

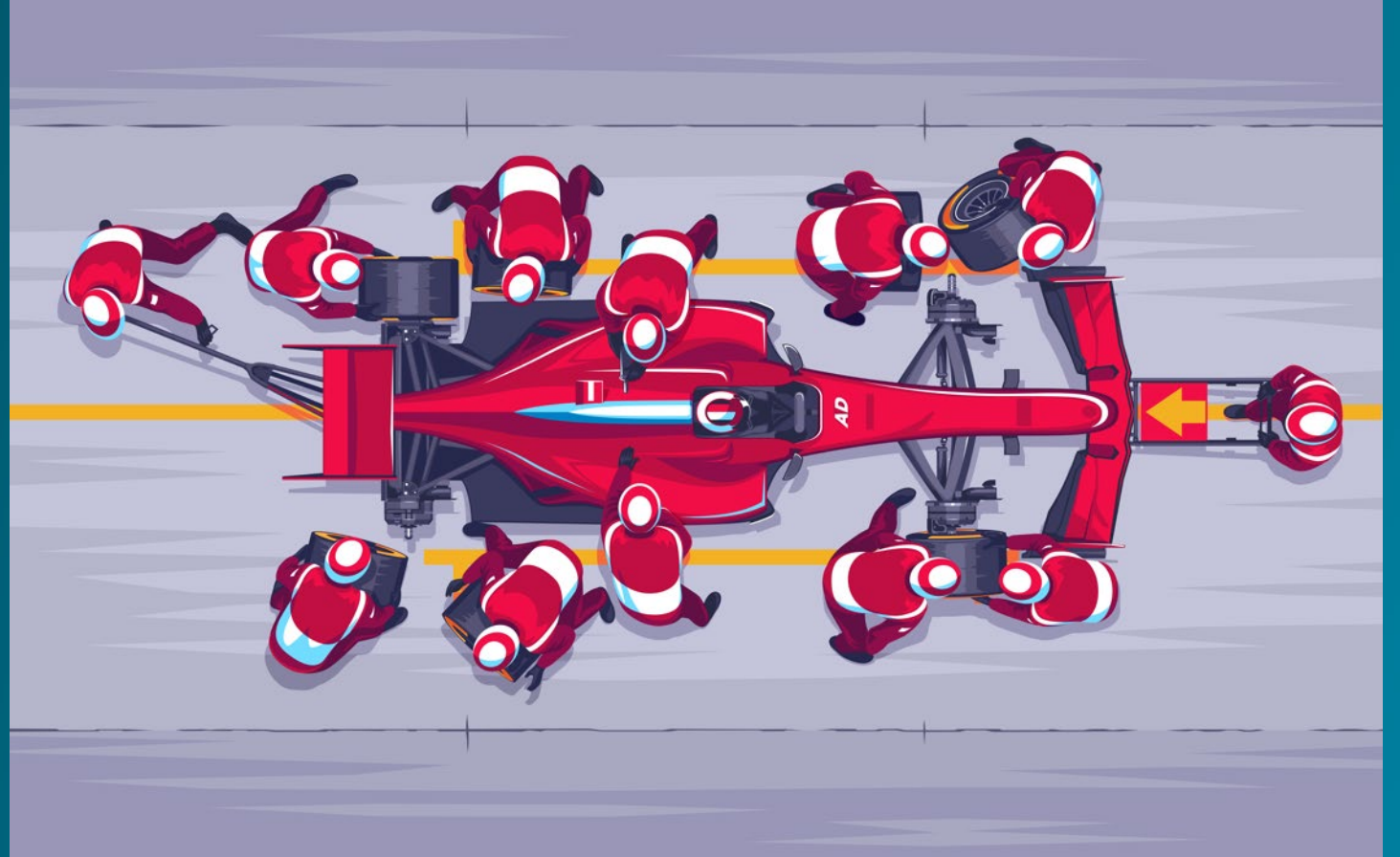
# Delivering elections & the importance of communications support

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**Electoral Services Manager – Kirklees Council**



