

Outreach and Publicity Action Plan

Appendix B

Activity	Actioned/ to be actioned by	When	Audience
General Publicity for IER			
Electoral commission campaign July: 2014 T.V Advertising, on late at night on channels aimed at young people. Press releases x2 on website Posted posters and leaflets to libraries and youth centres.	Electoral commission Done HP/ AW Done HP/ AW/ GJ Library Lucy Formolli	July 2014	All. T.V. Adverts aimed at young people
Council web pages and publications Item on staff newsletter July/ Aug 2014 Item on staff intranet July/ Aug 2014 Button on Lewisham website homepage to IER information Information on website Continue reminders on Twitter and Facebook, newsletters Make it easier to find the information about IER on internet menu	Done HP/AW/GJ Done HP/AW/GJ Done HP/ AW. AW to add button to home page of website which links to IER info page again at regular intervals. Done HP AW to add reminder to register on more regular basis to Twitter, Facebook and email newsletters HP to work with AW and HH	July/ Aug 2014 Ongoing Ongoing	All staff All Staff All web users All web users All web users All web users
People's day Gave out IER leaflets, mugs Took names and addresses of people who didn't have internet posted form out Also gave out information about Young Mayor election for those that were too young to vote in adult elections in conjunction with the Young Mayor team.	HP /Dami Benbow/ Anthony Haye. HP/DB/AH/ KB/MB	July 2014	All/ young people All/ young people

Comms to add follow up registration questions to competitions. The questions will be sent to competition entrants to remind them to register to vote.	AW sent 330 emails sent in response to the competitions. 50 people visited registering to vote website as a result.		All																								
Lewisham life articles August and November, next article prior to the parliamentary election HP suggested Lewisham Life be delivered to Goldsmiths and Lewisham Colleges, could be displayed in their libraries. HP asked if Lewisham Life could be delivered to student halls.	HP supplied copy to AW/ Comms HP to submit copy to AW prior to parliamentary election. AW to check delivery arrangements .	16 January 2014	All																								
London wide advertising campaign: metro, station advertising, and BME press was in September: <table border="1" data-bbox="114 608 866 1214"> <tr> <td>Posters at London Rail Tube Interchange Stations</td> <td>8/9 to 21/9</td> </tr> <tr> <td>Posters at London Rail Broadcast/GD</td> <td>8/9 to 21/9</td> </tr> <tr> <td>London Rail posters production costs</td> <td>8/9 to 21/9</td> </tr> <tr> <td>Metro – ¼ page advert</td> <td>Monday 8/9</td> </tr> <tr> <td>Metro – ¼ page advert</td> <td>Tuesday 9/9</td> </tr> <tr> <td>Metro – ¼ page advert</td> <td>Wednesday 17/9</td> </tr> <tr> <td>Metro – ¼ page advert</td> <td>Thursday 18/9</td> </tr> <tr> <td>Asian Voice Newspaper. ¼ page advert</td> <td>Saturday 13/9</td> </tr> <tr> <td>Londra Gazete. Full page advert</td> <td>Thursday 11/9</td> </tr> <tr> <td>Des Pardes. ½ page advert</td> <td>Thursday 11/9</td> </tr> <tr> <td>Surma News (Bangladeshi paper). ¼ page advert</td> <td>Friday 12/9</td> </tr> <tr> <td>Polish Express ½ page advert</td> <td>Friday 12/9</td> </tr> </table>	Posters at London Rail Tube Interchange Stations	8/9 to 21/9	Posters at London Rail Broadcast/GD	8/9 to 21/9	London Rail posters production costs	8/9 to 21/9	Metro – ¼ page advert	Monday 8/9	Metro – ¼ page advert	Tuesday 9/9	Metro – ¼ page advert	Wednesday 17/9	Metro – ¼ page advert	Thursday 18/9	Asian Voice Newspaper. ¼ page advert	Saturday 13/9	Londra Gazete. Full page advert	Thursday 11/9	Des Pardes. ½ page advert	Thursday 11/9	Surma News (Bangladeshi paper). ¼ page advert	Friday 12/9	Polish Express ½ page advert	Friday 12/9	Organised by Lambeth. MC and HP asked Lambeth for more publicity in South London.	September 2014	All/ BME groups
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Franking all council letters.	Could all council letters be franked with a register to vote message? BQ/KN	3/12/2014	All Lewisham Residents.																								
Article in 'The Volunteer Magazine'. Magazine that is distributed to Lewisham Hospitals.	HP Done	November 2014	All/ people who attend hospitals																								

