

Chapter F - The Jury Team

"It's amazing what we can accomplish when nobody cares who gets the credit."

1. The Jury Team Structure

The Jury Team is registered with the Electoral Commission as a political party as required by law. A senior Party Council is being set up of men and women from around the UK to give assurance to voters that the Jury Team will be properly run.

One area which has brought the political parties particularly into disrepute has been party funding. The Jury Team will encourage small individual donations through its website.

The Jury Team will be able to help its candidates with:

- the administrative and legal requirements to register as a candidate
- a forum of best practice on campaigning and fundraising
- research showing the key issues of importance to voters
- a central campaign

The reasons why candidates should stand as part of the Jury Team rather than independently include:

- A popular and coherent political philosophy based on the issues of importance to the electorate
- National media coverage, including party election broadcasts, national poster campaigns, a national identity and brand recognition
- National and local advice on campaigning, legal issues, formats for publications and fund-raising
- Reduced costs as many items can be produced or negotiated centrally with local variations
- Group support and advice from other candidates and from the central staff

2. The 2005 General Election

For Westminster elections, over three quarters of Parliamentary seats have been safe despite the changing political balance between the two main parties. The FPTP electoral system therefore results in most votes not counting. This means that the political parties only have to concentrate on the 20% of seats, about 130, which are likely to change hands. Within these seats only about 10% of the electorate are targetable floating voters and therefore campaigning is heavily concentrated on the 10% of 20%, being 2%, of the 45 million registered voters. These 900,000 people have their views carefully canvassed and are the focus of all of the centrally directed campaign activity. However all of the electorate can potentially make a difference with new parties.

The result of the 2005 general election was:

	<u>Votes</u>		<u>Seats</u>	
Labour	9,547,944	35.2%	356	55.1%
Conservative	8,772,473	32.3%	198	30.7%
Lib Dem	5,981,874	22.1%	62	9.6%
UKIP	612,707	2.3%	0	0.0%
SNP	412,267	1.5%	6	0.9%
Plaid Cymru	174,838	0.6%	3	0.5%
Others GB	906,665	3.3%	3	0.5%
Others NI	714,884	2.6%	18	2.8%
Total	<u>27,123,652</u>	<u>100.0%</u>	<u>646</u>	<u>100.0%</u>
Turnout:	61.3%			

Only 61.3% of the electorate voted at the 2005 general election. The largest group of the electorate was therefore the 38.7% who abstained.

"I never vote. It only encourages them."
 ~ Anonymous US Voter, 1972

3. The 2009 European Election

The Jury Team, launched in mid March 2009, used the European elections as a "test market" for its ideas and principles and to develop its operational strength. Its proposals were greatly reinforced by the revelations about expenses in the Daily Telegraph and the resultant political reaction. This led to alienation from the traditional political class in favour of other groups.

The European election results demonstrated this with the total vote dropping from 16.6 million to 15.6 million. The eight traditional parties represented in the Westminster Parliament dropped 17% by 2.0 million votes, whereas other parties increased their vote by 18% or 1.0 million:

	<u>2004 Votes</u>	<u>2009 Votes</u>	<u>Change in Votes</u>	<u>% Change</u>
Conservative	4,397,090	4,198,394	(198,696)	(4.5%)
Labour	3,718,683	2,381,760	(1,336,923)	(36.0%)
Liberal Democrat	2,452,327	2,080,613	(371,714)	(15.2%)
SNP	231,505	321,007	89,502	38.7%
Plaid Cymru	159,888	126,702	(33,186)	(20.8%)
Sinn Féin	144,541	126,184	(18,357)	(12.7%)
Democratic Unionist	175,761	88,346	(87,415)	(49.7%)
Ulster Cons./Unionists	91,164	82,892	(8,272)	(9.1%)
	<u>11,370,959</u>	<u>9,405,898</u>	<u>(1,965,061)</u>	<u>(17.3%)</u>
Other Parties	5,200,850	6,150,998	950,148	18.3%
Total	<u>16,571,809</u>	<u>15,556,896</u>	<u>(1,014,913)</u>	<u>(6.1%)</u>

The only traditional party which increased its vote was the SNP. Labour's vote decreased by 36%, the Liberal Democrats by 15% and the Conservatives by 5%. This shows the disillusionment with the main parties.

