

Trusted to Transform: Digital Transformation Stories

No Going Back: Why Bath & North East Somerset Council committed to Modern Polling

MODERN
DEMOCRACY

The Challenge

Bath & North East Somerset Council serves 139,000 electors across urban and rural areas, managing 120 polling stations with a team of just two core electoral staff. After the Elections Act 2022 increased administrative demands, they sought a digital register to simplify processes, improve accuracy, and reduce paperwork.

The Solution

After five years of monitoring, Bath & North East Somerset trialed Modern Polling in a February 2024 parish by-election. Following its success, the council rolled Modern Polling out across all stations for the May 2024 Police and Crime Commissioner election and the UK General Election two months later. Modern Democracy enabled rollout, polling, Voter ID, and support.

We've known Modern Democracy for over five years and followed the development of Modern Polling with interest. We were waiting for the right moment to join—and that came with the Elections Act 2022.

Aurora Loi, Electoral Services Manager

The Results

The rollout of Modern Polling across Bath & North East Somerset delivered immediate impact across every touchpoint:



Reduced paperwork

Faster open and close at polling stations.



Real-time data

Ballot paper accounts downloaded within 10 minutes of close of polls.



Efficient admin

No manual data entry needed for voter ID or marked registers.



Operational flexibility

Modern Polling works even in the most remote polling stations with limited, or no, connectivity.



Confident, empowered staff

System could be operated by one poll clerk instead of two, reducing staffing levels and pressures.



Improved accuracy

Fewer discrepancies during count and verification

Future-ready elections start here

Modern Democracy is the UK's leading provider of Election Day solutions, combining over a decade of expertise with innovative tech to transform how elections are run.

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