



Scrutiny Committee

26 April 2016

Report from the Performance, Policy and Partnerships Directorate

Promoting Electoral Engagement (IER): Scrutiny Update

1. Summary

- 1.1 This report brings to the Committee an update on the implementation of Brent's Individual Electoral Registration (IER) communication and engagement strategy which was at the time described as the most significant change to the electoral system in over a century. This was of concern to the Council as the right to vote is fundamental to civic engagement and a functioning democratic process.
- 1.2 The task group was established because members were concerned about the transition to IER in particular, that a large number of Brent's residents may not be successfully transferred onto the new system and thus removed from the register. This could undermine civic engagement in the borough and negatively impact upon Brent's residents in other ways, such as making it difficult to undergo a credit check.
- 1.3 A number of demographic 'risk factors' which could lead to a large number of people being removed from the electoral register were also identified. These included; high rates of population churn, large numbers of people living in the private rented sector and high numbers of students, all of which are prevalent in Brent.
- 1.4 In this context, the task group wanted to better understand how the different service areas across the council are preparing for the changes and examine what could be done to ensure a successful transition to IER.
- 1.5 This report details the progress and outcomes of the recommendations made in the report following their implementation.

2. Recommendations

- 2.1 That the Committee notes the significant work undertaken by the Council as recommended by the task group;

- 2.2 That the Committee notes and endorses the recommendations in the report.

3. Detailed Considerations

- 3.1 Chaired by Councillor Neil Nerva, the task group was established in response to the challenges posed by the introduction of Individual Electoral Registration (IER) which was at the time described as the most significant change to the electoral system in over a century. The right to vote is fundamental to civic engagement and a functioning democratic process.
- 3.2 Brent, like many other London boroughs, had previously experienced significant levels of under-registration due to high levels of population churn. In this context, the transition to IER presented the opportunity to understand the extent of the problem of under- registration and to ensure that Brent's residents successfully transition to the new system.

At the time of the review in autumn 2014, there was a significant risk of electoral registration 'drop-off' which would have serious implications for civic engagement and democracy.

The scope and purpose of the task groups work

- 3.3 The purpose of this particular task group therefore, became to ensure that all of Brent's residents were successfully transferred onto the new electoral roll. Therefore, the task group's intended outcomes were:
- To ensure that a clear and coherent IER roll-out programme and communications strategy is developed for promoting electoral engagement in the borough, with a particular focus on under-represented groups;
 - Ensure that the council and elected members are engaging with local communities around civic participation and voter registration;
 - Harness the expertise of local VCS organisations to reach out to residents;
 - Ensure that the maximum number of people in the borough are successfully transferred to the new system with a target rate of 95%; and
 - Increase the proportion of local people on the electoral register.
- 3.4 After considering evidence taken from key officers from Brent Council's services, voluntary and community sector organisations and other key stakeholders, the report advocated a threefold approach for improving voter registration as a whole and for targeting the lowest-matching polling districts:
1. The need for a comprehensive IER roll-out programme and communications strategy which is characterised by intelligence-led targeting of areas and at-risk community groups. The strategy should use clear and effective messaging;
 2. The need for more effective working with partners including the voluntary and community sector, housing and other statutory and non-statutory partners; and
 3. The need for enhanced civic engagement with the community (e.g. improved civic education and greater outreach by elected members).

What we found

- 3.5 Prior to the first revised individual register being published on 1 December 2014, a confirmation 'dry-run' data-matching exercise, which cross-referenced data from the Department for Work and Pensions (DWP) with local electoral registers was undertaken to confirm electors' addresses. In Brent, 67.6% of electors were successfully matched; this is significantly below the national average of 79% but just below the London average of 68%.
- 3.6 The matching exercise subsequently allowed the council to identify the lowest matching polling districts. Consequently, the report recommended that the Electoral Services team make a concerted effort to target the polling districts with the highest amount of under-registration. Whilst the matching exercise revealed the geography of under registration, the demographics of under-registration were more difficult to establish.
- 3.7 In previous years Brent's Electoral Services team, through their registration drives and canvasses, have achieved registration rates of 95%. What the matching revealed is that – even as a snapshot – voter registration is not as accurate as we would like to think. Moreover, the Electoral Commission estimates that some 7.5 million eligible voters nationally will drop off the register unless more is done to promote electoral registration.

