

# Guidance

Guidance for political parties, individual candidates and election agents on the process for submitting an election address to The Welsh Elections Information Platform

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# Guidance for political parties, individual candidates and election agents on the process for submitting an election address to The Welsh Elections Information Platform

## 1. Purpose of this guidance

1.1 This guidance has been provided by the Wales Electoral Management Board (EMB) to assist party nominating officers, candidates and election agents submit their election address to the Welsh Elections Information Platform for publication online.

1.2 The guidance includes:

- Information about the functions of the Welsh Elections Information Platform
- The processes for submission of an election address to the Welsh Elections Information Platform for publication online

1.3 This guidance covers the process for submitting an election address to the Welsh Elections Information Platform via the platform website. If you are unable to access or use the website, please contact the Electoral Management Board for guidance on submitting an election address manually.

### Contacting the Wales Electoral Management Board

1.4 You can contact the EMB by emailing - [emb@dbcc.gov.wales](mailto:emb@dbcc.gov.wales)

## 2. Who operates the Welsh Elections Information Platform?

2.1 The Elections and Elected Bodies (Wales) Act 2024 provided for the establishment of the Welsh Elections Information Platform.

2.2 The Welsh Elections Information Platform Regulations 2025 specified that the Electoral Management Board established by the Democracy and Boundary Commission Cymru as the platform operator. The regulations also require the Electoral Management Board to publish specific information on the platform, including the election address for political parties and individual candidates.

### 3. What is the purpose of Welsh Elections Information Platform?

3.1 The Welsh Elections Information Platform provides up to date information online, all in one place to support voters to participate in elections.

3.2 This includes online publication of:

- Official election notices issued by Returning Officers
- Location of polling stations and who is entitled to vote there
- Accessibility arrangements at polling stations
- Information about candidates and registered political parties standing at Senedd elections
- Election addresses of political parties and individual candidates
- Election results

3.3 The Welsh Elections Information Platform may also publish:

- Information about the electoral system and voting process in relation to specified elections including but not limited to the devolution of specified elections
- A description and explanation of the different levels of government that exist in Wales and their respective responsibilities
- The different elections that take place in Wales and the voting systems used at each election
- Information about electoral arrangements and electoral processes for specified elections including but not limited to:
  - Eligibility to vote
  - Registering to vote including anonymous registration and absent voting
  - The practical process of voting, including information on how, when and where to vote at polling stations, by post or by proxy.
  - Accessibility rights for voters when voting
  - Contact details for local electoral teams which provide assistance to electors in each area in Wales
  - Contact details for elected representatives for each Senedd constituency or local government electoral ward in Wales
  - Any other information about specified elections that the Electoral Management Board considers appropriate

## 4. Who is this guidance for?

4.1 This guidance is for those who will be submitting an election address to the Welsh Elections Information Platform:

- party list candidates
- individual candidates
- election agents
- Nominating officers

4.2 Individual candidates are candidates who are not included on a party list.

## 5. What is an Election address?

5.1 An election address (also known as an election mailing or election communication) is a campaign statement that a registered political party or individual candidate standing at a Senedd election makes to the electorate to persuade electors to vote for them. It is an online version of the election leaflet sent freepost via Royal Mail.

5.2 You do not have to submit an election address for a publication, although it is a good way to communicate your message with the voters of constituency. If you do choose to have one, then you must be aware of the rules set out in legislation:

- it must only contain matters relating to the election
- It must not contain any material that:
- is obscene, offensive or indecent
- the publication of which would likely amount to the commission of an offence

5.3 The Welsh Elections Information Platform Regulations 2025 put the liability of the election address on the candidate/s and election agent. Political parties and individual candidates are responsible for ensuring their mailing complies with the relevant legislation. The Royal Mail guidance on election communications sets out legislative requirements of an election address.

5.4 Each registered political party and individual candidate is entitled to:

- send a maximum of 2 election addresses free of charge for postage via Royal Mail
- submit 1 of the approved election leaflets for publication online to the Welsh Elections Information Platform.

