



Individual Electoral Registration Campaign

Public Service Communications
Excellence Award 2015

- After the introduction of Individual Electoral Registration (IER) in June 2014, around 40,000 residents in Brent became at risk of losing their democratic right to vote at the general election on May 7 2015.
- When the campaign began, there were 21,000 outstanding invitation to register (ITR) forms which need to be completed by individuals who were previously on the register, and 7,000 outstanding household enquiry forms (HEF) meaning we had no information on a significant number of households in the borough. A reduction in the number of outstanding forms would cause an increase in the number of registered electors.

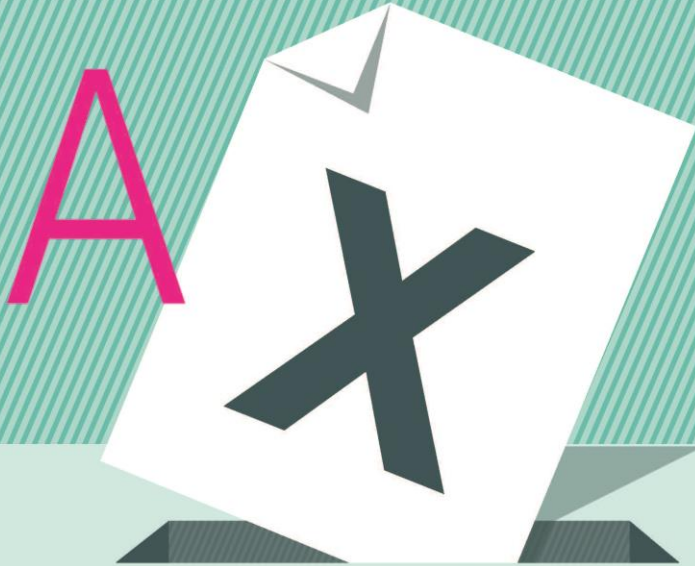
- An engagement and communication approach was agreed to tackle the issue and urge residents to register.
- Publics were identified using Mosaic profiling and considering Situational Theory, from which we identified several key groups, including affluent professionals, social housing residents, young people working in lower paid service sector jobs willing to move around for work, students, community elders and less affluent families living in crowded conditions.

Each public had its own objective but in summary the objectives were to:

- Raise overall awareness of the changes brought about by IER amongst our identified publics by up to 10% by 1 December 2015
- Raise overall awareness of the benefits of registering to vote (aside from voting) amongst our identified publics
- Raise overall awareness of the introduction of online registration amongst our identified publics.
- Achieve 95% electoral registration rate overall (figures were separated according to seven identified publics) by April 20 2015.

9/10 BRENT RESIDENTS ARE REGISTERED

To vote in the General Election
on 7 May, register online now.



www.gov.uk/register-to-vote

Any questions?
electoral.services@brent.gov.uk or call 020 8937 1372



YOUR VOTE MATTERS
MAKE SURE YOU'RE IN



HOW YOU REGISTER TO VOTE HAS CHANGED

Individual Electoral Registration
requires you to register yourself
individually.



www.gov.uk/register-to-vote

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**YOU CAN NOW
REGISTER ONLINE
FOR THE GENERAL
ELECTION**

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**YOUR VOTE MATTERS
MAKE SURE YOU'RE IN**



**IF YOU'RE ON THE
ELECTORAL REGISTER...**

...you're more likely
to be accepted for:
credit for motor finance.

D



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**YOUR VOTE MATTERS
MAKE SURE YOU'RE IN**



IF YOU'RE ON THE ELECTORAL REGISTER...

...you're more likely
to be accepted for:
a mobile phone
contract.

E



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YOUR VOTE MATTERS
MAKE SURE YOU'RE IN



IF YOU'RE ON THE ELECTORAL REGISTER...

