

**Manchester City Council  
Report for Information**

**Report to:** Constitutional and Nomination Committee – 1 February 2023

**Subject:** Election Act 2022

**Report of:** The Chief Executive

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**Summary or Purpose of the report**

To outline the planning, and governance arrangements, for the implementation of the Elections Act 2022 in Manchester, with specific focus on voter registrations, polling station accessibility and voter ID requirements.

**Recommendations**

The Committee is recommended to note:

- The changes passed in the Elections Act 2022 and progress in its implementation in Manchester for the Local Elections 4 May 2023.
- The communication plan for local residents in Manchester and Greater Manchester with regard to the changes for the May 2023 polls.
- Additional changes that will be introduced for polls after the local elections 2023.

**Wards Affected:** All

**Environmental Impact Assessment** - the impact of the issues addressed in this report on achieving the zero-carbon target for the city

The legislative changes brought about by the Elections Act, will have a negative impact on achieving the zero-carbon target across the city.

To date the changes will require a greater number of polling stations across the city to handle longer transaction times, as a result more staff will be travelling across the city to work in stations, some staff are required to use their cars for the role they carry out on polling day.

In addition, it is understood that more paperwork will be required in stations to capture voter information to report back to Department for Levelling Up, Housing & Communities (DLUHC).

The Electoral Services Unit are aware of the impacts the Elections Act changes will bring and will continue to actively try to reduce the impact wherever possible.

**Equality, Diversity and Inclusion** - the impact of the issues addressed in this report in meeting our Public Sector Equality Duty and broader equality commitments

An Equality Impact Assessment has been completed by DLUHC for the changes brought about by the Elections Act 2022. Full details can be found here [Elections Bill](#)

[equality ass \(parliament.uk\)](https://www.parliament.uk/equality-assessment)

It is believed that the introduction of Voter ID in polling stations brought about by the implementation of the Elections Act could impact on protected or disadvantaged groups. The Electoral Services Unit is working with Equalities Specialists in the Council's Equality, Diversity and Inclusion team to review and update the existing Equality Impact Assessments for Polling Stations across the city with regards to both Accessibility and Voter ID in Polling Stations.

Voter Authority Certificates (free Voter ID requests) will be completed via a new Government Portal and has not been included as part of the Equality Impact Assessment as this is not a site or process that the Electoral Services Unit have control over.

### Alignment to the Our Manchester Strategy Outcomes (if applicable)

Manchester Strategy outcomes	Summary of how this report aligns to the OMS
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	The Our Manchester Strategy sets out the vision for the city to 2025.  Local elections provide the opportunity for eligible Manchester residents to elect councillors to represent them and therefore to influence how the strategy is delivered.
A highly skilled city: world class and home-grown talent sustaining the city's economic success	
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	
A liveable and low carbon city: a destination of choice to live, visit, work	
A connected city: world class infrastructure and connectivity to drive growth	

Full details are in the body of the report, along with any implications for:

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

### Financial Consequences – Revenue

The introduction of the Electoral Integrity Programme will place a burden on the local authority in various ways, including:

- the time administrative staff will need to process applications for Voter Authority Certificates,

- additional equipment that may be required for some offices or polling stations, and additional poll clerks that will need to be hired for polling day.

DLUHC are responsible for providing funding for this additional burden.

Manchester has received initial grant funding of **£79,496**. A further grant payment will be provided in April 2023 of **£127,431** and again in April 2024 – this amount is still to be confirmed. While it is difficult to project the additional costs with any certainty it is anticipated that the grants and the payments received from the government will not cover the full costs of the implementation of the Elections Act. In order to ensure that progress will not be delayed due to lack of funding a £200k underspend in the Elections budget in 2021/22 has been carried forward to provide cashflow support until the funding is received.

### **Financial Consequences – Capital**

None

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#### **Background documents (available for public inspection):**

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy, please contact one of the contact officers above.