Key facts and findings

- 3.8 The task group observed the following facts and made the following key findings which served as the context in which the investigation took place:
- IER came into law in June 2014, from which point electors must register individually through the new system;
 - Key features of IER include:
 - The traditional method of household registration will cease and all electors will be required to make an annual separate individual application;
 - All applicants will have to supply two personal identifiers, usually their date of birth and national insurance number (see Appendix A); and
 - The need for handwritten signatures has been removed, thus allowing applicants to register online using an electronic signature.
 - Brent's Electoral Services produced a Public Engagement Strategy in the Spring of 2014 (see Appendix B) and the communications team are in the process of developing a strategy which will be informed by the new register to be published in December 2014;
 - Electoral services currently employ 3.5 full-time members of staff¹ and two temporary fixed-term staff. This number, however, is increased at key moments in the electoral cycle from within Executive and Member Services. Based on benchmarking done by the department across 15 London boroughs, the full time Electoral Services capacity in Brent is considerably smaller when compared with the other boroughs. Brent currently has a ratio of 00.32 members of Electoral Services staff relative to the size of the electorate, compared with an average of 00.69 across the other boroughs surveyed;
 - The electoral services team has a budget of £217,000 in 2014/14 from a Cabinet Office grant allocated for the transition to IER. Similar levels of funding are expected for 2015-16;

¹ Here 3.5 members of staff means 3 full-time and one part-time.

- There is a lack of clarity around e-registration and the potential for registration fraud and identity theft;
- Nationally, the matching exercise revealed 79% Green matches, 3% Amber and 18% Red.
- Overall 67.6% of electors in Brent were successfully matched, just under the London average of 68%;
- Brent is an incredibly diverse borough and no two wards are the same. Something which further highlights the need for a bespoke approach to engaging with key community groups and areas;
- There is a need for greater engagement with vulnerable residents and their representative groups (VCS organisations);
- Similarly, there is a need to increase engagement on civic participation in the borough, particularly amongst Brent's young people and minority ethnic groups;
- Large numbers of Brent's residents speak English only as a second language;
- The Electoral Commission's (statutory) registration form is not as clear as it could be and important information is missing;
- There are a number of internal and external partners within the housing sector and higher education that are ideally placed to feed into the strategy and to help with voter registration;
- Thirty-two per cent of Brent's residents are now living in the PRS which is characterised by short-term tenancies and, therefore, are at an increased risk of not registering;
- There are a number of negative consequences to being removed from the electoral register besides not being able to vote, of which residents need to be aware; and
- The committee was pleased to hear that Electoral Services are looking to recruit an additional staff member to assist in implementing IER.

What has changed?

3.9 Since the implementation of the recommendations made by the task group (see Appendix one), the following key changes have taken place within the borough (see Appendix two for a comprehensive list).

Theme 1: the need for a comprehensive IER roll-out programme and communications strategy

3.10 Business Intelligence has now identified a greater awareness of being able to register online amongst Mosaic groups whom previously had little or no awareness (group D). They have also discovered that groups A and B would primarily use the internet for finding out how to register, whilst groups C and D would likely go to Brent Customer Services or use the telephone. Despite this increased awareness of the changes, only a small number of residents could articulate the changes to voter registration extensively. However, once it was explained to them in detail they tended to think it a sensible system.

3.11 Business Intelligence further identified a number of barriers to registering which tended to be either attitudinal e.g. political apathy or practical e.g. moving home. Key triggers to registration were also identified, these include the following: the frequency of moving home, a desire for civic engagement and improved credit ratings.

3.12 Electoral Services systematically targeted and canvassed the poorest responding polling districts and provided a stipend to canvassers in these areas due to the acknowledged difficulty in getting results in these parts of the borough. The Customer Services team has also encouraged voter registration through face-to-face contact, elected members have been

given artwork to promote registration and Brent online portals have been amended to include a link to the gov.uk registration website. Broadcast messaging was also utilised to inform residents of the changes to voter registration.

3.13 Electoral Services have reviewed the standard Household Enquiry Form and Invitation to register letter so as to make them more easily understandable, follow-up letters have been issued to explain the identification procedures. Brent's website now has a link directing residents to the job site where they can obtain an NI number if they do not have one; this has helped to remove a significant obstacle to registration.

