Lewisham

Electoral Services
Public Awareness Strategy: Promoting Democracy in Lewisham

July 2009

Contents

1   What is a public awareness strategy?

Lewisham Council's Electoral Services Section has responsibility for maintaining the electoral register and administering the following elections:

- Local elections
- Local Mayoral elections
- Greater London Authority elections
- Parliamentary General elections
- European Parliamentary elections

Following the Electoral Administration Act (2006) the section has the further responsibility of promoting awareness of registration and voting for the elections administered by the division.

This strategy has been developed to support this new responsibility. Internal and external stakeholders have been consulted during this process to identify how the division will work with services across the council and the local community to promote participation in the electoral process.

This Public Awareness Strategy and the activities outlined in it will also contribute towards our strategic aim to create a more empowered, responsible and informed citizenry, able to influence decision making and the shape of our community.

2   Why have a public awareness strategy?

2.1   Electoral participation and representation is a core function of local government

We recognise that local government is intrinsically political. The election of members who represent the interests of local people is a central function of local government. The outcome of elections has an impact on the way services are provided and the future shape and direction of the borough as a whole. As a democratic institution, local authorities have a key role to play in promoting democratic engagement in their borough.

2.2   We want more of our residents to participate in the democratic process

A recent review of voter turnout by Lewisham's Safer Stronger Communities Select Committee identified falling electoral participation as a key area of concern for the Council. Whilst our registration rates are high – 92% at the 2008 annual canvass, our election turnout figures are below the London average:

- Turnout at the 2006 Local election was 29.4%
- Turnout at the 2005 Parliamentary General election was 54.6%
- Turnout at the 2009 European Parliamentary election was 30.79%

2.3   We want to ensure that all voices are heard at election time

Reducing inequality across the borough is a strategic principle for Lewisham Council. As such, it is particularly important for us to consider issues of equality and the representation of our many communities in electoral processes. National evidence suggests that the following groups are underrepresented in political processes:

- At the 2005 general election, turnout amongst BME voters was 47% compared with 62% of white voters
- A the same election, only 37% of 18-24 year olds voted, compared to 75% of people aged over 65
- Turnout for those on high incomes (A/B social class) was 70% in 2005, compared to 54% amongst the most deprived (D/E social class)[1]
- People with some disabilities, particularly learning disabilities, are underrepresented. A survey by Cambridge University on participation in the 2001 general election found that only 31% of people with learning disabilities said they voted.[2]

2.4   Electoral Participation is part of our community empowerment agenda

Citizen empowerment is identified as a key strategic priority in our Sustainable Community Strategy. Across our partnerships we will seek to ensure that communities are actively involved in their local area, increasing 'the number of people who feel that they can influence local decision making' – a Local Area Action (LAA) target for Lewisham.

Empowerment and community involvement encompasses a broad spectrum of activities, including attending consultation events, sitting on a management committee or volunteering in the community. Voting is an integral part of empowerment as one of the primary mechanisms available to enable citizens to have their say. Research suggests that there is a close link between the extent of a citizen's political participation and their sense of political efficacy (i.e. their belief about how influential they are as political actors).[3] As such, promoting electoral participation will be crucial to our achievement of our LAA empowerment target.

2.5   Promoting democratic participation is our statutory duty

The Electoral Administration Act (2006) places a new duty on Electoral Registration Officers and Returning Officers to encourage participation in the electoral process.

The 2008 Communities in Control White Paper calls for local authorities to be subject to a 'duty to promote democracy'. This duty asks local authorities to become vibrant hubs of local democracy, promoting politics as something to be respected, recognised and valued.