Draft SI's – Voter ID Laid 03 November 2022  
Elections Act Implementation Timeline  
Process map – Voter Authority Certificate application process  
Process map – Polling Station Process, Vote in person

## **1. Introduction and Background**

- 1.1 The Elections Act 2022 has been introduced to make new provision for and amendments to existing electoral law, which claims to ensure that UK elections remain 'secure, fair, modern, inclusive, and transparent'.
- 1.2 A significant number of different legislative changes relating to both electoral registration and the delivery of elections will come into effect over the next two years. This will impact on the delivery of the Local Elections in 2023, the Local and Mayoral Elections in 2024, and the next Parliamentary General Election, which could happen any time up until January 2025. These changes will place significant additional responsibilities and resourcing pressures on Electoral Registration Officers (ERO) and Returning Officers (RO), and the local authority in the widest sense.
- 1.3 The changes planned for May 2023 include:
  - Voter ID – Requirement for voters to show an approved form of photo ID at polling stations before a ballot paper is issued.
  - Accessibility Provisions – These relate to the requirement to provide reasonable equipment to assist voters with disabilities in polling stations.
- 1.4 Further provisions will come into effect from July 2023 onwards, and these include:
  - Allowing all British citizens living overseas to vote in UK Parliamentary elections, regardless of when they left the UK, with applications required every 3 years.
  - Enabling electors to apply online for an absent vote, with both online and paper applications requiring the applicant's identity to be verified.
  - Requiring postal voters to reapply every three years, replacing current rules of refreshing their signature every five years.
  - Further limit to the number of people an elector may act as a proxy for.
  - Restricting the handling of postal votes – political campaigners will no longer be permitted to handle postal votes, and the number of postal votes an individual can hand in at a polling station will be limited.
  - EU citizens - a review of the eligibility to vote for some EU citizens.
- 1.5 A Schedule setting out the planned changes and implementation is attached at Appendix A.
- 1.6 This report provides an overview on how the required changes are implemented, focussing on Voter ID requirements and Accessibility provisions.
- 1.7 The report also includes the planned national, GM and Manchester approach to communications and ensuring that all residents are aware of the planned changes, so they are able to vote. The report also provides a brief overview of some of the challenges for the measures introduced after July 2023.

## **2.0 The Planned Changes for May 2023**

### **2.1 Voter ID**

- 2.1.1 The Voter ID requirements will be implemented for the May 2023 polls. This includes a requirement for voters to show an approved form of photo ID at polling stations before a ballot paper is issued. A list of suitable ID can be found in Appendix B.
- 2.1.2 The voter registration / application service for a Voter Authority Certificate (VAC) will be provided centrally by the government digital service, similar to the system registering to vote. The application process will be handled by a separate portal that is not linked to the Electoral Management System.
- 2.1.3 The process in making an application is as follows:
- A real time ID check takes place on the application, using national records.
  - The application is then made available to the Electoral Registration Officer (ERO) in the relevant local authority area.
  - Elections staff will determine the outcome of, and then process, the application before it can be authorised.
  - This will involve checking the applicant is registered to vote (via an API register checking service linked to the ERO's Electoral Management Software provider) and that their photograph is of an acceptable quality.
  - In more complex cases, it will involve checking whether additional identity documents such as uploaded household bills are acceptable forms of evidence of identity.
  - Once an application is approved, the VAC will be printed centrally through a government print contract and despatched directly to the elector by Royal Mail. The Voter Authority Certificate will be an A4 paper certificate, with built in security features.
- 2.1.4 The deadline for applications to be made by electors will be 6 working days ahead of polling day. After this cut off, there will also be a provision in exceptional circumstances to enable the ERO to issue a temporary certificate up to 5pm on polling day, where an elector has not received their Voter ID. Electors who report their existing acceptable ID as lost, stolen, destroyed or damaged beyond use after the application date will be able to appoint an emergency proxy up until 5pm on polling day.
- 2.1.5 The new government portal went live on the 16 January 2023 and is now accepting applications from electors. Online training sessions demonstrating the portal were delivered by DLUHC for all administrative staff on the 14 December 2022, 5 January and 10 January 2023.
- 2.1.6 Using training documentation that is received from the government, and working directly on the new systems, Senior Elections Officers are developing a training package for the Elections Team and for all staff who work on elections day.

