

Written declaration of candidate

JUDICIAL  
20 JUL 2022  
GREFFE

## PUBLIC ELECTIONS (EXPENDITURE AND DONATIONS) (JERSEY) LAW 2014

Candidate's written declaration of election expenses and donations relating to the election for Connétable / Deputy (delete as appropriate) held on 22 June 2022 in accordance with Article 6 of the Public Elections (Expenditure and Donations) (Jersey) Law 2014 ("the Law")

This declaration must be completed and returned to the Jersey Electoral Authority (via the Judicial Greffe's office at the Royal Court Building, Royal Square, St Helier) no later than 20 July 2022 – failure to do so without reasonable excuse constitutes an offence. This is irrespective of whether the candidate was elected.

Read the footnotes and Law before completing this declaration. Exceeding the limits on election expenses constitutes an offence. Returning a declaration that the candidate knows or believes to be false in a material particular constitutes an offence.

NAME OF CANDIDATE \_\_\_\_\_ Kristina Louise Moore

NAME OF CONSTITUENCY \_St Mary, St Ouen & St Peter

<b>SECTION A</b>	<b>AMOUNT</b>
<b>DIRECT EXPENSES<sup>1</sup></b>	<b>£</b>
Bulk order of Flatpack democracy Books	71.57
Meta Facebook boost	167.71
Paperchase A4 Padfolio	2.40
Bigwoods 4000 letters (half payment – Lucy Stephenson paid other half)	132.61
CI Names Domain renewal	56.51
Meta Facebook boost	11.30
Bigwoods posters & canvassing cards	817.91
Jersey Building supplies – stakes & cable ties	122.27
Bigwoods – additional posters	183.75
Meta Facebook boost	4.51
Meta Facebook boost	16.19
Bigwoods – election day flyers	219.45
A Better Way KM share of general expenses	172.51
A Better Way KM share of web & social media expenses	70.25

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<b>TOTAL (direct expenses)</b>		<b>__2048.94__</b>

**SECTION B****NOTIONAL EXPENSES<sup>2</sup>**

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>NAME OF DONOR</b> (if open market value of donation exceeds (£145))	<b>TYPE OF DONATION</b> A. goods or use of goods at less than market value;; B services at less than market value; C loan of money; or D a gift of money  Specify type of donation  (N.B. expenses that have been incurred using type C and type D donations should be included in Section A)	<b>NOTIONAL LIABILITY OR EXPENSES</b> (which may be nil)	<b>DIFFERENCE BETWEEN OPEN MARKET VALUE AND NOTIONAL VALUE</b>	<b>OPEN MARKET VALUE</b>
First donor				
Second donor				

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Third donor				
Fourth donor				
TOTALS		_____	_____	_____

**SECTION C****ANONYMOUS DONATIONS<sup>3</sup>**

<b>DATE RECEIVED</b>	<b>DATE SENT TO TREASURY</b>	<b>AMOUNT £</b>

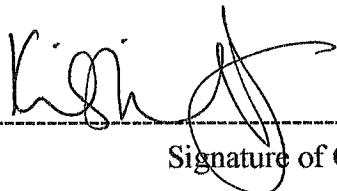
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TOTAL		

DECLARATION

I, (insert full name)...Kristina Louise Moore declare that, to the best of my knowledge, information and belief, the information contained in the above declaration is true, complete, and correct.

I further declare that if I become aware of any variation in, or addition to, the above information I shall, as soon as possible and, in any event no later than 10 working days after becoming so aware, deliver to the Jersey Electoral Authority a further written declaration of such variation or addition.

  
 Signature of Candidate

FOOTNOTES

**Before completing, this form please read the Law.**

**If there is not enough room, complete and attach continuation sheets.**

(1) Direct expenses

List here all liabilities and expenses incurred by you or with your express or implied consent at any time before the poll for the supply or use of goods or the provision of services in your election campaign (i.e. goods and services used to promote or procure your election or to prejudice the electoral prospects of another candidate which are used during the regulated period: Article 3(1).

If the goods or services were supplied free of charge or at a discount to the open market value you should make the entry in Section B.

If you are a candidate endorsed by a political party you must include here any direct expenses incurred by the party on your behalf: Article 3(2).

If the liabilities expenses for goods and services are incurred by or with the express consent of two or more candidates, the presumption, unless the contrary is proved, is that such liabilities/expenses are or equal benefit to each candidate and are to be apportioned equally: Article 3(7).

Please describe the goods or services in sufficient detail (do not simply put "goods and services")

Keep all invoices/receipts and other proof of election expenses. You may be asked to supply them.

(2) Notional Expenses

A notional expense arises when goods or services are supplied either free of charge or at a discount to the open market value of or rate for such goods or services. The difference between the notional expenditure/liability and

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*the open market value of such goods or services supplied is a "gift" or donation from the donor. The value of the "donation" is determined in accordance with paragraph 3 of the Schedule to the Law, disregarding any notional expense that by virtue of paragraph 5, 6, 7 or 8 of the Schedule is not deemed to be a donation. Donations in the form of loans and gifts of money received by you in connection with your election campaign also must be declared. List in section B notional and equivalent open market value of all such donations received in connection with your election campaign.*

*Column 1*

*The name of each donor must be given where the open market value of any type donation exceeds £145: Article 6(1)(b). If the donation is less than £145 no name need be given but an entry should be made. If there are several donations each less than £145 you can aggregate e.g. 5 donations each less than £145 totalling £x. Multiple donations from a single donor must be aggregated.*

