

- **Economy Party** – The election campaign was opened by the Economy Party, who burst on the stage singing ABBA’s worldwide hit – Money, Money Money. This then led onto a passionate speech, supported by facts and figures, articulating the need for Highways and Transport to develop infrastructure and support the region’s economy.
- **Accessibility Party** – This party was fronted by an employee who acted out the part of a disabled member of the community. He delivered his presentation from a wheel chair, which exemplified the need for improved accessibility.
- **Congestion Party** - Was represented by the Councils Traffic Manger – he turned up a few minuets late, due to congestion, and delivered his manifesto stressing the need for a more coordinated and long term approach to tackling the bane of every motorist – congestion!
- **Environment Party** – Its leader was selected from the ranks of the Council’s Environment Team. He dispelled some of the myths surrounding environmentalism and stressed the need for sustainable transport and the need to consider environmental issues when planning future highways and transport plans.
- **Network Management Party** – The network management party had a single vision agenda – to improve the condition of the network. Their message was ‘brought to life’ by members of the Council’s Highways Engineering Team. They dressed up as road workers and delivered an Oscar winning performance, which made everybody realise that highways assets should be ‘loved and cherished’.
- **Safety Party** - This party staged an emotional plea for road safety to be given top priority. A hard-hitting presentation was delivered by the council’s Road Safety Manager who,



despite being 'battered, bruised and bandaged following a recent road accident' managed to state his case convincingly. To make sure the seriousness of the party's manifesto was understood this dramatisation was backed up by Humberside's Road Safety Officer who quoted poignant statistical information and showed video footage relating to accidents.

- Quality of Life Party** - "You hooligans, you want a good clip 'round the lugs, you've got no respect for your elders, you're a disgrace" was the opening line from a well written script delivered by the Quality of Life Party. A double act, consisting of a 'victimised elderly gentleman' and a community police constable acted out a scene, which showed the need to ensure every community member feels safe and secure within their community.

**Polling Day**

Following the party presentations every participant was asked to register at one of the four designated polling booths, where they were issued with a voting slip. They were allowed a maximum of 20 points, which could be allocated across any of the 7 objectives with a maximum of 5 votes to any one party.

**The Results**

The election results, as shown in the graph below, were in keeping with true election tradition announced by Councillor John England (Holder of the Cabinet Portfolio for Environment & Transportation) and designated returning officer for the day.

**Figure 3.0: Graph showing how the electorate voted**