Theme 2: the need for more effective working of partners including the voluntary and community sector, housing and other statutory and non-statutory partners

3.14 To ensure that vulnerable residents are successfully registered, Electoral Services have been working in greater partnership with Brent Mencap and Adult Social Care. Letters have been sent out to all care homes reminding them of their civic obligations to their residents prior to annual canvass forms being dispatched. Telephone contact is also being made where necessary and on occasion personal visits are made by canvassing staff. As a matter of course, Member Services now inspect all polling stations to ensure their accessibility to all electors and provide aid within polling stations to voters who may require extra assistance.

3.15 Electoral Services have also held meetings with the Head of Private Housing Services to consider how the team's database may be used to promote registration and an article was included in a landlord newsletter during the canvass. A welcome pack has been included as part of the moving to Brent website and voter registration has been incorporated into citizenship ceremonies.

3.16 Electoral Services have provided posters and flyers to all pharmacies and GP surgeries in the borough, whilst letting agents in the borough have been asked to include information about registration in their tenancy packs. Thus far, only one company has responded and offered to promote registration.

3.17 Brent Youth and Electoral Services have also worked closely with Bite the Ballot to get more young people on the Electoral Roll and encourage them to provide peer support to one another to register and subsequently vote.

Theme 3: the need for enhanced civic engagement with the community (e.g. improved civic education and greater outreach by elected members)

3.18 Electoral Services, in partnership with Brent's Partnerships and Engagement team and CVS Brent have successfully engaged five partner organisations to help deliver registration services and provide information about outreach work in the community. The following organisations have been engaged; 1) Advice 4 Renters; 2) Ashford Place; 3) Brent Community Law Centre; 4) Hornstars and 5) Wacky Riders. These organisations are now encouraging and helping their service users to register.

4. Appendix One

The recommendations made by the task group

In light of the facts and findings highlighted in this report, the task group makes the following recommendations. These recommendations, which can be broadly grouped into three themes, include:

Theme 1: the need for a comprehensive IER roll-out programme and communications strategy

1. Carry out further work to establish key target groups so that bespoke tactics may be used to reach more eligible voters. This would include an assessment the audiences attitudes, opinions and motivations as well as any potential language barriers there may be;
2. When developing the IER roll-out programme, the lowest matched polling districts and wards should be primarily targeted during canvassing;
3. The Electoral Services team should work with all council departments and partners to adopt an 'every contact counts' approach to ensure contact with residents is maximised, including email footers, automated messaging and library card and blue badge applications;
4. Proximity and broadcast messaging and social media should be considered as part of the communications strategy;
5. The communications team should engage young people to be actively involved in the development of communications materials aimed specifically at young people;
6. The communications team should develop messages around the benefits of civic participation and why it is important to register as well as the negative consequences of not being listed on the register;
7. Leaflets and posters about IER should made clearer and the headings made bold, snappy and straightforward to better communicate with residents with learning difficulties and visual impairments. A QR code² could also be placed on leaflets to direct people to the website;
8. Postal communications with electors should include a covering letter that is straightforward and easy to understand;
9. It should be made clear in the council's covering letter that unique identifiers other than an National Insurance (NI) number can be used to, details about unique identifiers should also be placed on the website; and
10. Brent's website should have a link directing people to the Jobcentre Plus website where they can obtain a NI number if they do not have one.

Theme 2: the need for more effective working of partners including the voluntary and community sector, housing and other statutory and non-statutory partners

11. Electoral Services should engage Adult Social Care (ASC), Public Health and external partners such as the NHS and Brent Mencap to ensure that potentially vulnerable residents are successfully registered;
12. Electoral Services should work with ASC to develop clear guidelines to inform both residential and domiciliary carers of their civic duties regarding those under their care, they must also inform residents under their care about IER as part of the 'making every contact count' programme;

² A code that by read by any imaging device (e.g. a smartphone) which links to further information.

