

Building a profile of your registration area - analysing confirmation live run and local data

Use this section to compare confirmation live run data to local and national data held on the demographic composition of your registration area to identify patterns/trends of the demographic issues in wards with large numbers of unconfirmed electors

Ward/Division	Number of properties	Electorate at CDR date	Red	Red%	Amber	Amber%	Green	Green%	Green after Local Data Matching	Green % after Local Data Matching	Carvass Returns to date %	Carvass Returns 1 Dec 2013 %	What other data tells you about these wards	Groups in this area	Priorities identified
Birmingham	8463	10314	2178	25.72	234	2.77	7902	93.51	7902	93.51	81.90%	88.78	Lowest average income in the borough High unemployment (7%)	High proportion of 0-19 year old age group	Target schools - use existing Young Mayor team (young advisers) to gain access to schools Adverts in support of Story line in Lewisham Life
Blackheath	8856	10363	3068	34.63	573	6.48	6698	75.65	6698	75.65	81.90%	87.60	Highest average earnings Highest employment rate (46.4%)	Predominantly White British population	Galad areas
Brockley	8254	12614	4583	55.53	860	10.42	7165	86.81	7165	86.81	85.57%	85.46	High number of private rental properties and occupancy	High concentration of students (10.3%) in borough	Meeting arranged with Goldsmith Colleges accommodation Officers in November
Catford South	5932	10992	2453	41.45	468	7.89	8066	135.82	8066	135.82	85.40%	88.26	Highest level of Home ownership, slightly higher than average age profile.	High proportion of Black Caribbean residents	Twen Hall situated in Catford Electronic Notice board on South circular, videos on internal display screens in Public Areas. All Council Staff with front end customer contact to be trained with Fega and to promote registration
Crofton Park	6371	10827	2470	38.80	549	8.61	7658	120.19	7658	120.19	84.32%	84.52	Predominantly White British Average age profile High Average income		Local Papers
Downham	6177	10301	1974	31.98	184	2.98	8143	131.81	8143	131.81	87.30%	91.53	Lowest average income in the borough Lowest employment rate High proportion of empty properties Little residential property development	Highest proportion of 65+ age group	Local Ward Assemblies drop in centres
Evelyn	7297	11420	3581	49.09	468	6.41	7371	101.01	7371	101.01	83.21%	84.68	High concentration of students (9.3%), High unemployment (8.0%), Low Average incomes High proportion of rental properties (very low home ownership) High occupancy /overcrowding ratio 16% of Households have no English vs borough average of 9.2%	High proportion of Black African residents Highest proportion of Asian Residents (15.5%)	Meeting arranged with Goldsmith Colleges accommodation Officers. Targeted bi lingual leaflets predominantly in Tamil
Forest Hill	6597	10702	2735	41.44	503	7.63	7473	113.28	7473	113.28	81.90%	89.68	Predominantly White British Average age profile High Average income		Local Papers
Grove Park	6306	10729	2210	34.58	238	3.77	8221	128.92	8221	128.92	89.65%	90.48	Predominantly White British slightly older age profile low occupancy		Local Papers
Ladywell	8787	10098	2590	29.53	525	5.96	6623	75.39	6623	75.39	84.39%	87.84	High concentration of students low occupancy	Students	
Lee Green	6462	10543	2428	37.46	474	7.35	7641	118.26	7641	118.26	89.80%	90.29	Predominantly White British slightly older age profile low occupancy Second fastest growing population		Local papers & Local Ward assemblies
Lewisham Central	8547	13296	4420	51.71	877	10.26	7649	89.50	7649	89.50	84.03%	85.91	Slightly higher than average Asian population fastest growing population high no. of private rentals	Asian Community	Local Papers targeted leaflets bi lingual predominantly Tamil
New Cross	7354	11414	3924	53.36	467	6.35	7023	95.51	7023	95.51	81.87%	83.66	Highest concentration of students (11.1%) in borough; High unemployment (7.6%) Low Average Income High no. of rental properties/low home ownership High proportion of Black African and Asian groups 15% of Household have no English	Students Black African and Asian communities	Meeting arranged with Goldsmith Colleges accommodation Officers
Nere Park	6774	11686	2460	36.37	540	7.97	7686	113.47	7686	113.47	88.52%	86.81	Average profile		Local Papers
Rushey Green	6350	8999	2711	42.33	682	10.73	6413	101.01	6413	101.01	81.80%	85.04	High unemployment (7.2%) High proportion of Black African residents	Black African	Local Papers targeted leaflets bi lingual predominantly Yoruba
Sydenham	7082	11816	2673	44.80	548	7.94	8197	115.89	8197	115.89	89.65%	87.03	Average Profile predominantly white British population		Local Papers
Tongraph Hill	6951	11465	3321	47.89	803	11.55	7344	105.64	7344	105.64	85.35%	85.32	High concentration of students (8.1%)	Students	Meeting arranged with Goldsmith Colleges accommodation Officers
Whitefoot	5928	10027	2053	34.63	221	3.71	7753	130.77	7753	130.77	92.43%	89.03	Highest unemployment rate high proportion of population in 0-19 Age group (31.35%)	Young people	Target schools - use existing Young Mayor team (young advisers) to gain access to
121828	197507	92537	26.60	9220	4.67	135750	68.73%	141643	71.71%	76.78%	85.98	87.21			
Lewisham Deptford	81007	12016	36576	30.43%	8540	10.42%	81363	99.20%	81363	99.20%	83.43%	86.99	71.32		
Lewisham East	72521	11740	23405	19.94%	2846	3.93%	52935	72.89%	52935	72.89%	83.11%	76.48			
Lewisham West & Penge	43419	10429	23886	22.88%	1825	4.25%	31452	71.98%	31452	71.98%	84.97%	89.88			
Borough	197507	92537	26.60	9220	4.67	135750	68.73%	141643	71.71%	76.78%	85.98	87.21			