# A collaborative approach

- Elections
- Comms
- Graphics
- Digital



# Organising an election – the process

- Project management
- Statutory framework
- Communications plan
- Risk management
- Security and policing
- Staffing
- Printing
- Candidates, agent and political issues
- Polling station paperwork
- Venue management
- Count event
- Being prepared for the unexpected at all times

# Establishing the key objectives of the communications plan

## Project objectives

- Make people aware that they must have ID to vote at polling station
- Drive applications for Voter Authority Certificate (for those without suitable ID)
- Make people aware of usual processes around elections: registration, postal votes, day of election, etc.
- Drive recruitment to the polling staff database
- Raise awareness of tranche 2 changes
- Support channel-shift to online applications for absent votes

## How will our success be measured?

- Number of people being turned away from polling station for not having ID
- Number of applications for VAC
- Number of staff recruited to polling database

# Key challenges

- Statutory timetable framework for delivery of elections
- Considering key pressure points – poll cards landing - what comms teams can do to help
- Website links, online forms, social media messaging to reduce the volume of calls/emails
- Postal vote distribution dates – understanding the initial and second data runs
- Aligning enhanced messaging with large elections mailing dates
- Understanding local challenges – demographics of areas and what extra supporting materials we may need
- Responding to issues – have messaging prepared in advance and signed off
- Elections Act changes – bitesize information to understand vast changes
- 2024 tranche 2 changes are complex – consider how this can be communicated in stages in a concise but informative way
- Out of hours contact sharing

# When it works well

- Start early – speak to your elections teams to understand the key messaging sign off visuals in advance of pre-election period
- Good practice to pick up the plans in Autumn prior to the poll
- Remove barriers between teams – utilisation of Microsoft Teams groups
- Establish project contact for all aspects – elections, digital, web, graphics
- Positive messaging at the core of the communications plan
- Agree key messaging for social media and stick to it – importance of including timings for statutory deadlines
- Year-round comms plans with a balanced approach
- Creating resources for members to access – designated area for the to download what they need direct requests

# Understanding the pressures - examples

**Kirklees Elections Office Support** 

**Not registered to vote?** It is too late to register for today's election however you can register for future elections by visiting [www.gov.uk/register-to-vote](http://www.gov.uk/register-to-vote)

**At the wrong polling station?** Call the helpline below and the office will advise you of where to go.

**Is your name incorrect on the electoral register?** Email a photograph of your marriage certificate or change of name by deed poll to [electoral.registration@kirklees.gov.uk](mailto:electoral.registration@kirklees.gov.uk) and the team will update it for future.

**Don't have a suitable form of ID to vote?** It is too late to apply for a voter authority certificate for today's election however you can apply for future elections via [www.tbc.co.uk](http://www.tbc.co.uk)

**Vote by post but haven't received your postal vote?** If it is before 5.00pm, you can collect a replacement from the elections team, please call the office immediately for more information.

Contact the elections team on **01484 221650** or email [electoral.registration@kirklees.gov.uk](mailto:electoral.registration@kirklees.gov.uk)

- Election information cards – designed to help prevent queues at polling stations and provides trouble shooting options for voters
- Working with your ESM to understand what could be useful to include in Presiding Officer stationery
- Designing material that be used each year – outdoor polling station signage, more engaging notices to support the statutory function

# Understanding the pressures - examples

## RELIGIOUS FACE COVERINGS AND VOTER ID

On Thursday 4 May, local elections are taking place across the Kirklees district, for the first-time electors voting at the polling station will need to provide a suitable form of photo identification.

If you do not have a suitable form of photo identification you can apply for a Voter Authority Certificate.

One of the main considerations Kirklees Electoral Services has focused on is the accessibility to ensure electors with **medical or religious head/face coverings** can vote within the guidelines of the new rules governing Voter Identification.

### NO ID? NO PROBLEM.

**REGISTERED TO VOTE IN KIRKLEES?**

## BRING ID TO VOTE ON 4 MAY

*Religious face coverings & Voter ID*

**Apply for a Voter Authority Certificate**  
A Voter Authority Certificate is a form of photo ID for use at the polling station only – you can apply for one free to use as your photo ID at the election. It will last for around 10 years and can be used for all elections in that time.