13. The council's Public Health function should encourage sign-up to IER through its commissioned services;
14. The council should ensure that polling stations are fully accessible to disabled residents and that staff are appropriately trained;
15. Full advantage is taken of the opportunities presented by landlord licensing and that the information gleaned from licensing is fed directly into the IER roll-out programme;
16. Clear guidelines for canvassing Brent Housing Partnership (BHP) properties must be developed, the names and numbers of tenancy officers obtained and confirmation letters provided to canvassers by BHP;
17. Canvassers should also include visits to specialty shops catering to residents from different backgrounds;
18. Commonwealth, EU and new citizens should be encouraged to sign-up to IER by incorporating information and forms about IER into a welcome pack;
19. The Electoral Services team work with GP practices, dentists, opticians and pharmacies to encourage voter registration;
20. Electoral Services and Housing should monitor the developments around 'right to rent' for any impact it might have on information gathering and communication with residents;
21. Electoral Services should scope the possibility of working with estate agents in Brent to incorporate IER registration into potential welcome packs alongside council tax forms and utility company registration forms;
22. Electoral Services should scope the capacity to work with The University of Westminster and other higher education institutions such as the College of North-West London to integrated into enrolment processes similar to a model used by Manchester City Council;
23. Brent Council should work with the Greater London Authority (GLA) to lobby Parliament to introduce legislation similar to the National Voter Registration Act (NVRA); and
24. Electoral Services should work with Brent Youth Services and Bite the Ballot to register young people.

Theme 3: the need for enhanced civic engagement with the community (e.g. improved civic education and greater outreach by elected members)

25. Electoral Services should work closely with Brent's Partnerships and Engagement team and CVS Brent to take full advantage of the VCS sector, both in terms of delivering registration services and in providing information to the council about outreach work in the community; and
26. The council and elected members work closely with Hope not Hate (HnH) to better engage with local VCS organisations and elected members should support Electoral Services to do this.

4. Individual Electoral Registration working group

- 4.1 The engagement and communications campaign cut across a number of Council departments so a working group was set up which consisted of staff within Executive and Members services, communications, business intelligence, finance, project management team.
- 4.2 The Group was Chaired by the then Chief Operating Officer and reported regularly to the responsible Lead Member.
- 4.3 In line with the task Group recommendations, we introduced a tactic of 'every contact counts' which meant that we produced a script for front line services such as the contact centre, library services and benefits staff etc.

- 4.4 This ensured that every time a resident came into contact with the council, they would be asked if they were on the electoral register. We also provided help with registering to anyone who required it.
- 4.5 The working group carried out desk research looking at academic studies on attitudes towards voting and on the introduction of IER in other countries, research by the electoral commission on voting and newspaper articles about registration amongst migrant groups and students.
- 4.6 The working group carried out quantitative research in the form of an initial survey to understand our diverse populations' attitudes and opinions towards registering and to measure awareness levels about the changes to IER, the benefits of registering and awareness of online registration as well as other important information.
- 4.7 This data was followed up with focus groups amongst four key groups to gain qualitative data and to test some of the unexpected information from the survey. This research was then used to form the objectives and ultimately the strategy and messaging for the campaign.
- 4.8 Awareness levels about the changes brought in as a result of IER, the ability to register online and the fact that credit reference agencies supply electoral register status to financial organisations to help them make decisions, were lower than expected in the survey. Following our focus groups we were able to set SMART objectives.
- 4.9 Messages were subsequently developed to address the lack of awareness in these areas and to persuade unregistered members of the electorate to sign up.
- 4.10 Tactics were divided between advertising and promotional media, news media, organisational media and interpersonal communication. A targeted advertising campaign was carried out on London Underground stations in Brent and on high streets with outdoor billboards for four weeks in February and March. Six campaign posters were developed which carried the key messages most relevant to the publics who reside and travel to and from each area. This was developed using Mosaic, ONS and Census data to build up a picture of each public. This was supported by targeted digital advertising on social media.
- 4.11 The working group also produced flyers and posters for distribution to high footfall locations such as libraries.
- 4.12 Press releases and events were arranged to coincide with key dates such as Local Democracy Week in January and National Voter Registration Day in February as well as key dates such as dissolution of parliament, and last chance to register.
- 4.13 The working group used our e-news system, our website, blogs and internal channels such as AV screens, Chief Executives blog, intranet and Brent manager to communicate the message to staff, many of whom live in the borough.
- 4.14 The working group attended a number of events such as Brent Faith Forum, Disability Forum, Member Development, trained students to be ambassadors, community engagement events to speak personally to local people.