Lewisham population Composition		Age profile	
53.50%	White British	0-19	25.40%
27.20%	Black British	20-34	27.60%
7.40%	Mixed	35-49	24.10%
9.30%	Asian	50-64	13.40%
2.80%	Other	65+	8.50%
100.00%			100.00%

Average earnings £28,865

Channels: Direct Contact

Use this section to list the ways that you can contact residents directly. This should include incoming contact (e.g. when residents contact the ERO or the local authority directly when accessing other services) and outgoing contact. The template contains some examples of the types of direct contact and how messages about IER may be disseminated through these channels.

Channel	Communication opportunity	Incoming or Outgoing	Activity	Priority addressed / audience reached	Evaluation measures
Direct mail- All wards	IER write out	Outgoing from ERO	To communicate confirmation/registration status to individual elector and encourage them to take action where they need to. HEF will seek information about other potential electors.	Confirmed and unconfirmed, some unregistered- All wards EM analysis shows scale and costs of IER write out	Response rates
	Council tax	CTX	We currently have a reminder to register to vote on the reverse of the council tax billing envelope.	Confirmed and unconfirmed	Number sent Out response rates
	Residents register for council tax	Outgoing from Electoral Services	Council tax send list of people who have recently moved in the borough to electoral services. Electoral services generate letters to residents reminding them to register to vote.	Home movers. NB: Those who rent tend to move house more often and are also less likely to be on the electoral roll.	Number of council tax registration letters that are returned.
	Leaflet	Outgoing	Targeted bi-lingual leaflets to under-represented areas.	Under-registered areas- e.g. Dufford-New Cross, Evelyn and Telegraph Hill, Lewisham Central Rushey Green	Number of calls to call centre from the postcode
Face to face	Elections office	Incoming from visitors to elections office	Brief staff using EC briefing document. Ensure capacity at peak times (write-out, general election advertising, transition end). Ensure staff are aware of eleven day registration rules and election deadlines for forms and any regulations that come in with IER.	General audience, those finding registration challenging	Number and nature of enquiries
	Other services: library, registration of births, deaths and marriages, leisure services, adult education service, community venues managed by Community Sector Unit.	Incoming to use other services	Briefing for frontline staff (poster/leaflet also displayed) Access Points and reception Support to assist residents to complete forms/online held at series of events moving around these services Citizenship Ceremonies Provide dedicated web enabled PCs at front line points for registration	Unconfirmed	Number of services engaged Conversations with services to assess service interest Feedback forms at events. Number of forms received via these services (if forms are marked).
	Vulnerable/supported service users-Adult Social Care team	Incoming to receive additional support	Support to assist residents to complete forms/online registration through home visits	Disengaged households, disabled residents, residents aged 80+	Number of residents supported
Telephone	Elections office	Incoming- IER query/service request	Brief staff answering calls using EC briefing document. Ensure capacity at peak times (write-out, general election advertising, transition end). Brief staff about changes to registration under IER. Ensure staff can answer questions from the public about IER.	General audience, those finding registration challenging	Number and nature of enquiries
	Corporate contact centre/other services	Incoming - other query/service request	Brief staff answering calls using EC briefing document. Ensure capacity at peak times (write-out, general election advertising, transition end). Ask caller if they have received information about IER and record nature of enquiry to support evaluation. Emphasise possibility of registering online to reduce postage costs	General audience, those finding registration challenging	Number and nature of enquiries
Emails	Council newsletter-Lewisham Life	Outgoing	General messages about IER and where to find out more. To co-ordinate with the write-out and based on template EC text. Later reminder in edition in run-up to UK General Election, with reminders ahead of this if shown necessary by registration data	General audience	Number of residents reached
	General email to staff	Outgoing corporate	General messages about IER and where to find out more for staff who are local authority residents. Messages about where to direct enquiries regarding IER	Council employees, General audience through contact with council employees	Number of residents reached
Newsletter / magazine	Business Focus- local business magazine	Outgoing	Send to all businesses in area. Include article on flagging registration to staff	General audience	Number of businesses reached and their employees
	Resident Focus - residents magazine	Outgoing	General messages about IER and where to find out more. To co-ordinate with the write-out and based on template EC text. Later reminder in edition in run-up to UK General Election, with reminders ahead of this if shown necessary by registration data	General audience	Number of residents reached