The top nine of the other parties all showed an increase in vote from 2004 to 2009 except for UKIP:

	<u>2004 Votes</u>	<u>2009 Votes</u>	<u>Change in Votes</u>	<u>% Change</u>
UKIP	2,650,768	2,498,226	(152,542)	(5.8%)
Green	1,033,093	1,223,303	190,210	18.4%
BNP	808,200	943,598	135,398	16.8%
English Democrats	130,056	279,801	149,745	115.1%
Christian	21,056	249,493	228,437	1,084.9%
Socialist Labour		173,115	173,115	
NO2EU		153,236	153,236	
Scottish Green	79,695	80,442	747	0.9%
Jury Team		78,569	78,569	
Other Parties	477,982	471,215	(6,767)	(1.4%)
Total	<u>5,200,850</u>	<u>6,150,998</u>	<u>950,148</u>	<u>18.3%</u>

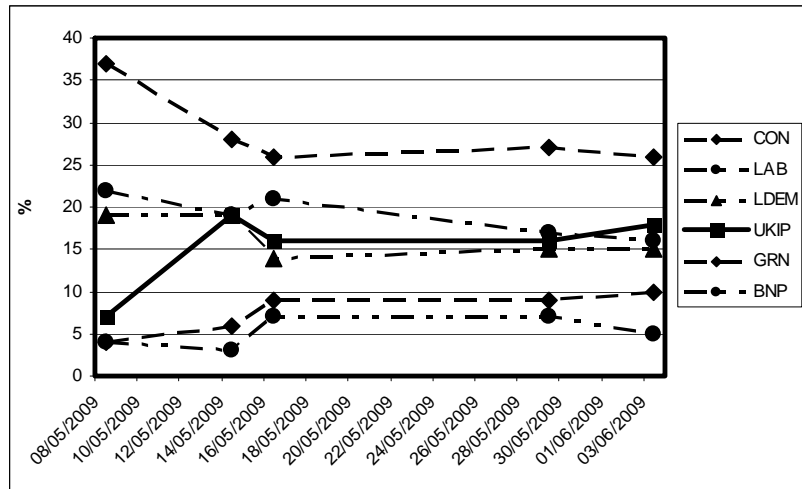
4. Broadcast Election Coverage

The protest vote against the traditional Westminster parties was concentrated on UKIP, the Greens and BNP as these were the only three other parties that were given any significant coverage by the BBC which is dominant on radio and television for election news.

The BBC Trust decided at its 15th April 2009 meeting to give the same coverage to UKIP as it would to the three main traditional parties (Conservative, Labour and Liberal Democrats). It also agreed to give

some national coverage to the Green Party. Subsequently Helen Boaden, Head of BBC News, decided as an executive decision to give as much coverage to the BNP as to the Green Party.

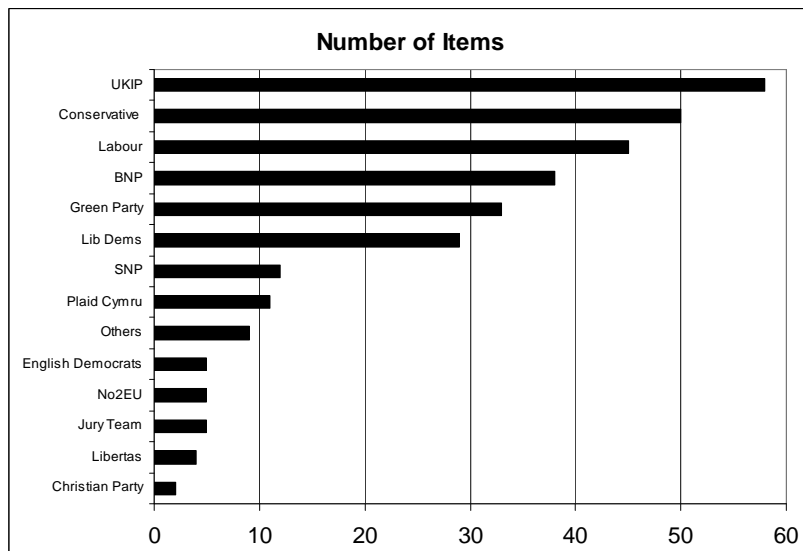
The effect of these decisions by the BBC can be seen in the following graph of the voting intentions recorded in the six YouGov polls which took place during the election period (YouGov was the pollster which came closest to predicting the actual result):