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[1] In-depth review of Voter Turnout – learning from outside Lewisham, Safer Stronger Communities Select Committee
[2] Cambridge University (2006) Participation in the 2005 general election by people with a learning disability, http://c4p.org.uk/assets/files/Voting%20poster%20final.pdf
[3] Councillors Commission (2007) Representing the future

3 What are we doing already?

The Council has coordinated a number of initiatives to raise awareness of local elections and voting. These include:

3.1 The annual canvass

The annual canvass is the means by which the Electoral Registration team gather and update the names of residents eligible for the electoral register. There are two stages to the canvass process. During the first (August - September), registration forms are dropped at every house. Residents who are present when the form is delivered are asked to complete the form on the spot. The second stage (September – October) consists of a visit to all the properties for which no forms had been collected or delivered during the first stage. At least three personal visits are made before a form is left at a property. Between October and November further intensive efforts are made in those wards with the lowest incidence of registration.

The annual canvass and the process for rolling registration is promoted via the Council's website. The availability of alternative formats (i.e. large print/ BSL) is advertised alongside registration forms. Some publicity is provided via announcements on the website, in Lewisham Life and at People's Day.

3.2 Promotion of local elections

Each February a letter highlighting forthcoming elections is sent to every registered address in the borough, confirming registration details. The letter reminds and encourages members of the public to register on the electoral roll and also provides an opportunity to register for a postal vote. On the approach to an election advertisements are displayed in local press and in the borough's town centres.[4]

The Electoral Services section also promotes voting by sending birthday cards to young people on their 18th birthday reminding them of their newly gained entitlement to vote.

3.3 Young Mayor election

The Young Mayor was established in 2004. The Young Mayor is elected to represent the interest of young people in the borough. The Young Mayor has a budget of £25,000 to spend on special projects that benefit the lives of young people in Lewisham.[5]

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[4] *'In-depth Review of Voter Turnout: Summary of two evidence sessions'*, Safer Stronger Select Committee 13th November 2008 p40.
[5] http://www.lewisham.gov.uk/CouncilAndDemocracy/ElectedRepresentatives/TheYoungMayor/

Young people aged between 11-18 who attend a secondary school or sixth form college within the borough are invited to vote for their first and second choice for Young Mayor. The election mirrors the protocols of a traditional Council election, with the count and formal declaration of results held in the Civic Suite. During the election promotional leaflets are distributed to the young people to encourage them to register when they turn 18.[6]

3.4 'Be a Councillor'

Lewisham's 'Be a Councillor' campaign was launched at Lewisham's People's Day in July 2008.[7] Its aim is to promote the roles and responsibilities of local authority members and to encourage local people to consider standing for local elections.

3.5 Operation Black Vote

The Council is working with Operation Black Vote, a non-party political campaign, supported by a broad coalition of mainly Black organisations, to increase understanding of how Lewisham Council works, specifically the role of elected members. A draft booklet, *Who runs Lewisham?* has been prepared by Operation Black Vote and is currently being evaluated.

Although the current initiatives have promoted registration and voting there is more that can be done by carrying out outreach work with various community groups and by utilising the Council's frontline services.

4 Vision, outcomes and objectives

4.1 Vision

To strengthen democracy in Lewisham by empowering all our citizens to be active, informed and involved in the democratic processes of the borough.

4.2 Outcomes

- Citizens are informed about how the democratic processes in Lewisham work
- Citizens are aware of the importance of registration and voting for a healthy democracy
- Citizens take an active role in democratic processes by voting in elections
- All our communities have their voices heard through democratic processes
- Citizens are involved in a broad spectrum of empowerment activities, including voting
- Citizens feel that their involvement in democratic processes enables them to influence local decision making

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[6] *'In-depth Review of Voter Turnout: Summary of two evidence sessions'*, Safer Stronger Select Committee 13th November 2008 p40
[7] *'In-depth Review of Voter Turnout: Summary of two evidence sessions'*, Safer Stronger Select Committee 13th November 2008 p40

4.3 Objectives

Registration

- To increase the number of people on the electoral register
- To increase the number of activities designed to promote the importance of registration and provide opportunities for 'on the spot' registration
- To increase the number of registration awareness activities targeted at underrepresented groups in the borough
- To align registration awareness campaigns to voting and broader empowerment campaigns