- 2.1.7 Work is ongoing within the Council with regards to the ‘front door’ access, and what is required for the electors’ journey and processing of their enquiry. The initial point of contact will be with the Contact Centre/Customer Service Centre. Work has taken place to consider anticipated transaction and call volumes, the type of enquiries expected, as well as training and support. This work has informed the need for at least temporary additional resource to meet this expected demand. Four additional staff members have been recruited. As queries start to come through, Senior Contact Centre/Customer Service Officers are working closely with Senior Elections Officers to monitor and adapt the frontline offer. This is being closely monitored on a daily basis.
- 2.1.8 Alongside this, work is being undertaken on the Electoral Registration Officer functions, focusing on the back office processes for dealing with VAC applications, as well as Returning Officer functions which includes changes to statutory notices such as poll cards, and what the changes will mean for polling day requirements (inclusive of staffing, management and the setting up of polling stations), command and control arrangements taking into account the increased number of queries Voter ID will generate from stations.
- 2.1.9 DLUHC have advised that transaction times in polling stations will be longer. The Elections Team are reviewing the likely implications and considered electors in person and the turnout for a local only poll. Detailed modelling work has been undertaken with the support of Performance, Research and Intelligence (PRI) to determine the resourcing requirements for January and May 2023, and to support the communications and engagement work required.
- 2.1.10 As a result, staff numbers need to be increased per station to allow for the additional requirements of Voter ID and reporting requirements. An additional five stations have been added to polling places where historical information shows a larger turnout.
- 2.1.11 All staff will receive a variety of training once the information has been received to make them aware of new processes and procedures to enable them to confidently deliver an efficient and effective service with their polling station.

## 2.2 Accessibility

- 2.2.1 The Assistance with Voting for Persons with Disabilities (Principal Area, Parish and Greater London Authority Elections) (Amendments) Rules 2022 came into force on 29 December 2022 and will apply to elections held after 3<sup>rd</sup> May 2023. These rules introduce a requirement of Returning Officers to provide “equipment as it is reasonable to provide for the purposes of enabling, or making it easier for, relevant persons to vote independently”. These rules also make changes to who will be allowed to be a companion of a disabled voter.

## 2.3 Reasonable equipment and processes at Polling Stations

2.3.1 The Elections Strategic Lead for Greater Manchester is currently leading on a project to seek a consistent approach at all Polling Stations across the ten Greater Manchester Districts. An officer from the Manchester Elections Team and an Equalities Specialist Officer from Policy, Performance and Reform are involved with these discussions and meetings are taking place with GM Disabled persons groups to take their views on what can be delivered and how to communicate these provisions to disabled voters.

2.3.2 Draft reasonable equipment provisions suggested by the Electoral Commission (EC) and legislative provisions that are being considered as a consistent approach across GM polling stations are detailed below. Those items marked with an asterisk\* are already routinely provided in Manchester polling stations:

- Large sample copy of ballot paper displayed in polling station and sample hand-held copies for voters to use\*
- Tactile Voting Device to assist visually impaired voters to mark their vote on a ballot paper\*
- Braille copy of ballot paper\*
- Ramps to allow access and egress where required and relevant signage for access \*
- Appropriate lighting \*
- Chairs / seating for voters who cannot stand for long periods
- Magnifiers to increase the size of text on a document \*
- Polling booths which are at wheelchair level\*
- Name badges for polling station staff so voters are clear who are members of staff
- 'Here to help' signs
- Large chunky pencils
- Pencil grips
- Where available, parking spaces for disabled voters\*
- Temporary doorbells where doors are closed and where it may be difficult to get assistance from staff – or a workable alternative
- Access to audio versions of ballot papers
- Hearing loops where available / temporary provision to be considered
- Electors may use any specialist devices or Apps that electors may bring with them require to assist them to cast their vote independently\*

2.3.3 Other important considerations being investigated include:

- What can be provided in all stations in relation to more specialist equipment, and what can be provided on request
- A guide about voting and what assistance is available – including easy read / web versions
- A message on poll cards to request adaptations / equipment

2.3.4 Training for all staff working in Polling Stations to increase awareness and understanding, and the purpose of equipment, will be required.