In particular it can be seen that UKIP was recording only a 7% share on the 8th May, the same as the 7% it had recorded in the first YouGov poll of 2009 on the 8th January. UKIP's score then shot up by a remarkable 12 points to 19% within a week. This coincided with the beginning of the BBC election coverage of UKIP who became the largest repository for those disillusioned with the Westminster parties. UKIP featured in ten news programmes on Radio 4 and four on BBC1 between the 8th and 12th May. The main consequence of the increase in the UKIP share of vote was a 9% drop in the Conservative vote but the Labour vote also dropped by 3%.

Similarly the Green party share increased from 4% to 10% between the 8th May and the 3rd June and the BNP from 4% to 5%, sufficient to allow them just to capture two MEP seats.

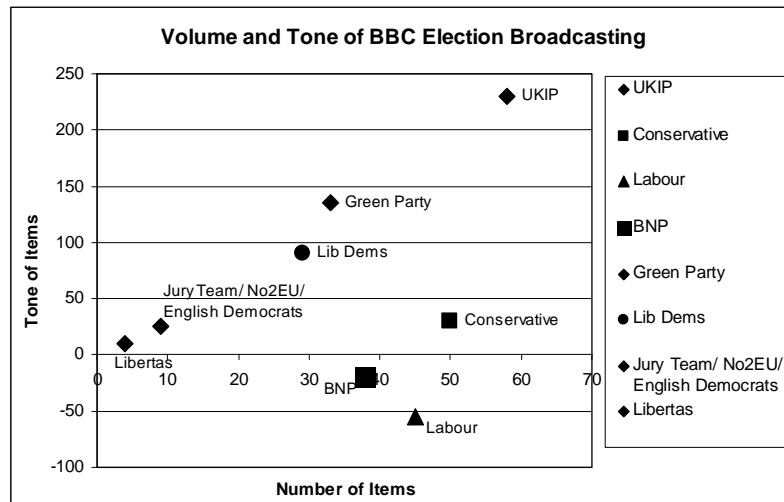
An analysis by Taylor Nelson Sofres (TNS), the major market research agency, shows that the total number of items broadcast on Radio 4, BBC1 and BBC2 over the election period was:



It can be seen that UKIP was given more coverage than any other party.

TNS also assessed whether the coverage was positive or negative and UKIP's coverage had the most positive tone, followed by that for the Green Party, the two parties whose share of vote increased most during the campaign:

These two graphs can be combined to show how UKIP was treated favourably by the BBC in terms of both coverage and tone:



The support which the BBC Executive gave to the BNP is generally acknowledged as being a factor in the BNP gaining two seats in the European elections. That coverage both made the party better known and also legitimised it. This brought further problems for the BBC who had to agree to include the BNP in programmes such as Question Time.

The Jury Team is committed to changing the way that the BBC currently decides on election coverage which is mainly on the basis of the results in the previous equivalent election. This stultifies our political system and entrenches the status quo, not living up to the BBC's Charter requirement of innovation.