**How do I apply for a VAC?**  
Go to the Government website at [www.gov.uk/apply-for-photo-id-to-vote](http://www.gov.uk/apply-for-photo-id-to-vote) to apply online. You can scan the QR code below to take you to the website.

Applications must be made before 5pm on Tuesday 25 April 2023.

Find out more at: [www.kirklees.gov.uk/voter-ID](http://www.kirklees.gov.uk/voter-ID)

**BRING ID TO VOTE** Kirklees COUNCIL

- Supporting our residents
- Making information available in multiple languages

## Private ID screening

If someone comes into the polling station wearing a religious face covering there will be a requirement for a private ID screening to be conducted. This will require the voter to privately remove their face covering to allow an authorised person to check the photo identification provided matches the person that presents a document.

**Unfortunately, any person in these circumstances who refuses to undertake the privacy screening to validate their identification will not be issued a ballot paper to vote for that election.**

We recognise the importance of ensuring the new requirements are carried out sensitively and that voters feel confident in the new process.

Kirklees Council will ensure the following provisions are in place to ensure that your voting experience continues to be meet the high standards we set ourselves at Kirklees Council.

- A female member of staff in the polling station should conduct an ID screening upon request.
- Kirklees Electoral Services where possible have employed at least one female member of staff at each polling station.
- Where there is not a female member immediately available, the Electoral Services Team have arranged for female officers to be on standby for such circumstances. Voters may need to wait for a female member of staff if they are not already immediately available.
- Each polling station location has been provided with a privacy screen for voters to privately remove their face covering.
- Mirrors have been provided at each polling station location to allow voters to ensure voters have the facilities to correctly affix the face covering back on before stepping back into the public area.
- Polling station staff have been trained to ensure the position of the privacy screen allows for full privacy and to be wary of windows and doors.

Staff are aware should a partner wish to witness the screening this is acceptable. Once your identification has been verified and you are issued with a ballot paper you must enter the polling booth on your own to vote.

The 3-in-1 voter pods are portable and when used for privacy screening can be moved to ensure all the above requirements are in place to ensure your expectations are being met.

### Accepted types of photo ID

Check what types of photo ID will be accepted at the polling station on 4 May:

[www.kirklees.gov.uk/voter-ID](http://www.kirklees.gov.uk/voter-ID)