Voting

- To increase voter turnout at all elections
- To increase the number of activities designed to promote awareness of the importance of voting and the process for voting
- To increase the number of voting awareness activities targeted at people from underrepresented groups
- To integrate voting into broader campaigns and activities to promote community empowerment in the borough

5   Monitoring

The strategy will be incorporated into the section's annual service plans and will be reviewed in line with this. Progress will be reviewed on a quarterly basis by the Principal Electoral Engagement and Elections Officer and the Electoral Services Manager and will be reported annually to the Head of Law. Performance will be measured in terms of:

- Progress against the action plan
- The impact of activities on achieving the vision, outcomes and objectives set out in this strategy

The strategy is a live document and will be refreshed regularly to ensure that our awareness raising activities continue to be informed by best practice and continue to meet the needs of Lewisham's residents and communities.

6   Action Plan

Activity	Timescale	Responsible officer	Key contacts
Electoral registration			
Promoting electoral registration during the annual canvass In addition to our current proactive annual canvass activities, we will pursue the following awareness raising activities: **General** Develop a paper and online guide to registration using guidance from the Electoral Commission's 'Do politics' website. The guide will highlight the reasons why registration is important and provide simple instructions on the process. The guide will be made available at: • Ward assembly information tables • Libraries • Community venues managed by Community Sector Unit • Electoral Services website		Electoral Services Manager (ESM) Engagement and Elections Officer (EEO)	
	By August 2009	Engagement and Elections Officer (EEO)	
	September – November each year	EEO	PJ JH SJ Web team
Publish an article in Lewisham Life promoting the importance of registration, the purpose of the annual canvass and the process for registration.	September each year	EEO	JHin
Work with the Communications Team to create registration banners to promote the annual canvass. Display these along with information about registration at key community venues throughout the annual canvass period. The registration displays will be rotated around the following key venues:	By August 2009	EEO	JHin

• Libraries: Lewisham, Catford, Wavelengths (Deptford), New Cross, Sydenham • Key community venues managed by the Community Sector Unit	September – November each year	EEO	JH SJ
BME Promote the importance of registration and the process of registering through articles in our community press. This will target newsletters and communication provided by the following organisations: • Race Equality Action for Lewisham (REAL) • Lewisham Ethnic Minority Partnership (LEMP) • Somali Forum • Refugee Network	September – November each year	EEO	Contacts to be provided by SJ & AS
Work with colleagues in our Community Sector Unit to explore possibilities for expanding the range of BME community organisations we work with in this capacity to ensure that we continue to remain responsive to the changing demographic of our population.	Ongoing	EEO	SJ
Young people Organise mobile registration events, involving colleagues in the Young Mayor's team, to promote registration and offer 'on the spot' registrations. These will target: • Lewisham College • Goldsmiths University	September – November each year	EEO	MB
Encourage registration by: • Publish advert encouraging people to register to vote in Summer's Alive booklet- which promotes summer activities for young people • Publish advert encouraging people to vote in Millwall Community Scheme	September – November each	EEO	PG/GM

booklet which young people are given when they join the scheme • Register young people on the 'Rolling Sound Bus' • Create links with citizenship lessons in schools. Visit schools and talk about elections and voting • Devise competition for 17-25 year olds e.g. create a short advert/film about registering to vote • Elections toolkit showing primary schools how to elect a student council. A way for younger children to be involved in voting.	year		
Website • Add section to Electoral Services Website for 17/18 year olds • Add link to Young Mayor Website • Create a 'mini' election so young (primary age) can see how voting works	By December, 2009	ESM/EEO	Web team
Low incomes Work with Lewisham Homes and our RSLs to provide leaflets promoting registration and the process for registering to Tenant and Resident Associations across the borough Work with Children's Centre staff to explore the possibilities for attending sessions to promote registration during the annual canvass	September – November each year	EEO	CG/LM
Mental Health • Work with partner groups within the Council and within Lewisham for example 'Mind' to develop a strategy to encourage people to register.			
Disability Raise awareness of the annual canvass and the process for registration through newsletters and communication provided by: • Lewisham Disability Coalition	September –	EEO	

