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ELECTORAL REGISTRATION PROCESS REVIEW TASK & FINISH GROUP

11 APRIL 2016

A meeting of the Electoral Registration Process Review Task & Finish Group will be held at **7.00 pm on Monday, 11 April 2016** in the Council Chamber, Council Offices, Cecil Street, Margate, Kent.

Membership:

Councillor K Gregory (Chairman); Councillors: Campbell, G Coleman-Cooke, Connor, Falcon and Game

SUPPLEMENTARY AGENDA

Item
No

Subject

4. **UPDATE ON ANY OUTSTANDING ISSUES FROM THE PREVIOUS MEETING**

Would Members please note that the Map of electoral area-large amount of work to be done on an actual paper map, as this is not available electronically, and will be provided at a much later date.

5. **LATEST REGISTRATION FIGURES OVER THE LAST 6 MONTHS** (Pages 1 - 4)

6. **RAISING AWARENESS/ TAKE UP OF REGISTRATION OPTIONS** (Pages 5 - 22)

7. **POLLING DISTRICTS** (Pages 23 - 24)

8. **END OF YEAR RECOMMENDATIONS TO THE OVERVIEW & SCRUTINY PANEL**
(Pages 25 - 26)

Members are requested to suggest end of year recommendations to forward to the Overview & Scrutiny Panel.



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Agenda Item 5

Electoral Registration Update from Claire Hawken, Electoral Services Manager

Data on spreadsheet is from 1 September 2015 through to 1 April 2016, but no data is held for the months of October and November 2015 as there were no updates to the actual electoral register as we were in the canvass process.

Column C shows the % return rate from the canvass, based on the number of responses we received back from households.

All properties should be sent at least one initial form, a reminder and also have a personal visit made. I am aware that personal visits were not made to all non-responding households, due to the lack of time available to undertake this. The canvassers employed to take on this role were not managed fully and not used to the full potential.

I intend to start the 2016 canvass in July instead of August and have forms issued on very tight deadlines. And use 'super canvassers' to solely to undertake personal visit from a much earlier date, as personal visits can be made at any time and not at the end of the process.

Columns E to J show the changes in electors on each register. These figures fluctuate due to the continuous rolling registration process. I have also undertaken a review of all people who we were aware had moved away. Under IER we have to have 2 sources of information to say someone has moved before we can delete them from the register. If we only have one source we have to review the electors entry and send a letter to the last address advising if there is no reply or they do not appeal within 2 weeks we will delete their entry. This process had not been followed prior to this. Now it is happening it is at least ensuring we don't have people still on the register who are no longer entitled to be on it, so the register is a far truer version.

Column K shows the number of deletions since 1 December, including those reviewed, but also those that have notified us through the online process they have moved, and deceased.

Column L shows the number of electors whose information does not match that held by DWP, and they have yet to provide further identity evidence to enable us to include them properly on the register. We have sent letters and reminder asking for the information. If there is no reply we ultimately can reject their application. If we do this we advise them of this and that they can try re-registering again, hopefully with the correct information this time round.

Column M shows the numbers of electors we believe are resident, but we are waiting for them to provide the relevant information to enable us to check their identity against DWP records. This involves sending forms, and using encouragement slips/post it notes and emailing them to go online to register.

Column N is the number of properties we have on our record that has no-one registered. I intend to issue letters to the highest areas first encouraging registration or confirmation that the property is empty or that no-one is eligible to register.

We now receive council tax mover information to enable us to make the changes in a timely manner and keep our information up to date.

Annual canvassing make eventually become a thing of the past. This year there are various pilots being undertaken across the country, by some authorities, looking at other ways to ensure registration continues without undertaking an annual canvass. This is pertinent considering we do now have rolling registration, which means people can register at any time and we make changes as we are notified and the register is updated every month, not once a year. Once these pilots have been evaluated a decision on annual canvass will be made.

I also have access to data with regard to nationalities that are registering within each area, and may look to see if we need to send forms and letter is simple English or other languages that may assist with registration, but I have not progressed with this yet.

With regard to polling districts, we are not currently undergoing a polling places review, and as such I would not be looking to make any changes to these, with the exception of stations having to change as necessary for the polls that arise, and those changes are outlined in a separate report.