The Jury Team policy is that it is for Parliament to decide how parties may be formed and people may validly be nominated as candidates for elections. The BBC's impartiality requires that it treats all candidates the same and should give coverage to all parties predominantly on the basis of the number of candidates they are putting forward and the number of regions in which they are operating rather than on the basis of previous elections.

The BBC must consult widely about their election guidelines as it is quite clear that the decisions made about coverage can affect the result of the election. These decisions must no longer be made in private by the BBC Trust or, even worse, by an individual executive. By mainly basing coverage decisions on what happened at the previous election the BBC is failing to take into account:

- the increasing volatility of the electorate
- the fact that the largest party at a general election is the Abstainers and the BBC must strive to find candidates and parties who can represent that two-fifths of the electorate
- the latest polling evidence
- the formation of new political parties and movements

The BBC also needs better to monitor its election coverage to ascertain what actually happens. It is quite clear from the analysis above by TNS that the coverage policies were not translated into actual coverage with, for instance, UKIP getting twice the number of mentions of the Liberal Democrats even though they were meant to be getting equivalent coverage. Similarly the BBC gave the BNP more coverage than the Greens or the Liberal Democrats.

It is now proposed to have an election debate between the leaders of the three largest traditional parties. This will only serve to send the message to the electorate that they are being encouraged to choose from one of those three parties. The debate needs to be much wider if it is to represent the views of all the people in the UK, including the SNP and Plaid Cymru as well as specialist parties and independent candidates. The Northern Ireland position also needs to be taken into account.

It is essential that the BBC does give more publicity to new parties in order to help to break the stultifying stranglehold of the current political system.

This need to publicise all strands of opinion on an equal basis was set out in a letter to The Times from David Jordan, BBC Director of Editorial Policy and Standards, who wrote in August 2009:

"Our job is to find the facts, test a wide range of opinion fairly and rigorously and let the audience, armed with the best assessment of the evidence we can provide, make up its own mind."

The Jury Team is working to persuade the BBC to implement this clear policy in its political coverage.

5. The Philosophy of Jury Team Candidates

The Jury Team MPs will be committed to the Proposals in this document. These are important for both practical and political reform. However during a five year Parliamentary term, many other issues will arise and Jury Team MPs will be free to vote as they wish on those other matters. They will be there to represent the interests of the country and of their constituents rather than an oligarchical party political leadership.

The right of representatives of the people to be independent is properly protected in many other jurisdictions. In particular Rule 2 of the European Parliament, building on the experience of continental legislatures, states:

Rule 2: The independent mandate: Members of the European Parliament shall exercise their mandate independently. They shall not be bound by any instructions and shall not receive a binding mandate.

Similar issues exist with local and devolved government. A letter from Councillor George Ashcroft in the magazine TotalPolitics said:

"I was very interested to read Phil Hendren's analysis of the Orange report on the future of politics (TP, February). I quite agree that the political party of the future needs to change. I was elected as a Conservative councillor in 2007 and since that time have been subject to a group whip on a number of occasions.

I have come to believe that this system is abused by those who seek to stifle debate and dissention, across all parties. Recently, I defied the whip and was promptly sacked from my cabinet assistant position, leading to my departure from the Conservative Party.

At just turned 31, I am a relatively young councillor and I suspect that many other young people are completely unaccustomed to voting contrary to their conscience. Involvement with party politics will come as a rude awakening to them.

I have never cared for being told how to vote on any issue and quite frankly, in the age of the internet and individual protest, neither should I expect to be."

It is entirely proper for MPs to vote for what is set out in their manifesto. However on other issues they should be independent.

5. The Key Tasks for the Jury Team

At the general election the Jury Team will aim to nominate a candidate in a significant number of the 650 new Parliamentary constituencies (increased from the 646 in the 2005 general election).

The Jury Team has registered the website www.juryteam.org. This web presence will be a central part of the selection and election process, releasing the energy and involvement of the electorate in the same way as achieved by Barack Obama in the US. The site will include sections on all of those standing to be selected and then elected, on the latest news affecting UK politics, and on ways in which the public can volunteer to help and donate.

