

Question 1: Which of the approaches described above do you think is the appropriate framework within which Ofcom should assess the evidence of parties' past electoral support and current support in Great Britain-wide elections? If you do not agree with any of these approaches, please explain why and, if appropriate, suggest an alternative.

As set out in the consultation paper, the three methods for reviewing the list of 'major parties' for the May 2014 elections each have their merits. However, we consider that a Great Britain-wide analysis and the 'two-stage' assessment do not provide a sufficiently accurate assessment of past performance and current electoral prospects of the parties operating in Scotland.

A 'nation-by-nation' assessment process would provide a more detailed picture of the current political landscape in Scotland, meeting one of the main policy objectives of the PPRB statement.

At present, we have a majority SNP Scottish Government formed by a party that does not exist in other areas of the UK. Unlike England and Wales, UKIP are yet to win an election at any level.

We think it is right that people in Scotland see an election campaign that reflects the current political landscape of Scotland. A 'nation-by-nation' assessment would ensure a consistent approach across the UK and allow for a balanced and representative approach to the allocation of PEBs during the campaign period.

Question 2: Do you have any comments on Ofcom's current preliminary views in paragraphs 2.36 to 2.42 above on the effect of the application of the various methodologies to decide the Ofcom list of major parties ahead of the May 2014 elections?

As outlined above, we believe that the application of a nation-by-nation assessment would provide the most accurate picture of the political landscape in Scotland. We consider this the most effective and fairest method to determine the major parties for the purposes of PPRB and the Ofcom Code ahead of the May 2014 elections.