

**Select Committee for Electoral
Participation**

**Friday 19 October 2018, at 3pm
in Committee Room 1
at Sandwell Council House, Freeth Street, Oldbury**

Agenda

1. Chairman's opening remarks and introductions.
2. Guest Speakers ; Gurdwara Representatives. President of High Street Smethwick Gurdwara and General Secretary of West Bromwich George Street.
3. Apologies for absence.
4. Members to declare an interest in any matters to be discussed at the meeting.
5. To confirm the minutes of the meeting held on 13 July 2018.
6. Progress Briefing and Update from Officers.
7. Any other business (at Chair's discretion).
8. Date of Next Meeting.

**Jan Britton
Chief Executive**

Sandwell Council House
Freeth Street
Oldbury
West Midlands

Distribution:

Councillor Melia (Chair);
Councillors Allcock, L Horton, P Hughes, Webb

Rt. Hon John Spellar

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Minutes of the Select Committee for Electoral Participation

**13th July at 3.00p.m.
at the Sandwell Council House, Oldbury**

Present: Councillor Melia (Chair);
Councillors Hughes and Webb.

Apologies: Councillors Allcock, L Horton and
Rt. Hon. John Spellar.

1/18 Introduction

The Chair welcomed everyone to the first meeting of the Select Committee for Electoral Participation and asked that an agreement be reached in respect of key objectives and outcomes sought from the Committee.

2/18 Terms of Reference of the Select Committee

The terms of reference of the Select Committee were received.

3/18 Neighbourhood Engagement with residents in respect of Registration

The Committee received a presentation regarding Neighbourhoods engagement with tenants in respect of Registration.

New tenants were supported with the process of completing on line registration form by a neighbourhood officer and the officer also explained the implications of not completing the registration. Tenants were automatically removed from the register when they vacated a property.

Resolved that Neighbourhoods supply a list of new tenants to elections in order to check that they have registered.

4/18 **Electoral Participation:-**

Members considered key objectives and outcomes sought from the Committee.

Members were informed that it was not compulsory to be on the register.

Sandwell had developed a unique and innovative programme and activities to engage with local communities especially those that were furthest away from being engaged from the democratic engagement process.

A Youth Democracy Programme would offer young people opportunity to participate and learn about how democracy affects them. All schools and young people organisations could be targeted.

Members felt that a special effort should be made to engage with the following groups.

- young people leaving care;
- adults with learning disabilities;
- people coming to the council for services;
- armed forces;
- those applying and gaining citizen ship;
- those in private sector housing;

Resolved

1. that a quarterly report be submitted of the numbers registered to restore confidence in system;
2. capture the reason for not registering and feedback to Committee.

Members stated that there had been a decrease of those registered which had been noted at the last election. Individuals had turned up to vote and were told that they had not been register. Members were informed that this would be addressed during the canvass.

Resolved

1. that an analysis of fall off for each ward to include ethnicity breakdown be brought to a future meeting;
2. that the whole engagement strategy would be considered to ensure more comprehensive engagement;

Select Committee on Electoral Participation – 13th July 2018

3. consider the possibility of a canvass video in different languages;
4. that a schedule of activity for each town be brought to a future meeting of the Committee.
5. the Chair would engage with ward members prior to group meeting to discuss Electoral Participation;
6. that an Electoral ambassador for each town be established to engage with communities in respect to registration;
7. that developers building in the area be approached to consider putting a leaflet in respect of registration in their packs.
8. Youth engagement be undertaken via the young people's champion Councillor Millard;
9. that a full list of champions and ambassadors be assembled;
10. all activities to be launched in September 2018.

(The meeting ended at 4.15 p.m.)

