

Electoral Commission public awareness update

The Commission will launch its full public awareness campaign for the elections in May on Monday 14 March, including advertising on TV, radio and online. This will highlight to voters that they must be registered by 18 April if they wish to vote on 5 May and will be particularly targeted at groups least likely to be registered to vote. In addition to our main campaign, we are again working with [a range of partners](#) across the UK to help get the registration message out there. Specific activity includes:

- A UK wide partnership with the Channel 4 show Hollyoaks that will help us target students and young people.
- Working closely with London Elects to ensure our public awareness plans link effectively with activity they have planned in London.
- Working with NUS organisations across the UK on our #RegAFriend campaign to encourage students to register to vote
- Conducting the #ReadyToVote digital campaign across Schools in Scotland to target newly enfranchised 16 and 17 year olds.
- Issuing booklets to households across Scotland and Wales with information about the elections there.
- Additional activity in Northern Ireland to ensure that in addition to knowing about registration, voters remember to bring the photo id they will need on polling day.

After the 18 April, the Commission plans to cease our activity around voter registration. This is to avoid any misconception among voters that, if they register, they will also be able to vote on 5 May. We will, however, continue reminding voters about what they need to do to cast their vote safely and securely at the May polls.

After polling day on 5 May, the focus of our public awareness activity will turn to the EU Referendum. The centre piece of our campaign will be a booklet sent to all households in the UK containing impartial information about the referendum, including a copy of the ballot paper, the question, the registration deadline and how to apply for different methods of voting, such as proxy and postal votes. We will also be offering the two lead designated campaigners a page each in the booklet to set out their arguments, as we did for the lead campaigners in the Scottish Referendum in 2014.

Our main campaign will start on 15 May and will focus on asking voters to look out for their booklet, whilst reiterating the registration deadline until this passes on 7 June. The approach we will take is closely modelled on the successful campaign we ran before the Scottish referendum in 2014. We will also be running a digital registration campaign specifically targeted at overseas voters and are in close contact with the Foreign Office and your officials regarding our plans.

The Electoral Commission
3 Bunhill Row
London EC1Y 8YZ

Tel: 0333 103 1928
Fax: 020 7271 0505
pef@electoralcommission.org.uk
www.electoralcommission.org.uk