2.3.5 The Electoral Commission undertook a statutory consultation from 5 December 2022 until 16 January 2023, on the guidance document they are

required to provide to Returning Officers to assist in these provisions. This document is being provided shortly.

## 2.4 Companions of disabled voters

2.4.1 At present, election rules state that a companion of a disabled elector must also be a registered elector over the age of 18. From the local elections taking place on 4 May 2023 onwards, disabled voters who make a declaration in the polling station, that they require assistance, will be able to bring any person over the age of 18 as a companion to assist them to cast their vote, thus removing the requirement of being registered to vote.

## 2.5 Community Engagement and Communications

2.5.1 In order to support the changes outlined for May 2023, a comprehensive communications and engagement campaign is required from January 2023, following the launch of the VAC application portal (which went live on 16 January 2023) through to polling day on 4 May 2023.

2.5.2 The EC has responsibility for promoting public confidence and participation in democratic processes, to ensure their integrity and to ensure that voters have all the information they need to vote. EROs also have a responsibility to have in place effective local public engagement strategies to identify people who are not registered and encourage them to register to vote, whilst ROs are responsible for taking appropriate steps to encourage the participation of electors in elections.

2.5.3 Ahead of the local elections in 2023 and now the VAC application portal is in operation, the EC will be running a high-profile national campaign focusing on raising awareness of the requirement for Voter ID, targeting those who may not already have the required photographic ID, so they understand how/where to apply, and ensuring electors know they need to take Voter ID with them in order to vote. Appendix C shows some of their planned national adverts for the upcoming 2023 local government elections.

2.5.4 There will be a GM wide approach to amplify the EC's national campaign to ensure that the key messages are consistently disseminated widely across Greater Manchester, with each local authority contributing a proportion to purchase GM wide advertising channels to supplement Electoral Commission messaging at a local level. This has been developed by Manchester City Council's Communications Team working with the Strategic Lead for Elections, in consultation with GM Chief Legal Officers and Heads of Communications. Manchester City Council has agreed to provide a contribution of £17.5k as part of a £94.6k GM communications campaign. Appendix C also outlines the local communication outlets that will be used as part of this campaign.

2.5.5 This activity will include making EC partner materials accessible to a wider audience, for example, additional language translations and/or accessible formats. Effective local engagement activity will be required at a



neighbourhood level, utilising local knowledge and local community networks via Neighbourhood Teams, to ensure engagement with underrepresented groups and key target audiences. Learning and experience from previous citywide engagement activities is being taken on board to ensure a sound approach.

2.5.6 The local campaign is now live and will mirror the EC's campaign timings.

2.5.7 A GM wide channel plan has been drafted to ensure coverage across local channels in all 10 local authority areas. A Manchester specific channel plan will sit alongside this with a focus on Manchester only advertising sites, digital channels, community networks, free and partner channels.

2.5.8 A communications plan has been drafted and the approach shared with GM colleagues.

## 2.6 Governance and Capacity

2.6.1 A Strategic Elections function has been established, based at Greater Manchester Combined Authority (GMCA) to provide the 10 Greater Manchester districts and GMCA with specialist knowledge and dedicated strategic resource for the next 2 years.

