

Performance analysis 2020/21: Goal three | Electoral Commission Search
Performance analysis 2020/21: Goal three You are in the Annual Report and
Accounts 2020/21 section Home Our plans and priorities Annual Report and Accounts
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