Contact Officer: Shane Parkes Democratic Services Unit 0121 569 3190
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Electoral Participation Committee

19 October 2018

Progress Briefing

1. Summary

- 1.1 The Council at its meeting on 22 May 2018 established the Electoral Participation committee. The last committee was in 2013 which focused purely on the introduction of and transition to Individual Electoral Registration (IER) in 2014. The committee will examine the existing processes employed in Sandwell to secure the registration of all persons who are entitled to vote in municipal, Parliamentary and other elections and referenda and identify what actions, if any, the Council could undertake to maximise the registration of voters.
- 1.2 At the first meeting of the Electoral Participation Committee, held on 13 July a number of actions were agreed to assist and drive the review of Electoral Registration activity and support the work of the committee. Officers have met with the chair to scope out the potential areas to focus on as part of the review.
- 1.3 The progress that has been made on these actions is detailed in this update together with a number of other key initiatives that have taken place as part of the successful continued delivery of this year's annual Canvass so far.

2. Progress on Actions

- 2.1 Action: Members felt that a special effort should be made to engage with the following groups and that the number of registrations are captured.
 - young people leaving care;
 - adults with learning disabilities;
 - people coming to the council for services;
 - armed forces;
 - those applying and gaining citizen ship;
 - those in private sector housing;

Progress: This exercise is on-going there are many groups that are not identified separately on the register.

Current initiatives are in place for some of the groups mentioned. examples of this include:

- The use of Citizenship data supplied from ceremonies imported into our software to produce ITR's.
- Utilising Council Tax mailings to include a leaflet to encourage registration.

Investigations are taking place to assess whether any data sets are available that can be accessed by the Electoral Registration Officer associated with young people leaving care and adults with learning disabilities. By utilising data officers are able to measure levels of activity. A detailed analysis of types and numbers of registration will be provided at the conclusion of the canvass.

At a meeting with officers the Chair of the committee requested that levels of Service Voter Registration be examined. Currently there are 52 electors registered as service voters. A contact has been identified through the British Legion; work in this area is on-going as discussions are to take place regarding literature that can be distributed to local residents that are currently in the armed forces to promote registration.

The elections team is currently creating a Customer Engagement Matrix shows a customer's contact with the council including all variations of that contact may take. This will enable areas to be identified where currently no reference to electoral registration is made.

2.2 Action: Neighbourhood Engagement with residents in respect of Registration

Progress: Discussions have taken place with Liz Nembard, Neighbourhood Services Manager. It has been agreed that a monthly list of all new tenants will be forwarded to the elections team. Officers will be co-ordinating a meeting between all Town leads. The purpose of this is to ensure a consistent approach but also to review the requirements for each Town area so strategies can be targeted appropriately. The data supplied will be interrogated against council tax to identify any individuals that had not registered at source with the neighbourhood's team. This provides us with a new data set where outcomes can be measured. The Electoral Services Manager is currently working on producing a Data Sharing agreement across all council departments. Other identified initiatives include :

- Training outreach officers that are visiting properties to promote registration.
- Neighbourhood officers promoting registration at the Safer Six community events.
- All town leads to be responsible for ensuring that, where there is any customer contact Electoral Registration is promoted. This is especially important during the canvass period to ensure that electors are responding to the Household Enquiry Form (HEF)
- Reviewing of all the current literature that is distributed, it is important that the literature details the benefits/advantages of being registered.

2.3 Action: Electorate figures per ward.

During the last meeting members commented on a decrease in the electorate figures at the last Election in May 2018. Members asked for the figures relating to changes in the electorate to be brought back to the next meeting.

The table below shows the reduction of elector's numbers per ward on conclusion of the annual canvass 2017.

WARD	Decrease in electorate March 2018 (A)	New Registrations received from March - Sep 2018 (B)
Abbey	412	196
Blackheath	296	144
Bristnall	338	145
Charlemont with Grove Vale	371	100
Cradley Heath and Old Hill	343	181
Friar Park	341	103
Great Barr with Yew Tree	205	171
Great Bridge	581	177
Greets Green and Lyng	261	398
Hateley Heath	573	212
Langley	403	236
Newton	309	95
Old Warley	218	90
Oldbury	650	391
Princes End	326	127

Rowley	134	274
Smethwick	561	160
Soho and Victoria	616	294
St Pauls	216	219
Tipton Green	264	252
Tividale	166	89
Wednesbury North	350	78
Wednesbury South	151	91
West Bromwich Central	261	126
	8346	4349

The timely nature of the committee reviewing electoral registration is positive as this allows the assessment of the outcomes of existing engagement activities, and identifies new methods and channels to explore.