Electoral Registration stats @ 01.04.2016

Polling District Code	Polling District Area	Canvass 2015 return rate %	Number of properties canvassed	Electors @ 01.09.2015	electors @ 01.12.2015	electors @ 01.01.2016	electors @ 01.02.2016	electors @ 01.03.2016	Electors @ 01.04.2016	Deletions to register from 01.12.2015	pending electors post DWP check	pending electors pre DWP check	void properties
BSA	Kingsgate	75.38	1040	1742	1725	1728	1693	1696	1699	69	2	42	118
BSB	Beacon Road	66.06	1317	2241	2267	2272	2229	2241	2244	74	5	38	118
BSC	Beacon Road	78.44	654	1214	1170	1171	1150	1151	1157	36	2	20	65
BSD	Bradstowe	85.7	2286	3305	3279	3320	3233	3238	3251	158	4	126	459
BSE	St Peters	75.28	1804	2845	2848	2853	2785	2800	2800	122	4	68	217
BSF	St Peters	73.94	1481	2702	2664	2675	2610	2613	2625	96	4	144	118
BSG	Viking	79.18	1604	2795	2796	2805	2764	2768	2769	84	6	42	139
BSH	Viking	74.64	2141	2904	2845	2906	2853	2852	2868	119	3	144	561
BTA	Birchington North	80.34	1312	2031	2033	2043	2004	2013	2022	63	2	31	180
BTB	Birchington North	82.66	741	1266	1254	1257	1235	1239	1253	42	4	26	65
BTC	Birchington South	78.95	1748	2840	2868	2875	2828	2842	2848	94	4	49	146
BTD	Birchington South	72.92	1547	2407	2381	2393	2336	2347	2356	80	5	72	173
MA	Westgate on sea	72.28	2067	2635	2506	2554	2511	2528	2544	107	3	213	536
MB	Westgate on sea	69.82	1670	2767	2746	2756	2717	2722	2742	75	3	98	179
MC	Westbrook	67.56	1638	2354	2292	2304	2252	2244	2252	115	2	83	402
MD	Westbrook	80.61	521	963	943	954	957	956	952	36	0	24	52
ME	Garlinge	85.83	1404	2444	2426	2433	2382	2367	2380	117	2	104	111
MF	Garlinge	83.66	700	1345	1322	1328	1299	1295	1300	62	0	46	51
MG	Margate Central	44.21	2391	1995	1959	1970	1905	1905	1924	128	13	259	1043
MH	Margate Central	59.86	1019	1447	1433	1438	1417	1425	1432	59	1	71	231
MI	Cliftonville West	44.28	1775	1614	1563	1577	1543	1578	1586	75	6	135	799
MJ1	Cliftonville West	68.49	1790	1796	1732	1756	1680	1753	1757	136	2	356	679
MJ2	Cliftonville West	73.22	1363	1659	1703	1713	1638	1686	1692	117	3	261	455
MK	Cliftonville East	75.53	1169	1895	1908	1913	1890	1891	1891	67	2	28	145
ML	Cliftonville East	78.85	1447	2384	2374	2381	2344	2351	2369	66	1	38	122
MM	Cliftonville East	81.54	493	905	916	917	892	893	902	33	0	15	42
MN	Dane Valley	62.25	1200	2028	2016	2019	1972	1981	1992	83	3	59	140
MO1	Dane Valley	74.89	713	1007	1001	1002	983	987	992	41	1	42	117
MO2	Dane Valley	70.39	1452	2385	2351	2354	2311	2321	2316	104	4	117	194
MP1	Salmestone	67.65	2213	3449	3355	3377	3285	3302	3306	170	12	141	468
MP2	Salmestone	79.1	335	602	597	599	586	594	595	23	0	10	20
RA	Northwood	70.4	1669	2767	2753	2762	2697	2688	2692	100	5	68	153
RB	Northwood	62.26	1309	2299	2227	2233	2195	2197	2189	84	8	53	146
RC	Sir Moses Montefiore	58.67	784	1261	1236	1246	1229	1234	1232	34	1	23	101
RD	Sir Moses Montefiore	66.78	1478	2484	2442	2450	2397	2395	2389	107	3	50	181
RE1	Eastcliff	71.03	1498	2304	2287	2304	2265	2262	2270	116	6	158	254
RE2	Eastcliff	60.81	763	768	758	760	735	739	739	46	3	59	244
RF	Eastcliff	59.39	2088	2148	2067	2079	2018	2043	2070	126	6	163	732
RG	Central Harbour	72.6	1799	2784	2694	2723	2662	2666	2667	162	8	154	317
RH	Central Harbour	72.04	2614	3159	3034	3051	2972	2960	2994	218	14	310	775
RI	Newington	65.58	2278	3766	3618	3619	3561	3587	3588	146	5	118	302
RJ	Nethercourt	81.6	1087	1865	1862	1866	1837	1838	1845	70	2	34	70
RK	Nethercourt	63.53	1064	1739	1675	1683	1653	1656	1665	62	3	43	185
RL	Cliffsend and Pegwell	80.72	804	1554	1534	1532	1500	1512	1520	51	2	19	47
RM	Cliffsend and Pegwell	72.65	1466	2403	2369	2375	2324	2323	2329	89	5	43	190
VAC	Thanet Villages	75.74	136	236	237	237	232	228	230	10	0	6	21
VMA	Thanet Villages	65.04	512	809	802	805	785	788	789	41	2	35	117
VMI	Thanet Villages	72.14	1658	2871	2833	2839	2790	2801	2815	99	3	70	154
VMK	Thanet Villages	75.81	310	549	544	545	541	543	544	11	1	6	33
VSA	Thanet Villages	76.53	98	172	167	167	164	163	159	8	0	2	14
VSN	Thanet Villages	76.56	384	659	647	651	637	637	639	23	2	17	38

