

Mary Millar's Election Campaign

When elections are held, local councils are split up into areas known as wards. Mary Millar wants to become the councillor for Milton Ward. Milton is an area in Newbridge Council. To be elected as a councillor, she needs to win the support of local people. In order to do this, she needs to carry out an election campaign in Milton.

Picture 1



Parties can only spend £205 + 4 pence for every person living in Milton Ward on campaign activities.

Picture 2

Picture 3 Keeping a note of promised votes



Picture 4 Campaigning: Milton High St.
9.00am - 9.30am



Picture 5 Campaigning: Driving around
Milton 10.00am - 10.30am



Picture 6 Campaigning:
Milton Shopping Centre
11.00am - 12.30pm



Picture 7



Campaigning: Holding a public meeting outside Milton Town Hall 1.00pm – 3.00pm

Picture 8: Election Day



Power to the people: Milton Primary School: 4.00pm – 6.00pm

Picture 9



Helping the voters get to the polling station

Picture 10



Mary Millar wins the local election in Milton Ward

ACTIVITY

1. Study pictures 1 and 2.
Read the following Statements. Decide which of the Statements are true and which are false. Write down the Statements which are true.
 - (a) Party members help candidates to get elected.
 - (b) The candidate is the only person who decides on policies.
 - (c) Parties can spend as much money as they like on posters and rosettes.
 - (d) Party members help the candidate to decide on policies.
 - (e) Parties are limited in the amount of money they can spend in an election campaign.
2. Study pictures 3-9.
A good election campaign should make people aware that an election is taking place in the area. The campaign should make voters take notice of the candidates and the political parties which they represent. The voters should feel that the candidate is working hard to win their votes.
 - (a) **"Handing out balloons with the candidate's name to children is a good idea."** (Picture 7)
Do you agree or disagree with this view? Give reasons for your answer.
 - (b) Which two ways of campaigning shown in the pictures do you think are the best ways of winning votes? Explain why you think they are best.
 - (c) Which two ways of campaigning shown in the pictures do you think are the least effective ways of winning votes? Explain why you think they are the least effective.
3. Study the election result shown in picture 10, then answer the following question.
"The result of the local election was fair. Mary Millar deserved to win."
Provide an argument for and an argument against this view.