

The Alliance For Change

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POLITICAL FRANCHISING PASSES "PROOF OF CONCEPT" TEST

A novel method of circumventing the unfair provisions of electoral law and party political broadcast allocation rules that discriminate against small parties and independent candidates has successfully been tested and proved viable.

The nominations of candidates in three UK constituencies have now been accepted with the slogan "Alliance For Change" included in the candidate's descriptions on ballot papers. Ordinarily, non-party candidates are not allowed to have a description other than "Independent" on ballot papers. Yet none of the Alliance For Change candidates is a member of a political party.

The three Alliance For Change candidates are (from north to north)

1. John Allman Harrogate and Knaresborough
Alliance For Change, human rights first
2. Julian Fitzgerald Leeds Central
Alliance For Change:- Family : Environment : Society
3. Ejiro Etefia Bethnal Green and Bow
Alliance For Change, restore people's freedoms!

Copies of the "election address" leaflets of the three Alliance For Change candidates are available on request.

The successful exercise represents "proof of concept" for the "franchising" of the following two classes of candidates otherwise disadvantaged by Electoral Law:

- Candidates self-selected ("quasi-independents"), or selected by (for example) issue groups which aren't registered parties
- Candidates selected by small registered political parties.

Political "franchising" presents to the public the image of a single "virtual" political party, much as a Spar shop presents the image of being part of a chain of shops owned by a single company called Spar. No registered political party called The Alliance For Change exists.

If there had been enough Alliance For Change candidates, the alliance could have claimed party political broadcast slot allocations roughly equal in number to those of the present "main" parties. In contrast, starting yet another a new, traditional, monolithic political party (as in the doomed cases of UKIP, Respect, Veritas) can lead at most to the new party concerned getting just one broadcast slot in each of certain media, and none in others. The application of the commercial concept of "franchising" to elections is an innovation that represents a more feasible method of challenging the "Lib Lab Con Trick".

The Core Policies, to which all Alliance For Change candidates subscribe, whatever diverse single issues they each may bring in addition, are listed on the Alliance For Change website.

John Allman

Convenor

The Alliance For Change