Overall response to canvass 70.58% 66834 100563 99059 99570 97478 97839 98181 4254 182 4333 12219

2014 population = 108,666, so comparison to 01.04.2016 register of 98,181 electors means we have 90.35% registered

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Individual Electoral Registration (IER)

Communications Strategy

Background and introduction

Individual electoral registration, replacing household registration, came into effect in July 2014. From that date it was no longer possible for one person to complete and sign a registration form on behalf of a household. Each person now has to register individually and they can do this on line.

Under the new system, individuals are asked to provide 'personal identifiers', which are name, date of birth (DOB) and National Insurance Number (NINO), when they apply to register. This will allow each person's application to be verified, against information held by the Departments for Work and Pensions before they are added to the register. People who are unable to supply this information can provide alternative forms of evidence of their identity.

People who failed to register under the new system in 2014 had their registrations carried forward to 2015 - ensuring that they would be registered to vote for the May 2015 elections. However, postal or proxy voters were required to register under the new system from 2014 onwards or they would automatically lose their right to use this method of voting.

From December 2015, any person who had failed to register under the new system was deleted and not carried forward. To enable their right to vote they need to register fully under the new system, and therefore need to make a new application.

Between August and November 2015, the Council undertook the annual canvass of all residential properties in its area. Each property was sent a Household Enquiry Form (HEF). The covering letter outlined the action required, either by someone in the household completing the form and stating how many people lived in the property, but alternatively the householder could register by using the telephone hotline, website or by text. Where a HEF is completed and returned, depending on the response received, the next stage is for the ERO to send an invitation to register form (ITR) to each person in the household. Once completed, returned and verified, the person is registered. At each stage of the process the resident can register electronically which is much quicker, provided they supply their DOB and NINO at the time.

When the IER process was first introduced in 2014, the Electoral Commission undertook a nationwide communications campaign to inform the public of the changes. This progress through to 2015, with campaigns in the run up to the May 2015 elections.

The Council prepared a Communication Strategy with the local objective of successfully increasing the number of registered voters locally in Thanet particularly concentrating its targeted activity in wards/groups where registration levels were confirmed as low in previous confirmation dry run exercises. The 2016 Strategy is aimed at taking forward various streams of activity focusing on raising awareness of registration to vote and its benefits.

Thanet's population is approximately 136,000 people. The Mosaic Profile for Thanet illustrates that:

- 14.4% of the population is defined category C – retired people living comfortably
- 14.4% of the population is defined category J – middle aged parents receiving benefits living in neighbourhoods of social housing with high levels of unemployment
- 11.3% of the population is defined category L – vulnerable singles and lone parents with young children, living in high crime areas in neighbourhoods of social housing
- 11.1% of the population is defined category F - singles and divorcees approaching retirement, mostly living in privately rented flats and bungalows

The district has a high level of deprivation and a relatively low level of electoral registration.

Situation analysis

Strengths: <ul style="list-style-type: none"> • Clear focused message • Targeted communications • New national online registration available in June 2014 • Electoral Commission communications resources 	Weaknesses: <ul style="list-style-type: none"> • Limited budget • Limited human resources
Opportunities: <ul style="list-style-type: none"> • Targeting specific areas of poor registration • Use of cheap/free internal channels • Councillors/staff as ambassadors for the message • Online registrations (on the spot registration) • Partnership working • Using information held by the authority 	Threats: <ul style="list-style-type: none"> • High hard to reach population • High transient population • A two stage process to register • A perhaps initially subtle distinction between Household Enquiry Form and Invitation to Register form.

Goals and objectives

Increase electoral registration in wards with low registration.
 Increase electoral registration with hard to reach groups.
 Raise residents' awareness of IER and its requirements and timescales.

Communication objectives

Awareness: Raise awareness of the benefits of registration/voting and how to join the Electoral Roll.

Comprehension: Explain the benefits of registering to vote under IER as part of the on-going canvass process

Voters must ensure they are registered individually under IER otherwise will lose their ability to vote.

Conviction: Increase voter engagement and the number of registered voters in Thanet, particularly in wards with poor registration.

Action: Undertake a marketing campaign, targeting areas of low registration and hard to reach groups, using a mix of channels as part of the 2016 canvass process.