2.6.2 An Elections Act Steering Group has been in place since June 2022 to provide support to the Elections Team. The work is supported by a clear project plan covering two phases – Phase One from now until May 2023 and Phase Two from May 2023 onwards. Other Council services supporting this work include HROD, ICT, Communications, Neighbourhoods, PRI, Risk Management and Finance, working through the significant interdependencies that exist across the different workstreams to ensure these are reflected in the thinking. As part of wider work, the Elections Strategic Lead for Greater Manchester is also in attendance at this Steering Group focusing on areas where close joint working arrangements are desirable for consistency.

2.6.3 The resource requirements in the core elections team are being strengthened with an additional resource of 6 staff to support the work required. In addition, a 'bank' of internal MCC staff is also being recruited to provide additional capacity and assist with managing peaks in demand as and when required for example in the 6-week election period.

2.6.4 Resources to aid engagement will be provided, including:

- A printable leaflet for voters (translation and easy read will be available)
- A summary 2-sided leaflet
- A guide for staff and volunteers
- Posters and social media assets

2.6.5 Wider partner materials are also being developed by the EC which are aimed at specific demographic audiences – those most at risk of not having acceptable photographic ID and so needing to be aware of the free voter ID option, such as 85+, the homeless, people with sight-loss or learning

disabilities – which have been co-created with key charities and non-governmental organisations (NGOs).

- 2.6.6 The staffing requirements for the May 2023 poll are currently under review. This is considering the potential that additional stations may be needed due to the anticipated increase of transactions times, hence more staff required. Staff who have worked in previous elections will be contacted and allocated to roles from early January. Staff have been notified of this year's poll via corporate broadcasts, encouraging staff members without a role to get in touch.
- 2.6.7 As Elections is a corporate priority it is a requirement for staff to work or be available if necessary. For this reason, staff are made aware that leave should not be booked for both Polling Day and the Count. A withdrawal process will be in place for exceptions, which is managed by HR in conjunction with Strategic Leads.
- 2.6.8 Initially members will be briefed at the start of the year on the changes that are being implemented as part of the Elections Act. Focus will be initially around the changes that will affect May 2023 polls. The Member Working Group has also been re-established to provide regular updates as more information becomes available.

### **3.0 Changes after July 2023**

- 3.1 A second tranche of legislation arising out of the Elections Act will start to come into effect from July 2023 onwards, ahead of the combined Local and Combined Authority Mayoral Elections in May 2024, and the next Parliamentary general election which must take place no later than January 2025.
- 3.2 These changes include:
- A move to online postal voting applications, which will require elector ID checks at point of application, similar to when applying for Voter ID.
  - Changes to postal vote handling rules.
  - Changes to allow overseas voters to participate in Parliamentary general elections indefinitely (these areas are currently expected to be in force from August 2023 onwards).
  - It should be noted that the timescales for the start of the review of entitlement for some EU citizens to remain on the electoral register has been moved from summer 2023 to summer 2024.
- 3.3 Revised proposals for future parliamentary constituency boundaries have been published by the Boundary Commission for England. For Greater Manchester, there are still a total of 27 constituencies but with a number of significant changes within them, including the inclusion of some new cross boundary constituencies. Following the conclusion of the final consultation period in early December 2022, the final recommendations will be made to the government by the start of July 2023. There will be a period of no more than 4 months for these changes to become law.

- 3.4 Local authorities will also be required to undertake a statutory polling district and polling place review to make the new boundaries work and to publish a revised electoral register to reflect the new scheme.
- 3.5 An update on these changes can be provided to a future meeting of the Constitution and Nominations Committee.















#### **4.0 Recommendations**

- 4.1 The recommendations are set out on page 1 above of this report.

#### **Appendices**

- A. Scheduled implementation plan of the provisions of the Election Act.
- B. List of Acceptable ID in England.
- C. Local Elections 2023 communications approach - national messaging and GM / Manchester communications campaign.

