

electoral administration bulletin

The
Electoral
Commission

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EA Bulletins are issued on a regular basis. They are one of our key channels for communicating with Returning Officers, Electoral Registration Officers and their staff. Past issues of Bulletins for England, Scotland and Wales are available [here](#). You can also [subscribe to the EA Bulletins](#).

Please [keep us informed](#) of any staff changes within your team. This will help us to keep our mailing lists up-to-date.

We are sending you this newsletter as it contains important information about the Electoral Commission's work which is relevant to you. The newsletter forms part of the Electoral Commission's public task which has its basis in the



Issue 263 (Scotland) – 23 July 2020

Franchise changes

New communications campaign

To support the extension of the franchise in Scotland, we will be launching a public awareness campaign on 3 August to target newly enfranchised foreign nationals. The “Welcome to your vote” campaign will utilise social media, digital display and digital radio advertising channels and will initially run for three months to encourage as many newly eligible people as possible to register to vote.

We will continue to use the campaign imagery and “Welcome to your vote” message in the run up to the 2021 Scottish Parliament elections to support our partnership activity with newly enfranchised foreign nationals as well as with 16 and 17 year olds.

In order to extend the reach of our campaign we have produced both digital and printable resources for stakeholders, including electoral administrators, to use in their own communication channels with potential new voters. These are available to download from [our website](#).

If you have any questions, please contact infoscotland@electoralcommission.org.uk and we will be happy to help.

Guidance

To support Electoral Registration Officers with managing the extension of the franchise in Scotland, we are in the process of updating our core [guidance for EROs](#). We will confirm in a future Bulletin when these updates have been published.

Prisoner voter registration form

The prisoner voter registration form now reflects the extended franchise and the updated version has been approved by Ministers.

The Scottish Government has printed and distributed the new forms via the Scottish prison estate. The form is also available to download from our [website](#).

Electoral registration: social media templates for the 2020 canvass

To support Electoral Registration Officers with the delivery of the 2020 canvass, we have now added template social media images and posts to the [democratic engagement resources package on our website](#), which already includes the template press releases that we highlighted in [Bulletin 262](#).

The social media images have been made available in several sizes and formats, and are designed to be used to promote the canvass in your area and encourage residents to look out for messages from you on electoral registration. The suggested social media text can be used to explain what the canvass is, how it will be carried out this year, with messaging relating to the specific circumstances of the 2020 canvass, and what residents will need to do.

Electoral registration: voter materials

As set out in [Bulletin 258](#), we recently published our [updated suite of voter materials](#), which included three new envelope templates. These were intended to support you with producing envelopes which would increase the chances of people noticing and opening them.

However, we have now received feedback from a number of electoral administrators which suggests that these are not proving helpful in practice. This is because different mailing services have their own specifications for what needs to feature on an envelope and the optimum position for various elements, so one template isn't able to meet all specifications. While we were aware of the potential for this issue during the development process, we had thought the templates we provided would be a useful starting point, having taken into account the feedback we received from a range of stakeholders when we consulted on the drafts, but unfortunately that has not proved to be the case.

We have therefore decided to remove these templates from our suite and instead to focus on providing guidance to help you decide what messaging to include on your own envelopes. Our [guidance](#) is based on results from our user-testing and emphasises that envelopes should: be brown; include your council logo on the front; and feature one of the messages we suggest in our guidance – the messages vary depending on which country you're working in and the type of letter or form you're sending out.

If you have any questions, please contact infoscotland@electoralcommission.org.uk.

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