Partnership

Partner	Objective
Thanet's Gateway Plus (KCC)	Raise awareness of electoral registration / address queries / assist with registrations / signpost to online registration through the year.
Call Centre (East Kent Services)	Raise awareness of electoral registration / address queries / signpost to online registration throughout the year.
Schools/Universities	Raise awareness of electoral registration / signpost to online registration throughout the year.
Local Businesses	Raise awareness of electoral registration / signpost to online registration throughout the year.
Charity Organisations	Raise awareness of electoral registration / assist with

	registrations.
Local Clubs & Organisations	Raise awareness of electoral registration / signpost to online registration throughout the year.
Neighbour Local Authorities	Combined awareness raising activity/media purchasing
Parish Councils	Raise awareness of electoral registration / assist with registrations/signpost to online registration throughout the year.
Libraries	Raise awareness of electoral registration / signpost to online registration throughout the year.
East Kent Housing	Raise awareness or electoral registration / assist with registrations/signpost to online registrations throughout the year.
Housing Associations	Raise awareness of electoral registration / signpost to online registration throughout the year.
Landlords	Raise awareness of electoral registration / signpost to online registration throughout the year.
NHS	Raise awareness of electoral registration / signpost to online registration throughout the year.
Job Centre Plus	Raise awareness of electoral registration / signpost to online registration throughout the year.
KCC	Raise awareness of electoral / assist with registration / signpost to online registration throughout the year.
Probation Service	Raise awareness of electoral registration/ assist with registration / signpost to online registration throughout the year.

Target areas

They are areas with below average registration rates generally. Locally we will undertake a communications campaign, targeting wards with a low canvass response rate. We will provide information on the benefits of registration and how to register in order to increase registration throughout the year.

Polling District Code	Polling District Area	Canvass 2015 return rate %
BSA	Kingsgate	75.38
BSB	Beacon Road	66.06
BSC	Beacon Road	78.44
BSD	Bradstowe	85.7
BSE	St Peters	75.28
BSF	St Peters	73.94
BSG	Viking	79.18
BSH	Viking	74.64
BTA	Birchington North	80.34
BTB	Birchington North	82.66
BTC	Birchington South	78.95
BTD	Birchington South	72.92
MA	Westgate on sea	72.28
MB	Westgate on sea	69.82
MC	Westbrook	67.56
MD	Westbrook	80.61
ME	Garlinge	85.83
MF	Garlinge	83.66
MG	Margate Central	44.21
MH	Margate Central	59.86

MI	Cliftonville West	44.28
MJ1	Cliftonville West	68.49
MJ2	Cliftonville West	73.22
MK	Cliftonville East	75.53
ML	Cliftonville East	78.85
MM	Cliftonville East	81.54
MN	Dane Valley	62.25
MO1	Dane Valley	74.89
MO2	Dane Valley	70.39
MP1	Salmestone	67.65
MP2	Salmestone	79.1
RA	Northwood	70.4
RB	Northwood	62.26
RC	Sir Moses Montefiore	58.67
RD	Sir Moses Montefiore	66.78
RE1	Eastcliff	71.03
RE2	Eastcliff	60.81
RF	Eastcliff	59.39
RG	Central Harbour	72.6
RH	Central Harbour	72.04
RI	Newington	65.58
RJ	Nethercourt	81.6
RK	Nethercourt	63.53
RL	Cliffsend and Pegwell	80.72
RM	Cliffsend and Pegwell	72.65
VAC	Thanet Villages	75.74
VMA	Thanet Villages	65.04
VMI	Thanet Villages	72.14
VMK	Thanet Villages	75.81
VSA	Thanet Villages	76.53
VSN	Thanet Villages	76.56

Overall response
to canvass
70.58%

Audiences	Channels for communications	Communications Partners
Internal		
Staff Members	Intranet All TDC Email Internal posters Managers briefings Staff briefings Member briefings	Corporate Communications Team. Elected Members. Electoral Services Democratic Services.
External		
General public	TDC Dedicated web pages Dedicated Facebook page	Thanet Gateway Plus Call Centre