Election Act implementation timescales

	Voter ID	Accessibility measure	EU citizens review of registration rights	Online Absent Voting	Overseas online application process	Postal vote handling rules	Postal and proxy voting rules – 3 year refresh	Other considerations
	Requirement for voters to show an approved form of photo ID at polling station before a ballot paper is issued: Electoral Returning Officers to issue free Voter Authority Certificates to eligible residents without valid photo ID	Extend accessibility: Returning Officer to take reasonable steps to provide support to voters with disabilities in polling stations	Change to voting and candidacy arrangements for EU voters All EU citizens will have their eligibility reviewed, those determined ineligible under the new provisions will be removed from the relevant electoral register	Enable electors to apply online for an absent vote. New requirement for both online and paper applications for the applicants identity to be verified	The 15 years limit will be removed and all British citizens who were previously registered or resident in the UK will be enfranchised and entitled to register in respect of the last UK address they were registered or resident at	Political campaigners will be banned from handling postal votes and a limit will be placed on the number of postal votes a person can hand in at a polling station	Absent voters will need to make a new application every three years	
January 2023								Government Voter Certificate portal goes live
May 2023								Local Elections

July 2023								Annual Canvass Parliamentary Constituency Boundaries – final recommendations
September 2023								Statutory review of polling places
December 2023								Publish electoral register with Parliamentary boundary changes
May 2024								Local and Mayoral Elections
September 2024								Annual Canvass
Dec 2024 – Jan 2025								Latest date UKPGE can be held

**List of Acceptable ID in England**

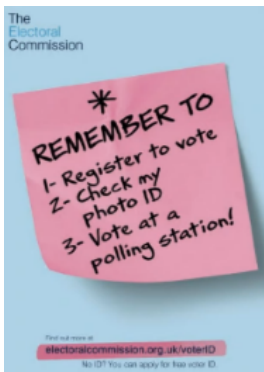
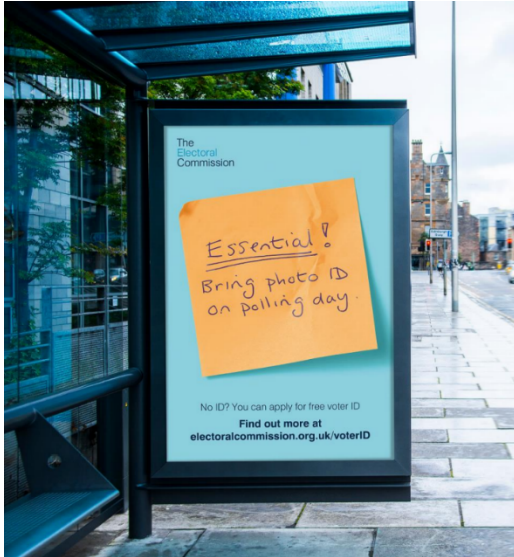
The Elections Act sets out in Schedule 1 the list of photographic identification documents that will be accepted. This list is replicated below. The Act also makes provision for the list to be amended in future as necessary.

Please note - Expired ID is acceptable providing the photo is still a good likeness.

<b>Identity Document</b>	<b>Notes</b>
A United Kingdom passport	n/a
A passport issued by an EEA state or a Commonwealth country	n/a
A licence to drive a motor vehicle granted under— 15(i) Part 3 of the Road Traffic Act 1988	This includes provisional driving licences
A driving licence issued by any of the Channel Islands, the Isle of Man or an EEA state	n/a
A biometric immigration document issued in accordance with regulations under section 5 of the UK Borders Act 2007	n/a
An identity card bearing the Proof of Age Standards Scheme hologram (a PASS card)	A wide range of identity documents are PASS accredited including: <ul style="list-style-type: none"> <li>● Citizen Card</li> <li>● My ID Card</li> <li>● NUS Totum ID Card</li> <li>● Validate UK Card</li> <li>● One ID 4 U Card</li> </ul>
A Ministry of Defence Form 90 (Defence Identity Card)	Commonly known as a MOD90 21
Any of the following concessionary travel passes, funded by the UK Government for English residents: <ul style="list-style-type: none"> <li>- Older Person's Bus Pass</li> <li>- Disabled Person's Bus Pass</li> <li>- Oyster 60+ Card</li> <li>- Freedom Pass</li> </ul>	This list was updated following the introduction of the Elections Bill.
A badge of a form prescribed under section 21 of the Chronically Sick and Disabled Persons Act 1970	n/a
An electoral identity document issued under section 13BD (electoral identity document: Great Britain)	Previously referred to as the Voter Card; now called the Voter Authority Certificate
An anonymous elector's document issued under section 513BE (anonymous elector's document: Great Britain) the holder of which has an anonymous entry at the time of the application for a ballot paper	n/a
A national identity card issued by an EEA state	n/a