During the canvass households are issued with three HEF's. Any non-responding households are then targeted by a personal visit from a canvasser. The Electoral Registration Officer must then conduct a review which involves a further letter being issued. After a period of 14 days if no response is received a further letter is issued to notify removal from the register. This process results in six "contacts" including a personal visit attempting to initiate a response to a HEF.

The figures show the largest reduction in the wards that consistently have the lowest response rates. These wards contain the biggest percentage of ethnic minority communities. A breakdown per ward of the ethnicity has not been possible to produce for electors that are no longer registered. The use of effective data matching and specific targeting of properties with no electors currently registered is a priority for the elections team in terms of canvass activity.

As the table above, column B demonstrates officers have already seen a 52% increase in the number of new registrations compared to the numbers of electors dropped off following the Canvass in 2017. Officers are very encouraged by this and would advise members that the personal canvass has just commenced, which will concentrate heavily on facilitating new registrations across the borough. Final increases in the electorate figures will be presented to the committee after the publication of the revised register in December 2018.

2.4 Actions: Other actions from minutes

Consider the possibility of a canvass video in different languages;	Officers from the elections team and the council's communication are currently working on this.
That a schedule of activity for each town be brought to a future meeting of the Committee	A schedule has been provided as part of the agenda pack
The Chair would engage with ward members prior to group meeting to discuss Electoral Participation	Update from the Chair

<p>That an Electoral ambassador for each town be established to engage with communities in respect to registration;</p>	<p>This action point is being covered through the work currently being undertaken with the town leads further developments can be communicated at a future meeting.</p>
<p>That developers building in the area be approached to consider putting a leaflet in respect of registration in their packs.</p>	<p>The elections team are making contact with developers, This is being considered as currently any new properties that are identified are sent a Household Enquiry Form and council tax is used to data match.</p>
<p>Youth engagement be undertaken via the young people's champion Councillor Millard;</p>	<p>Contact has been made with Cllr Millard and discussions are taking place regarding the current initiatives involving Youth engagement</p>
<p>That a full list of champions and ambassadors be assembled</p>	<p>A list of school ambassadors has been included in the agenda pack. The Neighbourhood Services Manager is currently working with the six towns in relation to the appointment of champions</p>

3.0 Canvass Update

- 3.1 The canvass at the beginning of August 134,200 initial Household Enquiry Forms were delivered across the borough. The response rate is currently an 82% response compared to 69% at the comparable point last year.
- 3.2 So far on the basis of information received from a returned HEF over 8000 Invitation to Register (ITR) have been issued. It is vitally important that these potential electors are followed up to ensure that they register. Any potential electors that have not responded to the form will be targeted as part of the personal canvass. This year prior to receiving a paper form all pending electors with emails address have been emailed an encouragement email to promote the use of the online registration service. Pending electors are part of the continuing cycle of rolling registration, when the register is published on December 1st it will be necessary to continue to target and chase responses to ITR's.
- 3.3 The elections team has introduced telephone canvassing this year and this is proving to be very successful. Reports have been produced on a weekly basis to highlight the areas that are showing the poorest responses that also includes phone numbers and email addresses. Telephone canvassing is a more modern and efficient way of encouraging and obtaining a response to a HEF. This method allows a more modern targeted approach.
- 3.4 The elections team have also focused on effective data matching from when the first forms were delivered. This has been an on-going continual process. A data file is received from Council tax which contains information on any properties that are marked as a single occupier and also where the property is empty. In addition properties in low responding areas have been checked against council tax to enable a response should the information match.
- 3.5 This year officers have worked closely with the council's communications team. A weekly digital message has been circulated on social media platforms and a new guide "how to complete your HEF" has received over 700 re-tweets from the Electoral Commission. Communications also provided a direct link to the household automated response website from the council's website and this has received some good feedback. This year we also utilised a different method of communication and advertised on Raj radio. This method was intended to reach low responding areas where language barriers may be an issue.
- 3.6 In 2017 the amount of properties that required a personal visit by a canvasser was 49,000. The success of increased data matching and telephone canvassing is demonstrated by the reduction in the number of properties requiring a personal visit for this year's canvass. This figure has been reduced to 27,020 for this year. This equates to a huge savings of £23,000 for the cost of the door knocking process.
- 3.7 At the completion of the canvass a full analysis will be made of all registration activities for both responses rates and electorate figures. This information will formulate part of the final report into the review of electoral registration