*Column 2*

*Set out the type of donation received.*

*Column 3*

*Set out here the notional value of your expenses/liabilities which may be "nil" and will always be less than the open market value. A loan of money is a donation if it is made at no cost to the candidate or on the terms which are less than the commercial rate for such loan. The capital sum loaned should be set out in column 1 e.g. £2,000 interest free loan from ABC. In Column 3 the value "nil" (or actual cost to borrower) should be inserted. In column 5 the cost of the loan at a commercial rate should be inserted.*

*Column 4*

*Should state the difference between Column 3 and Column 5. In the case of an outright gift of money there is no need to complete columns 3 and 4.*

**(3) Anonymous Donations**

*Article 5 prohibits a candidate from receiving an anonymous donation and requires a candidate who receives such a donation must send the same to the Treasurer of the States within 4 weeks of receipt.*

*List here details of any anonymous donations received.*

## Better Way Election Expenses

Date	Service provider	Description	Amount or £ equivalent
10/02/2022	Channels Isles.net	Acquire BW domain name	£ 49.00
20/03/2022	Wix.com	Host website	£ 117.70
21/03/2022	Zoho	E-mail hosting	£ 9.38
21/03/2022	Facebook	Facebook Paid Ad Better Way launch	£ 5.99
22/03/2022	LinkedIn	LinkedIn Advert Account activation	£ -
22/03/2022	LinkedIn	LinkedIn Boosted Post for Launch	£ 32.00
25/03/2022	Facebook	Facebook Paid Ad Come meet the team	£ 6.00
29/03/2022	Facebook	Facebook Paid Ad re Lets talk Agriculture	£ 10.00
29/03/2022	Best Badges	Better Way Badges	£ 242.00
16/04/2022	Facebook	Facebook Paid Ad re Lets talk Housing	£ 20.58
16/04/2022	Facebook	Facebook Paid Ad re Lets talk Housing	£ 20.59
03/05/2022	Facebook	Facebook Paid Ad re Lets talk Education	£ 10.00
06/05/2022	Captured Dreams	Pull Up Banners x 2	£ 110.00
15/05/2022	Facebook	Facebook Paid Ad re Lets talk Hospitality	£ 10.00
29/05/2022	Facebook	Facebook Paid Ad re Lets talk Future Economy	£ 10.00
13/06/2022	Facebook	Facebook Paid Ad re Lets talk Future Leadership	£ 10.00
20/06/2022	Facebook	Facebook Paid Ad re video	£ 40.00
22/06/2022	ChrisCouriardDesign	Better Way Video	£ 159.30

### Total \*

**£ 862.54**

\* Website and social media management was run by Robert Surcouf on a voluntary basis as a supporter of Better Way 2022. He is an accountant and does not provide these services commercially so no value has been assigned to this voluntary contribution.

### Allocation between the 5 Better Way Candidates as follows:

Name	District	Amount
Alex Curtis	St Clement	£ 172.51
Kristina Moore	St Mary, St Ouen & St Peter	£ 172.51
Lucy Stephenson	St Mary, St Ouen & St Peter	£ 172.51
David Warr	St Helier South	£ 172.51
Suzanne Webb	St Saviour	£ 172.51
		<b>£ 862.54</b>

**Better Way Election Expenses****Web & Social Media advertising paid by Robert Surcouf**

<b>Date</b>	<b>Service provider</b>	<b>Description</b>	<b>Amount or £ equivalent</b>
10/02/2022	Channels Isles.net	Acquire BW domain name	£ 49.00
20/03/2022	Wix.com	Host website	£ 117.70
21/03/2022	Zoho	E-mail hosting	£ 9.38
21/03/2022	Facebook	Facebook Paid Ad Better Way launch	£ 5.99
22/03/2022	LinkedIn	LinkedIn Advert Account activation	£ -
22/03/2022	LinkedIn	LinkedIn Boosted Post for Launch	£ 32.00
25/03/2022	Facebook	Facebook Paid Ad Come meet the team	£ 6.00
29/03/2022	Facebook	Facebook Paid Ad re Lets talk Agriculture	£ 10.00
16/04/2022	Facebook	Facebook Paid Ad re Lets talk Housing	£ 20.58
16/04/2022	Facebook	Facebook Paid Ad re Lets talk Housing	£ 20.59
03/05/2022	Facebook	Facebook Paid Ad re Lets talk Education	£ 10.00
15/05/2022	Facebook	Facebook Paid Ad re Lets talk Hospitality	£ 10.00
29/05/2022	Facebook	Facebook Paid Ad re Lets talk Future Economy	£ 10.00
13/06/2022	Facebook	Facebook Paid Ad re Lets talk Future Leadership	£ 10.00
20/06/2022	Facebook	Facebook Paid Ad re video	£ 40.00

**Total Web and Social media expenditure\***

<b>£</b>	<b>351.24</b>
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*\* Website and social media management was run by Robert Surcouf on a voluntary basis as a supporter of better Way 2022. He is an accountant and does not provide these services commercially so no value has been assigned to this voluntary contribution.*

**Allocation between the 5 Better Way Candidates as follows:**

<b>Name</b>	<b>District</b>	<b>Amount</b>
Alex Curtis	St Clement	£ 70.25
Kristina Moore	St Mary, St Ouen & St Peter	£ 70.25
Lucy Stephenson	St Mary, St Ouen & St Peter	£ 70.25
David Warr	St Helier South	£ 70.25
Suzanne Webb	St Saviour	£ 70.24
		<b>£ 351.24</b>