Approach volunteer groups	JD to contact groups and send contact list to HP/MC Send fact sheet MJ/MC produce to volunteer groups.	December 2014	All
Household notification letter to all residents who are on the register.	MC	Second week in Feb 2015	All
Electronic Notices at Doctors Surgeries Material to be prepared. Advert booked with Life Channel to be aired Jan/ Feb/ March in Doctors surgeries and in primary schools (on reception notice board for parents and visitors).	HP, booked with advertising company.	Jan 2015	All, those who use doctor's surgeries/ parents of primary age children.
Use same advert on Town Hall Screens, Access Point.	HP, Mark Ferris	Jan/Feb	All
Add registering to vote message to staff email.	HP sent to MO	7/1/2015	All
Add registering to vote message to general call queue	KN to discuss with Kevin	Jan 2015	All
Young People			
Young people- general			
Birthday card- updated with website address, reminder to register online if people move.	HP Done.	August/ September 2014	Young people
Electoral Commission/ cabinet office: ask whether there are any new projects coming up e.g. previous projects such as bite the ballot.	HP Done. Asked cabinet office via Student Forum, so far there are no new initiatives.	3.12.2014	Young people
Bite the ballot national registration day materials.	HP/ KB/ MB	Jan/Feb	Young people
Troubled Families			
Provide registration materials to troubled families	JD to send list to HP, list sent, looking into data matching/ mailouts	December 2014	Young people
Youth Centres			
What can be done in Youth Centres Mercia Grove contact manager	MB/KB/ contact Tanya Edwards/ youth leaders. YM team liaised with Mervyn.	For February 2015	Young people

Posters to Youth Centres and libraries	HP done	Aug/ Sept 2014	Young people
ES and Youth Centre workers to conduct tour of Centres to promote registration.	MB and Katy Brown to Identify youth workers to support and conduct tour. HP to provide material. Youth workers to put up additional posters in the Youth	February campaign fortnight	Young people
Schools			
Young mayor election October 2014 <ul style="list-style-type: none"> • Message on back of oyster card, reminder to register to vote with website if coming up to 18 • Information in back of manifesto about registering to vote for adult elections • Polling staff on Young Mayor given IER leaflets • Young Mayor declaration leaflets provided and forms to register to vote. Slides with information about registering to vote 	HP/ comms- done HP/ comms- done HP/comms- done HP/ KN slides, done Dami Benbow, MC registered students	October 2014	Young people
Young mayor information also given out at People's Day	Done KB/MC/HP/volunteers	July 2014	Young people
Meeting on takeover day with Young Mayor	All on attendee list.	21 st November 2014	Young people
Work Experience programme Young people from schools to encourage students and young people to register to vote. Publicity and school competitions to accompany the work experience programme in conjunction with bite the ballot national registration day.	See 'appendix C' for details about the work experience programme.	Feb 2015	Young People
Provide information about IER to Young Advisors	MB/ KB to pass information on to Young Advisors. Tyreese chairs the young advisors group.	December Jan 2015	Young people

Contact Sue Tipler: re 'Rock Enrol' info to schools	HP Done Sue Tipler sent email to schools. JD to contact schools forum.	December 2014	Young people/ School age
Article to be prepared to go in all school newsletters and websites that go in the school to home bag. To notify parents about the registration campaign and urge to register. Include online address	HP/AW to prepare FS to send out with letter of encouragement to schools to put in their newsletter	Last week in January/ first week February	Relatives of primary school pupils
CYP			
Posters to church centres and check they are up	JD to compile contact list and send.	February 2015	Young people
Check posters up, send email	JD/ HP	February 2015	Young people
CYP to add register to vote message to their digital notice board.	HP/ Neil Iles Done	January 2015	Young people
NEETs			
Provide materials to encourage registration	HP/JD Email sent HP	January 2015	Young people
Send text message to Neets to encourage them to register to vote.	HP done emailed Ethel Punter, EP will send email.	January 2015	Young People
Apprentices			
Contact re registering to vote. Register to vote info to go on apprentices forum.	MB/KB Feed back from Fennella Beckman and Amy Jeffreys.	Jan 2015	Young people
Students			
Attend Goldsmiths Fresher's Fayre 2014. Gave out leaflets, mugs, usb sticks with our contact details/ register to vote website on. Took student email contacts	HP/ SJ/ Young Mayor volunteers 216 student contacts provided. Johanna Meere to update student contact list and send to HP.	October 2014	Students
Follow up reminder to students about registering to vote and invitation to have email newsletter sent to them.	AW/ HP So far of the 197 students emailed, 61 opened, and 40% of those opened the register to vote link.	Contacts sent 3/11/2014 followed up 3/12/2014 Email 6/1/2015	Students,