4.0 Other initiatives to consider

- 4.1 The key to success with any engagement plan is to ensure a collaborative approach across all council departments and to utilise existing resources, It is currently being investigated whether at peak periods the contact centre staff are trained to answer telephone queries. This would be particularly useful at canvass time because the question can be asked if the elector has responded to their form and is registered to vote. Webreg which is programme designed for use by other council departments, allows the update of the canvass form to be recorded on the register and any new potential electors to be added to the system as pending electors and then issued with an ITR.
- 4.2 Once the revised publication of the register has been analysed consideration may be given to issuing a Household Notification Letter in in January, this will assist with continual need to chase electors that have not completed an ITR.
- 4.3 Any properties that are listed as empty on the electoral register should be issued with an “empty property poll card” this will also highlight any electors that are currently living in the borough but not registered.
- 4.4 The use of mobile tablet for canvassing currently being investigated, data collected from this year’s canvass including all the financial implications will be assessed as part of a business case. The use of a canvasser tablets provides a digital solution that delivers significant efficiencies, it also mitigates risks surrounding data protection due to the removal of paper forms.

Time Table for Voter Registration Activities Canvass

Community Surgeries

Date	Event	Town/Community information
11/08/2018	Brasshouse Community Centre Voter Registration Surgery on Community Fun Day	All Communities Smethwick/West Brom residents
12/07/2018	Voter Registration Community Surgery at Community Fun Day at Victoria Park Tipton assisting Canvass Form Completion	Tipton Bangladeshi and host Community
24/08/2018	Jubilee Centre School Uniform Swap Event Voter Registration Surgery	Tipton mainly local community none BME
26/08/2018	Voter Registration/Canvass Form Surgery at Guru Har Rai Gurdwara West Bromwich High Street	West Bromwich Sikh Community
28/08/2018	Community Affairs Raaj Radio Canvass and Surgery Updates Launch of Advert to return canvass forms	Sandwell Wide Punjabi Speaking Community
05/09/2018	Citizenship Ceremony Surgery	Sandwell wide BME and New Migrant Communities
09/09/2018	Voter Registration/Canvass Form Surgery at Guru Nanak Gurdwara High Street Smethwick	Smethwick Sikh Community congregation mainly from the long term UK established community
04/09/2018	Voter Registration/Canvass Form Surgery at Bangladeshi Womens Centre Tipton	Tiptons Womens Bangladeshi Community and Centre Users.
04/09/2018	Voter Registration Surgery at Durga Bhawn Hindu Temple Oldbury	Hindu Community from Smethwick and Oldbury
07/09/2018	Voter Registration Surgery Yemeni community Centre	For Muslim Community after Prayers in West Brom
16/09/2018	Voter Registration/Canvass Form Surgery at Baba Sang Gurdwara Smethwick	Smethwick Sikh Community mainly from the EU migrant community
19/09/2018	Citizenship Ceremony Surgery	Sandwell wide BME and New Migrant Communities
23/09/2018 (TBC)	Voter Registration/Canvass Form Surgery at Gurdwara Guru Har Gobind Tividale	Sikh Community of Tividale and Oldbury
26/09/2018	Voter Registration Surgery Afro Caribbean Centre West Bromwich	Elderly Afro Caribbean Community service users based in West Brom/Smethwick and

