

# Promoting voter registration for May 2017

## Overview

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This briefing provides key information to MPs and their teams on:

- Our plans for promoting voter registration ahead of the polls in May 2017
- Additional public awareness activity planned in Scotland
- How you can support the campaign in your constituency

## The Electoral Commission's registration campaign

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Our campaigns ahead of the polls in 2016 contributed to the 2 million additions to the registers, and we are now planning our public awareness campaign for the elections on 4 May 2017.

The campaign will raise awareness of the polls and aim to ensure voters' understand how to register to vote and complete their ballot paper. As well as an advertising campaign that will run across TV, radio and digital channels, supported by PR activity to boost the message nationally through the media, we will continue to provide template resources for local authorities to use as part of their public engagement work. As we have done in previous years with organisations like Facebook and Twitter, we will also be working with a range of partners, and will produce resources to support them in spreading the registration message.

## Additional activity in Scotland

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In Scotland we will be placing additional emphasis on ensuring that voters understand how to complete their ballot paper using the Single Transferable Vote (STV) system. The campaign in Scotland will therefore have an additional voter information phase across radio and digital channels as well as print advertising, to supplement the GB-wide public awareness campaign.

A voting guide will also be sent to every household in Scotland from 3 April, containing information on:

- how to register to vote
- who can vote (reminding people that 16-17 year olds can now vote)
- the different voting methods (in-person, proxy and postal voting)
- how to complete the ballot paper using numbers under STV

This guide will also be available in a range of alternative formats and community languages.

To reach 15-17 year olds specifically, we will also be carrying out additional targeted advertising across various digital and social media channels, which will include a strong 'how to vote' element. We will also repeat our successful #ReadyToVote schools initiative from 2016, which saw 282 high schools (78% of all high schools in Scotland) run electoral registration events, contributing 7000 applications to register from 14-17 year olds ahead of the elections in May.

## How you can support the campaign in your constituency

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We hope that you will get involved in the campaign and support electoral registration efforts in your area – here are some steps you can take now in preparation:

- Sign up to [Roll Call](#), our voter registration newsletter, for regular updates on our campaign and information on how to get involved.
- Follow our registration twitter account, [@YourVote UK](#), for voter information you can retweet.
- Look out for the template resources we will be sending in the new year to help you to support the campaign.

If you are not already in touch on this specific issue, contacting your local Electoral Registration Officer is a great way to determine how you and your office can help. For example, you could arrange a discussion to catch up on the engagement strategy in place for voters in your constituency. Questions you could ask include:

- What are your plans to maximise the completeness and accuracy of your electoral register before the polls in May?
- How are you targeting under registered groups? (e.g. students, young people, certain BME communities, private renters or recent home-movers)
- How do you plan to target attainers (those who are not yet voting age but are *still allowed to register*) to maximise the number included on the electoral register?
- Do you have sufficient resources to deliver your plans effectively, including
  - carrying out personal visits where necessary?
- How can I support your work?
- How can I stay updated on registration activity in my area?
- How are you using local records to identify and target new electors?
- Are you planning to issue Household Notification Letters? (These notify electors as to who is registered to vote at their address, prompting those who are not registered to do so)

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**For further information, please contact Lisa Camps in the Public Affairs team on 020 7271 0619 or [lcamps@electoralcommission.org.uk](mailto:lcamps@electoralcommission.org.uk).**