Further email to all Goldsmiths Students via registrars/ NUS to encourage students to register	ES	Feb 2015	Students
*Use Goldsmiths Data re student residences to target ITRx2 then canvass.	MJ Students have had 1 st letter. 2 nd letter to go out.	1 st ITR Dec 2014. 2 nd ITR late Jan 2015	Students
Goldsmiths College: Website address for registering to vote appears at end of online student enrolment	MJ Done	Sept/ Oct 2014 onwards	Students
*Lewisham college Data Sharing	MJ/ MC	ongoing	Students
*Laban Centre Data Sharing	MJ/ MC	ongoing	Students
People with disabilities			
IER leaflets given to deaf services when IER was launched.	HP- Done	Aug 2014	Those who are deaf or hard of hearing.
Script for deaf services about how to vote.	HP, Mark Ferris	Jan/ Feb	People with disabilities
*Data from adult social care for people with disabilities or have specialist care, e.g. homes.	MJ/MC to contact Joan Bennett MJ contacted Tressina Jones	Dec 2014	People with disabilities.
Send information to disability groups	JD to collate list of disability groups and send to HP.	Dec 2014 Jan 2015	People with disabilities.
Send material to all disability voluntary sector groups to promote and attend events as appropriate	JD to collate list of contacts for HP. HP to supply material	Dec/Jan 2015	Disability
*Identify all those known to Adult Social Care or specialist care (e.g. residential) and follow up with registration information/ forms.	MJ requested data via Tresina Jones Petra Der Man to liaise.	December 2014	Disability
BME			
Provide tablet, leaflets and posters to registrars	HP provided leaflet. HP to provide posters. MC to provide tablet. Contact Mark Ferris	Jan/Feb	New citizens, BME groups

Adverts aimed at BME groups	See IER metro/ BME publications campaign, receipt and doctor's surgery campaign. .	Sept 2014	All/ BME
News letters to Faith Groups	Mayor	Dec/ Jan 201	Mainly BME
Add item to agenda for Race Equality Council	Aileen, Liz Dart	Dec/ Jan 2015	BME
Use Equaliteam Events to promote registration –	KN/ AT	Jan/Feb	BME
Operation Black Vote bus tour to encourage voter registration prior to election	KN/ MC	Jan/Feb	BME
Registration information to OBV	HP	Jan/Feb	BME
Faith Groups/ BME			
Letter from mayor to borough deans about registering to vote	KN/ Mayor	Jan/Feb	BME/ All/ Faith Groups
Registration information to faith groups and food banks	HP	Jan/Feb	BME/ All/ Faith Groups
Faith leaders possibly to address from pulpit or at community meetings	Mayor to liaise	Jan/ Feb	BME/ All/ Faith Groups
Encourage local leaders to champion registration.	Mayor/ AT	Jan/ Feb	BME/ All/ Faith Groups
Movers/ Renters			
Leaflets to South East London Housing Partnership conference members	HP/JD Done	10/12/14	Renters
Keyrings with register to vote message and website address. To be given to estate agents with leaflet and given out at other outreach activities.	HP ordered keyrings, keyrings to be distributed.	Dec/ Jan	Renters
Information on IER in Welcome to Lewisham pack for new residents	Done AW	Dec 2014	All residents/ movers/ renters
Attempt to get other RSLs on board as in 17 and 18	KN to ask GM to supply other contact details and invite to next meeting Request made of GM/JE	Immediate	Tenants
Lewisham Homes			
Supply information and keyrings to Lewisham Homes for new renters.	HP Andrew Potter	10/12/2014 End Dec 2014	Renters Renters
Staff remind and facilitate registration on PC/ tablet on new tenant sign up.	Lewisham Homes	10/12/2014	Renters

