[redacted]

From: FOI
Sent: 21 March 2023 08:16
To: [redacted]
Subject: FOI 017-23 - Response

Dear [redacted],

Our Ref: FOI-017-23

Thank you for your email to the Electoral Commission dated 27 February 2023 and received by the Commission on 28 February 2023.

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 shown below followed by our response.

Did the Electoral Commission hold any board or committee meetings with an agenda item which contained discussion advising all registered voters individually by a letter or other information printed on paper and delivered to their registered address about the change in requirement for presenting Photo ID at a polling station in order to vote?
If so, what do the minutes of those meetings record about the outcome and action to be taken?
Did the Electoral Commission hold any board or committee meetings with an agenda item which contained discussion about the most effective method of communication to all registered voters about the change in requirement for presenting Photo ID at a polling station in order to vote?
If so, what do the minutes of those meetings record about the outcome and action to be taken?
How much money has the Electoral Commission spent per registered voter on communication about the change in requirement for presenting Photo ID at a polling station in order to vote?
What measures does the Electoral Commission use to evaluate the success of communication about the change in requirement for presenting Photo ID at a polling station in order to vote?

Our response is as follows:

We hold some of the information you have requested.

Did the Electoral Commission hold any board or committee meetings with an agenda item which contained discussion advising all registered voters individually by a letter or other information printed on paper and delivered to their registered address about the change in requirement for presenting Photo ID at a polling station in order to vote?
If so, what do the minutes of those meetings record about the outcome and action to be taken?

No such discussions took place.

Did the Electoral Commission hold any board or committee meetings with an agenda item which contained discussion about the most effective method of communication to all registered voters about

the change in requirement for presenting Photo ID at a polling station in order to vote? If so, what do the minutes of those meetings record about the outcome and action to be taken?

This was discussed in a Board meeting on 18 May 2022. The minutes of this meeting can be found on our website via this link.

Providing you with a link to our website, rather than attaching to this email an electronic copy of the minutes, is in line with the section 21 exemption of the Freedom of Information Act, whereby the information requested is reasonably accessible to you by other means and access to the information has been provided in the form of a weblink.

How much money has the Electoral Commission spent per registered voter on communication about the change in requirement for presenting Photo ID at a polling station in order to vote?

We do not hold this information. The voter ID campaign for the May 2023 polls is currently live. Therefore, the sum spent on our campaign is not yet available. A maximum of £5,650,000 was approved by the Commission Board on 18 May 2022 to spend on the voter ID campaign relating to the polls taking place on 4 May 2023.

What measures does the Electoral Commission use to evaluate the success of communication about the change in requirement for presenting Photo ID at a polling station in order to vote?

The following are the key performance measures (KPMs) agreed for the May 2023 campaign.

Campaign recognition:

- KPM1: The proportion of each key audience who recognise at least one element of the campaign

Understanding of voter ID requirements:

- KPM2: The proportion of each key audience who know to bring an eligible form of recognisable photo ID to vote in person
- KPM3: The proportion of those who do not own an eligible form of voter ID who know they can apply for a free voter ID card

Voters' behaviour:

- KPM4: The proportion of people turned away at the polling station for not having an eligible form of ID who did not subsequently return

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

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: https://www.electoralcommission.org.uk/freedom-information/make-a-freedom-information-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

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The Electoral Commission
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