09/2018TBC	Voter Registration Surgery Brushstrokes Smethwick	BME Community from Migrant Communities based in Smethwick
10/2018 TBC	Voter Registration Surgery Bangladeshi Community Wednesbury	Bangladeshi Community of Wednesbury
10/2018 TBC	Voter Registration Surgery Ileys Community Centre Smethwick	BME Community and also European Migrant Community from Somali Heritage
Week commencing 17/09	Bristnall Hall Academy PTA Voter Registration Surgery	All Community for mainly Oldbury residents
Week commencing 10/09	Uplands Primary School PTA Voter Registration Surgery	All Community for mainly Smethwick residents
Week commencing 24/09	Galton Bridge Primary PTA Voter Registration Surgery	All Community for mainly Smethwick residents
Week commencing 24/09	Dorothy Parks Community Centre Voter Registration Surgery	All Community Smethwick residents
20/09/2018	Dudley College Freshers Fayre Voter Registration Checking and Canvass Form Update	Sandwell Students 16+ attending Dudley College
11/09/2018	Sandwell College Freshers Fayre Voter Registration Checking and Canvass Form Update	Sandwell Students 16+ attending Sandwell College
13/09/2018	Sandwell 6 th Freshers Fayre Voter Registration Checking and Canvass Form Update	Sandwell Students 16+ attending Sandwell 6 th
25/10/2018	Voter Registration Surgery at Safer 6 at Yew Tree Community Centre	Community Event in West Brom

School Democracy Programme

Smethwick
Holly Lodge – Student Ambassadors Programme running with 3 New Ambassadors Events Held Vision 2030 Consultation, Mock Elections on Vote at 16, Equaliteas participants, Student Democracy Assembly and Student ID Scheme Participants.
Shireland - Meet the Mayor, Councillor and MP events held as well as voter registration surgery for 6 th form . Main contact has now left will re connect with the school in the new term.
Galton Bridge Primary: Working with PTA to host Voter Registration Surgery in New Term, previously held surgeries during IN The Know Events
Uplands Primary: Working with PTA to host Voter Registration Surgery in New Term, previously held surgeries during IN The Know Events.
West Brom
George Salter- Student Ambassadors Programme running with 5 New Ambassadors Events Held Vision 2030 Consultation, Mock Elections on Vote at 16, Student Democracy Assembly, Equaliteas Event participants and Student ID Scheme Participants also regular Democracy slot in Student Magazine . Would like meet the MP session in Parliament Week.

Healthfutures- Student Ambassadors Programme with 4 ambassadors (New Ambassadors to be recruited 2018), Voter Registration Surgeries and Mock Elections Held on Votes at 16, Student Leadership Elections also organised/conducted.
Phoenix Academy- Student Ambassadors Programme (New Ambassadors to be recruited 2018) Mock Election Votes at 16, Student Voter Registration Surgeries, Meet the MP(Tom Watson) , Mock Pre Election Debate.
Q3 Great Barr- Student Ambassadors (New Ambassadors to be recruited 2018) Meet the Minister & Mayor Events, Student Registration Surgeries, Aspire Programme Participants (What is Democracy? and My Manifesto workshop participants with Cllr Melia).
Sandwell Academy- Interested in School Democracy Ambassadors Programme, Assembly with 6 th Form and Work Experience Event also delivered.
Oldbury
Bristnall Hall Academy- Teacher based Democracy Ambassador Individual Voter Registration Submissions and now a Student ID Scheme Participant, Sixth Form Democracy Sessions also held before its closure last year. Has shown interest in Democracy Ambassadors Programme will chase up in New Term. John Spellar hosted Parliament Week event 2017. Cllr Goult also has attended the school on several occasions. School interested in Vision 2030 also PTA Parents registration event in the New Year.
Q3 Langley- Student Leadership Elections organised, Meet the Mayor and also MP sessions organised, Vision 2030 Consultation organised, Equaliteas event participants . Parliament week and National Democracy week participants.
Perryfields- Year 12/13 Parents Evening Voter Registration Surgeries and Meet the MP session (John Spellar) Target was 6 th Form Students (which is now closed) therefore plan will be to Hold ID Card Surgeries to target 16 year olds
Ormiston Sandwell Academy- Teacher based Democracy Ambassador Individual Voter Registration Submissions to teacher ambassador, 6th form no longer offered will now review in new term and offer Student ID scheme as an alternative.
Oldbury Academy- Student Democracy Ambassadors (now all left), Voter Registration Surgeries, Work Experience organised, Democracy Assemblies, Student ID Surgery for Post 16, Parliament Trip and also Meet the MP session hosted.
George Betts Primary: Organised and hosted Student Leadership Elections since 2016 to 2018 .
Meadows Sports College: Smart ITR's and letters sent to all 18 year olds to register to vote as it's a special needs school
Wednesbury
Wodensborough: Sandwell Vision 2030 consultation organised , Aspire to Inspire event participants, Student ID and Voter Registration Surgery hosts, will be working with the Student Leadership team in the New term.
Wood Green- Assembly and 6 th Form Voter registration surgery held in 2017 Sixth form contact now left the academy and will re-establish new link in the new term also promote the Student ID card.
Stuart Bathurst- Voter Registration awareness assembly and interested in Student ID programme
Tipton
Ace Academy- Democracy Workshops, Student ID cards Surgery Hosts, Interested in Student Ambassadors Programme
RSA Academy- Democracy Workshops, Vision 2030 participants Student leadership and Democracy Ambassadors programme participants, Student ID cards Surgery Hosts

