From: FOI
To: [redacted]
Subject: FOI 073/18 Voter ID Pilot Advertising Response
Date: 10 May 2018 18:37:57

Dear [redacted],

Our Ref: FOI 073/18

Thank you for your email to the Electoral Commission dated **09 May 2018**.

The Commission aims to respond to requests for information promptly and has done so within the statutory timeframe of twenty working days.

Your request is in bold below followed by our response.

1. Since the voter ID pilot was announced by the Minister for the Constitution Chris Skidmore on September 16 2017, how much has the Electoral Commission spent on advertising and promoting the scheme in Swindon, Woking, Watford, Gosport and Bromley?

For any adverts, literature or content pertaining to the voter ID scheme where the costs were paid for by the Electoral Commission in Swindon, Woking, Watford, Gosport and Bromley, please provide information on:

- **The cost of the advert, literature or content in each of the five local authorities**
- **The type of advert literature or content paid for by the Electoral Commission: for example a billboard, a leaflet, a booklet, or a television advert in each local authority**
- **Where the advert or content appeared e.g. newspapers or social media, and how literature was distributed in each local authority**
- **A brief description of what the advert, literature or paid content was about**

2. What was the Electoral Commission's advertising budget to promote the voter ID scheme in Swindon, Woking, Watford, Gosport and Bromley ahead of the local elections on May 3?

Our response is as follows:

We do not hold the information that you have requested.

The voter ID pilots were a government initiative, carried out by Swindon, Woking, Watford, Gosport and Bromley local authorities, which received funding from Cabinet Office to deliver the scheme.

The Electoral Commission is independent from government and is carrying out a statutory evaluation of the May 2018 voter ID pilots. Its report will be published in the summer.

Question 1: The Electoral Commission did not spend any funds on advertising and promoting the voter ID scheme in Swindon, Woking, Watford, Gosport and

Bromley.

Question 2: The Electoral Commission did not carry out any advertising to promote the voter ID scheme in Swindon, Woking, Watford, Gosport and Bromley ahead of the local elections on 3 May and therefore did not have an associated advertising budget.

I trust that this information satisfies your request. The Commission strives to be an open, transparent authority.

If you are not satisfied with this response, please note that the Commission operates a review procedure, details of which can be found on the Commission website at: http://www.electoralcommission.org.uk/about-us/freedom-of-information-requests/how-do-I-make-an-foi-request

Please also note that if you have exhausted all internal Commission review procedures and you are still not satisfied you have the right to appeal to the Information Commissioner. Details of this procedure can be found on the ICO website: https://ico.org.uk/

Yours sincerely,

[redacted]
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