	<p>Twitter Leaflets Outdoor Posters Local press ads/releases Radio Local newsletter ads/articles Automated information phone line</p>	<p>Local Businesses NHS Libraries</p>
Students	<p>TDC Dedicated web pages Dedicated Facebook page Twitter Outdoor Posters Leaflets Local press ads/releases Radio Student newsletter ads/articles Automated information phone line</p>	<p>Thanet Gateway Plus Call Centre Universities/6th Form Landlords Local Businesses Libraries NHS Job Centre Plus</p>
Homemovers	<p>Council channels which need to be aware of address changes: Council Tax letters/bills/website Benefits letters/bills/website Recycling & Waste letters/bills/website EK Housing letters/newsletters/website Parking (permits) Gateway</p>	<p>Thanet Gateway Plus Call Centre East Kent Housing Housing Associations Landlords Local Businesses</p>
Young People & Attainers (16-17yr olds)	<p>TDC Dedicated web pages Dedicated Facebook page Twitter Outdoor Posters Leaflets Radio Student newsletter ads/articles Automated information phone line</p>	<p>Club & Organisations Job Centre Plus 6th Form KCC (Social Services) Children's Charities / Volunteer services</p>
Black & Ethnic Minority Groups	<p>TDC Dedicated web pages Dedicated Facebook page Twitter Local BME community events Face to face (Gateway) Outdoor posters</p>	<p>Thanet Gateway Plus Community Groups Call Centre Local Businesses (ethnic food store /restaurants/venues) Clubs & Organisations Charities NHS Religious Leaders Job Centre Plus</p>
Transient population and HMO's	<p>Frontline council services communications channels : Council Tax letters/bills/website Benefits letters/bills/website Recycling & Waste letters/bills/website EK Housing letters/newsletters/website Parking (permits) Gateway</p>	<p>Thanet Gateway Plus Call Centre Charities (Mencap, Sense, Porchlight, Help the Homeless) Probation Service Landlords Libraries Temporary Accommodation (Hostels & B&B's) Local Businesses NHS</p>
Disabled and those with additional communications needs	<p>Large print literature Braille Literature Audio Accessible website Translated Literature Face to face (Gateway) Automated information phone line</p>	<p>Thanet Gateway Plus Call Centre Clubs & Organisations Charities East Kent Housing Housing Associations Landlords Local Businesses Libraries</p>

Elderly	Automated information phone line Face to face (Gateway) Local press ads/releases Leaflets	Thanet gateway Plus Call Centre Charities (Age UK, Help the Aged) KCC Social services East Kent Housing Housing Associations Landlords NHS Libraries Clubs and Organisations
Disengaged residents	Press ads/releases Outdoor posters Radio Automated information phone line Leaflets Face to face	Thanet Gateway Plus Call Centre KCC – Social services Charities (Debt support, Addiction support, mental health) Job centre plus Local businesses NHS
Rural & Village communities	Local press ads/releases Leaflets Posters Radio Dedicated web pages Outdoor posters Automated Information phone line	Parish councils Clubs & Organisations Local businesses NHS Libraries

Key messages

	Key Messages
1.	Your vote matters, don't lose it
2.	Register at any time throughout the year
3.	It is easy to register-do it online
4.	Register to vote now to ensure you can vote in the 2016 Police and Crime Commissioner Elections and EU Referendum
5.	Postal and Proxy voters - register now.
6.	Visit www.thanet.gov.uk for information.
7.	If you need help to register call Electoral Services on 01843 577500
8.	Register to vote at anytime

Evaluation

Objective	Measure	How to measure
Increase registration in wards with current low registration	Targeted communications in Cliftonville West and Margate Central	Increased registrations in Cliftonville West and Margate Central in 2015/16.
Increase awareness the benefits of early registration	Residents fully aware of the benefits of registering early	Increased registrations during the 2016 Annual canvass Increased registrations in wards identified with current low registration. Number of unique web page views. Number of retweets

		Number of Facebook page views
Encourage online registration during the year	High take up of online registrations	Increase in number of online IER registrations Reduced registration printing and postal costs.

IER Communications Activity & Progress

Internal Communications

Tactic	Target Audience	Timing	Cost	Responsibility	Actions	Progress
Managers Forum Presentation	TDC Managers		£0.00	Electoral Services	Claire Hawken to arrange	
Intranet home page article linking to IER info and online registration	All staff	As necessary	£0.00	Communications	Claire Hawken to arrange for news article to be added at key times	
Monthly Staff Briefing Slides	All staff	As necessary	£0.00	Communications	Claire Hawken to arrange for slide to be provided at key times	
Internal Posters in main and satellite offices	All staff	As necessary	£10.00	Communications	Claire Hawken to arrange for Comms to produce and distribute	
Staff Newsletter (Scoop)	All staff	As necessary	£0.00	Communications	Claire Hawken to arrange for Comms to add article to Scoop	

External Communications

Tactic	Target audience	Timing	Cost	Responsibility	Actions	Progress
Social Media:						
TDC Twitter - regular scheduled tweets	General Public Young People/Students BME	As necessary	£0.00	Communications	Claire Hawken to arrange for relevant messages to be added at key times	
TDC Facebook page - posts	General Public Young People/Students BME	As necessary	£0.00	Communications	Claire Hawken to arrange for relevant messages to be posted on TDC Facebook site	
Add register to Vote and link to online registration to staff email signatures.	General Public	As necessary	£0.00	EK IT Services	Claire Hawken to arrange for Comms to contact staff with text and logos	
Call Centre						
Call centre message –	General Public	As necessary	£0.00	Communications/EK	Claire Hawken to review and	

