

# electoral administration bulletin

The  
Electoral  
Commission



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## Canvass reform: Cabinet Office survey

With canvass reform set to be implemented in 2020, Cabinet Office issued [a survey](#) by email to all EROs on 28 February. The aim of the survey is to help Cabinet Office understand each EROs team current processes, and how these may change with the introduction of a data matching step at the start of the canvass. The information you provide will also inform how the Cabinet Office plans for training to support the implementation of canvass reform.

A PDF of the survey showing the questions is available [here](#). The deadline for responses is Friday 29 March.

Once the results of this initial survey have been analysed, Cabinet Office plan to issue a follow up survey which will look to gather more detailed readiness information ahead of the start of the first new canvass.

If you have any questions in relation to the survey, or if your ERO has not received the link to the survey, please contact [cg-analysis@cabinetoffice.gov.uk](mailto:cg-analysis@cabinetoffice.gov.uk).

## Accessibility of electoral processes: care homes good practice

As part of their work to improve the accessibility of electoral processes, the Cabinet Office have sent out a request asking for examples of activities that local councils do to support residents of care homes to register to vote and to vote in elections. This could include any collaborative work you do with, for example, the social work department, charities, local disabled organisations or care home providers.

They are also interested in your views on what you think are the barriers to providing support to care home residents and how these may be best addressed.

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Information about a survey issued by Cabinet Office.

### Accessibility of electoral processes: care homes good practice

Information about work being coordinated by Cabinet Office to improve the accessibility of electoral processes in care homes, and details of how you can help.

### Public awareness update – running ads or ‘boosting’ your posts on Facebook

Information about changes to Facebook rules, including details of their ‘ad authorisation’ process.

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

By responding to their request, this will help to ensure that examples of good practice in engaging with people in care homes can be promoted and used by other local councils. It will also help us to understand better what the barriers are and what can be done to address them.

Cabinet Office have set an initial deadline for responses of 8 March. Please send your examples to [elections@cabinetoffice.gov.uk](mailto:elections@cabinetoffice.gov.uk).

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### Public awareness update - running ads or 'boosting' your posts on Facebook

Facebook has made some changes around running ads 'related to politics or issues of national importance'.

This definition includes ads which relate 'to any election, referendum or ballot initiative, including "get out the vote" or election information campaigns', and so the changes will apply to posts that you might want to 'boost', such as posts to promote awareness of electoral events.

You should therefore make sure that anyone running ads or boosting posts on your behalf completes the Facebook 'ad authorisation' process. The process is simple and, once done, your ad will carry a 'paid for by' digital imprint showing those who see it that you funded the ad.

We have completed this process and all Electoral Commission Facebook ads will carry this digital imprint: 'Paid for by Electoral Commission UK'.

You can find more information about the changes and the ad authorisation process by following the link below:

- <https://www.facebook.com/business/help/167836590566506>

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