

Intensive canvassing:

Lesson 1: LAs could explore the scope for using both national and local data, including previous canvass records, to identify specific non-responding properties to which intensive canvassing activity could be targeted, particularly in areas with high levels of social and private renting. Where possible this process could be used to permit personalised letters and information tailored specifically to the individuals being targeted.

LBL: Local and national data is being used to target resource.

Lesson 2: LAs could consider the scope for maximising the number of personal visits to non-responding properties. One option to consider could be employing full-time canvassers to support additional visits during a shortened timeframe.

LBL: We will use our best canvassers and increase number of door knocks at non-responding properties.

Lesson 3: LAs could provide canvassers with under registered groups and non-responding property specific training on registration issues specific to the group or community being targeted and on dealing with difficult customers.

LBL: Canvass training focuses on under registered groups and specifically deals with managing difficult situations.

Lesson 4: LAs could consider the scope for offering payment-by-results financial incentives to canvassers as evidence suggests this is an effective way of driving more registrations.

LBL: We will pay by results as is our normal practice.

Lesson 5: Council chief executives and the heads of key council departments could support electoral services and their canvassers by writing out to external partners such as property owners and housing associations ahead of any canvass activity. This can be used to inform individuals about their statutory duties, provide reassurance and prepare them for schedule canvass visits.

LBL: We will be liaising with HAs and ALMO to seek their assistance, starting October.

Lesson 6: Intensive canvassing could be scheduled throughout the year based on local circumstances, planned events, and the under registered groups being targeted. LAs have the local knowledge to best determine when activity should occur either inside or outside the traditional annual canvass period.

LBL: We will canvass throughout the year and use events where possible to maximise registration e.g. Lewisham Peoples Day, citizenship ceremonies

Lesson 7: LAs pursuing activities aimed at young people, students and attainees could give consideration to partnership working with council youth services which already possess the skills, knowledge and contacts to develop this type of work. This can extend to canvassing and publicity campaigns aimed at young people.

LBL: This is in train. We will also use the knowledge of the Young Mayor and advisers.

Lesson 8: Before embarking on any maximising registration activity, electoral services teams could try to assess their skills, knowledge and resource gaps and scope out both internal and external partners who may be able to fill these. This could be achieved through an internal skills audit alongside assessments of the target under registered groups.

LBL: We are consulting Young Mayor and University/College Registrars to assist in

reaching young people/students. Our future focus will be on black and minority ethnic and social/private renters. We will liaise on this with voluntary sector partners. We will liaise on this with voluntary sector partners. Work in earnest begins post October.

Lesson 9: Planning of partnership activity might want to allow time for key relationships to develop prior to activity delivery. This includes timing events/activity based on partners' expert knowledge as well as ensuring partners are free within their own work plans to commit time and resources to any activities.

LBL: Noted.

Lesson 10: Where partners are delivering activity on their behalf, LAs could consider whether these partners would benefit from training in registration and electoral processes in advance..

LBL: Noted.

Lesson 11: Electoral services teams could benefit from seeking out opportunities to incorporate some degree of partnership working in the design and delivery of any form of maximising registration activity. This can have a longer-term impact and allows them to utilise existing skills, resources and networks within the council and community.

LBL: Lewisham has already entered a partnership with 25 other London boroughs to design promotional material, and run a bus campaign. Further initiatives will be sought where possible.

Publicity campaigns:

Lesson 12: Publicity campaigns can be wide reaching and adopt a multi-channel approach which utilises a range of digital, social and print media alongside a significant focus on face-to-face outreach. They could still be targeted however, and backed up with smaller-scale tailored interventions.

LBL: LBL will be joining in London wide activity on radio, posters at key interchanges and leaflets. We also plan locally to use social media, electronic poster and the internet. Material on IER has its own button on the Council webpage.

Lesson 13: LAs could think about how publicity campaigns can be developed beyond an initial activity period and to consider how they can be re-used and run alongside traditional canvass activity.

LBL: Lewisham Life will carry promotional material on IER at least until the general election. The bus campaign runs alongside canvass and write out periods.

Lesson 14: Where it is important to reach a wide and diverse audience, electoral services teams could explore the scope for working with existing communication channels within the council as a relatively inexpensive way of transmitting messages across individuals in the authority area.

LBL: We currently use many e.g. the website, libraries and information points, leaflets, Lewisham Life, Council's e-news letter. We plan also to use social media.

Lesson 15: When planning activities, electoral services could consider working with relevant under registered groups and partners to design and develop resources, messages and materials. This might involve focus groups, surveys, consultations and/or partnership working and would look to cover issues of tone, content, language and graphics.

LBL: We will explore this option post October.