Rowley

St Michaels- Working with School to host Surgeries for ID card and Voter registration also looking to host meet the MP event.
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Ormiston Forge Academy – Working with School Engagement Team with regards to hosting Vision 2030 event and also Student ID card Surgery
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Westminster School- Teacher lead School Democracy Lead (now left) also all 18 year olds sent letter and Smart ITR form as it's a special school
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College Activities

Sandwell College- Freshers Fair Voter Registration Surgeries and also Large Open day events Surgeries
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Sandwell 6th- Freshers Fair Voter Registration Surgeries and looking to do Democracy Workshops and Student ID Card Schemes Surgery in New Term
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Dudley College- Freshers Fair Voter Registration Surgeries, Local democracy Week Event, Student Voice Events and Workshops

SANDWELL COUNCILS - Public Engagement Strategy

2018 Annual Canvass

Project background

Aims

- Good public awareness of the canvass and the need to register to vote and return household canvass form. National Electoral Commission publicity will be used as the basis for local communication.

Key points

- A partnership approach to public communication will be beneficial, to ensure consistency and that all local areas are covered and under registered groups are engaged. A key strategy for this canvass is the use of social media working in partnership with the council's communications team. In conjunction with the Electoral Participation committee a review of all existing engagement and participation strategies will take place.

National campaign

The Electoral Commission will issue guidance, press releases and posters for use by local authorities.

SANDWELL COUNCILS
Public Engagement Strategy

Profile of registration area - Local and national data sources		
Source of Data/Information	Information provided	How this data will be used
Electorate	219,173 Total Electorate for Sandwell as from 06/08/2018	
Census 2011	<ul style="list-style-type: none"> • 36,975 people aged between 16-24 • 31,400 Indian, 13,952 Pakistani Bangladeshi 6,588 16,157 black (british/commonwealth) • 11,238 867 EU citizens (4,256 Polish, 1,455 Italian) • 26,934 Sikh, 25,251 Muslim, 6,810 Hindu 	<i>To analyse the demographics of our area.</i>
Local authority education data		To establish the number of young people who will need to be reached
Council tax data Local Authority Housing data		Identify concentrations of student properties and second homes and generate specific names
Local authority information about access to the internet/use of social media/unique visits to local authority website		To establish how many people are likely to be reached via digital channels, to identify areas with low internet use where other channels may be more effective
Register of Electors Information		To gain an in depth understanding of our local areas to enable a more targeted approach for direct contact.