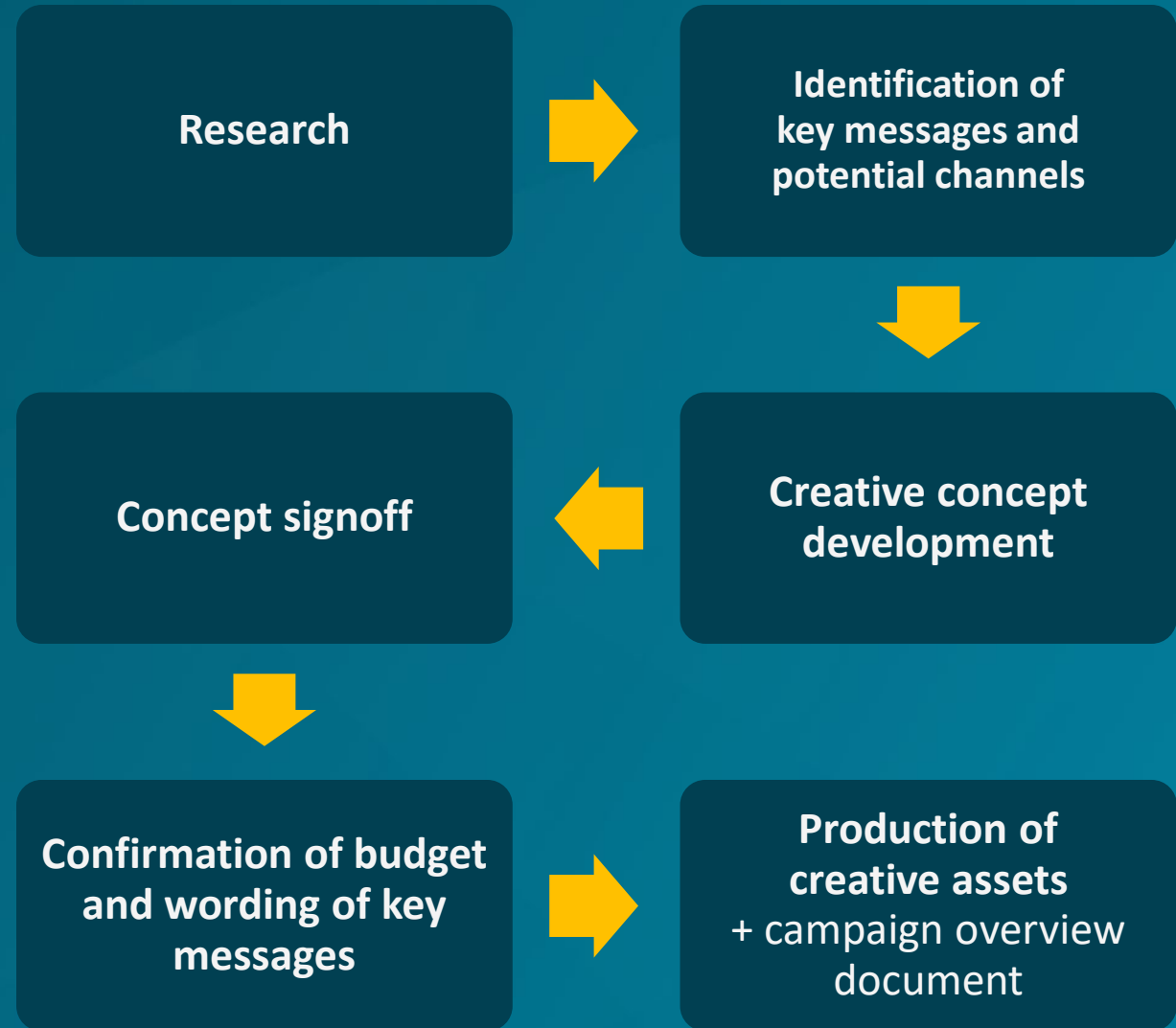
Find out more at: [www.kirklees.gov.uk/voter-ID](http://www.kirklees.gov.uk/voter-ID)

**BRING ID TO VOTE** Kirklees COUNCIL



# Graphics

The process





# Learning from others' experience – 2023 project

- 1. Start early and plan well – especially since partnerships would be essential to ensuring the message was spread further**
  - We launched the plan in November 2022
  - Briefings with comms team commenced in July 2022 so they were aware of the statutory changes and additional work plan
- 2. Early stakeholder involvement is crucial to moving at speed during the campaign**
  - Visual signed off in December
  - Assets created well in advance of need
  - Releasing time to work on reactive requests during the campaign, including an animation for Snapchat
  - Visuals were created in a more considered, less pressurized environment
- 3. Asking the populace to do their homework would be too big an ask – need to tailor the message, split it into smaller chunks, and use direct channels**
  - Four different posters each with a different key message focus
  - Social media graphics for the full range of platforms

# Creative concepts

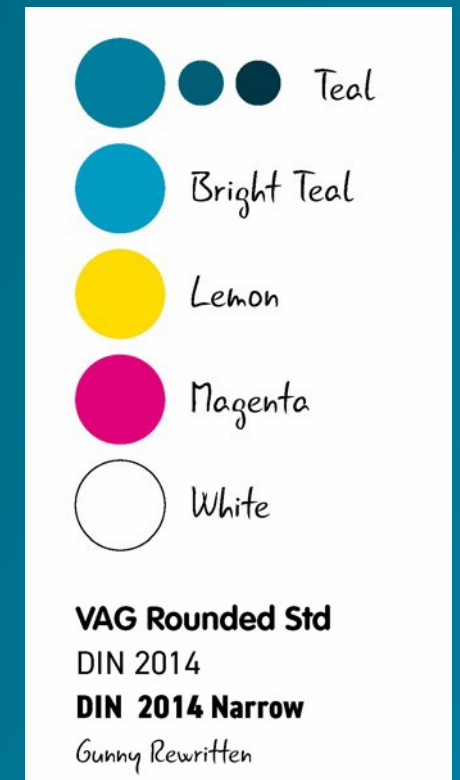
Graphics

# Campaign identity

1. Friendly illustrations to create a positive and accessible look
2. The required ID document at the forefront
3. Simple, memorable instructions assert the actions local people need to take to vote (in a friendly, approachable tone)

