

# electoral administration bulletin

The  
Electoral  
Commission



Issue 204 (England) – 10 January 2018

## Commission website upgrade

We are about to embark on a project to give our website a major upgrade.

Websites are all about users so we are looking for volunteers to participate in some user testing to help us find out what works best. Testing with real-life users provides invaluable insight into how people use our website and how we can make it better. Through testing, we can make sure changes are based on the needs of users, rather than just what we think needs to be done; and that in turn means a website which is more intuitive and easy to use.

Part of what we want to find out in the testing is your experience of using the website now: how do you use it; what works well; and how could it work better? But we're also looking for ideas on what the future website should look like to help us build it differently in future.

You will already have seen an update in [Bulletin 202](#) on the project we are doing alongside the website upgrade to move our guidance to a web-based format and make it easier to navigate, and we'd be particularly keen to have your input in that area.

Testing sessions can be run in person (location permitting), or online or by phone (allowing you to take part from your own desk). The sessions will involve going through a number of set tasks with someone recording and observing how those tasks are performed. Sessions should last no more than an hour, will take place during January and February and can be timed to fit with your schedule.

If you would like to take part in the testing or have any questions about this work, [please get in touch](#).

## Contents

### Commission website upgrade

An update on work to modernise the Commission's website, including information on how you can get involved.

### Public awareness update: key moment advertising launch

Further information about key moment public awareness activity and links to our adverts.

### May 2018 polls: polling station handbooks and quick guides

A reminder to complete orders for polling station handbooks and quick guides and information on expected delivery dates.

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.

## Public awareness update: key moment advertising launch

As set out in [Bulletin 203](#), we are trialling advertising targeting people when they turn 18 or after they move house.

This has now started on Facebook and Instagram - with [adverts](#) for people turning 18 and people moving house - and will run until 4 March.

Our aim is to educate people about when they need to register to vote and encourage them to do so throughout the year, not just before an election.

If the trial is successful we will look to extend the activity to other times of the year.

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## May 2018 polls: polling station handbooks and quick guides

As set out in [Bulletin 203](#), we are now collecting orders for hard copies of polling station handbooks and quick guides for use at the May 2018 local government elections in England.

If you haven't already done so, the deadline for completing the [online order form](#) is **5pm, Wednesday 10 January 2018**.

We will be printing to order so it is important that you provide us with your figures by the deadline.

Please note that once you have submitted your order form, you will not be able to amend your order yourself. If you need to make any changes to your order, please contact your [local Commission team](#).

We expect that the despatch of polling station handbooks and quick guides to those who have ordered them will commence in early March. We will confirm the timing of the delivery, along with links to the updated handbook and quick guide, in a future Bulletin.

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