Tactic	Target audience	Timing	Cost	Responsibility	Actions	Progress
call centre staff to ask all callers if they have registered to vote and provide advice.	Elderly BME Transient Disengaged residents			Services	amend Elec Com Script to Call Centre with briefing and EC FAQ's	
Call waiting message	General Public Elderly BME Transient Disengaged residents	As necessary	£0.00	Communications/EK Services	Claire Hawken to review and amend call waiting script and send to call centre	
PR						
Series of Press releases	General Public Elderly Students Rural and Village Communities	As necessary	£0.00	Communications	Comms to use Draft EC Press Release include FAQs	
Press/online articles	General Public Elderly Students Rural and Village Communities	As necessary	£0.00	Communications	Direct to IER info and online registration via online press release article.	
Direct Marketing –						
Posters/Leaflets/Postcards						
Parish Council's All Elected Members Libraries Leisure centres/gyms Doctor's surgeries Supermarkets Bars and clubs Restaurants/Cafés Student Union Halls of residence	General Public Students/Young People Homemovers Elderly Disengaged Residents Rural & Village communities	September 2015	Print £250 Postage £625.00	Communications / Electoral Services	Comms to print posters and mail out. Use previous mailing lists.	

Tactic	Target audience	Timing	Cost	Responsibility	Actions	Progress
Landlords 6 th Form Colleges Cinemas Community forums Residents associations EK Housing Social housing (Orbit) Job Centre Plus Community/Social groups Volunteer Groups Community centres Debt support services Addiction support services Mental health charities Local Businesses Thanet's Gateway Plus Post offices						
Council Franking Machine Message	All	September 2015	£150.00	Communications/Post Room	Claire Hawken to discuss options with Carolyn Tinley	
Create a pack for Estate Agents to brief customers Posters 'How to' Postcards FAQ sheet Folders	All		Print internally Print internally Print internally Print internally Postage	Communications	Claire Hawken and Comms to design, print and mail.	

Tactic	Target audience	Timing	Cost	Responsibility	Actions	Progress
			£500.00			
Leaflet door drop all households						
Leaflet door drop all houses in under-registered Wards	Cliftonville West Ward Margate Central Ward	As necessary and if funding available	8338 properties @£0.20 per property for delivery and £0.15 printing £2918.30 Print internally	Electoral Services /Communications	To design new leaflet matching our campaign. To check data re. under-registered wards. To arrange deliver by canvassers	
Letters to all empty properties	Start areas with highest numbers	As necessary	3352 properties (costs as above) £1173.20		To create relevant letter To arrange deliver by canvassers	
Leaflets supplied to Gateway for forwarding to stakeholders /customers	Hard to reach Charities Support agencies	As necessary	£0.00 Print internally	Electoral Services / Communications	To forward PDF and printed leaflets to Gateway. To email PDF or html to the following partners: A Better Cliftonville - danchilcott@hotmail.com Admiral Nurse - dianne.lovet@kmpt.nhs.uk Age UK (Thanet) -	

Tactic	Target audience	Timing	Cost	Responsibility	Actions	Progress
					<p>andrea@ageukthanet.org.uk</p> <p>Care Navigator - Annie.Hales@familymosaic.co.uk</p> <p>Carers' Support - JillAttwell@carers-doverdistrict.org</p> <p>Centre for Independent Living in Kent - cilkent@aol.com</p> <p>Citizen's Advice Bureau - distman@thanetcitizensadvice.co.uk</p> <p>Clinical Commissioning Group - hannah.price@nhs.net</p> <p>CXK (previously Connexions) - AliciaMoyles@cxk.org</p> <p>East Kent College - Beth.Walker@eastkent.ac.uk & Lucy.McLeod@eastkent.ac.uk</p>	

Tactic	Target audience	Timing	Cost	Responsibility	Actions	Progress
					<p><u>k</u></p> <p>East Kent Housing - <u>Amie.Godden@EASTKENTHousing.ORG.UK</u> & <u>lucy.tuson@eastkenthousing.org.uk</u></p> <p>East Kent Independent Living Support - <u>janet.britt@mypostoffice.co.uk</u></p> <p>Disability Drop in Centre - <u>ddic@hotmail.co.uk</u></p> <p>Job Centre Community Engagement - <u>debbie.lancaster@dwp.gsi.gov.uk</u></p> <p>KCC Children’s Centres - <u>Avril.Hall@kent.gov.uk</u></p> <p>KCC Community Engagement – <u>ann.charman@kent.gov.uk</u></p> <p>KCC Community Wardens - <u>laura.bungard@kent.gov.uk</u></p>	