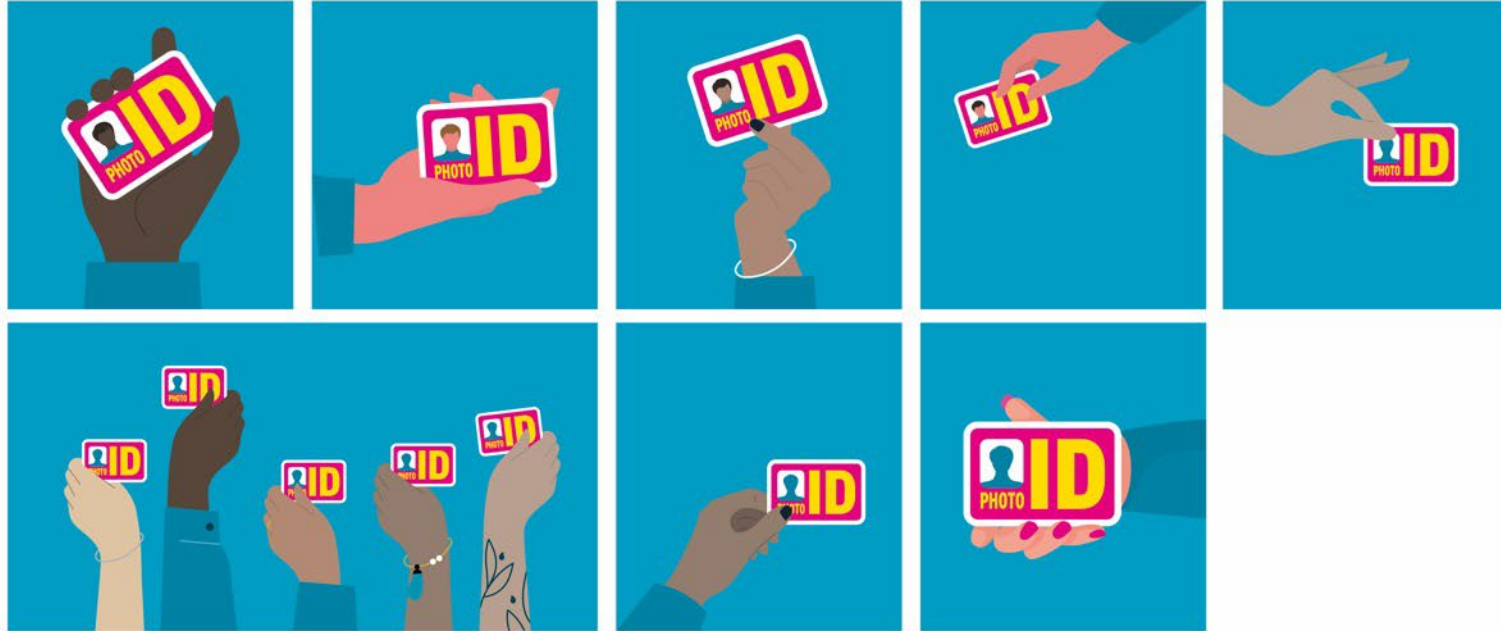


- Colour palette and typefaces – representative of Kirklees branding
  - Leverage our existing associations of trust and gravitas
  - Help local people recognise that the message directly affects them
- Magenta has no political colour associations – unbiased
- Illustrative style
  - Easy to achieve diversity
  - Easily adaptable, strong utility value across a plethora of channels and collateral types
- Bright, simple and attention-grabbing
- Simplicity of copy key to success