Local elections 2023 communications approach

A - Electoral Commission 'campaign creative' national advertisements



## **B - Proposed GM channels and costs (approximate)**

The Electoral Commission will be buying advertising space with both JC Decaux and Clear Channel in Greater Manchester, providing good visibility across out of home and allowing the GM campaign budget to be focused on local & GM wide channels.

<b>Channel</b>	<b>Elements</b>	<b>Approx. Cost</b>
Transport and outdoor advertising outlets	TfGM Metrolink network across 7 LAs (including Manchester) - tba Outdoor poster sites across the 93km network Internal coving adverts across 120 trams Bus network interchange poster sites across GM Digital adverts on tfgm.com Digital 48 sheets on major roads (to supplement / fill gaps in EC's coverage)	£21,200
	Ocean and JC Decaux digital screens where/if required	£7,540
	Bus rears – tba (if not booked by EC)	£15,560
DAX radio	DAX radio adverts (GM wide) – tba	£7,000
Digital	Digital screens	
	Local Facebook groups	
	Boosted social posts to key audiences	£5,000
Mobile phone & App ads	Targeted mobile display to reach the key audiences with demographic targeting to GM	£7,000
MEN print & digital	MEN Digital Package – tbc (if not booked by EC) Digital adverts, In your area native ads, Sponsored content editorial Social media promotion Print adverts in MEN publications: Manchester Evening News (if not booked by EC)	£9,300
Local press advertising	Newspaper outlets across Greater Manchester	£5,600
Publication	Asian Leader	£2,200
Translations	Translation services costs (depending on the number of languages and content required)	£9,260



Design	Design of materials, including any co-creation required and channel booking costs	£5,000
Council Channels  To be reviewed by each district	Social media channels including Twitter, Facebook, Instagram and LinkedIn	
	Council resident e-bulletins/newsletters	
	Insert with and message inside CT booklet where relevant	
	Internal staff communications with presence in e-bulletins and on the intranet as relevant	
	Website image on front page of the Council's website and links on other targeted pages as relevant	
	Libraries	
	Age Friendly Greater Manchester channels	
	Disability groups via Equalities teams (and via GM Panel)	
Youth Council	Manchester Youth Council and all other GM Youth Councils	
Toolkits for Stakeholders  Examples	Social care teams, Early Help Hub etc....	
	Covid Health Equality Monitoring Groups and equivalent	
	VSCE organisations	
	Citizen's Advice	
	Registered Housing Providers	
	Carer's networks	
	CHEM; South Asian; Black, African Caribbean Sounding Boards or equivalent	
	Partner networks	
Partner publications	Neighbourhood newspapers	
Businesses /business networks in districts	Toolkits and messages to be shared with big employers to disseminate the information to staff.	
	Business networks	
Local	Community networks to share toolkits as relevant	
	Neighbourhood engagement teams as relevant	

networks	Parks and Leisure staff as relevant	
	Schools / Educational institutions / Colleges / Universities	
Health channels	GP surgeries – screens/notice boards	
	Pharmacies – notice boards	
Media relations	Media outlets	
		TOTAL £94,660

The proposed budget fully takes into account the significant size and spend of the EC campaign, allowing the GM campaign to be targeted on the identified gaps, additional materials and translations.

