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The table below summarises the key factors which guide and shape the work of the Electoral Commission. Table Vision People trust, value and take part in elections Purpose We work to promote public confidence in the electoral system and ensure its integrity. Key benefits Increased trust Increased value Increased participation Strategic objectives Objectives: accessible registration and voting transparent political campaigning and compliant political finance resilient local electoral services fair and effective electoral law a modern and sustainable electoral system Three key factors will help us achieve our objectives: we demonstrate independence and integrity we are a skilled organisation where diversity is valued we are a learning organisation where improvement is continuous and resources are used effectively Values Engaged Authoritative Making an impact Transparent Independent Our purpose We work to promote public confidence in the electoral system and ensure its integrity. Our strategic objectives Our five strategic objectives for the period April 2022 to March 2027 are:

1. Accessible registration and voting Free and fair elections depend on all people who are eligible and want to vote being able to do so. We will work to ensure: increased levels of voter registration, especially amongst groups that currently have difficulty engaging in the process the removal of barriers, especially those that affect people who currently have difficulty trying to cast their vote We will achieve these outcomes by working collaboratively with policy makers and other partners to identify barriers to participation and propose solutions. We will directly support people who have difficulty engaging in the process, with tailored accessible information and learning resources, and targeted public awareness activity. We outline our plans to support accessible registration and voting in Section 3 of this Corporate Plan.
2. Transparent political campaigning and compliant political finance Parties and other campaigners should be able to campaign without facing undue actual or perceived barriers, while we continue to ensure political finance is transparent. This will support voters to hear a range of campaign voices to help them take decisions when voting. We will work to ensure: increased levels of confidence shown by candidates, parties and other campaigners in their ability to understand, apply and comply with the law on campaigning and political finance high levels of compliance with registration, reporting and other political finance laws We will achieve these aims by maintaining the official registers for parties and campaigners, and ensuring political finance data is accessible, transparent and complete. We will provide guidance and support for all types of campaigners and make regulatory decisions which command the confidence of candidates, parties, campaigners, and voters. We outline our plans for transparent political campaigning and compliant political finance in Section 4 of this Corporate Plan.
3. Resilient local electoral services Local electoral services need to be able to respond to increasingly challenging economic, social and environmental pressures. We will support local authorities and electoral administrators to deliver effective, sustainable and resilient electoral services, ensuring that voters receive the service they should be able to expect. We will work to ensure: sustained and consistent high performance in the delivery of well-run elections increased levels of confidence shown by electoral administrators in the resilience of the electoral system We will achieve these aims by setting challenging standards for electoral

administrators, and providing guidance and support to ensure they are met. We will work collaboratively with local authorities, national bodies, the Welsh Government and Senedd, and other UK governments and parliaments to build resilience into the electoral system. We outline our plans to ensure resilient local electoral services in Section 5 of this Corporate Plan.

4. Fair and effective electoral law It is essential for the electoral system that the laws which underpin it are fair, effective and well understood. Electoral law must also keep pace with other developments in our society, harnessing technology and working on a continual process of modernisation. We will work to: support the Welsh Government and Senedd, and other UK governments and parliaments, to reform electoral law to make it less complex reduce the risks and inefficiencies associated with electoral law which impact our electoral system We will achieve this aim by continuing to research and understand how electoral law could be reformed to help voters, campaigners, electoral administrators, and other organisations. We will also continue to provide expert advice on the practicability and impact of any changes to improve the electoral system. We outline our plans to work towards fair and effective electoral law in Section 6 of this Corporate Plan.

5. A modern and sustainable electoral system The electoral system needs to be resilient to the challenges that lie in and beyond the period of this plan. It needs to modernise to maintain and improve value for money, transparency, trust and compliance. And, it needs to reduce its environmental impact to be sustainable. We will work to ensure: data and technology are harnessed to meet the needs of voters, campaigners and electoral administrators the changing risks to the election system from the misuse of data and technology are understood and acted upon strong relationships and streamlined working practices with all bodies that are part of the electoral system are developed the Welsh Government, other UK governments and the wider electoral community are supported to adopt a strategy and implementation plan which reduces the environmental impact of our electoral system We will achieve these aims by working with others to explore and implement new ways to use data and technology across the electoral system. We will also continue to monitor, advise and act on the misuse of data and technology. We will develop a strategy and implementation plan which reduces the environmental impact of the electoral system, to include innovative evidence-based solutions. We outline our plans to work towards a modern and sustainable electoral system in Section 7 of this Corporate Plan. We also outline our plans to make our organisation carbon neutral, consistent with governments' targets, in Section 8.

Underpinning this work Three key factors will make a difference to how we achieve these strategic objectives:

1. We demonstrate independence and integrity To fulfil its duties, it is essential that an electoral commission remains independent from governments, and acts impartially and with integrity. We will continue to demonstrate how we fulfil this by: taking decisions on the evidence and being transparent about the reasons for them basing our policy positions and recommendations on analysis of evidence effectively communicating our work and views providing responsive services to those we support maintaining effective governance arrangements
2. We are a skilled organisation where diversity is valued We work hard to ensure our people feel part of a diverse, inclusive and supportive workplace. In the next five years we will: implement refreshed working practices to reflect wider changes in our work environment and culture attract, retain and develop the people we need maintain and improve high standards of management, with a focus on developing our people further embed equality, diversity and inclusion in all aspects of our work
3. We are a learning organisation where improvement is continuous and resources are used efficiently We

are committed to utilising technology, funding, time and resources to deliver maximum value. We will invest in our systems and in reducing our environmental impact. In the next five years we will: procure and implement value for money technology that improves service delivery as appropriate maintain a sound prudent financial strategy continue to develop techniques to learn from experience, seek continuous improvement and become more efficient and effective develop a corporate environmental strategy that meets policy and legislative requirements Navigation 1. The electoral system in Wales Section 1 of our 2022/23 to 2026/27 corporate plan for Wales 3. Putting voters first in Wales Section 3 of our 2022/23 to 2026/27 corporate plan for Wales