



## Civica Election Services helps MCC introduce online voting for members



Strong uptake of online voting sees increased turnout and overwhelmingly positive member feedback.

Marylebone Cricket Club (MCC) was founded in 1787 when the ambitious entrepreneur Thomas Lord staged his first match on a ground on Dorset Fields in Marylebone.

The following year, MCC laid down a Code of Laws, requiring the wickets to be pitched 22 yards apart and detailing how players could be given out. Its Laws were adopted throughout the game - and the Club today remains the custodian and arbiter of Laws relating to cricket around the world.

With over 100 years' experience of managing elections, ballots and consultation processes, the history of Civica Election Services (CES) goes back almost as far. CES has supported MCC with its ballot and governance administration for well over a decade, making us the ideal partner to advise on the introduction of online voting.

### Engaging Voters Online

CES works with the majority of the UK's membership organisations, delivering hundreds of ballot projects each year. Digital transformation is a strategic objective for most organisations, with benefits including reducing environmental impact and project costs with less print and postage, as well as keeping up with current communication and engagement methods.

We are experienced in implementing measured digital migration to protect turnout and ensure members used to voting by post do not feel disenfranchised. This approach gives more choice to members and mitigates the risks associated with change.

Having considered the options and products available, we were delighted when MCC decided to launch their online member voting experience using our CESvotes software. We built a platform to host candidate video statements, including a video address from MCC's Club Chairman explaining the changes, all wrapped around our secure online voting software.

"We have been delighted with how well things have worked with our first steps into a world that included online voting. This was a big step for the Club and it was very reassuring to work with an organisation who had such a wealth of experience. This made things relatively straightforward for us and the outcomes speak for themselves."

**Jamie Clifford,**  
Assistant Secretary (Membership & Operations), MCC



### Expertise & experience delivering results

Ballot papers were distributed by post as usual, but included information for members to return their vote online, if that was their preference. We also sent emails to members containing unique security codes to allow secure single-click login to the CESvotes website.

While MCC members were still able to vote by post, almost half of members who voted chose to use the new digital option and the member feedback was remarkable.

Luke Ashby, Product Marketing Manager at Civica Election Services, said "There was a real opportunity to improve the voter experience and MCC grasped it with both hands. We look at vast volumes of voter feedback and I have never seen a set of responses that are so overwhelmingly positive. It has been a fantastic example of making a difference to an organisation's democratic engagement using technology."

"I think this was a first class process, the video clips were very helpful and the whole experience was one which in my view reflects very well on our club."

MCC member

Over  
**40%**  
of voting members  
chose online option



**Turnout**  
increased significantly



**Feedback**  
overwhelmingly positive  
from voters



**Speak to our experienced team about our online voting services – call us on 020 8365 8909, email us or make an online enquiry.**