

Brendan Donnelly
TREASURER
4 Freedoms (UK EPP)
Office 103
405 Kings Road
London, SW10 0BB

27 October 2014

IMPORTANT – FOR IMMEDIATE ATTENTION

Party Ref: RPP GB 8154589

Dear Mr Donnelly

4 Freedoms (UK EPP)

Requests and Notice of intention to remove party name and some registered descriptions from the register

I am writing to inform you that we have conducted a review of party identity marks (party names, descriptions, and emblems) on the registers of political parties. The law requires the Commission to form an opinion on whether an identity mark would be likely to be confusing, misleading or hinder an elector's understanding of the ballot paper. Our review therefore considered these questions.

On 20 October we wrote to all registered parties informing of a change to the Commission's policy on how acronyms, the capitalisation of words, numbers, and links to the internet can be used as, or as part of, party identity marks. Our guidance document [Overview of party names, descriptions, and emblems](#) has been updated to reflect these changes.

The review identified the following issues in relation to the identifiers currently registered by your party:

- The use of a number expressed as a numeral in your party name
- The use of an acronym in your party name and some of your descriptions
- That one of your descriptions is similar to another on the register.

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This letter requests that you apply to make changes to your party name and the descriptions outlined in this letter and notifies you of how the Commission will proceed in the event of this not taking place.

Kindly write to us by **11 November 2014** at the latest with your response to our request to make changes to your party name and certain descriptions.

The requested changes and what do you need to do

1. Your party name **4 Freedoms (UK EPP)** uses a number expressed as a numeral and an acronym. In the Commission's opinion this is likely to hinder an elector's understanding of directions for voting given on the ballot paper.

Further, the use of an acronym is in the Commission's opinion likely to mislead voters as to the effect of their vote, unless that acronym is so well-known and used in everyday language. An example of such a well-known acronym is 'UK'. It is our opinion that 'EPP' is not a well-known acronym that is used in everyday language. From your website we know that EPP stands for European People's Party.

We request that you submit an application to modify your party name by either:

- a) Changing the number currently displayed as the numeral '4' to the word 'four' and spelling out the acronym 'EPP' to 'European People's Party', or
- b) Otherwise making changes that take account of the above issues or
- c) Applying to have another party name to be assessed against the statutory tests.

If you do not wish to proceed with one of these three options, please let us know your reasons, addressing the above issues, and the statutory tests set out in Political Parties, Elections, and Referendums Act 2000 (PPERA 2000). We will take into account any representations you make when making a final decision.

2. Your party currently has the following descriptions on the register of political parties in Great Britain that contain the acronym EPP:

- **Strong Scotland EPP Leads European Reform**
- **London and EPP Leading Europe's Future**
- **UK EPP: Britain's Bridge to Europe**

We are unable to request that you spell out the acronym in the above descriptions as they would then exceed the statutory six-word limit.

We accordingly request that you submit an application to modify these party descriptions by either:

- a) Providing replacements for the above descriptions or submitting other versions of your party descriptions that consider the above issues, or
- b) Withdrawing these descriptions from the registers of political parties.

If you do not wish to proceed with one of these two options, please let us know your reasons, addressing the above issues and the statutory tests set out in PPERA 2000. We will take into account any representations you make when making a final decision.

3. In the Commission's opinion, your party's description '**Scotland's Voice in Europe's Leading Party**' is likely to be confused by voters with a description previously registered by the Scottish National Party (SNP) – 'Strong Voice for Scotland in Europe'.

We request that you reconsider this description by either:

- a) Providing a replacement for the above description or submitting another version of your party description that considers the above issue, or
- b) Withdrawing this description from the registers of political parties.

If you wish for this description to continue to be registered, please let us know your reasons, addressing the above issue and the statutory tests set out in PPERA 2000. We will take into account any representations you make when making a final decision.

How to submit an application to modify your entry on the register of political parties

There will be no fee to modify your entries.

Submitting your application to modify your party name and descriptions is straightforward using [PEF Online](#). This is our online portal which allows you to maintain your party's registration. Once your party officers are registered to use PEF Online, you will not need to submit anything on paper. To ensure that you are not charged a fee online, please contact the Party and Election Finance team on 020 7271 0616 or email pef@electoralcommission.org.uk before you submit your application.

If you prefer, you can apply to make a change to your entry of the register of political parties by post. All the forms you will need and our related guidance are available on

our website at www.electoralcommission.org.uk/i-am-a/party-or-campaigner/guidance-for-political-parties/registering-and-maintaining-a-party

We have guidance to help you apply to amend your details at:
http://www.electoralcommission.org.uk/data/assets/pdf_file/0009/107694/to-names-rp.pdf.

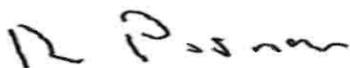
Please contact the Party and Election Finance team on 020 7271 0616 or email pef@electoralcommission.org.uk if you have any questions.

What happens after 11 November 2014

The Commission will come to decisions in relation to the above referred to party name, descriptions, and emblems. This will be done in accordance with the statutory tests set out in PPERA 2000. If we have applications from your party these will be considered, as will any representations you make to us.

We look forward to your early response and trust your party will be able to agree and act on with the requests set out in this letter.

Yours sincerely



Bob Posner
Electoral Commission Director of Party and Election Finance
and Legal Counsel