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 Performance analysis 2020/21: Goal three You are in the Annual Report and
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 2020/21 First published: 16 September 2021 Last updated: 21 October 2021 Goal 3 To be
 an independent and respected centre of expertise, using knowledge and insight to
 further the transparency, fairness and efficiency of our democratic system, and help
 adapt it to the modern, digital age. This area of work focuses on innovation and
 strengthening our evidence base. Our expertise in policy, research and communications
 are core to enabling this work. Key achievements To contribute to innovation and
 strengthening our evidence base, we: reported on the 2019 UK Parliamentary general
 election and made recommendations to help improve future electoral events
 commissioned qualitative research with the public across the UK to explore attitudes
 to current voting processes and access to information about elections provided the
 Scottish and Welsh governments and parliaments with independent expert advice on
 legislative and policy changes arising from their respective electoral reform agendas
 supported the UK, Scottish and Welsh governments to develop and put in place
 legislation to help meet the challenges of delivering well-run elections in the
 context of public health restrictions published a set of modular citizen education
 resources for 14-18 year olds in Scotland and for the first time in Wales, ahead of
 Scottish Parliament and Welsh Senedd elections submitted a detailed response to the
 UK Government's technical consultation to inform the development of new transparency
 requirements ('imprints') for digital campaign material launched a public awareness
 campaign and supporting online information hub to increase digital literacy in
 relation to online campaigning – developing content in partnership with the
 Information Commissioner's Office, Ofcom, the UK Statistics Authority, and the
 Advertising Standards Authority monitored the delivery of electoral events around the
 world that were held in the context of Covid restrictions, to inform the development
 of practices in the UK published a series of research reports about attitudes towards
 voting ahead of the May 2021 polls published the findings of qualitative research
 into public attitudes to the transparency of political finance in Northern Ireland
 gave evidence to parliamentary committees to ensure our expert analysis about
 elections and regulation would inform their work. Performance measures Measure
 Performance We publish 100% of our reports to planned deadlines 100% Achieved We
 comment on 100% of relevant legislation and policy proposals 100% Achieved Work in
 support of the electoral law reform recommendations from the England and Wales,
 Scotland and the Northern Ireland Law Commissions Ongoing Our activities during the
 year Innovation and strengthening our evidence base We published our statutory report
 on the delivery of the December 2019 UK Parliamentary general election. We found that
 the election was generally well-run, but our analysis highlighted new evidence
 showing challenges for the future. Our report described how the UK's electoral
 administration structures are operating under significant strain, and highlighted
 that people have growing concerns about some aspects of election campaigning. The UK
 Government's response welcomed our report, noting that it helps "to ensure that our
 democracy remains world-leading by identifying current challenges and opportunities".
 We provided expert advice and support to the UK, Scottish and Welsh governments and
 parliaments, to help develop policy and legislation to support the delivery of
 elections in the context of developing public health restrictions. This included
 advice on 24 separate proposals for draft legislation during this year; our input
 helped to ensure these would be workable in practice. We provided expert advice to
 the UK and Scottish governments as they developed proposals for improving the

transparency of digital campaign material. Our extensive experience of regulating the current requirement for campaigners to include an 'imprint', showing who is responsible for printing and promoting printed campaign material, helped the Scottish Government to put in place a new requirement for digital election campaign material for the first time in the UK. We also provided a comprehensive response to the UK Government's technical consultation to inform its own plans for legislation which is expected to be introduced later this year. We gave evidence to parliamentary committees to ensure our expert analysis about elections and regulation would inform their work. In the UK Parliament, this included the Public Administration and Constitutional Affairs Committee, in response to its inquiry into the work of the Electoral Commission, as well as a joint session with the Local Government Association and the Association of s focussing on preparations for the May 2021 polls. We also worked with the Committee on Standards in Public Life in response to its review of electoral regulation. In the Senedd, we gave evidence to the Equality, Local Government and Communities Committee on the Local Government and Elections (Wales) Bill, and to the Assembly Electoral Reform Committee's inquiry into electoral systems and boundaries, and the Constitutional and Legislative Affairs Committee on the Senedd and Elections (Wales) Bill. In the Scottish Parliament, we gave evidence to the Standards, Procedures and Public Appointments Committee on the Scottish Elections (Franchise and Representation) Bill and the Scottish Elections (Reform) Bill. We also gave evidence to the Finance and Constitution Committee on the Referendums (Scotland) Bill. Acting on analytics and feedback from user testing, we continued to develop our website, both functionality and content. We continued to ensure compliance with website content accessibility guidelines (WCAG 2.1), converting content from PDF to HTML. Report navigation links Previous Next Performance analysis: Goal two Performance analysis: Goal four