

# Evaluation of electoral pilot schemes

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# The Electoral Commission

## Pilot scheme evaluation

- Why evaluate?
- Why partnership is vital
- Evaluation criteria
- Evaluation process:
  - Teams;
  - Outputs;
  - Milestones.
- Next steps

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- Why evaluate?
- Learning experience is **fundamental** – pilot without evaluation has little value
  - Answer questions about pilot – compare **outcomes** against **objectives**
  - Identify key learning points:
    - **Impact:** turnout, cost, confidence;
    - **Process:** electoral administration, publicity.
  - Helps to inform:
    - future scope of pilots programme;
    - direction of electoral modernisation agenda;
    - recommendations for changes in the law.

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## Why partnership is vital

- End to end process – pilot design, delivery **and evaluation**
- Effective evaluation = partnership, between local authority, EC and DCA
- Need your support and input to:
  - Agree pilot objectives and success criteria;
  - Agree evaluation processes;
  - Provide essential data and information;
  - Provide access to key personnel;
  - Identify local stakeholders and partners;
  - Review and comment on evaluation findings;
  - Quality assurance for reports.

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## Evaluation criteria

- Section 10 RPA 2000
- Did the pilot scheme:
  - facilitate voting or the counting of votes;
  - encourage voting;
  - enable voters to make informed choices;
  - lead to an increase in personation, electoral offences or other malpractice;
  - lead to any cost savings or increase?
- Was turnout higher than it would have been if the scheme had not applied?
- Did voters find pilot scheme procedures easy to use?

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## Evaluation criteria: further issues

- participation among *particular* communities, including: young people, ethnic minority groups, people with disabilities
- overall user awareness and comprehension of voting methods
- overall levels of confidence in the voting methods – voters *and* non-voters
- efficient and effective service delivery to voters and other stakeholders
- improvements to the existing system of electoral administration
- ‘value for money’?

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## Evaluation process: teams

- For each pilot scheme:
  - Senior Evaluation Contact: individual Commissioner, Deputy Commissioner or senior Commission staff member
  - Lead Evaluator will undertake evaluation activities and provide day-to-day contact: staff members from Commission Policy & Strategy Directorate; evaluators from technical consultancy for e-enabled pilots
- Additional support:
  - Public opinion research
  - Accessibility review

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## Evaluation process: reports

- Deadline 4 August 2006
- Individual reports for each pilot, published locally and on Commission website
- May also make broader strategic recommendations for:
  - Future pilot schemes; or
  - ‘Rolling out’ innovations more widely.
- Seeking more effective ways to disseminate findings

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## Evaluation process: milestones

- February 2006 – decisions from DCA
- Feb/Mar – meet evaluation team
- April – further update meetings and data gathering
- May 4 – polling day
- 15 May – post-election meetings and seminars begin
- June-July – analysis
- By 4 August 2006 – Evaluation reports published
- Post 4 August – disseminate and discuss findings

## Evaluation process: next steps

- DCA announcement 13 February
- Evaluation teams will arrange initial contact meetings to:
  - Introduce themselves, discuss individual pilot scheme objectives and agree evaluation framework
  - Identify any early evaluation data that can be collected now (esp. baseline)
  - Agree dates for future evaluation meetings

Evaluation  
process: key  
relationships

- You
- Your supplier(s)
- Your politicians
- Your local stakeholders
- Your electors

- Our details
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