

## The Select Committee makes the following Recommendations to Council

Ref:	Recommendation	Owner	Potential impact of Recommendation
<b>Democracy in schools</b>			
1	That all schools and colleges are signed up to using the Cabinet Office's "young ambassador programme". Cabinet Office provide a suite of activities and resources that can help schools deliver key democracy messages to facilitate young voter engagement	Electoral Services Team	Democracy messages are delivered to a wider audience than are currently and gives the schools guidance on the content of democracy lessons.
2	That the existing engagement activities as detailed in appendix 1 scheduled around key electoral events, Local Democracy week and Parliament week continue.	Electoral Services Team	Ensure momentum with current engagement activities.
3	That all school ambassadors are invited once a quarter to attend a meeting with the Electoral Services team at the Council House to review and implement plans for engagement and participation activities.	Electoral Services Team	Maintain and build on existing relationship with school ambassadors.
<b>Effective use of Data Matching and Data Mining</b>			
4	That all Local Authority data from all relevant departments is obtained by Elections Officers and made available to be used to interrogate and identify new potential electors.	Electoral Services Team	Efficient and measured way to target electors and invite them to register. Efficient use of resources.
5	That the Education data list of all 16/17 year olds within the borough be obtained from the Local Authority Education Department and used to identify and invite young people to register.	Electoral Services Team	Efficient and measured way to target electors and invite them to register. Efficient use of resources.

6	That the data set of new tenants also be used by the Elections team to assess how effective council wide promotion of electoral registration and participation is. The results of this data matching exercise will form part of the annual review and assessment of all engagement and participation activities.	Electoral Services Team	Ability to be able to measure the success of current engagement and participation work
7	That the Local Authority Council Tax data which identifies properties that have single person discounts applied and any properties that are void are imported to the electoral management software and utilised throughout the year but particularly at the annual canvass.	Electoral Services Team	Reduction in the number of properties requiring a personal visit and ability to identify when a change of occupier has occurred.
8	That the "Blue Badge" data is obtained from the Local Authorities Adult and Social Care department and this data is used to analyse and cross match registration levels for people registered disabled.	Electoral Services Team	Efficient and measured way to target electors and invite them to register. Efficient use of resources.
<b>Whole Council Approach to Partnership Working</b>			
9	That Housing Officers continue to register new tenants "online" at the point of the application process for Local Authority Housing.	Electoral Services Team	Ability to register potential electors at first point of contact without the need to send paper forms. Promote awareness of the importance of electoral registration.
10	That when elected members receive queries from residents of the borough the electoral roll is checked to confirm their registration.		
11	That in all the local town offices, front line customer facing staff promote registration at every customer contact with key advertising resources being utilised at key points of the electoral calendar specifically the Annual Canvass and the run up to Elections.	Electoral Services Team	Ability to register potential electors at first point of contact without the need to send paper forms. Promote awareness of the importance of electoral registration.

12	That front line “outreach” staff across the six towns provide information to tenants about registering to vote when visiting their homes.	Electoral Services Team	Ability to register potential electors at first point of contact without the need to send paper forms. Promote awareness of the importance of electoral registration.
13	That a collaborative approach is used between all Neighbourhood Service Managers across the six towns to promote Electoral Participation and Engagement at the Council’s “Safer Six Campaigns“	Electoral Services Team	Promote awareness of the importance of electoral registration.
<b>Targeted Community Engagement with under-registered groups</b>			
14	That the partnership working with local faith organisations amongst ethnic communities continue.	Electoral Services Team	Maintain and build on existing relationships with communities. Promote awareness of the importance of electoral registration.
15	That all available channels of communication are used to reach BME communities ensuring documents, leaflets, and any information is available in other languages	Electoral Services Team	Maintain and build on existing relationships with communities. Promote awareness of the importance of electoral registration.
16.	That Care Homes are contacted and visited on an individual basis allowing relationships to be developed with Care Home Managers	Electoral Services Team	Maintain and build on existing relationships. Promote awareness of the importance of electoral registration and strengthen the accuracy and completeness of the register.
17	Investigate the use of electronic tablets to introduce year-round canvassing to target specific wards and demographics	Electoral Services Team	Reduce paper and postage costs and engage with people not already engaged in the process

<b>Continue to Streamline the Annual Canvass</b>			
18	That all platforms of communication are used to promote the annual canvass which include video messages of how to complete forms	Electoral Services Team	Ensures messages are being received by all areas of the community
19	That data matching is used from all available Local Authority data sources to elicit HEF responses	Electoral Services Team	Reduces the cost of “door knocking” and increases responses rates