The website will provide a fresh start for UK politics by allowing people to put themselves up for selection as a candidate for the Jury Team in the same way as happens for primary elections in choosing a Congressional or Presidential candidate in the US.

This will break the oligopoly of the three main existing parties who have an iron grip on the selection of potential MPs. These parties only generally allow candidates who have been approved through a

central, and secretive, system to stand for selection by individual constituency associations who anyway do not properly represent the electorate.

It is expected that candidates will have a wide range of backgrounds from the private, charity and public sectors. They are likely to be very largely local with a traditional commitment to their constituency unlike the majority of current MPs.

The Jury Team has identified the following requirements for its success:

- People believing that they can make a difference by nominating themselves as Jury Team candidates to be MPs
- A successful website where these candidates can set out their backgrounds and views
- The election of the Jury Team candidates in the general election against the representatives of the traditional political parties

Each of these three stages is addressed below.

6. Jury Team Candidates Making a Difference

It is expected that many people respected in their community will submit their names as Jury Team candidates. For instance in the survey of how well different professions are trusted (in which MPs and ministers score only 27% and 24% respectively) family doctors scored 92%, head teachers 84% and senior police officers 68%. Candidates will have many different backgrounds, for instance including charity workers, sports stars, managers, former members of the civil service or armed forces, artists or research scientists. There are also likely to be a number of candidates from the over 2,000 Independent councillors in the UK who represent around 10% of all councillors.

A letter from John Allison of Maidenhead to The Times in January 2009 about who might join Parliament said:

"I would like people from the Royal Society, the engineering institutions, architects, farmers, fishermen, local businesses, the medical profession and other bodies that can offer specialist knowledge and experience not likely to be found in the public and political sectors."

There is plenty of evidence that a considerable number of candidates will put themselves forward. Many people do not wish currently to be MP candidates because they want to be able to use their judgment when elected and not to be whipped as part of a party machine.

At the local level a survey organised by Ipsos/MORI and the Standards Board for England investigated what would lead people to become candidates as local councillors. In answer to the question *"I am now going to read out a list of factors which might encourage people to stand as a local councillor, and I would like you to tell me which one of the following applies to you. You may choose up to three factors."*, half of Londoners said they would be encouraged to stand as a councillor if they thought they could make a difference:

Feeling I could make a difference	50%
Having more info about what was involved	34%
Having more spare time	28%
Knowing I would be paid regular income	24%
If politicians had a better reputation	20%

Those mentioning two or three things were then asked *"Of the two or three factors you mentioned, which one would most encourage you to stand as a local councillor?"*. There was even more relative support for standing if people felt that they *"could make a difference"*.

Feeling I could make a difference	45%
Having more info about what was involved	16%
Having more spare time	12%
Knowing I would be paid regular income	10%
If politicians had a better reputation	7%

It therefore seems very clear that if people think they *"could make a difference"* then they will be prepared to stand, especially as the Jury Team will provide assistance in achieving public office.

The Jury Team will widely publicise the opportunity to stand as a candidate. All major membership associations and organisations like the Local Government Association Independent Group of councillors, charities, community groups, business associations, self-help groups, and similar bodies will be contacted to ask them to encourage their members to participate.

7. The juryteam.org Website

The social changes and technology which have led to the centralisation of political power have developed to the extent that they can fulfil Newton's Third Law that "*every action has an equal and opposite reaction*". People can now use the website www.juryteam.org to contribute to the choice of a coherent national group of candidates to be MPs.

This opening up of political campaigning was described in an August 2008 report *The Future of Politics* by Orange, in association with The Future Laboratory. It states:

"The 2008 US presidential campaign has already demonstrated the power the internet brings to political campaigning.

Perhaps the greatest benefit of the internet is that it lowers the barriers to entry into political campaigning. Citizens no longer need to be part of a political party to lend their ideas and organising skills."