### **C - GM campaign timeline and objectives**

<b>Dates</b>	<b>Objective(s)</b>	<b>Audience</b>	<b>Channel(s)</b>
<b>Phase 1 – Voter id</b>			
<b>16 Jan – 19 Feb 2023</b>	<ul style="list-style-type: none"> <li>Ensure that electors know that they will now be asked for photo ID when they go to vote on 4 May.</li> <li>Communicate the forms of ID that will be accepted</li> <li>Ensure that electors understand that if they do not have an acceptable form of ID, they can apply for a free Voter Authority Certificate</li> <li>How to apply for a Voter Authority Certificate via the portal</li> </ul>	<p>All adults aged 18+.</p> <p>Key target audiences without id.</p>	<p>Social media</p> <p>Council channels</p> <p>Partners channels</p> <p>Paid social media</p>

**Phase 2 – Register to vote, how to vote and Voter id**

<p><b>6 March - 17 April 2023</b></p>	<ul style="list-style-type: none"> <li>• Ensure that residents know that the local elections are taking place on 4 May</li> <li>• Encourage people to register to vote online before the registration deadline of 17 April via <a href="http://www.gov.uk/register-to-vote">www.gov.uk/register-to-vote</a></li> <li>• Highlight the different ways to vote and the associated deadlines</li> <li>• Encourage those wishing to vote by post to apply early</li> <li>• Highlight the different ways to vote (postal, proxy) and prompt people who may be working away or on holiday on 4 May to apply.</li> <li>• Applying for a Voter id card – Voter id portal</li> <li>• How to get support to apply for Voter id</li> <li>• Support available at local libraries – free wifi, data and free use of computers (as relevant)</li> <li>• How to apply for Voter id offline</li> <li>• How to apply for Voter id without a fixed address</li> <li>• Raise awareness about accessible voting and what is available and how to make a request</li> </ul>	<p>All adults aged 18+</p> <p>Key target audiences without id.</p> <p>Disabled electors</p>	<p>Out of home advertising</p> <p>Social media</p> <p>Digital adverts</p> <p>Digital screens</p> <p>Mobile adverts</p> <p>Dax radio</p> <p>Local Newspaper adverts</p> <p>Paid social media</p>
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**Phase 3 – Logistics of voting & Voter id**

<p><b>18 – 23 April 2023</b></p>	<ul style="list-style-type: none"> <li>• Ensure that residents know that the local elections take place on 4 May</li> <li>• Ensure that electors are aware that 32 seats are up for election, one candidate per ward</li> <li>• Ensure that people know where to go and cast their vote and signpost to the online polling station finder.</li> <li>• Assure electors that polling stations are safe places to vote in</li> <li>• Ongoing VAC awareness and particularly around application VAC deadlines</li> <li>• Ensure that electors know what to expect at the polling station in terms of Voter ID</li> <li>• Raise awareness about accessible voting and what is available and how to make a request</li> </ul>	<p>All electors registered to vote.</p> <p>Key target audiences without id</p> <p>Disabled electors</p>	<p>Out of home advertising</p> <p>Social media</p> <p>Digital adverts</p> <p>Digital screens</p> <p>Mobile adverts</p> <p>Dax radio</p> <p>Local Newspaper adverts</p> <p>Paid social media</p>
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**Phase 4 – Voter id reminder & accessibility**

<p><b>24 April – 4 May</b></p>	<ul style="list-style-type: none"> <li>• Ongoing VAC awareness and particularly around application VAC deadlines</li> <li>• Ensure that electors know what to expect at the polling station in terms of Voter ID</li> <li>• Raise awareness about accessible voting and what is available</li> </ul>	<p>All electors registered to vote.</p> <p>Disabled electors</p>	<p>Social media</p> <p>Partner channels</p> <p>Website</p> <p>Digital screens</p> <p>Dax radio</p> <p>Mobile adverts</p> <p>Paid social media</p>
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	<ul style="list-style-type: none"><li>• Ensure electors know what accessibility/assistance support is available to them at the polling station and how to access it/make a request.</li></ul>		
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