

Briefing Note

Resources for Voter-ID Awareness and Communications

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Purpose

This briefing note summarises the local resources available for partners and stakeholders and the key messages to support the introduction of voter-ID for the May 2023 polls.

Key messages

1. Voters will need to show photo ID before voting at a polling station at the local elections on Thursday 4 May 2023.
2. Acceptable ID includes:
 - Passport
 - Driving licence (including provisional license)
 - Blue badge
 - Certain concessionary travel cards
 - Identity card with PASS mark (this includes the All in 1 MK card)
 - Biometric Immigration document
 - Defence identity card
 - Certain national identity cards
3. ID can still be used even if it has expired, provided it remains a good likeness of the voter.
4. Voters who do not have an accepted form of photo ID, or are not sure whether their photo ID is still a good likeness, can apply for a free voter ID document, known as a **Voter Authority Certificate** at voter-authority-certificate.service.gov.uk, until 25 April.
5. No ID is required to vote by post. Applications for a postal vote must be made by 5pm on 18 April. More information at gov.uk/how-to-vote/postal-voting

More information is available at electoralcommission.org.uk/i-am-a/voter/voter-id, or milton-keynes.gov.uk/voter-ID.

How we're highlighting the need for photo ID

The Electoral Commission is running its own marketing and paid-for advertising campaign to highlight the need for voter ID.

In addition, locally we are:

- Including a message in all Council Tax bills, which will be delivered in March
- Publishing messages on our social media channels, and to our 50,000 e-alert subscribers
- Displaying resources such as pull up banners, flyers, information cards and posters in Council spaces such as libraries and children's centres
- Placing local digital and print advertising, including at bus stops
- Preparing PR material and offering interviews to local and regional media
- Contacting the Clerks of Parish, Town and Community Councils
- Reminding people who contact us by email and phone that photo ID is required
- Briefing staff to share messages with residents they support
- Arranging additional targeted communications to disproportionately affected groups

How can I help to share the message?

We can offer a range of **free** resources that you can display and share:

- Free standing pull-up banners for public areas and buildings
- A3 or A4 glossy posters
- A5 colour single sided leaflets
- Newsletter copy or adverts

The Electoral Commission has also provided a range of template social media posts and graphics. These resources are available [here](#).

- ✓ **Please consider local public spaces where these resources could be displayed**
- ✓ **Share messages on any social media accounts**
- ✓ **Consider whether adverts, articles or other resources can feature in local newsletters or events during March and April. We can help with this.**

Examples of available resources

1. Free Standing pull -up banners

The Electoral Commission

Milton Keynes City Council

This year for the first time you'll need to take photo ID to the polling station to be able to vote.

You now need photo ID to vote at a polling station

The deadline to register to vote in the 2023 local elections is 11:59pm on Monday 17 April.

The deadline to apply for a Voter Authority Certificate for the 2023 local elections is 5pm on Tuesday 25 April.

Visit <http://www.milton-keynes.gov.uk/voter-ID> or call 01908 254706 for more information on:

- Registering to vote
- What ID will be accepted when voting
- How to apply for free voter ID

2. Posters, or leaflets

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3. Social media graphics

The Electoral Commission

Find out more at electoralcommission.org.uk/voterID

No ID? You can apply for free voter ID

REMEMBER TO

- 1- Register to vote
- 2- Check my photo ID
- 3- Vote at a polling station!