Writing in The Times in September 2008, Dan Sabbagh said:

"Anybody who can think ahead to the next election ought to appreciate that there are longer-term media trends that should - if used properly - change the face of politics next time round.

It is worth remembering that YouTube did not exist during the last election (it was launched in December 2005), that social networking was not in anybody's consciousness and the broadband penetration that makes internet video possible has roughly doubled from 30 per cent to 60 per cent."

In an article in The Financial Times in October 2008, John Lloyd commented:

"If the screen is to be our window on democracy, can we merge the new and the old, the voting slip with the mouse click?

If the screen, whether of a television or of a computer (and the two will soon be one), is to be our window on the world of democratic as well as consumer and entertainment choice, then is it possible to marry the old but still existent with the new and now emerging? To merge Wikis with Westminster or Washington, the voting slip with the mouse click?

It is clear that the public sphere is increasingly being evacuated for lack of interest; but on the screens that flicker behind curtains and shutters, in the private sphere, judgments can be made based on observable character traits, can be calibrated with what one knows about human nature, can be free of the complexity and tedium of governance and public life."

Nielsen Online estimate that in July 2009 there were 29.8 million Active Home Internet Users in the UK. A further 8.0 million people are Active Users of the Internet at work. This gives a total of 37.8 million people who actively accessed the Internet during July 2009. In addition there are a further 7.3 million people who have access to the Internet at home or work but who did not access it during July 2009, a total with access of 45.1 million. This number includes those under 18 but it is nevertheless broadly equivalent to the 45 million registered voters making up the UK electorate.

The 37.8 million people who accessed the web during July 2009 on average did so in 48 separate sessions and viewed 86 web domains. They spent an average of 75 minutes on each session leading to total browsing time of 59 hours and 56 minutes during the month, an average of almost 2 hours per day. 33.4 million people accessed a Google website, 30.6 million Microsoft, around 21 million for each of Yahoo!, Facebook, eBay and the BBC, 17 million for Amazon and 13 million for HM Government.

During 2008 the market research company TNS conducted a survey of internet usage, *Digital World, Digital Life*, based on over 27,000 interviews in 16 countries. This showed that the UK population on average spend 28% of their leisure time on the net. The survey found that British housewives spend almost half of their free time (47%) on the net, over 2 hours 40 minutes per day, despite having just 5.8 free hours on a weekday, barely above the UK average of 5.2 hours. Students spent 39% and the unemployed 32% of their leisure time on the net. The study also found that many traditional activities

are now being done online. Three-quarters of Britons have used the internet for banking in the past month and the same proportion had read news online in the past month. Two-thirds had paid bills online and 62% had checked the weather.

The www.juryteam.org website will make it possible for anyone who wants to stand as a candidate for the Jury Team to do so very easily. The Jury Team has registered not only the juryteam.org website but also the similar websites which people might access such as juryteam.com, juryteam.biz, juryteam.info, juryteam.mobi, juryteam.tv, juryteam.me, juryteam.eu, juryteam.co.uk and juryteam.org.uk. Anyone accessing these other sites will be automatically directed to the juryteam.org website.

8. The Nomination Form

The Nomination Form to become a potential Jury Team candidate for the general election will be available to everyone on the juryteam.org website and is shown in Appendix 2. The Form is designed to encourage people to set out their real achievements and reasons for wanting to become MPs. It invites candidates to describe their background, their reason for wishing to be selected in the particular constituency, why people might want them as their MP and their interest and policy views in up to three of the subject areas with which Government is concerned.

In order to ensure that no fascist or similarly extreme people can be considered for selection, the form also requires all candidates to confirm that they agree not to support any policies discriminating on the basis of race, colour, gender, sexual orientation, disability or religious or other belief. Similarly all candidates will have to agree to adhere to the Nolan Principles of Public Life: Selflessness, Integrity, Objectivity, Accountability, Openness, Honesty and Leadership.

Candidates will have to state the constituency for which they wish to be selected (but may propose themselves in separate applications in more than one constituency if they believe that they have suitable local credentials).