- 4.15 As London's most diverse borough, we knew that interpersonal communication would be extremely important to the success of the campaign. In the community we worked with Brent CVS to engage faith forums, community leaders, employers, outreach workers, healthcare providers, Brent Housing Partnership, Catalyst Housing, Brent Mencap and a number of other service providers to help communicate the message and increase registration. We also worked closely with College of North West London to engage students
- 4.16 By April 2015 Electoral Services has received over 30,000 new applications to vote, of which 28,488 were registered online, achieving our target of increased awareness of online registration.
- 4.17 There has also been a net gain of 9187 people on the electoral register, meeting the objective of increasing awareness of the importance of registering and increasing wider voter participation in elections.
- 4.18 The next stage of the campaign is to have follow up surveys and focus groups to assess the impact since the initial launch.

5. Appendix Two

Promoting Electoral Engagement – Full Action Plan and Updates

Key: (L) Lead Office (P) Partner

Recommendation And RAG Status	Actions	Lead and partner	Outcomes	Time-frame	Progress Milestones	Key Performance Indicators – how will progress be monitored?
1. Carry out further work to establish key target groups so that bespoke tactics may be used to reach more eligible voters. This would include an assessment the audiences attitudes, opinions and motivations as well as any potential language barriers there may be	<p>The Research and Intelligence carried out some initial household analysis using Mosaic data to profile households who were not registered to vote. There were four main groups:</p> <ul style="list-style-type: none"> • A: Flexible workforce – younger, home sharers, working in lower paid service sector jobs • B: Metro high flyers – well paid professionals, young, concentrated in SE of borough • C: Cultural comfort / community elders – often Asian 	Will Harrison(L)	<p>Variation in awareness of being able to register online. Nobody in group D aware of online registration. Groups A & B would default to using internet to find out how to register. Groups C & D likely to go to council offices or use telephone.</p> <p>Significant minority unaware of their own registration status.</p> <p>Only a small number of respondents could articulate the changes to VR in detail – most just assumed the poster etc. were related to upcoming general election</p>	March 2015	Focus groups carried out 16 th – 23 rd March 2015	

Recommendation And RAG Status	Actions	Lead and partner	Outcomes	Time-frame	Progress Milestones	Key Performance Indicators – how will progress be monitored?
	<p>households, N of borough, adult children at home</p> <ul style="list-style-type: none"> • D: Inner City Stalwarts/ Crowded Kaleidoscope – social renters, lower paid professions <p>The team then commissioned an external research agency (Community Research) to carry out four focus groups (one for each group)</p>		<p>Once new system was explained to participants, they tended to think it was a sensible system</p> <p>Barriers to registering Attitudinal:</p> <ul style="list-style-type: none"> • Voting make no difference • Distrust of politics/politicians • Distrust of system • Not at the top of people's priorities/too busy/lazy • Greater interest in country of origin's politics • Presumption that they are registered <p>Barriers to registering Practical:</p>			

Recommendation And RAG Status	Actions	Lead and partner	Outcomes	Time-frame	Progress Milestones	Key Performance Indicators – how will progress be monitored?
			<ul style="list-style-type: none"> • Lack of awareness • Frequency of moving home <p>Triggers to registering:</p> <ul style="list-style-type: none"> • Frequency of moving home • Opportunity to have a say • Improving credit ratings • The potential fine for not registering <p>Full report, including what messages work with which groups available on request</p>			
Update on original actions						
2. When developing the IER roll-out programme, the lowest matched polling districts and wards should be primarily		Sean O’Sullivan(L)	The poorest responding polling districts were identified and targeted in the 2015 canvass. An increased payment	October and November 2015	Publication of register December 2015	Register data

Recommendation And RAG Status	Actions	Lead and partner	Outcomes	Time-frame	Progress Milestones	Key Performance Indicators – how will progress be monitored?
targeted during canvassing			was made to canvassers to work in these areas because of the acknowledged difficulty in getting results.			
Update on original actions						
3. The Electoral Services team should work with all council departments and partners to adopt an 'every contact counts' approach to ensure contact with residents is maximised, including email footers, automated messaging and library card and blue badge applications		Tom Cattermole(L) & Margaret Read	The Customer Services team encouraged voter registration with face 2 face contact. On line portals were amended to include quick links to gov.uk registration portal. Signage in Council buildings included Electoral Commission voter registration artwork. Elected Members given artwork, flyers to use to promote registration. E-signatures changed to encourage voter registration and voter turnout.	Ongoing	Publication of register December 2015	Register data