Social Media queries	Local Authority Facebook/Twitter	Outgoing corporate Incoming enquiries	Ensure queries about IER are answered within specified period - passing queries from individuals for resolution by Elections office. Track any patterns in queries. Direct users to online registration. Work with web officer who manages the Twitter account to identify opportunities for monitoring Twitter activity relating to the authority on IER	General audience, young people	Number and nature of enquiries per page
Via elected representatives (Councillor/MP etc.)	Face to face, email, letter	Incoming enquiry to elected representatives	Send briefing pack to Councillors/MPs including information about where to direct residents for further information and contact details for elections office to deal with specific query.	General audience	Conversations with councillors and MPs
	Local Authority Website -and corporate intranet/Facebook/Twitter	Incoming enquiries from residents and potential residents	Specific ire page with appropriate links (to be identified) FAQs	General Audience	Hits per page

Channels: Local partners

Use this section to list local partners who may be able to assist you to communicate messages about IER to specific groups, both general and targeted messages. This list should include all partners, including public sector organisations, community/faith groups, major employers etc, the groups they can reach, their contact details and how you will communicate with them. Some examples are provided below.

Organisation	Local Authority Contact/Information obtained from	Details	Activity	Audience reached	Evaluation opportunities
PCT	Public Health Team	Doctors surgeries, Walk-in centres, health clinics Lewisham Hospital	Briefing for PCT managers to send to individual service providers. List of locations to send posters to prioritise areas with lower match rates	Geographical areas with high proportions of target audience BME renters, student, sole occupants, single parent families	Number of providers engaged x number of residents using these providers
Local Ward Assemblies & pensioners Forum	Local Assembly team in LBL		Briefing for Assembly members-include on Agenda	People actively engaged in community issues and with understanding and interest in democratic process	number of contacts/referrals received by ward
Employers	Contact directly	Identify biggest employers in LBL. LBL itself is one of the biggest local employers!	Display posters /leaflets	Persons in Employment	Number of employees reached
Businesses	Contact directly		Ask to display posters in washroom, notice boards Call managers to talk through new system	Persons in Employment	Number of partners engaged x number of residents using these partners Number of forms received from
Charities	Contact directly		Ask to promote directly to members, give internet access in order to register, put links on their websites	18-24s, disengage, NEETs, Learning disabilities	Number of partners engaged x number of residents using these partners
Community groups	Contact directly		To update when relationship established. Request them to raise at meetings and investigate possibility of volunteers contacting members directly	All residents, older people, Nationality groupings	Number of partners engaged x number of residents using these partners. Conversations
Community leaders	Contact directly		Send letters to encourage their community to take required action	Muslim community, Older people, Afro-Caribbean Christian Communities	Conversations with leaders
Letting agents	LBL Housing team/ALMO	Lewisham Homes, tenant and resident Associations	Ask to include registration leaflet with rental pack	Renters, Students	Number of partners engaged x number of
Social housing providers	LBL Housing team/ALMO	Lewisham Homes, Phoenix, L&Q, Circle 18, Hyde Tenant and resident Associations	Registration form/leaflet to be issued with every tenancy	BMEs, disengaged	Number of partners engaged x number of
FE providers	LBL CYP	All schools and colleges	Agreed to send PDF poster for display in all schools and colleges Agreed to disseminate targeted messages to students	Attainers	Number of partners engaged x number of residents using these partners
NEET liaison	NEET Team in CYP	NEET Liaison	Raise registration during conversations with individuals	Neets	Number of residents reached
Social care visits	LBL adult Social care team	Lewisham disability Coalition Lewisham Speaking Up Lewisham taking Newspaper Campaign for independent living	Raise registration during conversations with individuals	Disengaged, disabled, over-75s	Number of residents reached
Milwall Community Scheme	Contact Directly	Young people from socially excluded groups	Advertorial	young people from socially excluded groups	
Goldsmiths and Lewisham Colleges	Contact Directly	Accommodation Officers and Registrars	Meet accommodation officers targeted events to encourage registration-headers week	Students	Numbers of forms received
Local BME organisations	Contact Directly	Race Equality Action for Lewisham ethnic Minority Partnership Black History Month (October annually)	Briefings, posters, leaflets	BME	Number of residents reached as % of group