SANDWELL COUNCIL - Public Engagement Strategy

Local priorities - geographical and target groups	Priority (High/Medium/Low)	Notes on action points
Internet use or available access to internet. For example, low levels of internet access in certain wards	Low	We do not have ward by ward breakdown but assume low figures are for areas where there are large number of none English speakers. There is a need to ensure paper forms are responded to and that other sources of information are available for those who do not want to use/do not have access to internet. This needs attention – look at prize draw incentive as conducted by Barnsley local authority.
Private rented sector in certain wards/across the local authority.	Medium	Develop targeted approach Estate Agents/Letting Agents Housing Associations
Local Authority rented accommodation	High	Current initiatives are being reviewed. Access to the housing data on monthly basis has been agreed.
Residential and Nursing Homes	Medium	Contact administrators include visits Add registration form to resident starter pack also regularly update death and mover lists.
Other Citizens: Asian / British Asian Black / British Black EU nationals	High	Work with community / religious groups Need to ensure alternative languages and support through community structures and promote using the Councils Social Media Channels and Contacts. To deliver Face to Face Voter Registration Surgeries in the most deprived, highest percentage of BME communities and least responding areas during the Canvass and during the Election registration deadlines in areas which have a high churn rate in terms of house movers and low registration rates key towns to target as identified by our knowledge and research are:

SANDWELL COUNCIL - Public Engagement Strategy

		<p>Smethwick West Bromwich Tipton Oldbury</p> <p>Main Community Groups Indian, Pakistani, Bangladeshi and Polish</p> <p>Main Faiths Sikh, Muslim and No Faith to target Community and Faith Organisations to deliver Face to Face Surgeries and Democracy Events all through the year and around major events such as Local Democracy Week and Parliament Week.</p> <p>BME Communities in all Towns to be targeted using the Raaj Radio Community Show and Advertising using Social Media and Youtube Videos in main Community Languages including (Polish, Bengali and Punjabi).</p> <p>Afro Caribbean Communities to be targeted using New Style Radio's Different Anglez Community Show.</p> <p>Surgeries also to be held at joint Community Events in each town such as Help 4U and Safer 6.</p>
Young People	High	<p>Outreach work in schools / colleges, targeted events etc to implement school democracy programme including democracy workshops, Democracy Ambassadors, Voter Registration Surgeries and also Student ID scheme targeting 16+ students.</p> <p>Voter Registration League Tables for each school to be produced and shared through the Education Bulletin.</p>

SANDWELL COUNCIL - Public Engagement Strategy

		<p>Freshers Week Registration Surgeries at Sandwell and Dudley Colleges to include a Canvass Return Surgery for Sandwell residents.</p> <p>Develop Key Partnerships with Shape Sandwell and Creative Communities and other Youth Organisations within Sandwell.</p>
Long term empty properties Second homes	Medium	Work with Council Tax to send out Registration forms when someone moves into properties send reminders to register to vote as part of Council Tax Mailshots
Medium term / recently empty properties	Medium	Ensure targeted approach through property reviews and work with council tax for regular reports and other agencies for rented accommodation as above.

SANDWELL COUNCIL - Public Engagement Strategy

Channels: Direct Contact					
Channel	Communication opportunity	Incoming or Outgoing	Activity	<i>Priority addressed / audience reached</i>	Evaluation measures
Direct mail	Write out	Outgoing from ERO	To communicate need to complete HEF and possible methods of return	unregistered	Response rates
	Council tax	Outgoing from service area	Reminder included in council tax letter, look at information on bills	Recent movers	Number sent out/response rates
Face to face	Sandwell Council Employees Elections office	Incoming from visitors	Use Screens in Council Offices to promote the Canvass & Register to Vote, share links on Council Website and Social Media also advertise in Sandwell Herald.	General audience, those finding registration challenging	Number and nature of enquiries
	Door to door canvassers	Outgoing from ERO and then incoming from canvassers, public etc.	Personal canvass and follow up visits for ITR/HEF	Unconfirmed and new occupants	Response rates