Recommendation And RAG Status	Actions	Lead and partner	Outcomes	Time-frame	Progress Milestones	Key Performance Indicators – how will progress be monitored?
Update on original actions						
4. Proximity and broadcast messaging and social media should be considered as part of the communications strategy	Social media channels (Facebook, Twitter etc.) deployed at key points to reinforce the messaging and encourage direct click-through to registration pages on gov.uk site	Thomas Cattermole(L)	More people register	Ongoing	Early December deadline for registrations (to be included in boundary review figures). April for ability to vote in Mayoral/GLA elections	Fortnightly officer review of progress. NB – registration through gov.uk site makes tracking effectiveness of each campaign initiative difficult
Update on original actions						
5. The communications team should engage young people to be actively involved in the development of communications materials aimed specifically at young people	To work with national youth-led organisation behind National Voter Registration Drive to use marketing assets they've created jointly with young people.	Thomas Cattermole(L)	Bite the Ballot material used in campaigns for NVRD in week commencing 2 February 2016, including online and on 90 poster sites all around Brent.	February 2016		
Update on original actions						
6. The communications team should develop messages around the benefits of civic participation and why it	These themes fully integrated into campaign messages	Thomas Cattermole(L)	Ultimately, more people register	Ongoing	Early December deadline for registrations (to be included in boundary review	Fortnightly officer review of progress. NB – registration through gov.uk site makes tracking

Recommendation And RAG Status	Actions	Lead and partner	Outcomes	Time-frame	Progress Milestones	Key Performance Indicators – how will progress be monitored?
is important to register as well as the negative consequences of not being listed on the register					figures). April for ability to vote in Mayoral/GLA elections	effectiveness of each campaign initiative difficult
Update on original actions						
7. Leaflets and posters about IER should made clearer and the headings made bold, snappy and straightforward to better communicate with residents with learning difficulties and visual impairments. A QR code could also be placed on leaflets to direct people to the website	Leaflets and poster imagery reviewed in line with national imagery.	Thomas Cattermole(L)	Ultimately, more people register		Early December deadline for registrations (to be included in boundary review figures). April for ability to vote in Mayoral/GLA elections	Fortnightly officer review of progress. NB – registration through gov.uk site makes tracking effectiveness of each campaign initiative difficult
Update on original actions						
8. Postal communications with electors should include a covering letter that is straightforward and easy to understand		Sean O’Sullivan(L)	The standard Household Enquiry Form and Invitation to Register are in a statutory format. Other letter have been reviewed and amended so as to be	Autumn 2015	Ongoing	Better response to letters, fewer queries from residents and reduction in number of outstanding requests for information

Recommendation And RAG Status	Actions	Lead and partner	Outcomes	Time-frame	Progress Milestones	Key Performance Indicators – how will progress be monitored?
			more easily understandable.			
Update on original actions						
9. It should be made clear in the council's covering letter that unique identifiers other than an National Insurance (NI) number can be used to, details about unique identifiers should also be placed on the website		Sean O'Sullivan(L)	The statutory form requires applicants to provide their date of birth and their NI number, or explain why they are unable to do so. We can only ask for alternative identifiers after it has been established that they are not available. Follow-up letters explain the procedure to be followed if identifiers cannot be provided.	Done	Done	Done
Update on original actions						
10. Brent's website should have a link directing people to the Jobcentre Plus website where they can obtain a NI number if they do not have one	Added to website (and also already embedded in gov.uk site). N.B. this is to a link on the gov.uk site, not to a Jobcentre Plus website	Thomas Cattermole(L)	Help remove an obstacle to registration	Completed October 2016	done	done

