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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 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 data protection legislation as outlined in our privacy notice (<https://www.electoralcommission.org.uk/privacy-notice>)



Issue 343 (England) – 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 January 2023, aimed at raising awareness of the voter ID requirement and urging voters to remember to take their ID with them on 4 May. Our campaign will also ensure that people are aware of the option to apply for a Voter Authority Certificate if they do not already have an accepted form of ID.

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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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

These resources will be shared through the Bulletin and our website by no later than 9 January, when the mass advertising campaign will launch. We'll continue to share further updates in due course.

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.

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