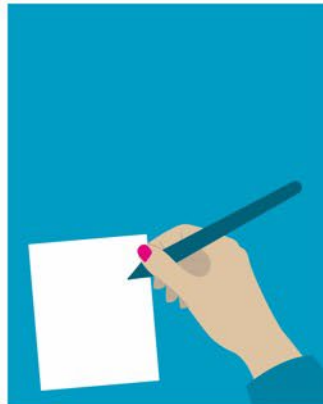
## Hands & ID

Example graphic elements



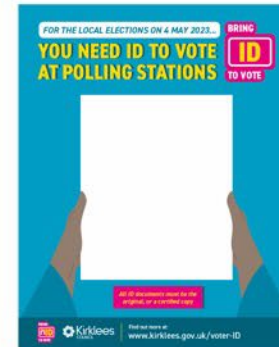
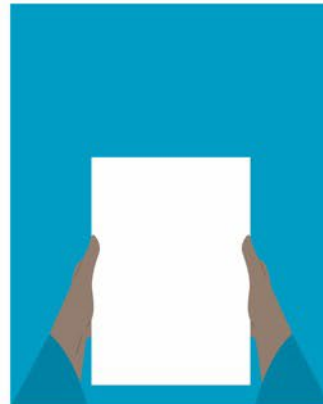
## Don't have ID? Sign up for an ID card

Example graphic element



## List of ID types accepted

Example graphic element and poster layout



# Concept signoff and artwork creation

Graphics



# An efficient and effective production process

- Creative concept was approved early in the process (Dec)
- Confirmation of the wording of the key messages was also confirmed early (Dec)

Enabled the creative to be moved forwards swiftly, decisively, and minimal changes

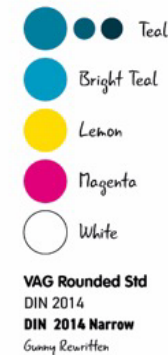
- Creation of a visual ‘hymn sheet’ to:
  - ensure consistency (visual and text)
  - maintain focus on the key messages
  - facilitate an easy re-purposing process

## Kirklees Council – campaign identity

1. Friendly illustrations to create a positive and accessible look
2. The required ID document at the forefront
3. Simple, memorable instructions assert the actions local people need to take to vote
4. Friendly, approachable tone

## Visual identity

- Ensure diversity of hands used – to reflect Kirklees communities
- Use Kirklees Teal for all clothing included in the illustrations
- The colour palette is representative of Kirklees branding, as are the typefaces used. This is in order to:
  - leverage our existing associations of trust (being a trusted source of information) and gravitas
  - help local people recognise that the message directly affects them
- The campaign colour scheme avoids political colour associations and therefore should not be deviated from (e.g., magenta not red)
- The ‘light burst’ background helps reinforce key message
- Simplicity of copy is key to success



## Campaign badge



## Example design



# Digital graphics – tailoring for social media channels

## Social media - Instagram stories & Snapchat

Stories (1080x1920 pixels - presented together as a gif)

Cover image for Stories



Snapchat (static)

Standard (1000x1500)



Giraffe (1000x2100)



## Social media - headers

Facebook



Twitter



Social avatar



## Social media - advertising

Snapchat (animation in After Effects to be created from this in early February)

Spotify (640x640)



# Print collateral

## Posters - key messages

### 1. Bring ID to vote

REGISTERED TO VOTE IN KIRKLEES?

# BRING ID TO VOTE ON 4 MAY

The way you vote is changing... You now need ID to vote at polling stations.

Accepted types of ID  
Check what types of photo ID will be accepted at the polling station: [www.kirklees.gov.uk/voter-id](http://www.kirklees.gov.uk/voter-id)

No ID? Apply now for a VAC  
Don't have any photo ID? Apply for a free voter certificate at [www.gov.uk/apply-for-photo-id-to-vote](http://www.gov.uk/apply-for-photo-id-to-vote) before 5pm on Tuesday 25 April.

Postal voting doesn't change.

**Kirklees COUNCIL** Find out more at [www.kirklees.gov.uk/voter-ID](http://www.kirklees.gov.uk/voter-ID)

### 2. Accepted forms of ID

FOR THE LOCAL ELECTIONS ON 4 MAY 2023...