• Lewisham Speaking Up • Lewisham Talking Newspaper Work with colleagues in Adult Social Care and Lewisham Disability Coalition to explore possibilities for providing registration sessions at day centres in the borough	November each year September – November each year	 EEO	CM PS VF CM/ SB
Promoting electoral registration throughout the year **General** Explore the possibilities for coordinating the electoral registration process with the work of Service Point to consider new ways of registering citizens and providing basic information on the electoral process. Attend People's day event to promote registration and offer 'on the spot' registrations **BME** Attend citizenship ceremonies to promote registration and offer 'on the spot' registrations **Young people** Work with Connexions to promote registration through poster and leaflet campaigns. **Low incomes** Lewisham's Children's centres have a remit to support the most deprived families in the borough. We will ensure that information is available on electoral registration in	 Ongoing Every July Ongoing Ongoing Ongoing	 EEO/ ESM EEO EEO EEO EEO	 RW/LMc People's day team CG CG/LM

each Children's Centre			
Lewisham Homes to pilot including electoral registration forms in tenancy sign up packs. Review success and consider rolling out to other RSLs	Lewisham Homes by Dec 2009	EEO	PG/GM
Disability			
Ensure that information leaflets on the process of registering, with details on how to find out more about provisions for people with disabilities are made available via: • Lewisham Disability Coalition • Lewisham Speaking Up • Campaign for Independent Living in Lewisham • Sign Language Community Group • Lewisham MENCAP	From Dec 2009	EEO	CM PS HK
Voting			
Promoting electoral participation in the run up to elections **General**			
Publish short articles in Lewisham Life advising of the election date and where to find further information on the location of polling stations and the process for voting	At least 1 month before an election	EEO	JHin
Ensure that notice of each forthcoming election is placed prominently on the Council's website and that links to further information on polling stations and the process for voting are also available on the website.	At least 1 month before an election	EEO	Web team
Provide briefings and leaflets about electoral participation to Access Point staff to be made available to customers	At least 1 month before an election	EEO	RW/ LMc
NB No activities to promote electoral participation targeting specific groups of			

residents will be undertaken between the announcement of an election and the election date.			
Promoting democratic engagement throughout the year **General**			
Work with the Communications team to support the integration of democratic participation into the community empowerment communications campaign which is planned to commence in 2009-2010.	From April 2009 onwards	ESM/EEO	JHin/ AW
Review the Electoral Services website and work with our Web team to explore possibilities for improving the linking of the page to other relevant Council and partner web pages.	2009-2010	ESM/EEO	Web team
BME			
Organise debates and activities to raise the profile of democratic engagement and explore the barriers to participation at Black History Month.	October each year	EEO	
Develop an interactive session explaining the electoral process in the UK and promoting participation (taking examples from the 'Do politics website'). This will be offered to BME community groups in the borough.	Ongoing	EEO	SJ/AS
Young people			
Work with the Young Mayor team to align the work on promoting participation in Young Mayor elections with wider messages about democratic engagement. The sessions will be interactive and make use of guidance on the Electoral Commission's 'do politics' website.	May-July and September-October	EEO	MB
Work with the Young Mayor team to explore possibilities for arranging a debate on young people's participation in the electoral process at the Annual Youth Conference.	Each Summer	EEO	MB