## 6. What you need to do before submitting an election address to the Welsh Elections Information Platform?

6.1 An election address cannot be submitted to the Welsh Elections Information Platform (WEIP) for publication online until:

- The nomination paper for a political party (and party list candidates) has been accepted by the Constituency Returning Officer **or**
- The nomination paper for an individual candidate has been accepted by the Constituency Returning Officer  
**and**
- The artwork for the election mailing/election communication has been approved by the Royal Mail and the unique reference approval code has been received

6.2 The earliest date an election address can be submitted to the platform after these two tasks have been completed is two working days after the Constituency Returning Officer has published the notice of election.

## 7. Who can submit an election address to the Welsh Elections Information Platform?

<b>Who has the election address prepared by or on behalf of?</b>	<b>Who can submit an election address to the platform?</b>
A registered political party that has submitted a party list for a constituency	The registered nominating officer
	A candidate included on the party list
	An election agent appointed by the registered political party
An individual candidate	Individual candidate themselves
	An election agent appointed by the individual candidate

### Change of appointed election agent

7.1 If an election agent's appointment is revoked after the initial election agent appointment deadline and the new election agent intends to submit the election address, you should inform the Electoral Management Board of the name and address of the new election agent.

7.2 This allows the appropriate security checks to be carried out if an election address is submitted by them.

## 8. Process for submitting an election address

You can access the online submission area at [vote.wales](http://vote.wales)

### Step 1 - Security check to submit an election address

8.1 The first stage of the process is a security check. The security check is needed to:

- ensure that only those who are permitted to submit an election address can do so
- ensure the technical security of the Welsh Elections Information Platform

8.2 You will be asked for:

- the full name or commonly used name of the person submitting the election address (as per the nomination paper or election agent appointment)
- the email address of the person submitting the election address

8.3 It is important that the information provided is complete and that the spelling is accurate as it will be used to check that you are permitted to submit an election address.

8.4 A verification code will be sent to the email address you have provided. You will need to enter this code to proceed with submitting your election address.

8.5 If you do not receive an email containing the verification code you should contact the EMB - [emb@dbcc.gov.wales](mailto:emb@dbcc.gov.wales)

## **Whose email address should be provided?**

The person who is submitting the election address to the platform should provide their email address. The email address used must be the same email address that is held by the Constituency Returning Officer.

During the nomination period, Constituency Returning Officers will collect email addresses from:

- party list candidates and individual candidates nominated
- appointed election agents

The Constituency Returning Officers will share this data with the Electoral Management Board for the use in the running of the platform. They will be used as part of the security check required to upload an election address onto the platform. We encourage all candidates and election agents to provide their email address to the Returning Officer. **The email addresses will not be published on the platform.**

It will not be possible to complete the required security check if:

- an email address has not been provided to the Constituency Returning Officer
- a different email address is used on the platform to the one provided to the Constituency Returning Officer

## **Nominating Officers**

If you are a Party Nominating officer and want to submit your party's election address, please contact the Electoral Management Board - [emb@dbcc.gov.wales](mailto:emb@dbcc.gov.wales). You will be asked to provide an email address so that we can add it to the platform system.

If you are submitting an election address for more than one constituency, you will need to upload them one at a time. This is the case even if the content of the election address is the same for all the constituencies.

## **Step 2 - Confirming the details of the political party or individual candidate the election address is for**

8.6 After the verification code has been entered and accepted, the platform will display the details of the political party or individual candidate you are submitting the election address for.

8.7 You should carefully review the information and confirm that it is correct. Please be aware that during the nomination period the information displayed is draft. It may not be complete if Constituency Returning Officers are still in the process of determining

nomination papers. We recommend waiting at least 24 hours and reviewing again before contacting the Constituency Returning Officer in regard to any possible errors or omissions.

## Step 3 - Uploading an election address

8.8 The next stage of the process is:

- providing the Royal Mail approval code
- select the language(s) the election address is written in – Welsh, English or English and Welsh.
- upload a PDF version of the freepost election address

8.9 The Royal Mail approval code will be used to check that the election address is one that has been approved for the freepost delivery by Royal Mail. You must upload the same PDF file as the one that has been approved by Royal Mail.

8.10 You will be asked to choose a file to upload to the platform. You can only upload one file. The file must be in PDF format and less than 15MB in size.

## Design considerations for election addresses that will be published on paper and online

An election address submitted to the Welsh Elections Information Platform for publication online must be exactly the same as one that has been approved by the Royal Mail for the freepost mailing.

