

ELECTIONS COMMITTEE		
Report Title	Engagement opportunities to promote participation in 2018	
Key Decision	No	Item No. 6
Ward		
Contributors	Electoral Services Manager	
Class		Date: 18 July 2017

1. Background

The 2018 elections are the current long-term priority for the service for the next 2 year period (17-18 and 18-19 financial years). The ERO/RO has a responsibility to encourage participation, on top of maximising electoral registration. Our engagement plan explains our policies and approach.

This report will update the election committee on our plans and objectives for this crucial period.

2. Introduction

- Many elements of our comms campaign were successful during the 2017 election
- The most successful element was the pan-London digital campaign
- Facebook, Twitter and Instagram advertising saw massive click-through rates and subsequent registrations for very little cost
- As a result we will be looking to put most of our efforts into a digital campaign for the 2018 elections
- The campaign will be in two parts – registration until the deadline, and then on participation
- The restrictions on communications due to ‘purdah’ will mean the second stage of the campaign will need to be approved at the highest level and will not be able to go through the election committee
- The first stage, on registration, will look to drive new registrations from the outset, rather than simply reminding people of the deadline. The 2017 data suggests that the more prominent the deadline the more likely people are to leave it until that date. Registering to vote earlier allows for poll cards and postal votes to be sent much earlier, which can lead to an increased likelihood of participation
- We will also be following our engagement plan which includes many of the usual activities we undertake, including the Young Mayor election and attendance at the Goldsmiths fresher’s fayre and visits to our sixth form colleges amongst other things

3. Recommendation

For members to note the report