish National Party
- Sheffield City Council

PUBLIC VOTING & AWARDS

- Big Brother
- Big Lottery
- Brit Awards
- British Soap Awards
- Channel 4 Political Awards
- House Magazine Parliamentary Awards





ELECTORAL REFORM INTERNATIONAL SERVICES IS A NOT-FOR-PROFIT ORGANISATION WHICH HAS PROVIDED DEMOCRACY ADVICE AND ASSISTANCE IN OVER 90 COUNTRIES



Probably best known for election observation and training election observers, ERIS recruits, trains and manages UK election observers on behalf of the Foreign and Commonwealth Office and European Union. It also trains observers from other countries and the European Commission.

ERIS also provides technical assistance experts for election management bodies and other key democracy institutions, covering the complete spectrum of democratic assistance.

ELECTORAL REFORM INTERNATIONAL SERVICES (ERIS)



This technical assistance includes: advising on election laws; helping to organise civic and voter education; assisting in the design of voter registration arrangements; organising schemes to promote political parties' internal democracy and financial transparency; training for the media, and guidance on election day management.

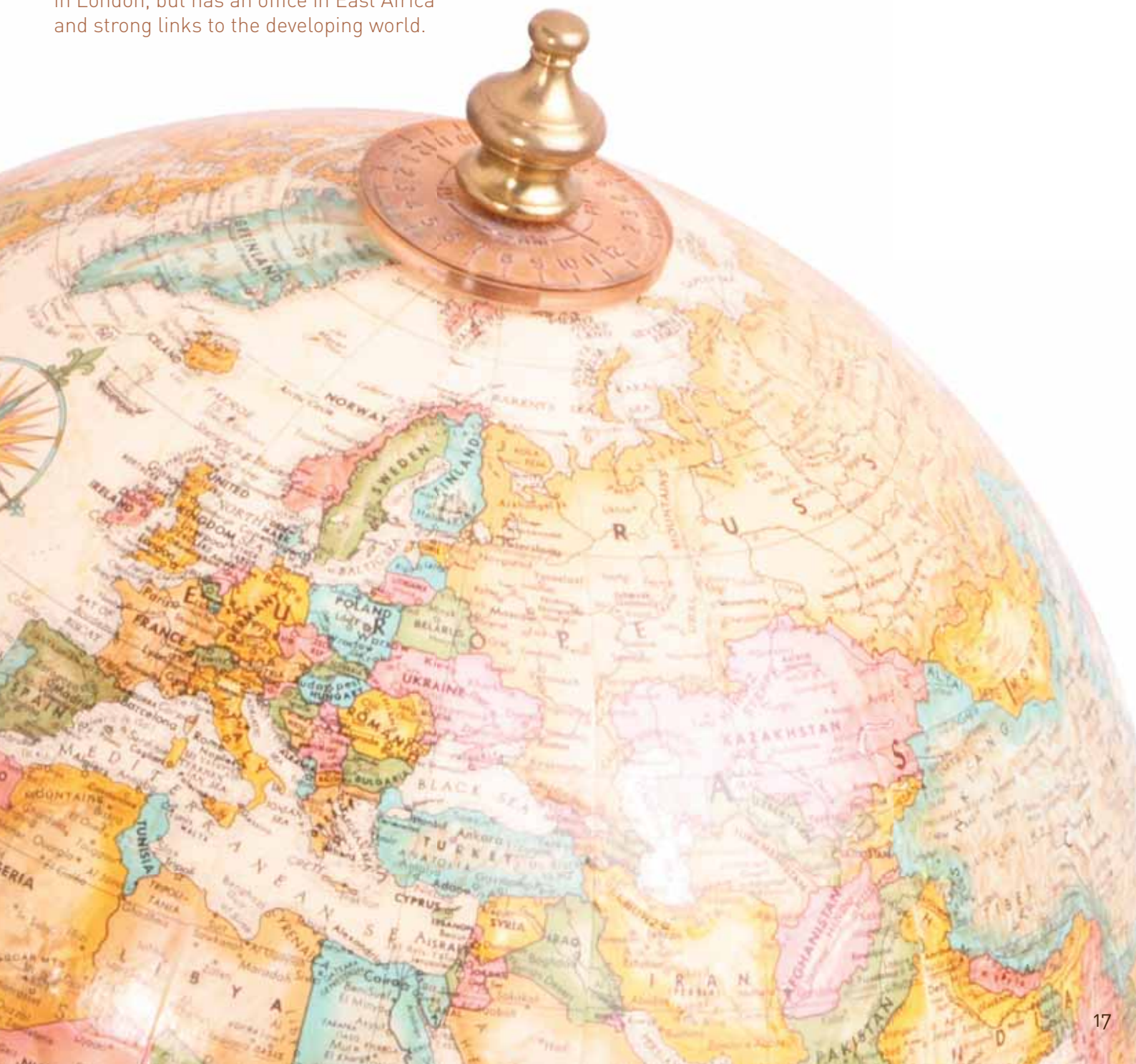
ERIS organises Democracy Support programmes and activities, such as workshops on democratic issues, training courses, assessment missions, project management of multi-donor projects, and collaboration with domestic election observer bodies, political parties, women's groups, ex-combatants and marginal groups.

ERIS has worked with the United Nations, the European Commission and many of the major multi-lateral and bi-lateral donor agencies. It is based in London, but has an office in East Africa and strong links to the developing world.

Typical examples of ERIS work include:

- Recruiting and managing observers for the Presidential Election in Armenia
- Assessing and advising on election arrangements in Sudan
- Co-managing a €1.7m European Commission electoral process programme in Liberia
- Providing project management for the multi-donor 'Deepening Democracy' Project in Uganda
- Sending a media advisor to Mozambique
- Advising Nigerian parliamentarians on proposed democratic reforms

ERIS attaches great importance to working throughout the electoral cycle, building democracy all-round (i.e. not just the electoral aspects) and strengthening the democratic culture as well as democratic institutions and processes.



BY TUBE

Turnpike Lane Underground Station (Piccadilly Line). At the tube barrier, turn left along the walkway and then exit on the right. At the top of the exit, turn sharp left and then right into Turnpike Lane. After the second set of traffic lights (at the large intersection), turn right into Hornsey Park Road. Clarendon Road is on the left. Follow the road around to the right, the Election Centre is on the left.

BY TRAIN

Hornsey Station (trains from Moorgate). After the ticket barrier, turn left along the footbridge and down the steps. Turn right from the station and then right into the High Street. After passing under the railway bridge, cross the main traffic lights on the left into Hornsey Park Road. Clarendon Road is on the left. Follow the road around to the right, the Election Centre is on the left.





IF YOU WOULD LIKE FURTHER INFORMATION, PLEASE CONTACT OUR BUSINESS DEVELOPMENT DEPARTMENT

We recognise that our clients' needs are often confidential and treat all enquiries with respect and discretion.

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Web: www.electoralreform.co.uk

Post: Electoral Reform Services
The Election Centre
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London N8 0NW
United Kingdom

The ERS Group has no beneficial shareholders.
By using our services you will be helping to promote
democracy worldwide.