Recommendation And RAG Status	Actions	Lead and partner	Outcomes	Time-frame	Progress Milestones	Key Performance Indicators – how will progress be monitored?
Update on original actions						
11. Electoral Services should engage Adult Social Care (ASC), Public Health and external partners such as the NHS and Brent Mencap to ensure that potentially vulnerable residents are successfully registered		Sean O’Sullivan(L)	Electoral Services has co-ordinated activities with Brent Mencap, attending user group meetings and providing written publicity/information	Ongoing	Ongoing	Ongoing co-operation with external partners, increase in registration
Update on original actions						
12. Electoral Services should work with ASC to develop clear guidelines to inform both residential and domiciliary carers of their civic duties regarding those under their care, they must also inform residents under their care about IER as part of the ‘making every contact count’ programme		Sean O’Sullivan(L)	Letters are sent to all care homes reminding them of their duty to their residents prior to annual canvass forms being sent out. Telephone contact is also made where necessary and on occasion personal visits are made by electoral services or canvass staff.	Ongoing	Annual canvass	Responses received from all care homes in the borough.
Update on original actions						
13. The council’s Public	The Local	Melanie Smith(L)	Local Community	Autumn	Completed	Agreement by LPC

Recommendation And RAG Status	Actions	Lead and partner	Outcomes	Time-frame	Progress Milestones	Key Performance Indicators – how will progress be monitored?
Health function should encourage sign-up to IER through its commissioned services	Pharmaceutical Committee has been engaged and agreed to support publicity for IER.		Pharmacies displayed Brent Council promotional IER material	2015		to support campaign. Number of pharmacies receiving materials DN materials were supplied by democratic services, is this information held by the team?
Update on original actions						
14. The council should ensure that polling stations are fully accessible to disabled residents and that staff are appropriately trained		Peter Goss(L)	Member Services a matter of course inspects all polling places to ensure their accessibility to all electors and provides aids within the polling station to assist electors.	Done	Done	No complaints from electors. Feedback reports from polling station staff and inspectors and voter survey forms.
Update on original actions						
15. Full advantage is taken of the opportunities presented by landlord licensing and that the information gleaned from licensing is fed directly into the IER roll-out programme		Sean O’Sullivan(L)	Meetings have been held with the Head of Private Housing Services to consider how the team’s database may be used to promote registration. An article	Ongoing	Publication of register	Increased registration of private sector tenants. Register statistics

Recommendation And RAG Status	Actions	Lead and partner	Outcomes	Time-frame	Progress Milestones	Key Performance Indicators – how will progress be monitored?
			was included in a Landlord newsletter during the canvass.			
Update on original actions						
16. Clear guidelines for canvassing Brent Housing Partnership (BHP) properties must developed, the names and numbers of tenancy officers obtained and confirmation letters provided to canvassers by BHP		Sean O'Sullivan(L)	This has not been progressed to date but will be actioned in the 2016 canvass. However canvassers have visited non-responding properties throughout the borough carrying photo id and badged hi-visit jackets. Publicity has been placed in the BHP newsletter sent to all tenants.	Summer 2016	Communication with BHP, details of tenancy officers and confirmation letters provided	Evidence of co-operation with BHP
Update on original actions						
17. Canvassers should also include visits to specialty shops catering to residents from different backgrounds		Sean O'Sullivan(L)				
Update on original actions						
18. Commonwealth, EU		Tom Cattermole(L)	Included as part of	ongoing		Increase in

Recommendation And RAG Status	Actions	Lead and partner	Outcomes	Time-frame	Progress Milestones	Key Performance Indicators – how will progress be monitored?
and new citizens should be encouraged to sign-up to IER by incorporating information and forms about IER into a welcome pack			Moving to Brent website; voter registration part of all citizenship ceremonies.			registration figures
Update on original actions						
19. The Electoral Services team work with GP practices, dentists, opticians and pharmacies to encourage voter registration		Sean O’Sullivan(L)	Posters have been provided to all pharmacies and GP surgeries in the borough in 2014 and 2015	Annual		Increase in registration figures
Update on original actions						
20. Electoral Services and Housing should monitor the developments around ‘right to rent’ for any impact it might have on information gathering and communication with residents		Sean O’Sullivan(L)	The Right to Rent provisions came into force in February 2016. Electoral Services will liaise with the Private Sector Housing Services Team to assess any impact	Summer 2016	Outcome of liaison with Private Sector Housing Services	Report on outcome of assessment of any effects brought about by Right to Rent
Update on original actions						
21. Electoral Services should scope the		Sean O’Sullivan(L)	Letting agents in the borough have been	Summer 2015	Circulation of request to letting	Co-operation with letting agents in