Channels: Media and Advertising

Use this section to list the media and advertising channels available to you to promote messages about Individual Electoral Registration and who and how many people these channels reach. Some examples are provided below

Digital Channels	Activity	Audience reached and priorities met	Evaluation opportunities
Local authority website	Put links and banner advert on our website, provide comprehensive information, place links on areas of site visited by target groups and portals where users submit address changes. Decide on banner and message on banner and relevant message.	General public, web users, service users.	Hits on banner adverts measured via WebMeasure, visits to pages tracked
Social Media	Tweet around key activities - write-out, registration deadline, PR activity. Post on Facebook page and share online advertisements run by EC. Add message to be-involved website, add message to Facebook page.	General public, service users, younger people.	Number of Followers, Likes, Shares, number of direct queries answered
PR/Media			
Press releases	Send press release to local newspapers and community websites	Confirmed, Unconfirmed. General public, news paper readers.	List publications and circulation
Publicity events	Roadshow in areas with low registration. Road Show has previously been at Deptford Market when there was a registration drive.	General audience, those that do not tend to register.	Measure interest
Community radio	Investigate local radio stations to see which stations will run a feature and what audiences they cater to, (i.e. do they cater to any of the under-represented groups).	Young people, general audience, Asian. Depends on radio station	Numbers listening to those stations
Special press/media	Goldsmiths student magazine Local listings magazine Millwall Magazine for football project	Student, young people	Circulation
Residents news letters	Submit articles to: Lewisham Life -residents magazine. News Shopper newspaper To coincide with write-out and ahead of postal voting deadline	General audience, postal voters, BME community	Circulation
Free advertising channels			
Outdoor poster sites	Posters in town centres: e.g. Lewisham, Catford, Brockley, New Cross, Deptford etc and on busy roads between towns., Town Hall out door notices and Electronic noticeboard on South Circular in Catford. Consider hiring strategically placed JC De Caux sites	General audience	Reach
Bus campaign (with funds from the cabinet office if approved)	Posters in October and November	Pedestrians, people travelling by road. People travelling by bus	
Advertising on London Metro as part of participation fund	Advertising to co-incide with bus campaign.	Aimed at anyone who uses trains/tubes in London	
Advertising in Evening Standard as part of participation fund	Advertising to co-incide with bus campaign.	Aimed at anyone who uses trains/tubes in London	
Resident and business magazine from local authority	See 'direct contact' tab		
Paid advertising channels			
Mobile advertising van	Plan to hire to drive through areas with high under-registration. Could use 'rolling sound bus'.	Areas like Deptford, student population, community venues	Population numbers x percentage likely to be around at that time of the day
Advertising space	Advertising in local news papers. News Shopper, Millwall Community Scheme booklet. Advert in Local List Gig Guide print and online Consider hiring strategically placed JC De Caux sites	General audience, under-registered areas, young people, students	Circulation and audience numbers