

electoral administration bulletin

The
Electoral
Commission



Issue 346 (Scotland) – 23 April 2024

Voter ID public awareness campaign

A UK Parliamentary general election (UKPGE) will take place on or before 28 January 2025. When it is announced, we will be running an extensive voter ID advertising campaign across Great Britain which will run alongside our updated voter registration campaign.

While the campaign has run previously in Wales and England, it has not yet run in Scotland. In preparation for a UKPGE, we are therefore running an additional six-week campaign in Scotland to raise awareness of the voter ID requirement this Spring. The campaign launched Monday, 22 April and will run until 2 June. It will appear across digital channels (social media, search, display) and print press.

Wherever possible, our campaign material emphasises:

- the option of applying for a 'free voter ID' (Voter Authority Certificate); and
- the types of ID that are accepted at polling places in Scotland

The messaging also specifies that ID is needed when voting for an MP, to avoid any confusion around which elections require ID in Scotland.

The paid advertising campaign is being supplemented by press and partnership work.

Voter information resources

To complement the paid campaign, we have created a range of voter ID resources specifically tailored for use by councils, Returning Officers, Electoral Registration Officers and civil society organisations in Scotland ahead of the UKPGE, including posters, a leaflet, social media graphics and a template press release.

We also have voter ID resources that are not specific to any one nation or election, including a series of animated videos and

Contents

Voter ID public awareness campaign: Information about our voter ID campaign ahead of a UKPGE, and a link to a range of voter information resources.

Enable the vote campaign:

Information about a campaign to encourage people with learning disabilities to participate in the forthcoming UKPGE and a link to an Easy read voting guide, developed by Enable.

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>)

information in various accessible formats and community languages.

If you no longer wish to receive this newsletter, you may [unsubscribe](#) at any time.

[Download the voter ID partner resources](#)

If you would like more information or would like to use our campaign material, please get in touch at partners@electoralcommission.org.uk.

Enable the vote campaign

We have been working with Scotland's largest learning disability charity, Enable, to support their campaign to encourage people with learning disabilities to participate in the forthcoming UK Parliamentary general election.

Through consultation with service-users across Scotland, Enable have developed an [Easy read voting guide](#), and will be running a series of online and in-person information events in the coming months to share information with people with learning disabilities.

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