...you're more likely
to be accepted for:
a mortgage or bank loan



www.gov.uk/register-to-vote

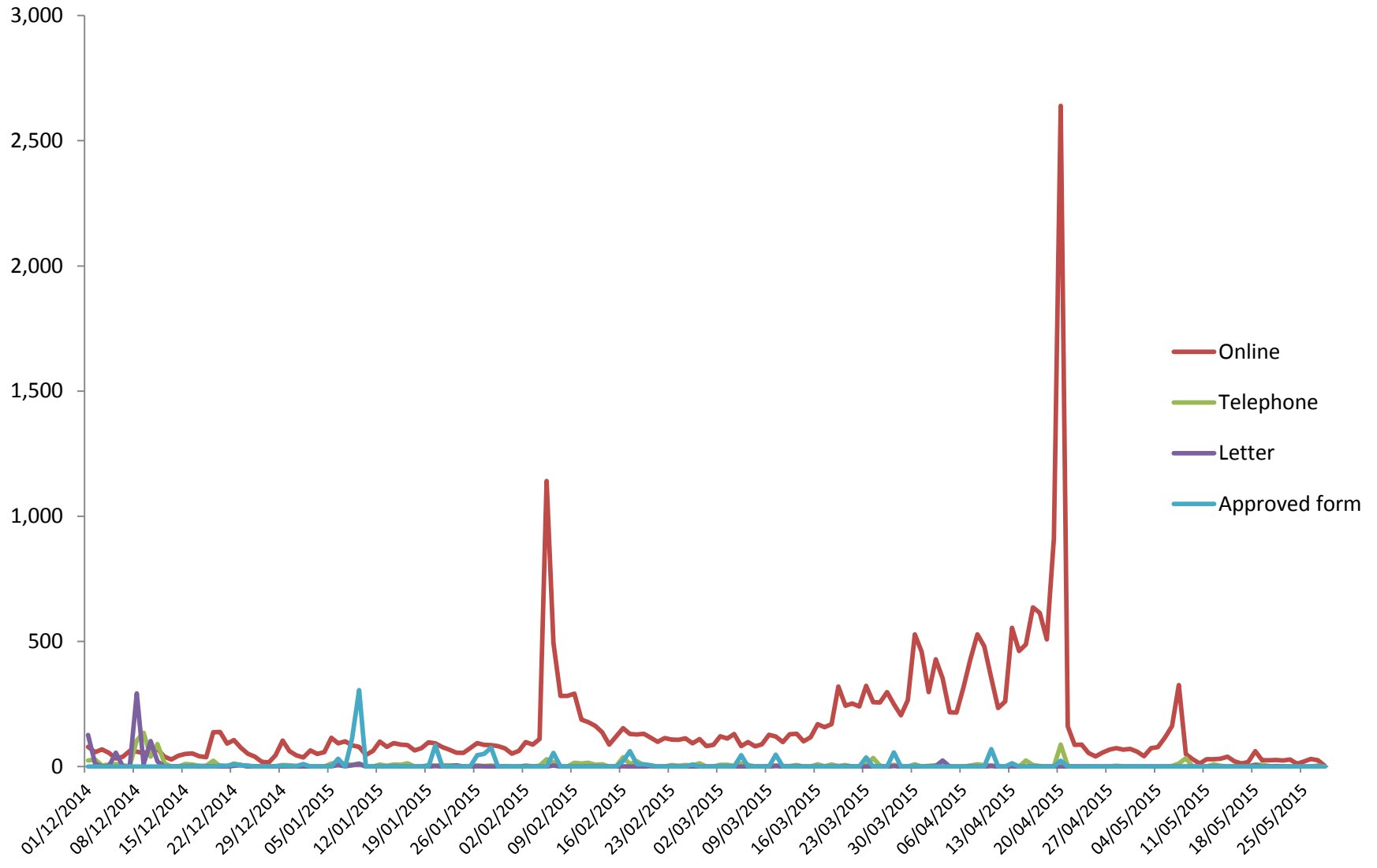
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YOUR VOTE MATTERS
MAKE SURE YOU'RE IN



All application methods



Electoral Register – Additions & Deletions

