

electoral administration bulletin

The
Electoral
Commission

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An update on our plans for Welcome to Your Vote week, which will take place from 30 January – 5 February 2023.

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 Political Parties, Elections and Referendums Act 2000. We will

Issue 341 (England) – 4 November 2022

Elections Act: voter ID - update

Guidance

The secondary legislation which provides for how the new voter ID measures from the Elections Act will work in practice has now been laid in parliament.

Once the legislation has been made, electors will be required to provide photographic ID in order to vote in person at the polling station or to sign a recall petition at a signing place. This will apply at polls from May 2023. However, the requirement for voter ID to be provided at UK Parliamentary General elections will only take effect for polls after 5 October 2023.

The legislation also sets out the application process for ERO-produced Voter Authority Certificates which can be used by electors who do not have an acceptable form of photographic ID to vote in person at the polling station.

As set out in [Bulletin 340](#), we are taking a phased approach to the provision of guidance to support you with delivering the new requirements, focussing on getting you what you need as swiftly as possible and in the order that you will need it.

Now that the regulations have been laid, we are working to finalise our core guidance for EROs to support you with the Voter Authority Certificate application process and requirements for Anonymous Elector Documents. We are also working to update our key planning considerations guidance to reflect detail confirmed since it was last updated in October. We expect to be able to publish the core guidance for EROs and the planning guidance update later this month, and will confirm in a Bulletin once these are available.

Public awareness campaign

As highlighted in [Bulletin 340](#), planning is underway for our new voter ID campaign that will launch ahead of the May 2023 elections in England.

While not everyone in England will have elections where they live, the new requirement to bring ID is likely to spark news coverage nationwide.

The paid advertising campaign will take place over two phases:

- **Phase one (January - March):** awareness phase running across England with the aim of making sure as many people as possible are aware of the change ahead of future elections.
- **Phase two (March - May):** urgency phase where we will be focussing activity specifically in election areas. Activity will include delivering timely reminders in the run up to and on polling day to actively remind people to bring their ID with them when they vote.

Advertising channels

We will be advertising across a combination of mass media and targeted digital channels to maximise the reach of the campaign. This includes:

- Social media – Facebook, Instagram and Twitter
- TV – ITV, Channel 4 and Sky
- Video on demand – ITV Hub, All4, Sky and YouTube
- Radio and digital audio (e.g. Spotify)
- Out-of-home (billboards, bus stop posters and bus rears)
- Digital display (website banners)
- Google search
- In-game
- Regional newspaper print in election areas

Our adverts will direct people to the Electoral Commission website to find out more information.

May 2023 polls: publication of Returning Officer guidance

Further to [Bulletin 340](#), we have now published our [core guidance for Returning Officers](#) ahead of the scheduled local government elections in May 2023.

The guidance has been published in our new web-based format which provides flexibility in how you access and navigate the guidance whilst retaining features that we know are important to you, such as the ability to print hard copies of sections of the guidance. As with our core guidance for EROs, we have made changes to the way that we present the guidance to make it clearer and more succinct, whilst continuing to provide a full end-to-end guide for the delivery of the polls.

The guidance does not yet include any content on changes introduced by the Elections Act 2022, but will provide the basis for those updates when we are able to make them. We will provide

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further information on our plans to update core guidance for the May 2023 polls in a future Bulletin.

Resources that will not be affected by the new measures that are expected to be in place for May 2023 have also been published alongside the guidance. We will update and publish the other supporting resources for ROs on a rolling basis. This includes nomination packs which are being updated in line with the new [Local Elections \(Principal Areas\) \(England and Wales\) \(Amendment\) \(England\) Rules 2022](#) which have now been made and reduce the number of subscribers required for local elections in England from May 2023 from ten to two.

As the new-style guidance will be updated to include requirements that will only apply for polls from May 2023 onwards, you should continue to use the existing core guidance and resources for any by-elections taking place before May 2023. These can all still be accessed on our [website](#).

We hope you find the new-style guidance intuitive to navigate and use, but we have also produced a [Q&A document](#) that should answer any initial queries you may have. If you require any further support, please contact your local Commission team who will be happy to help.

Welcome to Your Vote week

Welcome to Your Vote week 2023 will take place from Monday 30 January – Sunday 5 February.

We're asking schools and youth groups across the UK to get involved by starting the conversation about democracy and politics with their young people.

For 2023, we want to show that democracy is for everyone, and that democracy is taking place all around us.

Schools could run a workshop, lesson, event or registration drive to learn more about what democracy means and how everyone can be involved. We have free, impartial [lesson plans, classroom activities, videos and quizzes](#) to support educators and young people to discuss democracy, politics and their vote.

Please share information about Welcome to Your Vote week 2023 with your colleagues and schools and youth groups in your area, and ask them to [sign up to our newsletter for educators](#) to be the first to hear more about our plans and new resources.

Let us know how you're starting the conversation about democracy with young people in your area with #WelcomeToYourVote.

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