# YOU NEED ID TO VOTE AT POLLING STATIONS

## PHOTO ID TYPES ACCEPTED

- Passport issued by the UK, any of the Channel Islands, the Isle of Man, a British Overseas Territory, an EEA state, or a Commonwealth country
- Driving licence issued by the UK, any of the Channel Islands, the Isle of Man, or an EEA state
- Biometric Immigration document
- PASS card - an identity card bearing the Proof of Age Standards Scheme hologram
- Ministry of Defence Form 70 (Defence Identity Card)
- Blue Badge parking permit
- National identity card issued by an EEA state
- Other Person's Bus Pass
- Disabled Person's Bus Pass
- Oyster 40-Card
- Freedom Pass

Other photo ID accepted:

- Scottish National Environment Card issued in Scotland
- All of the Welsh Consistory Court issued in Wales
- Disability Personal Health Concessionary Travel Card issued in Wales
- Senior SmartPass issued in Northern Ireland
- Registered Blind SmartPass or 2016 SmartPass issued in Northern Ireland
- Job SmartPass issued in Northern Ireland
- Half Fare SmartPass issued in Northern Ireland
- Electronic Identity Card issued in Northern Ireland

All ID documents must be valid on the day of the election. Don't have any photo ID? Apply for a free voter certificate at [www.gov.uk/apply-for-photo-id-to-vote](http://www.gov.uk/apply-for-photo-id-to-vote) before 5pm on Tuesday 25 April 2023.

**Kirklees COUNCIL** Find out more at [www.kirklees.gov.uk/voter-ID](http://www.kirklees.gov.uk/voter-ID)

### 3. VAC application - stage 1

BRING ID TO VOTE FOR THE LOCAL ELECTIONS ON 4 MAY 2023...

# YOU NEED ID TO VOTE AT POLLING STATIONS

## DON'T HAVE ID? APPLY NOW FOR YOUR VAC

(VOTER AUTHORITY CERTIFICATE)

What is a VAC?  
A VAC is a 'Voter Authority Certificate'. VACs are a form of photo ID for use at the polling station only - you can apply for one free to use as your photo ID at the election. It will last for around 10 years and can be used for all elections in that time.

How do I apply for a VAC?  
Go to the Government website at [www.gov.uk/apply-for-photo-id-to-vote](http://www.gov.uk/apply-for-photo-id-to-vote) to apply online. You can scan the QR code on this poster to take you to the website.

- Go to [www.gov.uk/apply-for-photo-id-to-vote](http://www.gov.uk/apply-for-photo-id-to-vote) to apply online
- Applications must be made before 5pm on Tuesday 25 April 2023.

For more information visit [www.kirklees.gov.uk/voter-id](http://www.kirklees.gov.uk/voter-id) or contact the elections team by email [voterID@kirklees.gov.uk](mailto:voterID@kirklees.gov.uk)

**Kirklees COUNCIL** Find out more at [www.kirklees.gov.uk/voter-ID](http://www.kirklees.gov.uk/voter-ID)

## Posters continued

### 3. VAC application - stage 2

For use after the initial 'you need ID to vote' message has launched and started to embed; targeted audience.

# DON'T HAVE ID? APPLY NOW FOR YOUR VOTER AUTHORITY CERTIFICATE

BRING ID TO VOTE

If you are registered to vote in Kirklees you need ID to vote at polling stations for the local elections on 4 May 2023.

If you don't have one of the accepted forms of photo ID then you'll need to apply for a free Voter Authority Certificate (VAC) before 5pm on Tuesday 25 April 2023.

Visit [www.gov.uk/apply-for-photo-id-to-vote](http://www.gov.uk/apply-for-photo-id-to-vote) to apply for yours.

For more information visit [www.kirklees.gov.uk/voter-id](http://www.kirklees.gov.uk/voter-id) or contact the elections team by email [voterID@kirklees.gov.uk](mailto:voterID@kirklees.gov.uk)

**Kirklees COUNCIL** Find out more at [www.kirklees.gov.uk/voter-ID](http://www.kirklees.gov.uk/voter-ID)

## A5 leaflet

### All messages, full information.

For distribution via Customer Service Centres, Libraries, Community Centres, etc

REGISTERED TO VOTE IN KIRKLEES?

# BRING ID TO VOTE ON 4 MAY

NO ID? NO PROBLEM.

FOR THE LOCAL ELECTIONS ON 4 MAY 2023... YOU NEED ID TO VOTE AT POLLING STATIONS

You need to bring ID to vote at polling stations for the local elections on 4 May 2023. You can get a free Voter Authority Certificate (VAC) before 5pm on Tuesday 25 April 2023. It will last for around 10 years and can be used for all elections in that time.