When designing the freepost mailing and election address you should think about the way it will look on paper and when published online.

You should:

- ensure that the font, text size and text direction will be suitable for publication on paper and online
- ensure that the text content of the election address can be published as web page and not just in PDF format

If the PDF version of the election address includes URLs or weblinks these won't work from the website. If you copy and paste text into the text box for publication in HTML, URLs or weblinks will not work from the webpage.

### **Making the content in an election address accessible**

We recommend that you take steps to ensure as many users of the platform as possible can access the information in your election address.

You can do this by **Making your PDF documents more accessible** - PDF files are not accessible to everyone. For example, they do not work well with assistive technologies like screen readers. Guidance on how to make a PDF documents more accessible can be found [here](#). The guidance advises that you:

- **Make sure you:**
  - use headings instead of bold text, starting with heading 1 for the title
  - do not skip heading levels
  - check your colour contrasts
  - run an accessibility check in the document
- **Avoid using:**
  - short link text
  - decorative images, including those used for layout purposes such as horizontal line separators

Ensure that your PDF does not include instructions like 'use the guidance on the right'. People with visual impairments will not be able to perceive this.

## Step 4 – Entering the text in your election address on a webpage

8.11 You will then be able to enter the text printed on your freepost election address onto the platform into a text box.

8.12 **This stage is optional.** The Electoral Management Board recommend completing this stage as this will enable the content to be published in HTML format on web pages which will be accessible to more voters than PDF files. The PDF file will still be published alongside.

8.13 You should copy and paste all the text – including the imprint- from the PDF version of the election address into the text box provided on the platform submission page. It will not be possible to recreate any graphics or photographs on the webpage. Please remove any text annotations to photos or graphics – this is the only difference in text that you are allowed between the text box and the PDF text.

8.14 **IMPORTANT** – If you choose to upload the text from your election address for publication on the platform, it must:

- be exactly the same text as is printed on the PDF version – you cannot write anything different
- be in the same language as the PDF version – e.g. if your PDF is written in Welsh, you can only upload the same Welsh text

8.15 **Please note:** If the text entered into the text box is different to the text printed on PDF version approved by Royal Mail, then the whole text box text may be rejected.

8.16 Once the text has been entered onto the platform, review it to make sure it is the same as the PDF text. You will be able to correct any errors or make changes at this point in the process.

## Step 5 - Confirmation and Declaration

8.17 To complete your submission you will be asked to complete a declaration. The declaration will ask you to confirm the following:

- the information provided is true and accurate to the best of your knowledge;
- that you are a validly nominated candidate, an election agent, or a party nominating officer;
- that the election address contains only matter relating to the election, and does not contain any material that is obscene, offensive or indecent or the publication of which could amount to the commission of an offence;
- that the candidate/s and their election agent accept full responsibility for the contents of the election address, including any potential civil or criminal liability; and

- that you authorise the EMB to publish the election address on the Welsh Elections Information Platform.

## 9 What happens after the election address has been submitted?

9.1 After you have submitted the election address:

- the election address will be sent to the Electoral Management Board for review
- the Electoral Management Board will check that the PDF version of the election address matches the version approved by the Royal Mail and if you have provided the text version that this matches both too
- the Electoral Management Board will publish valid election addresses on the scheduled publication dates

9.2 If you find a mistake after you have submitted your election address, you will need to contact the Electoral Management Board.

## 10 Deadlines for submitting an election address and publication

<b>Deadline - received by the Electoral Management Board</b>	<b>Publication</b>
Tuesday 14 April 2026	Thursday 16 April 2026

10.3 There will be supplementary publications for political parties and candidates who miss the deadline for the primary publication. Election addresses will also be published on Thursday 23 April 2026 and Thursday 30 April 2026 and must be received by the EMB two working days beforehand.

<b>Deadline - received by the Electoral Management Board</b>	<b>Publication</b>
Tuesday 21 April 2026	Thursday 23 April 2026

Tuesday 28 April 2026

Thursday 30 April 2026

10.4 Legislation states that the last date the Electoral Management Board can publish any election address is Thursday 30 April 2026. Any election address submitted to the platform after midnight on Tuesday 28 April 2026 will therefore not be published by the Electoral Management Board.

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