



# Elections 2024: Communications and change

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**Kelly Quigley-Hicks**  
**AEA Communications and Marketing Manager**

“Have you ever felt like you wouldn’t be able to deliver a successful election, or like there was a threat to delivering a successful election?”

**“I would say probably every election for the last 10 years, and I’m not joking.”**

Electoral administrator in 2023 LGiU voter ID report

BBC



00:00 / 00:20



1x



# UK Parliamentary general election

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- By 28 January 2025
- 25 working day timetable
- Counts and media interest
- New constituency boundaries



Photo: Sergeant Tom Robinson RLC/MOD,  
OGL v1.0OGL v1.0,  
via Wikimedia Commons

# 2024 scheduled elections

<b>2 May scheduled polls</b>	<b>Number of councils</b>
<b>Principal councils</b>	107 in England
<b>Police and Crime Commissioners* (PCC)</b>	270 in England and Wales
<b>Combined Authority Mayoral* (CAM)</b>	47 in England
<b>Mayor of London and Greater London Authority</b>	All London Boroughs plus City of London

Plus local by-elections or referendums

- PCC and Mayors now first past the post
- Combined poll counts
- Monday 6 May bank holiday

# Pre-election period: 2 May 2024

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Code of  
Recommended  
Practice

By 19 March  
for London  
elections

By 26 March  
for all other  
elections

LGA guidance  
available

Returning and  
Monitoring  
Officer input

Tell elected  
members and  
officers



# Guiding principles

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- Reasonableness: Would a reasonable person think this is designed to influence the outcome of the election?
- Fairness: would a decision be seen as fair and reasonable by the public and those standing for office?

# Ongoing issues

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- Polling station staff recruitment
- Polling station venues
- Abuse towards candidates
- Mis/disinformation
- Potential for protests





# Ch-ch-changes

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- Major legislative change
- Who is your audience?
- Where is your audience?
- Is your material up to date and accessible?
- Have you reviewed your website?

Photo: by Nik Walton CC-BY-SA  
via Wikimedia Commons



# Voter ID

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- Reserved polls in GB only
- 2024 a first for many areas
- Electoral Commission resources
- VAC deadline: 5pm on 24 April
- Local knowledge is key
- GLA resources #NoVoteNoVoice



**Voter Authority Certificate**

Name:  
Syed Rishi Noor



Issued by the Electoral Registration Officer  
supported by  
London Borough of Hackney

Date of issue: 2023-01-16  
Recommended renewal date: 2023-01-16

Certificate number:  
DG2MWS12N26LJ027WA11

This certificate can only be used by the named person.  
For more information, contact:  
Electoral Registration Officer  
Electoral Services, Room 4042  
Hackney Town Hall  
Mark Street  
London  
E8 1TA  
020 8566 3232  
electoralservices@hackney.gov.uk  
www.hackney.gov.uk

# Accessibility

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Must take all reasonable steps to support voters with disabilities

Electoral Commission guidance

Work with local charities and networks

# Online absent vote applications

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Live since 31 October 2023 – postal and proxy votes

Polls in England, Police and Crime Commissioner England and Wales,  
Recall and UK Parliamentary by-elections/general election GB wide

National system with Agile development approach



# Overseas electors

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- Applies to UK general elections only
- 15-year limit removed from 16 January
- Can use previously registered address, or area last lived in if never registered
- Registration lasts three years
- Up to 3.5m may be eligible

Photo: Dickelbers  
CC BY-SA 4.0 DEED  
via Wikimedia Commons



# Absent voting changes

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## January 2024

Postal vote fresh application every three years, with identity verification needed



## May 2024

Political parties and campaigners banned from handling postal votes



## May 2024

Limit on number of postal votes handed in by an individual



## May 2024

Electors only allowed to act as proxy for up to four people, no more than two 'domestic'

# But wait, there's more

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EU citizen voting  
and candidacy  
rights

Scotland and  
Wales reform

New digital  
imprints regime

New 'family  
voting'  
legislation

Electoral reform  
after general  
election?