SANDWELL COUNCIL - Public Engagement Strategy

Channels: Direct Contact					
Channel	Communication opportunity	Incoming or Outgoing	Activity	Priority addressed / audience reached	Evaluation measures
Face to face	Other services: Citizenship Ceremonies, library, leisure and the adult education service	Incoming to use other services	Briefing for frontline staff and to attend Citizenship Ceremonies to complete Canvass forms and registration process. Host Surgeries at any events held by other Council departments.	New Citizens and service users	Number of services engaged Conversations with services to assess uptake interest Feedback forms at events
	Vulnerable/supported service users	Incoming to receive additional support	Support to assist residents to complete forms/online registration through home visits and outreach work with Neighbourhoods and Town leads.	Disengaged households, disabled residents, residents aged 80+ sheltered accommodation	Number of residents supported
Telephone	Elections office	Incoming	Brief staff answering calls and supply FAQs. Direct electors to online registration channels to enable more calls to be answered.	General audience, those finding registration challenging	Number and nature of enquiries

SANDWELL COUNCIL - Public Engagement Strategy

Channels: Direct Contact					
Channel	Communication opportunity	Incoming or Outgoing	Activity	<i>Priority addressed / audience reached</i>	Evaluation measures
Emails	General email to staff and staff newsletter, team brief, corporate comms etc	Outgoing corporate	Notice on intranet and staff briefing platforms Use of Social Media	Council employees, General audience through contact with council employees	Number of residents reached

SANDWELL COUNCIL - Public Engagement Strategy

Channels: Direct Contact					
Channel	Communication opportunity	Incoming or Outgoing	Activity	Priority addressed / audience reached	Evaluation measures
Other Channels	Charitable trusts Partnership stakeholders Social Housing agents/letting/estate agents Any other equalities forums	Outgoing	Poster packs to be sent to other organisations with posters and postcards explaining need to register and how to complete forms.	General audience	Number of residents reached
Social Media queries	Local Authority Facebook/Twitter	Outgoing corporate Incoming enquiries	Use Social media on a weekly basis to encourage completion and return of HEFs. Currently queries are not answered on social media – look at giving basic answers to electors.	General audience, young people	Number and nature of enquiries
Via elected representatives (Councillor/MP etc.)	Face to face, email, letter	Incoming enquiry to elected representatives	Work with democratic services to circulate message. Liaise with Town member leads to encourage participation and registration	General audience	Conversations with councillors and MPs

SANDWELL COUNCILS
Public Engagement Strategy

Appendix A: Implementation Plan

Where	When	What	Target Group	Who Responsible	Notes
Sandwell Herald	During Canvass	Electoral Registration/Elections	All – particularly new movers	Elections & Comms	
CSC Posters	Start of Canvass	Posters on pop up boards to be displayed near front desk and waiting areas.	All	Elections	
Sixth forms	Posters and social media communications On-going democracy work	Posters and leaflets on how to register, interactive forums, advertising/information on school websites, getting involved in school polls.	16 – 18 year olds	Elections	
Young People	July	Posters and social media campaign using EC posters.	18 – 34 year olds	Elections	
Second Homes	August	Use social media to communicate registration regulations. Train canvassers to deal with out of the ordinary registrations.	Second home owners	Elections	
HMOs	August	Use social media to communicate registration regulations. Train canvassers to deal with out of the ordinary registrations.	HMOs	Elections	
Speakers of other languages	August	Contact Community and Faith groups and organise surgeries and posters as well as radio advertising on Raaj FM.	Polish residents	Elections	
Staff Intranet	July then at future key stages	Communicate the purpose of canvass and how to complete forms.	All Staff	Comms	
, leisure centres, libraries, GP & dental surgeries,	July	Poster and postcard campaign packs to be posted out	All	Under registered groups	Using Electoral Commission posters
Residential care homes / vulnerable adults	August	Phone calls and personal visits to establish who is resident	Elderly and vulnerable	Elections	

SANDWELL COUNCIL - Public Engagement Strategy

Appendix A: Implementation Plan

Where	When	What	Target Group	Who Responsible	Notes
			people		
Areas with poor response rates	Aug	Look at other contributing factors – eg. High density HMOs, contact residents via appropriate means eg, housing officers. Prepare and train canvassers for door knocking stage. Weekly social media updates answering FAQs and common misconceptions.	Poor Canvass response areas	Elections	
Housing Association Contact Websites	Aug	Not applicable	New residents under registered groups	Elections	
Local print and radio	Aug	Press release to express and star and advert on raj radio.	All	Elections	