

The  
Electoral  
Commission

# Voter ID - Partner Pack

Supporting Gypsy, Roma and  
Traveller communities to vote  
in the 2023 local elections



## The Electoral Commission

**The UK Government has introduced a requirement for voters to show photo ID when voting at a polling station at some elections. This new requirement will apply for the first time in England at the local elections on Thursday 4 May 2023.**

Anyone who does not have an accepted form of photo ID will be able to apply for a free voter ID document, known as a Voter Authority Certificate.

We know that Gypsy, Roma and Traveller communities are more likely to experience barriers in preparing for this change and may need support to access photo ID.

We've created this pack for organisations in England. It's designed to help you raise awareness, and support people you work with to apply for a Voter Authority Certificate, if needed. This pack also includes information on voter registration.

What you'll find in this pack:

- **A guide for your staff and volunteers**
- **A booklet for voters**
- **Posters**
- **Digital resources**, including social media graphics, template social copy and web and newsletter content
- **Other resources**, including template press releases and resources for people working with specific groups

Organisations working directly with voters, including local authorities and charities, can play an important role in supporting voters to ensure they have photo ID ahead of the elections.

The Electoral Commission is the independent body which oversees elections and regulates political finance in the UK. We work to promote public confidence in the democratic process and ensure its integrity.

If you have any questions about this pack, you can contact us at **[partners@electoralcommission.org.uk](mailto:partners@electoralcommission.org.uk)**

You can also sign up for our voter registration newsletter at **[electoralcommission.org.uk/democratic-engagement-resources](https://electoralcommission.org.uk/democratic-engagement-resources)**, to stay up to date with our campaigns.

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**@ElectoralCommissionUK**

# Printable resources



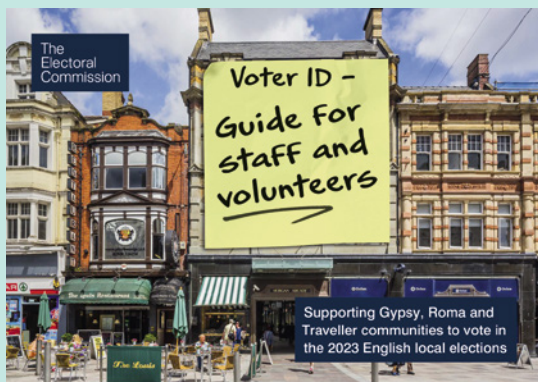
## Guide for staff and volunteers

Download our guide for staff and volunteers, which provides the key information they will need to help

people they support to understand the new voter ID requirement. The guide can be used digitally or printed, and explains:

- **How to register to vote, including how to register without a permanent address**
- **Which forms of ID will be accepted**
- **How to apply for a Voter Authority Certificate**
- **What to expect at the polling station**
- **Other ways to vote**

There are two versions of our guide for staff and volunteers. One is designed to be viewed on a computer and has a coloured background. The other is designed to be printed out and has a white background.



**Download the guide for staff and volunteers**

## Voter booklet

Download our booklet for voters, which explains:

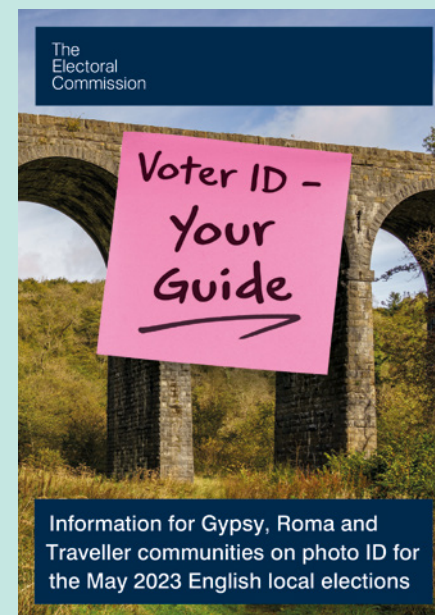
- **How to register to vote**
- **Which forms of ID will be accepted**
- **How to apply for a Voter Authority Certificate**
- **What to expect at the polling station**
- **Other ways to vote**



**Download versions in English**

Versions available in English:

- Accessible onscreen
- Print ready colour
- Print ready greyscale
- Commercial print

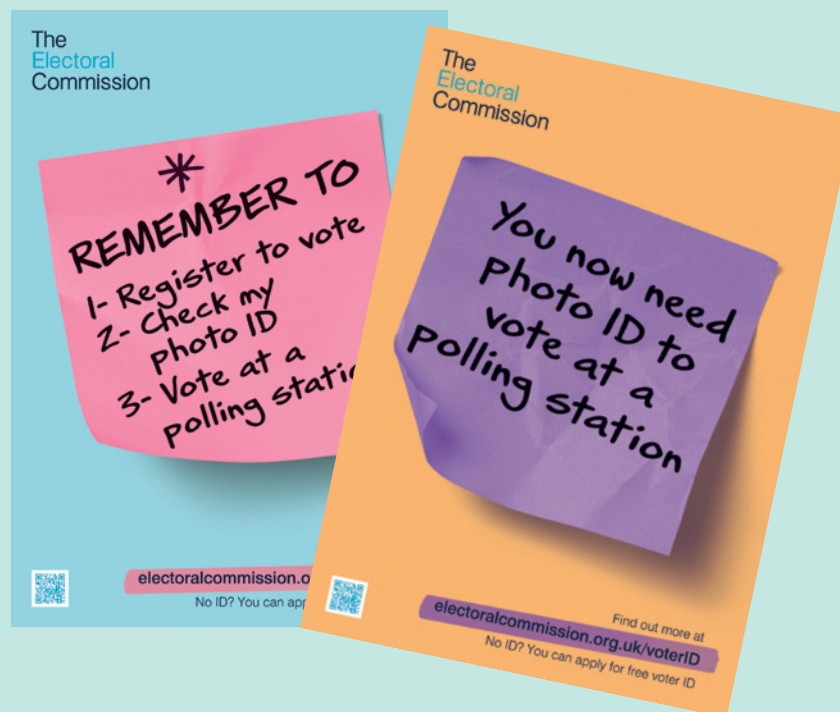


**Download translated versions**

The Voter booklet is also available in Czech, Bulgarian, Polish, Romanian and Slovak.

# Posters

Download A4 and A3 posters to raise awareness of the new voter ID requirement.



**Download the  
ready to print  
versions**

You can print these directly  
from your own printer



**Download the  
commercial  
print versions**

These have crop and bleed  
marks which are essential if  
you are planning to have these  
professionally printed



**Download all printable resources in English**

# Digital resources

## Social media graphics

Ready to post graphics are available for Facebook, Instagram and Twitter. These can also be shared through community WhatsApp groups.

These are JPEG files you can download and share



**Download the ready to post graphics**

## Social media posts

You can download template copy to share key messages about the voter ID requirement on your social channels.



**Download social media posts**



**Download all digital resources**



## Other resources

### Web and newsletter copy

You can download template copy to share information about the voter ID requirement and how to apply for a Voter Authority Certificate on your website and newsletters.



**Download  
English web and  
newsletter copy**



**Download  
translated web and  
newsletter copy**

### Template press copy

You can download template press copy to raise awareness of the voter ID requirement in your local area.



**Download press  
materials**

### Other partner packs

You can also download bespoke resources to help groups who are more likely to need support to prepare for the new voter ID requirement, including:

- **Disabled people**
- **Older people**
- **People experiencing homelessness**
- **People who are registered to vote anonymously**
- **Trans and non-binary people**



**Download other  
partner packs**