

Briefing Note

Voter ID Pilot – Update

1. Voter ID Pilot Orders

The Pilot Orders for the five local authorities testing the production of ID at the polling stations on 3 May 2018, have now been published on the gov.uk website at the following individual links:

[Bromley](#)
[Gosport](#)
[Swindon](#)
[Watford](#)
[Woking](#)

From these Orders it can be noted that:

- Bromley has a wide range of forms of photographic and non photographic ID
- Gosport has range of forms of photographic and non photographic ID
- Woking has a photographic ID only
- Watford is using the poll card as the main form of ID with enhanced IT to scan – but those who turn up without their poll card have a total of 6 types of other ID (photographic and non photographic)
- Swindon is also using the poll card as the main form of ID with enhanced IT to scan – but those who turn up without their poll card have a total of 5 types of other ID (photographic only)

All pilot orders provide that locally ID documents can be produced where voters do not have acceptable forms of ID.

2. Public Awareness Campaign

As has previously been reported, there will be an extensive and targeted awareness raising campaign (designed and delivered by Bromley in partnership with the Cabinet Office and Electoral Commission) to make sure that every eligible elector knows they need to bring ID to a polling station to vote. .

The campaign started in January with the Council website being updated, our Customer Contact Centre being fully briefed, posters and leaflets being distributed in prime locations across the borough (including libraries, leisure centres, supermarkets, GP and dentist surgeries, places of worship, and many other community groups), social media (both Facebook and Twitter) being used and local press releases being issued.

We are now building on this in the lead up to the election, extending publicity throughout the borough through a number of different channels including Residents

Associations, Care Homes, Community Links, Bromley Mencap and local community magazines. In April there be posters in bus shelters and shopping centres, bill boards in railway stations, full page adverts in local newspapers, mobile ads and so on.

We are placing a particular emphasis on the hard to reach groups. Using the expertise that Community Links has built up working with these groups we are identifying where, in their view, groups may benefit from further face-to-face communication.

We have also persuaded the Cabinet Office to let us provide posters and leaflets to candidates, agents and local parties engaged in the election so they can help spread the message about bringing ID, as well.

In addition to the general campaign awareness campaign, there will be 5 direct communications with all households/electors in the borough through:

- Household Notification Letter (HNL) – despatched on 12 February 2018A5
- Post Card – despatched on 5 March 2018
- A5 Leaflet with Environmental Matters – being despatched 26 Feb to 11 March 2018
- A5 Leaflet with Council Tax Billing letter – being despatched 23 to 27 March 2018A4 Poll Card – being despatched 27 March 2018

All public awareness materials include the Councils website address where full details of the forms of acceptable ID and how to vote (by post, proxy and at the polling station) can be found.

Questions have been raised about providing materials in different formats. However, no evidence based request has been received seeking translation in to a particular language or format.

We are keeping the campaign under constant review to ensure that we are engaging with all the communities in the borough so that every eligible elector is able to identify themselves and vote on 3 May 2018.

3. Frequently asked Questions

We have put together a number of frequently asked questions in regard to the Voter ID Pilot and thought it may be useful to attach these to this report (see Appendix)

4. Changes to Polling Places

Following our report to Members on 6 February 2018, we received notification that premises at **St Michaels and All Angels Church** in Clock House ward (polling district CL2) would **not** be available to the Returning Officer for use as a polling station on 3 May 2018, due to major building works being undertaken.

Alternative premises were identified at **Avenue Road Baptist Church Hall, 94 Avenue Road** (situated close by) and a site visit was undertaken. We are pleased to advise Members that the premises are considered to be suitable and arrangements

have been put in place so that these premises will be used as the polling station for this polling district at these elections.

Information will be included on the poll cards to draw the change to the attention of the voters prior to polling day.