

**Table 1: Vision for the basis of quality electoral service**

|   | <b>This means electors can expect...</b>   | <b>This means candidates and parties can expect...</b>   |
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| <p><b>Integrity</b><br/>– a secure process for registration and voting</p>                | <ul style="list-style-type: none"> <li>• to know information about them is accurate and to be clear how it is used</li> <li>• their vote is confidential and they can make it free from pressure</li> <li>• to know their vote is counted</li> </ul>   | <ul style="list-style-type: none"> <li>• processes which are transparent and checked</li> <li>• accurate results</li> </ul>  |
| <p><b>User focus</b><br/>– an easy and accessible process for candidates and electors</p> | <ul style="list-style-type: none"> <li>• a voting process that is easy to understand</li> <li>• to have a choice of ways to vote</li> <li>• to be able to vote in a way that suits their lifestyle and needs</li> <li>• information and advice which is accurate, prompt and easy to understand</li> </ul>   | <ul style="list-style-type: none"> <li>• to know how to stand for election</li> <li>• consistency of approach and realistic timescales</li> <li>• clarity and impartiality in the process</li> <li>• a clear process of redress</li> </ul>   |
| <p><b>Professionalism</b><br/>– a clear and consistent approach to delivery</p>           | <ul style="list-style-type: none"> <li>• to know if they are eligible to register and vote</li> <li>• to know how and when to register and what to do if they move</li> <li>• to know where to get information and advice</li> <li>• to know who and what they are voting for</li> <li>• young people to be educated about registering and voting</li> </ul> | <ul style="list-style-type: none"> <li>• those involved in administration of the process to be fully conversant with electoral law</li> <li>• consistent application of electoral law and processes</li> <li>• clear and timely information, advice and guidance</li> <li>• an appropriate balance between speed and quality in the process</li> </ul> |
| <p><b>Value for money</b><br/>– efficient and effective service delivery</p>              | <ul style="list-style-type: none"> <li>• effective use of public money</li> </ul>  | <ul style="list-style-type: none"> <li>• electoral administrators to have the right skills</li> <li>• timely quality checks to be carried out</li> </ul>   |