The form requires a Proposer and Secunder to be named and confirmation of the accuracy of the application. There will be a fee of £25 to cover the costs of the application and the materials, including this book, that will be sent to all registered candidates (this will also deter frivolous applications). In addition candidates must commit to paying the £500 deposit required by law for nomination in a Westminster Parliament election.

When submitted, the Nomination Form will be manually reviewed by a member of the Jury Team staff to ensure that it does not contain any offensive or suspect material. Once approved, which will normally occur within 24 hours, the Nomination Form will be posted on the website and will be available for all to view. (If a Nomination Form is rejected then the candidate will be notified by email).

The website will also include a request for the general public to contact the central Jury Team staff if they have reason to believe that any information shown on a Nomination Form is incorrect. This provides a very effective policing mechanism for accuracy. The website states:

"We work hard to ensure that all candidates that stand for the Jury Team are as honest and transparent as our current politicians are not but we do rely on our supporters to help with this process. If you believe that any of the information on this profile is factually incorrect or have any evidence that this candidate has contravened the Jury Team principles of non-discrimination ([read the full Jury Team candidate agreement](#)), please email candidatevetting@juryteam.com. All emails will be treated with the utmost secrecy and will never be used outside of the candidate vetting process."

Candidates will be recommended to use the MySpace, Facebook and similar social networking web communities and other sites such as Twitter and YouTube in order to give themselves the maximum coverage on the web. The Jury Team will operate a SocialGo site for all candidates and supporters.

When there is more than one potential candidate in any seat, the selection process will be conducted on a regional basis by committees run by those who were candidates or have worked in other ways for the Jury Team during and after the European elections. They will decide who should be interviewed further and recommend a final decision for the Jury Team.

9. Voter Volatility and Jury Team Candidates

40 years ago over 90% of the electorate had a clear preference for a political party and over 40% identified strongly with one. Nowadays only 10% of the electorate strongly identifies with any political party: 90% of the electorate is open to hear arguments about which party they should support.

Voters are therefore not at all wedded to the traditional parties. In the 2005 general election 59% of the electorate either voted for a party that was neither the Conservatives nor Labour or did not vote at all. Similarly there were 311 of the 646 constituencies where parties other than Labour or the Conservatives were in first or second place. Less than half of people thought that any political party properly represented their views.

Many voters also change their minds between elections. In the 2005 general election only 38% of registered voters voted for the same party as they did in 2001. 21% did not vote at either election. The other 41% were made up of 19% who only voted at one of the elections, 14% who switched votes and 7% new voters.

There is also substantial volatility during the campaign itself. In 2005 only 35% of the electorate voted as they said they would at the beginning of the campaign, the other 65% either not voting or changing their allegiance. Indeed a 2005 survey by MORI showed that over a quarter of voters were undecided on the day immediately before the election.

There will be many new MPs after the next general election. William Rees-Mogg commented on this in The Times in August 2009 in an article entitled "A new political army marches on Parliament":

"Parliamentary life will change greatly in 2010. The next election is likely to see the biggest shift in the composition of the House of Commons since the Labour landslide of 1997, perhaps since the postwar Labour landslide of 1945. The next Parliament will not be easy for the Whips.

Already 63 Labour MPs have announced that they're going to retire at the next election; so have 26 Tories and six Liberal Democrats. That is close to 100 MPs. These figures are expected almost to double after the party conferences when the House returns. The general election will probably be delayed until May, when a further 100 may lose their seats. In all, the next House could have as many as 300 new members with only 350 remaining who have previous political experience.

There are two main reasons why so many MPs are deciding to leave Parliament: the expenses scandal and the fear of losing their seats. Labour MPs in marginal seats read the opinion polls and recognise that their seats are now deep under water. The combination of the recession and the scandal have reinforced the public demand for change. No politician enjoys humiliation; voluntary retirement is better than facing the crowing of successful opponents at the count, or television pictures like those when Michael Portillo lost his seat in 1997."