Work with the Young Mayor and advisers to explore possibilities for an ongoing programme of debates on issues affecting young people and their link to democratic participation.	Ongoing	EEO	MB/ JH
Develop a 'my first vote' leaflet which provides practical information on the process of voting. This will be provided to all young people registering to vote. This information will also be made available online.	Leaflet produced by April 2010, dissemination ongoing	EEO	JHin
Low incomes			
Our Access Points offer services to all our residents and also reach many residents on low incomes. These are currently being redesigned to include four television screens which will show messages on behalf of the Council. We will create a video promoting the electoral process and the impact of this to be displayed on these screens	By August 2010	EEO	JHin
Disability			
Work with the Lewisham Disability Coalition to organise debates and activities to raise the profile of democratic engagement and explore the barriers to participation at the International Day of the Disabled Person event.	December each year	EEO	CM
Work with Lewisham Speaking up to explore ways we can support and enhance their work to promote democratic engagement and participation amongst people with learning difficulties in the borough.	Ongoing	EEO	PS
Produce information on the accessibility of each polling station and alternative ways to vote. We will work with the Lewisham Disability Coalition on the requirements and design of this information and the dissemination to residents.	By April 2010	EEO	CM

Appendix I   Consultation

1.1   Purpose

Consultation was conducted to inform the development of this strategy. The purpose of this consultation was to identify the barriers to registration and participation and the practical ways in which we could successfully re-engage the public in electoral processes.

There were two parts to the consultation:

- Meeting with internal stakeholders and partner organisations to identify practical ways of raising awareness of registration and voting in the borough
- A street survey with Lewisham residents to identify voting habits, reasons for participation/non-participation and to explore awareness raising options
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1.2   Internal consultation

It was recognised that all services with direct contact with the public are key areas to utilise when promoting voter registration and participation. Heads of service, service managers and partners who have responsibility for front line service delivery (particularly those which work with our key target audiences) were interviewed. The purpose of these interviews was to identify potential for joint working to promote registration and voting.

Interviews were held with the following:

- Head of Strategy (Resources)
- Head of Corporate Policy and Governance (Resources)
- Head of Strategy and Performance (Customer Services)
- Head of Public Services
- Head of Access and Support Services (Children and Young People)
- Head of Community and Neighbourhood Development
- Community Sector Manager
- Neighbourhood Assemblies Manager
- Library and Information Services Manager
- Lead Officer Youth Participation Strategy
- Access Point
- Marketing and Communications Adviser
- Director, Lewisham Disability Coalition

1.3   External consultation

1.3.1 Methodology

A key priority that was highlighted in the Safer and Stronger Select Committee in November 2008 was the need to consult with the electorate to understand why they may or may not choose to vote.

In order to achieve this, a survey was designed to be conducted face to face with residents across the borough.

In order to achieve reasonable representation of the residents of Lewisham, three areas within the borough were chosen for survey: Sydenham, Lewisham and Deptford. The three areas were chosen because they are geographically dispersed and have varied voting patterns.

In each of the three areas, surveying was carried out in one afternoon and one evening session, in order to survey as wide a variety of people as possible. A copy of the survey is in appendix two.

1.3.2 Findings

In total, 74 people were surveyed across the three survey sites:

- 26 respondents in Deptford
- 30 respondents in Lewisham
- 18 respondents in Sydenham

Registration and voting rates

90.6% of respondents said they were registered to vote and 9.4% said they were not.

Those who said they were not registered stated the following as their reasons for not being registered:

- 'I have just moved to the borough'
- 'I haven't received the papers to register'
- 'I have just moved to the borough'

The respondents were asked to report whether they had voted in the last local, general and London Mayoral elections:

- 56.7% of respondents who are registered said they voted in the last local election
- 61.8% of respondents who are registered said they voted in the last general election
- 61.2% of respondents who are registered said they voted in the last London Mayoral election.[8]

Reasons for voting/ not voting

Respondents were asked why they had chosen to vote or not to vote in the last local, general and London Mayoral elections. The majority of respondents offered the same reason for voting or not voting across all elections.

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[8] This is much higher than the actual turnout levels. This is common with surveys of this kind. This may be caused by social desirability bias (i.e. respondent reporting what they believe is socially acceptable), it might also reflect the amount of time which has elapsed since some of these elections, it could also be the case that our sample was not representative.