Train staff	AP/ES	10/12/2014	Renters
Write note for LH on registration	MJ	10/12/2014	Renters
Insert to registration pack as next step	From ES to AP	10/12/2014	Renters
Information for tenant's newsletter.	HP sent email 17/12/2014 Resend if further info	Dec/ Jan 2015	Renters
ALMO/ ES Co-op			
Almo to supply property list with UPRNs if possible	MC	December 2014	Renters
Leaflet, promotional materials to give to Almos where they think new residents have moved in.	HP to supply to AP	Ongoing	Renters
Full UPRN list to be supplied	ES	June/ July 2015	Renters
Check alerts for Almos from canvassers	MC	Ongoing	Renters
ALMO groups checking on unlawful occupancy will urge lawful occupants identified to register and will give out forms and email address	AP to train	Immediate	Renters
Promotional key rings to be handed out with keys	HP to provide	Jan/ Feb	Renters
ALMO and Phoenix to give access to website to new tenants so they can register to vote.	ALMO	From January 2015	Renters
ALMO staff to be trained about how to register people.	A Potter (Lewisham Homes)	Ongoing	Renters
Phoenix			
Digital poster to go on housing notice board	Done HP		
Letter for new residents.	MC letter to Jim Ripley		Renters
Distribute information and encourage residents to register at our new tenant induction sessions (the next is scheduled for early Jan).	Provide 400 keyrings and 400 leaflets HP done.	5/12/2014	Renters

Display messaging on media screen in the main hub, pdf files	Digital poster supplied HP to Sarah Thomas	Feb 2015	Renters
Display materials posters in The Green Man and estate noticeboards.	HP follow up with Sarah Thomas	Feb 2015	Renters
Run an article in Community News (our quarterly resident newsletter) in early Feb to encourage residents to register to vote.	HP to supply to Sarah Thomas	Feb 2015	Renters
Signpost / support residents at our weekly IT club to visit https://www.gov.uk/register-to-vote	HP provide materials to Sarah Thomas	TBA	Renters
Include a link to the register to vote pages from our homepage in early 2015	HP send link to Sarah Thomas	Feb 2015	Renters
Accommodate stalls / or distribute literature at forthcoming resident events (Community Links Gatherings, resident training sessions etc).	HP/ KB/ MC or AT to supply volunteers	TBA	Renters
Community Links event will run over 3 weeks in March (on 11, 18 and 25)	HP/ KB/ MC or AT to supply volunteers	March 2015	Renters
Council Tax			
Provide NFI data to ES on monthly basis	Mick Lear	From Jan 2015	Movers
Import Ctax file into Express and send file to FDM monthly.	MJ/MC/ RW Lorraine Richards	Dec 2014	All council tax payers/ Movers
Message on back of council tax letter to tell people to register to vote online using website.	Done HP, RW, Lorraine Richards	Ongoing	All residents/ movers/ renters
Housing Benefit			
Housing Benefit data:	MJ/MC to organise. Contact Mick Lear	Dec/ Jan 2015	People with lower incomes/ renters
Older people			
Email newsletter, positive ageing newsletter.	HP to send materials to AT	Jan/Feb	Older people
Pensioners Forum	Contacts Peggy Fitz and Alan Till		Older people
Positive ageing meeting	JD to visit		Older people
Community champions to spread	Andy Thomas:		Older people

Provide Slides/ materials	HP		Older people
Contact pensioners re registering to vote.	Andy Thomas		Older people
Compile contact list	JD to give list to HP	December 2014	Older people
Contact local groups who work with older people.	JD to collate contacts with AT Other contacts: Lucy Formolli	Dec/ Jan 2015	Older people, people with disabilities
Under- registered areas			
Local Assemblies/ Councillors			
*Targetted ward stats	Done. To be used to inform us which areas to target. MC send list to JD	Dec 2014	Under-registered groups
Fact sheet to go to local assemblies about IER so they can tell those who attend ward assembly meetings about IER. Fact sheet to be given to Kevin.	KN/MJ Fact sheet produced, given to local assemblies	Dec 2014	All/ under-registered areas
Provide registration forms to councillors for assemblies	Andy Thomas and Liz Dart	Dec 2014	All/ under-registered areas
Assembly newsletters – news item to add to letters Register to vote and website address	HP	Jan/ Feb	Under- registered areas
Advertising on receipts, Argos, 99p Stores and Home base Catford. Joint advertising with Southwark to maximise impact.	HP Booked	February to April	Under-registered areas/ BME
Canvassing			
Continue canvassing focussing on areas with low registration	MC/ Canvassers	Immediate and throughout	All
Buy tablets x 25 , BQ and KN to approve	MC ordered for January	End of Jan 2015	All
Get Express in to train canvassers, once tablets are delivered.	MC	End of Jan 2015	All
Focus on low return areas e.g. New Cross and Brockley	MC	End of Jan 2015	All
Publish register	MC Done	1/12/2014	All
Canvassers to report to ALMO on any addresses where further investigation seems appropriate.	When intensive canvass starts using tablets in January.		Tenants

Lewisham Homes to inform ES of outcome	AP to train ALMO staff ES to train canvassers in January		
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* Indicate data matching opportunities