Tactic	Target audience	Timing	Cost	Responsibility	Actions	Progress
					<p>KCC Libraries – Jackie.taylor-smith@kent.gov.uk</p> <p>Kent Association for the Blind - Amanda.Bodemeaid@kent.gov.uk</p> <p>Kent Police - kath.mole@kent.pnn.police.uk</p> <p>Kent Savers - Chris.Hunt@kentsavers.co.uk</p> <p>Lighthouse Project - office@thelighthouseproject.org.uk</p> <p>Migrant Help – dominika.richards@kent.gov.uk</p> <p>NHS Health Trainers - Carly.Seymour@kentcht.nhs.uk</p> <p>Rehabilitation for Addicted Prisoners Trust -</p>	

Tactic	Target audience	Timing	Cost	Responsibility	Actions	Progress
					<p>Amanda.Honour@hmpps.gsi.gov.uk</p> <p>Royal British Legion - easseter@britishlegion.org.uk</p> <p>Seniors Helping Seniors - christian@seniorshelpingseniors.co.uk</p> <p>Speak Up CIC - amanda@speakupcic.co.uk</p> <p>TG Peer Associates - tgpals@ymail.com</p> <p>Thanet Community Networks - cara@thanetcommunitynetworks.org.uk & kay@thanetcommunitynetworks.org.uk</p>	
Council Tax Communications						
Bills / Letters – add message	Transient HMO Homemovers	All year	0.00	Electoral Services/ East Kent Services	To ask if registration encouragement slip added to Council Tax letters or bills envelopes	
Benefits Communications						
Letters – add message	Transient	All year	TBC	Electoral Services /	To ask if registration	

Tactic	Target audience	Timing	Cost	Responsibility	Actions	Progress
	HMO Homemovers			East Kent Services	encouragement slip added to Benefit letters envelopes	
Advertising:						
Isle of Thanet Gazette Quarter Page	General Public Elderly Disengaged Residents Rural & Village Communities	As necessary	@£136 each £272	Electoral Services / Communications	To book media and supply artwork	
KM Thanet Extra Wrap Quarter page	General Public Elderly Disengaged Residents Rural & Village Communities	As necessary	@£100 each £200	Electoral Services / Communications	To book media and supply artwork	
Broadie newsletter	General Public Elderly	As necessary	£195.00	Electoral Services / Communications	To book media and supply artwork	
Thanet Voice Newsletter	General Public Elderly Disengaged Residents Rural & Village Communities	As necessary	£TBC	Electoral Services / Communications	To book media and supply artwork	
East Kent Housing Newsletter	General Public Elderly Disengaged Residents	As necessary	£0.00	Electoral Services /EK Housing	To email artwork to Lucy Tuson for next available edition (check with her for deadline)	
Radio (Heart/KMFM)	General Public Students/Young People Disabled Disengaged Residents Rural & Village Communities	As necessary	£Purchase in partnership with Canterbury /Dover?	Electoral Services / Communications	MG to discuss with CCC and DDC and cost if they are in agreement	
TDC Website						

Tactic	Target audience	Timing	Cost	Responsibility	Actions	Progress
Homepage feature (linking to online registration)	General Public Students/Young People BME	All year	£0.00	Electoral Services / Communications	KM to add press release as news article. JW to link to IER pages and registration.	
Homepage Banner	General Public Students/Young People BME	September 2015	£0.00	Electoral Services / Communications	MG to design banner in line with TDC campaign. Use this as default Homepage banner.	
Online FAQ's	General Public Students/Young People BME	All year	£0.00	Electoral Services / Communications	As appropriate	
Static skyscraper banners on all available pages	General Public Students/Young People BME	All year	£0.00	Electoral Services / Communications	Update with new design to match TDC campaign	
Events:						
Residents association meetings	Disengaged Residents Young People	As necessary	0.00	Electoral Services /EK Housing	To supply information and posters to EK Housing for distribution at resident meetings. Electoral services manager to attend Q&A sessions	
Thanet's Gateway plus- online registration event (with translator). Laptops and staff in Gateway to encourage and help people register.	BME General Public Disengaged residents Disabled/those with special communication needs Transient Elderly	As necessary	0.00	Electoral Services/Thanet Gateway Plus	To discuss options and dates with Gateway Manager. This would require staffing and could be combined with the street activity.	

Tactic	Target audience	Timing	Cost	Responsibility	Actions	Progress
Attend local community events in target areas.	General Public Disengaged Residents Students/Young people Elderly BME Transient	As necessary	£0.00 if done by Elec Services staff	Communications/Electoral Services	MG to research community events in target wards during Sept/Oct/Nov Staff would be required – this could be combined with Street team activity.	
Merchandising:						
Beer Mats	General Public Students/Young People Disengaged Residents Transient Rural & Village Communities		£180 for 1000		To place order for 1000 initially and provide artwork	
'Register to Vote' Branded Sweets	General Public Students/Young People Disengaged Residents Transient	September 2015	£290.00	Communications		Completed May 2015 – still in stock to be used at above public events.