Don't have anything on the list that works? Apply for a free Voter Authority Certificate (VAC) before 5pm on Tuesday 25 April 2023. It will last for around 10 years and can be used for all elections in that time.

For more information visit [www.kirklees.gov.uk/voter-id](http://www.kirklees.gov.uk/voter-id) or contact the elections team by email [voterID@kirklees.gov.uk](mailto:voterID@kirklees.gov.uk)

**Kirklees COUNCIL** Find out more at [www.kirklees.gov.uk/voter-ID](http://www.kirklees.gov.uk/voter-ID)

Front page

Inside spread

Find out more at [www.kirklees.gov.uk/voter-ID](http://www.kirklees.gov.uk/voter-ID)

**Kirklees COUNCIL**

Back page

# Outdoor media and digital advertising

## Outdoor media – billboard, roundabouts, digital advan

### Billboard (48-sheet)



### Digital advan (jpps)



### Roundabout banner



## Digital screens

### 4:3 (aspect ratio)

v1



v2



### 16:9 (aspect ratio) - KAL screens

v1



v2



# Channel optimization – Facebook and Instagram stories

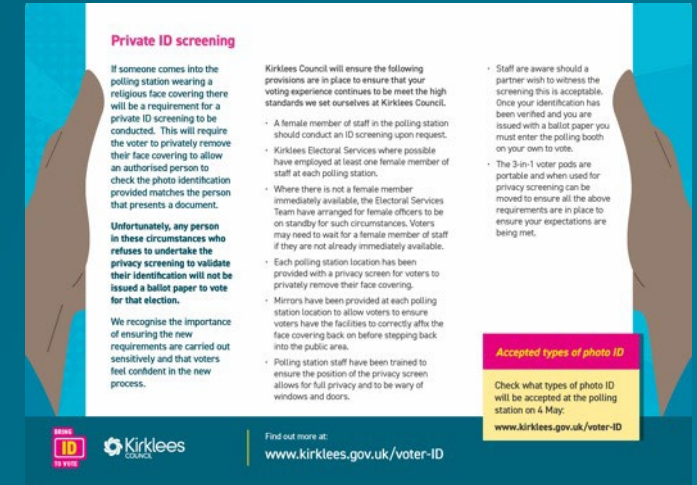


# Campaign delivery

Communications

# Maximizing channels – sharing the message via Partners

- Community Cohesion Team
- Libraries
- Canvassed over 400 businesses - elections team utilising their canvasser database to support
- Active Citizens Engagement Team
- External partners including the university, colleges, and NHS partner trusts
- All registered GPs and care homes, and Parish and Town Councils



# Channels

- Web
- Organic media
- Paid for media (digital and outdoor)
- Print collateral
- Direct marketing (email and physical mailer to residents)
- Internal channels
- Sharing with partners





## Organic content – results

- 64 posts including results and live tweeting on count day
- 1,293 total clicks
- 87,687 reach and 226,933 impressions
- 577 total shares

# The process

- **Clear lines of communication**

- meant we could highlight any potential issues or challenges early on and react to them as a project group.

- **Clear objectives and call to actions**

- meant it was easy to draft messaging for different channels, and then share this with our partners.

- **A collaborative approach**

- meant that what was a huge campaign didn't feel so big. We each had our roles to carry out as part of a wider team and could put more time and energy into getting it right.

# Next steps – planning for 2024

- District and Mayoral comms plan launched in November 2023 – bitesize information relating to statutory changes alongside registration encouragement
- Revised graphics to be signed off in January 2024
- Snap Parliamentary Election comms plan in place ready to launch when needed
- Elections mail drops confirmed to coincide with comms messaging on Council channels
- Regular meetings scheduled to track progress between November and March and flag any issues arising
- Comms team to be invited to Elections Project Board meetings to feed in success/issues throughout the elections period
- Clear understanding of pressures on the elections team and joint plan in place for support

# Good Luck!

Email: [laura.burrell@kirklees.gov.uk](mailto:laura.burrell@kirklees.gov.uk)

Tel: 01484 221650