

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.

If there is a new RO/ERO appointment in your authority, please contact the team in Wales by e-mailing infowales@electoralcommission.org.uk

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 Political Parties, Elections and Referendums Act 2000. We will manage your personal information and contact details in line with the General Data Protection Regulation and UK

Franchise changes: new communications campaign

As you will know, 16-17 year olds and foreign citizens will be able to vote for the first time in next year's Senedd elections. With new audiences to engage, we have developed a new communications campaign and wanted to share our plans with you.

We want to welcome the newly enfranchised to democracy, and so our campaign focusses on this message. We launched our "Welcome to your vote" campaign last week, and the campaign will span three months of activities to engage with 16-17 year olds and foreign citizens. Using Facebook, Instagram, Snapchat and digital audio channels, we want to start the conversation amongst the newly enfranchised before the elections take place next year.

What resources are available, and how can you help?

We have now published [English](#) and [Welsh](#) language resources on our website for you to use. With these resources, you'll be able to raise awareness of the franchise changes and help appeal to an audience we haven't had to engage with before.

The set of resources includes:

- A4 poster
- Animated and static social media content
- Web banner (MPU format)

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

Electoral registration: voter materials

As set out in [Bulletin 271](#), 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 infowales@electoralcommission.org.uk.

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