For those who had voted, the most common reason for voting was that they felt it was their duty:

- 'I always do even though sometimes I think it is a waste of time because nothing changes…I guess I think that…especially for women people have suffered for my right to vote…it is my duty I suppose' (Female, 35-54 in Lewisham)
- 'I value my democratic right to vote…it should be made compulsory' (Female, 18-24, Lewisham)

The second most common response was that they voted out of habit:

- 'I'm Australian where it is compulsory…so I suppose I am in the habit' (Female, 25-34, Deptford)
- 'No particular reason really…I just did' (Male, 18-24, Lewisham)

Similar numbers of respondents said that they voted to have their say or because they were interested in the policies of candidates or parties:

- 'Because I think it is important…it is the only time I really have a say' (Male, over 65, Sydenham)
- 'It is important to use the opportunity to put your views across' (Male, 35-54, Lewisham)

- 'Because I take an interest in the policies of the parties' (Male, 55-64, Lewisham)
- 'I voted because there was someone who I wanted to represent me' (Female, 35-54, Sydenham)

The least frequently cited reasons for voting were around the issues dealt with by politicians and believing that an individual's vote makes a difference:

- 'Because I want to see the development of the area' (Female, 35-54, Deptford)

- 'Because one vote can make a difference' (Female, 25-34, Lewisham)

For those who did not vote in the last local, general and London Mayoral election, two of the most frequently cited reasons were being away from home at the time of the election or not finding the time:

- 'I wasn't around. I am out of London a lot' (Female, over 65, Deptford)
- 'I never got round to it' (Male, 25-34, Lewisham)

A similar number of respondents said that they had not voted because they didn't think it made a difference to their lives:

- 'It doesn't make a difference to me' (Male, 25-34, Sydenham)
- 'I move around a lot…the issues that are dealt with locally don't really affect me' (Female, 25-32, Sydenham)

For some respondents, their choice not to vote was motivated by a lack of candidates who interested them:

- '…I also didn't see anyone I really wanted to vote for' (Male, 35-53, Deptford)
- '…I can't tell the difference between the parties…I am more interested in local issues' (Male, 35-53, Deptford)

Some respondents said they didn't vote because they did not trust politicians:

- 'Because I think they are all liars so what is the point?' (Female, 55-64, Lewisham)
- 'I don't really believe in government…when they get into power they just do what they want' (Female, 35-54, Sydenham)

Improving turnout rates

Respondents were asked to think about whether they think there is anything that the Council could do to get more people to vote. The most commonly suggested method for engaging the public was to provide more information. Respondents suggest that it should cover practical guidance on how to vote and also persuasive messages about why voting is important:

- 'Promote the importance of voting…give out more information…show people examples from other countries to show what it means to vote' (Female, 18-24, Deptford)
- 'The Council should make people aware of their duty to vote…remind them that people died for their vote' (Female, 55-64, Lewisham)
- 'Make people more aware that an election is happening and how to vote…for people who have just moved to the area, it can be difficult to know what to do' (Male, 35-54, Lewisham)

The second most common response to this question was that the Council needs to prove to citizens that their vote has an impact on the borough:

- 'There is a general feeling that it makes no difference…you need to show people that it makes a difference' (Male, 55-64, Deptford)
- '…publicise information on the impact of decisions' (Female, 25-34, Deptford)
- 'People see the government not doing what they said they would…people would be more likely to vote if they saw the things they voted for happening' (Male, 55-64, Sydenham)

A significant number of respondents felt that the most important thing we needed to do was to increase the visibility of politicians and increase interaction between citizens and politicians:

- '…I think we have enough information on paper but the councillors just aren't visible…I didn't see mine…there should be more face to face contact' (Male, over 65, Sydenham)

- 'It's up to the candidates and their parties to work for their vote…I never see any candidates before elections or outside elections' (Female, 25-34, Sydenham)
- 'Encourage more political interaction between citizens and politicians' (Male, 18-24 Lewisham)

Some participants felt that the most important thing for us to do was to make the process of voting easier:

- 'Make more available online…people are generally lazy' (Male, 25-34, Lewisham)
- 'Make voting more accessible…more polling stations in town centres' (Male, 25-34, Lewisham)

For some respondents, the most effective way of increasing voter turnout would be to concentrate on the younger generation:

- 'Promote democracy to young people in schools…this will impact on their parents too because kids will talk to their parents' (Male, 25-34 Deptford)
- 'People of my age vote…you should concentrate on getting young people interested in voting' (Male, 55-64, Lewisham)

A minority of respondents said that there was nothing that the Council could do to increase participation in political processes:

- 'Nothing would tempt me to vote' (Female, 25-34, Sydenham)
- 'You can't do anything to change voting patterns' (Female, 35-54, Sydenham)

Responses from underrepresented groups

Research suggests that certain groups of people are less likely to vote in elections: those on low incomes, young people, BME communities and some people with disabilities. The following section pulls out some of the responses from these groups regarding how we can better promote participation in electoral processes.

Analysis suggests that there are no clear differences between participants from these groups in terms of the types of activities which would improve turnout.

Young people

- 'People want to see things happening, what their vote actually achieves…there is too much talk and not enough action' (Male, 18-24, Sydenham)
- 'Maybe there could be more publicity about why it is important and how to vote' (Female, 18-24, Lewisham)

BME communities

- 'People don't trust politicians…if you want people do vote you have to have politicians people can trust' (Female, 18-24, Black or Black British Caribbean, Deptford)

- 'advertise the importance of voting' (Male, 35-54, Asian or Asian British – Indian, Lewisham)
- 'Councillors need to understand the reasons why people don't vote and learn what their constituents want from their representatives' (Female, 25-34, Black or Black British African, Lewisham)

People on low incomes

- 'More literature from the parties…they need to have more of a presence' (Female, 25-34, unemployed and available for work, Deptford)
- 'Councillors should be knocking on doors and explaining their manifestos to people to encourage them to vote' (Female, 35-54, Unemployed and available for work, Lewisham)

People with disabilities

- 'Make polling stations more accessible' (Female, 35-54, mobility – not a wheelchair user, Deptford)
- 'Encourage more political interaction between citizens and politicians' (Male, 18-24, hearing impairment, Lewisham)

Profile of respondents

Gender

Female	50%
Male	50%

Age

18-25 years	13.5%
25-34 years	20.3%
34-55 years	44.6%
55-64 years	16.2%
65+ years	5.4%

Employment Status

F/T Employed	51.6%
P/T Employed	6.8%
F/T Education	4.1%
Looking after the home	2.7%
Other	2.7%
Permanently sick/disabled	5.4%
Self employed	5.4%
Unemployed, available for work	12.2%
Retired	9.5%

Disability

Hearing impairment	1.4%
Mental health impairment	1.4%
Mobility impairment (not wheelchair user)	4.1%
Other	2.7%
None	90.6%

Ethnicity

Asian/Asian British Pakistani	1.4%
Black/Black Caribbean	14.9%
Black/Black African	12.2%
Chinese	1.4%
Mixed – White and Asian	1.4%
Other	10.8%
White British	52.7%
White Irish	5.4%

Appendix II   Survey

Lewisham

Questionnaire
Registration and voting in Lewisham

Lewisham Council are conducting a piece of research into people's experiences of voting in local and national elections. We want to use this information to help us understand how we can promote awareness of registration and voting in the borough. The questionnaire will take less than 5 minutes. (CHECK OVER 18)

1a   Are you registered to vote in Lewisham?

Yes		Go to 2a
No		Go to 1b
Don't know		Go to 2a

1b   Why have you chosen not to register to vote? (Go to question 5)

2a   Did you vote at the last local election? (PROMPT: LAST LOCAL ELECTION WAS IN 2006, WHEN YOU WOULD HAVE BEEN ASKED TO VOTE FOR A COUNCILLOR)

Yes	
No	
Don't know	

2b   Why did you/didn't you vote in the last local election?