Recommendation And RAG Status	Actions	Lead and partner	Outcomes	Time-frame	Progress Milestones	Key Performance Indicators – how will progress be monitored?
possibility of working with estate agents in Brent to incorporate IER registration into potential welcome packs alongside council tax forms and utility company registration forms			asked to include information about registration in their tenancy packs. Only one company responded and has offered to promote registration		agents, consideration of responses	promoting registration
Update on original actions						
22. Electoral Services should scope the capacity to work with The University of Westminster and other higher education institutions such as the College of North-West London to integrated into enrolment processes similar to a model used by Manchester City Council		Sean O’Sullivan(L)	It has not been possible to integrate registration with enrolment to date. We have for some years received information about residents at the University of Westminster campus and other student accommodation blocks in the borough which has enabled registration among students to be maximised. Registration drives have been held at the CNWL.	Ongoing	Annual liaison with education institutions in the borough.	Registration among students maximised

Recommendation And RAG Status	Actions	Lead and partner	Outcomes	Time-frame	Progress Milestones	Key Performance Indicators – how will progress be monitored?
Update on original actions						
23. Brent Council should work with the Greater London Authority (GLA) to lobby Parliament to introduce legislation similar to the National Voter Registration Act (NVRA)						
24. Electoral Services should work with Brent Youth Services and Bite the Ballot to register young people	<ul style="list-style-type: none"> Registration drives to be held Run bite the ballot workshops with young people 	Nicola Mclean(L)	<ul style="list-style-type: none"> More young people on electoral role Better awareness of the important of voting among young people Young people providing peer support to other to encourage them to register and vote. 	Jan 2015-May 2015	<p>Registration drives held at CNWL on National Voter registration day.</p> <p>Training delivered to CNWL Ambassadors for them to run Bite the Ballot in their form groups</p> <p>Electoral Services held stalls at Tricycle</p>	Regular meetings between Electoral Services and Nicola Mclean of Brent Youth Service

Recommendation And RAG Status	Actions	Lead and partner	Outcomes	Time-frame	Progress Milestones	Key Performance Indicators – how will progress be monitored?
					<p>Theatre's one week event on political engagement (June 2015)</p> <p>Bite the ballot workshop run with Brent Youth Parliament</p>	
Update on original actions	<ul style="list-style-type: none"> Train young people in sixth forms to deliver Bite the Ballot workshops in their schools to widen our reach 	Nicola Mclean(L)		Jan 2016-May 2016	<p>10 young people to be trained in February 2016 to deliver Bite the Ballot workshops in their sixth form/college</p> <p>Voter Registration drive to be held in Feb 2016 at CNWL Dollis Hill Campus</p>	<p>Regular meetings between Electoral Services and Nicola Mclean of Brent Youth Service</p> <p>Amount of young new young people added to electoral role</p>
25. Electoral Services	CVS network	Tom Cattermole(L)	CVS engaged 5	To May	Details of which	Registration among

Recommendation And RAG Status	Actions	Lead and partner	Outcomes	Time-frame	Progress Milestones	Key Performance Indicators – how will progress be monitored?
should work closely with Brent's Partnerships and Engagement team and CVS Brent to take full advantage of the VCS sector, both in terms of delivering registration services and in providing information to the council about outreach work in the community	engaged in terms of delivering registration services and in providing information to the council about outreach work in the community		<p>partner organisations.</p> <ul style="list-style-type: none"> • Advice 4 Renters • Ashford Place • Brent Community Law Centre • Hornstars • Wacky Riders 	2015	<p>organisations are committed to focusing in which wards is in the Partners Geographic Coverage spreadsheet.</p> <p>The report of progress is outlined in the Progress Report spreadsheet, which can be viewed online (also attached current version). Media campaigns are ongoing with all partners committed to using existing outreach functions to reach the targeted wards.</p>	hard to reach population maximised
Update on original actions						
26. The council and elected members work	<i>Prioritised work with CVS and Bite the</i>	Tom Cattermole(L)				

Recommendation And RAG Status	Actions	Lead and partner	Outcomes	Time-frame	Progress Milestones	Key Performance Indicators – how will progress be monitored?
closely with Hope not Hate (HnH) to better engage with local VCS organisations and elected members should support Electoral Services to do this	<i>Ballot.</i>					
Update on original actions						