The arithmetic of voting helps the Jury Team in the light of its appeal across traditional party boundaries. There is every reason why people to the left, in the middle and to the right of traditional groupings would wish to vote for better governance, especially after the expenses scandal.

For a first-past-the-post election, if the Jury Team draws votes uniformly from all other parties then the proportion of votes it needs to obtain to win is significantly lower than was achieved by the previous winning candidate (assuming no other changes). This is illustrated in the table below (%):

<u>Share of Previous Winner</u>	<u>Jury Team Takes</u>	<u>New Share of Previous Winner</u>
30.0	23.2	23.0
35.0	26.0	25.9
40.0	28.7	28.5
45.0	31.1	31.0
50.0	33.4	33.3
55.0	35.6	35.4
60.0	37.6	37.4
65.0	39.5	39.3

Thus, as an example, if the current MP won the seat with 40% and the Jury Team takes 28.7% of the vote from the incumbent and from the other parties, then the incumbent's share will be reduced to 28.5% which means that the Jury Team would win the seat (subject to no other changes).

The number of seats in each category of the share of vote won by the current incumbent in the 2005 general election is set out in the following table. This shows in the first column a range of the

percentage of the votes cast obtained by the winning candidate and in the second column the number of seats with an incumbent's winning share in that range:

<u>Vote (%)</u>	<u>Number of Seats</u>
60+	36
55-60	55
50-55	129
45-50	208
40-45	162
35-40	46
30-35	10
	646

It can be seen that 56 seats were won with a share of vote of less than 40%. On the formula shown above, this means that the Jury Team would have to gain a share of vote of about 28.7% to win all of these seats. A further 162 seats have shares of votes of 40% to 45% and these would require the Jury Team to have uniform support from 28.7% to 31.1% of the electorate. A further 208 seats would be gained if support achieved 33.4%.

The mid-point of the 646 seats at number 323 is a share of vote of 47.3% which would require Jury Team support of 32.1% of the electorate.

This analysis therefore shows that if the Jury Team could achieve one-third of the votes of the electorate from across the political spectrum then it could gain the majority of the seats in the House of Commons. This requirement is not much more than the SDP achieved a quarter of a century ago when party loyalty was much greater, and politicians held in greater respect, and very much less than the 58-60% achieved by the last three Independent MPs to be elected to Westminster.

An Ipsos/MORI poll published by the Daily Mirror on the 28th January 2010 showed general election voting intentions of Conservatives 40%, Labour 32%, Liberal Democrats 16% and Others 12%, a Conservative lead of 8%. A YouGov poll in the Daily Telegraph on the 29th January 2010 showed general election voting intentions of Conservatives 38%, Labour 31%, Liberal Democrats 19% and Others 12%, a Conservative lead of 7%. A BPIX poll in the Mail on Sunday on the 31st January 2010 showed general election voting intentions of Conservatives 39%, Labour 30%, Liberal Democrats 18% and Others 13%, a Conservative lead of 9%.

The expected outcome of the next general election for ranges of swing in the national vote for just Labour and the Conservatives has been calculated by the academic election experts Colin Rallings and Michael Thrasher. This shows that if there is a Conservative lead of less than 9% then there is likely to be a hung Parliament:

Uniform national swing	Result
Any to Lab	Increased Labour majority in Parliament
Up to 1.6% to Con	Reduced Labour majority
1.6% – 4.3% to Con	Labour run <u>hung parliament</u> (A Conservative lead of up to 6%)
4.3% – 6.9% Con	Conservative run <u>hung parliament</u> (A Conservative lead of up to 9%)
More than 6.9% to Con	Conservative overall majority (A Conservative lead of over 9%)

This demonstrates the likelihood of a hung Parliament if the Conservatives have a vote share lead, as they have had for much of the current Parliament, of anywhere from 3 to 9%.

The Jury Team will be able to achieve a considerable positive effect on legislation and governance in any of these scenarios.