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electoral administration bulletin



Issue 334 (Wales) – 30 November 2022

Elections Act: Voter ID - public awareness campaign update

As highlighted in previous Bulletins, ahead of the English local elections in May 2023, we will be launching a new public awareness campaign in England in January, aimed at raising awareness of the voter ID requirement and reminding those voters with elections to take their ID with them to the polling station. Our campaign will also ensure that people are aware of the option to apply for the Voter Authority Certificate if they do not already have an accepted form of ID.

The campaign will subsequently be rolled out across Wales ahead of a UK Parliament general election.

In the case of any UK Parliament by-election after the changes have come into effect, we would work closely with the local communications team and support the Returning Officer and Electoral Registration Officer to raise awareness amongst voters about the new requirement.

The campaign creative concept: 'Note to self'

Our new campaign is called 'Note to self' and will feature giant sticky notes with handwritten reminders to bring ID to the polling station. Voters can expect to see our sticky note reminders covering billboards and buses, online on their social feeds and website banners, and in local newspapers.

Below are some examples of how the campaign might look.

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Elections Act: Voter ID - public awareness campaign update

An update on the Commission's campaign to support the introduction of Voter ID.

2022 canvass: collection of electoral registration data

Information about the Commission's collection of data following publication of the revised registers.

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

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Developing the campaign creative

We carried out testing with 1700 people from across the UK. Both qualitative and quantitative sessions indicated that our use of sticky notes is strong, eye-catching and an effective visual cue that people from all walks of life recognise and can relate to.

“Most people can identify with writing a [sticky note] to themselves to remind them of something important. The advert has tried to incorporate most people’s situations/living/working environments.”
Research participant

“As an autistic person I easily get confused and forget things, especially when I am overwhelmed or overstimulated. Adverts can be very overstimulating and hard to pay attention to. This advert is

simple and clear in its message and was very easy to understand.”
Research participant

We will be advertising across a combination of mass media and targeted digital advertising to maximise the reach of the campaign. This will include TV, Out-of-Home (billboards), Video on Demand, radio, print, social media and more.

Partner packs

The 'Note to self' concept will carry across to our partnership resources to help build recognition and recall.

This includes our generic resources to help you amplify the key messages of the campaign, and also our bespoke partner resources for key groups who are less likely to have eligible forms of ID or who may need additional support.

Key groups include:

- Disabled people
- Gypsy, Roma and Traveller communities
- Older people
- People experiencing homelessness
- People registered as anonymous voters
- Trans and non-binary people

We're working closely with civil society organisations in England to develop these resources, including guides for staff and volunteers, leaflets and template copy for use in newsletters.

We'll be reaching out to our partners in Wales in early 2023 to inform our planning for this work in Wales, as well as using learning from the English local elections campaign to inform our approach.

2022 canvass: collection of electoral registration data

As you know, each year the Commission collects electoral registration data from EROs following the annual canvass and the publication of the revised electoral registers.

This data plays an important role in our reporting on electoral registration in Great Britain and helps us to demonstrate how the canvass processes are working in practice.

We have been working with the electoral management software (EMS) suppliers to ensure that the data is available in your systems. We will be asking for the same data as in 2021, with only a couple of minor changes to the data export.

We will be in touch by email soon to request the data and we will confirm at that stage how the relevant reports can be generated.

We would like to thank you in advance for your support with this work and for the time taken to supply the data to us.

The Electoral Commission, Wales
Companies House, Crown Way, Cardiff, CF14 3UZ
Tel: 0333 103 1929

infowales@electoralcommission.org.uk

www.electoralcommission.org.uk

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