Polling Stations

Issues arising for PCCE 5 May 2016

The Orb Public House, Ramsgate Road, has no disabled access, which means the presiding Officer has to make provision to see electors outside and enable the electors to vote and place their ballot paper in the ballot box. There is very limited choice to venues in this area that could be used as a polling station. Electors have been advised that if this causes them a problem they can apply for a postal vote

Lesters Public House, Ramsgate Road, have refused to allow us to use this property as a polling station. A new venue has been found at Salmestone Grange. Electors have been advised of the change of venue and that access is via a gravel driveway and if this causes a problem access wise, they can apply for a postal vote.

Echo Shop, Plains of Waterloo, is no longer a suitable venue, and this has been changed to the Comfort Inn Ramsgate, Victoria Parade. Electors have been advised of this change and that they may apply for a postal vote if access may cause them a problem.

St Lawrence College, College Road, hall used has access issues for elector, as this is via a walk way where young school children walk. This is a security and safety problem for the school. But also causes electors access issues and security does not always allow electors through the gate. Remedy is to use another building, The Grange, on the other side of the road, away from the main school, with it's own car parking area which can be used by electors.

Issues arising for EU Referendum 23 June 2016

In addition to the changes noted above:

Botany Bay Hotel, Kingsgate Avenue, use of the usual room is not suitable as not large enough and accessed via the main bar area, which caused problems if there are electors queuing to vote. Solution is to use the Kingsgate room, which is much larger, has separate access and is more suited to such a large election. Electors will be advised of change o room and access will be from Kingsgate Avenue only.

The following stations will be split into 2 polling stations (doubles) for the Referendum to ensure electors can access the station easily with least likelihood of queues. The Chief Counting Officer has directed that any stations that have more than 2000 potential electors should be split to reduce the maximum to 2000 at each station. Some of the double stations will have 2 presiding officers (one on each station), plus all necessary poll clerks appointed in accordance with the guidance issued.

Some may have 1 Presiding Officer to run both stations, plus all necessary poll clerks appointed in accordance with the guidance issued. This will only be done in those areas where the numbers are only a small amount more than 2000 electors, and where May 2015 election turnout was lower than the whole district.

These venues are considered large enough to be able to have 2 stations set up within the building.

St Philips Church, Summerfield Road, Margate
Surestart, Millmead Children`s Centre, Dane Valley Road
Racing Greyhound, 227 Hereson Road
Methodist Church Hall, High Street, Garlinge
Kent Innovation Centre, Thanet Reach Business Park, Millennium Way
Christ Church Hall, Westgate Bay Avenue, Westgate-on-Sea
Crampton Function Hall, Crampton Tower Museum, The Broadway
St Marks Church Hall, Pysons Road, Ramsgate
Council Chamber, Pierremont Hall, Pierremont Avenue
Ramsgate Youth Centre, High Street, St Lawrence
Mulberry Room, Portland Centre, Hopeville Avenue, Broadstairs
Westgate Community Centre, Lymington Road, Westgate-on-Sea
Minster Village Hall, High Street, Minster

ELECTORAL REGISTRATION PROCESS REVIEW TASK & FINISH GROUP TERMS OF REFERENCE FOR 2015/16

General

A Sub-Committee of the Overview and Scrutiny Panel was established to review certain matters relating to the electoral registration process.

Membership, Chairmanship and Quorum

Number of Members	Seven
Political Composition	3 UKIP 2 Conservative 1 Labour 1 Democratic Independent Group
Substitute Members Permitted	Yes
Political Balance Rules apply	Yes
Appointments/Removals from Office	By Overview and Scrutiny Panel
Restrictions on Membership	Non-Executive Members Only
Restrictions on Chairmanship	None
Quorum	Four
Number of ordinary meetings per Council Year	Meetings will be called as required

Terms of Reference

1. To review the implementation of Individual Electoral Registration;
2. To review the annual Canvass for 2014/15 in order to inform the electoral registration process for 2015/16;
3. Receive the findings of the internal review regarding printing and postal votes arrangements for the May 2015 Elections;
4. To contribute ideas for consideration by the Council's Electoral Registration Officer (through the Overview & Scrutiny Panel) on options for increasing public awareness of, and participation in, voter registration.

General

It is not within the Terms of Reference of the Panel or the Task & Finish Group to consider matters relating to the registration of an individual or a specific household. There are statutory processes for objecting to a new registration or reviewing an existing registration.

Notes

This Task & Finish Group was first established in principle by the decision of the Overview & Scrutiny Panel on 10 January 2012. These terms of reference are to be considered by the Overview & Scrutiny Panel on 18 August 2015.

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