3a   Did you vote in the last general election? (PROMPT: THE NATIONAL ELECTION WHEN YOU VOTE FOR YOUR MP, LAST ELECTION 2005)

Yes	
No	
Don't know	

3b Why did you/didn't you vote in the last general election?

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4a Did you vote in the last London Mayoral elections? (PROMPT: IN 2008, WHEN YOU VOTE FOR THE MAYOR OF LONDON)

Yes	
No	
Don't know	

4b Why did you/didn't you vote in the last Mayoral election?

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5 Did you know that in the last local election, only 29% of people voted. Do you think that there is anything that the Council could do to encourage more people to vote?

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6 Can we have your postcode? (PROMPT: TO ENABLE US TO SEE IF THERE ARE ANY DIFFERENCES BETWEEN DIFFERENT AREAS OF LEWISHAM)

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About You

This section is to help us develop policy and services which respond to your needs.

Q1 Are you male or female?
- Male...................................... ❑
- Female .... ❑

Q2 Please select your age group
- Under 18 years of age........................ ❑
- 18-24 years of age .... ❑
- 25-34 years of age .... ❑
- 35-54 years of age .... ❑
- 55-64 years of age .... ❑
- 65+ years of age................................. ❑

Q3 Which of these activities best describes what you are doing at present?
- Employee in full-time job (30 hours plus per week).. ❑
- Employee in part-time job (under 30 hours per week)................................. ❑
- Self-employed full or part-time .... ❑
- On a government supported training programme (e.g. Modern Apprenticeship / Training for Work).... ❑
- Full-time education at school, college or university... ❑
- Unemployed and available for work ... ❑
- Permanently sick / disabled................ ❑
- Wholly retired from work...................... ❑
- Looking after the home........................ ❑
- Other (Please specify) _____

Q4 If you are disabled, would you describe your impairments as? (tick all that apply)
- Visual .... ❑
- Speech..................................... ❑
- Hearing .... ❑
- Mobility (a wheelchair user)............... ❑
- Mobility (not a wheelchair user) .... ❑
- Learning disability .... ❑
- Mental health .... ❑
- Hidden impairment................................ ❑
- Other (Please specify) _____
  _____
  _____

Q5 To which of these groups do you consider you belong?
- White - British .... ❑
- White - Irish.. ❑
- Mixed - White & Black Caribbean....... ❑
- Mixed - White & Black African............. ❑
- Mixed - White & Asian.......................... ❑
- Asian or Asian British - Indian............ ❑
- Asian or Asian British - Pakistani........ ❑
- Asian or Asian British - Bangladeshi.. ❑
- Black or Black British - Caribbean...... ❑
- Black or Black British - African............ ❑
- Chinese... ❑
- Other (please specify) _____

Appendix III   Key contacts

AS	Abdul Sayed	Community Sector Officer
AW	Adrian Wardle	Head of Communications
CG	Christine Grice	Head of Access and Support Services – Children and Young People
CM	Carol Mew	Director, Lewisham Disability Coalition
GM	Genevieve Macklin	Head of Strategic Housing
HK	Herbert Klein	Lewisham Sign Language Community Group
JH	John Hughes	Head of Libraries
JHin	Jane Hinnrichs	Marketing and Communications Adviser
LM	Lyn May	Head of Children's Centres
LMc	Lew McKenzie	Head of Access Point
MB	Malcolm Ball	Lead Officer Youth Participation Strategy
PG	Peter Gadsdon	Head of Strategy and Performance – Customer Services
PJ	Paul Jackson	Head of Neighbourhood Assemblies
PS	Peter Smith	Director, Lewisham Speaking Up
RW	Ralph Wilkinson	Head of Public Services
SB	Stuart Blackley	Service Manager – Day opportunities and support
SJ	Sandra Jones	Head of Community Sector Unit
VF	Val Fulcher	Lewisham Talking Newspaper