

**LOCAL AUTHORITY TEMPLATE
CAMPAIGN TO SUPPORT VOTER ID PILOTS**

LOCAL AUTHORITY	
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DATE	

SUMMARY

Cabinet Office has produced this form as a guide for local authorities planning their campaigns to support voter ID pilots in the May 2018 local elections.

This form will help us work together to plan your campaign and allocate resource.

You will be sent an invitation to meet with Cabinet Office Communications to work together to complete this form.

We have included guidance to help complete each section. There are tools and advice online here: <https://gcs.civilservice.gov.uk/guidance/campaigns/guide-to-campaign-planning-2/>

YOUR LOCAL AUTHORITY

Use this section to describe your local authority

- Your local authority's involvement in the voter ID pilots
- Information about your constituency
- Any previous communications activity or media coverage on voter ID pilots in your area

Please provide a description of your local authority here:

WBC is a district council. It covers 8sq miles. It has been a Mayoral Authority since 2002. Baroness Dorothy Thornhill, Elected Mayor (since 2002) is retiring in May and we have a Mayoral election as well as borough election. As a result we would expect a higher than usual turn out for a local election.

Watford Borough Council has agreed to be a pilot area to test out voter ID. In Watford the intention is that voters use their poll card for their ID and bring that along with them. In the event they cannot find it on the day they will be able to use another form of ID instead: passport, driving licence, Residence Permit, EEA ID Card, Northern Ireland Voters ID card, current bank or credit card. Not all of these include photos, but do enable polling station staff to compare name, address and so on. Any doubt about ID and the voter will be referred to the town hall for confirmation of ID, and a decision as to whether they can vote.

There are 36 Ward Councillors, covering 12 Wards. Only one third of the council seats will be included in the election on 3 May, along with the Mayor.

(NB proxy votes and postal votes follow a different proof of ID process).

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OBJECTIVES

Your Electoral Service Manager is working with Cabinet Office to build an evidence base to help introduce ID for the general election 2022.

To support this, local authority communications teams will pilot an awareness raising campaign to encourage eligible voters to bring ID to the polling station.

The campaign will run from August 2017 until the local elections in May 2018.

Use SMART objectives to outline what you want to achieve.

- **Specific** - exactly what you expect to achieve
- **Measurable** - a metric you will use to measure success
- **Attainable** - a target you can reach
- **Realistic** - an outcome that is possible
- **Timely** - a deadline that means you have delivered

Please outline your objective here:

To raise awareness that Watford is a pilot area and that ID will need to be taken to the polling station.

To ensure that all those registered to vote receive information that they need to take ID with them (the best ID will be their polling card).

To explain the process, e.g. take the Polling Card (failing that – photo ID...) and what happens if ID not provided.

Ensure polling station staff are fully briefed / trained to avoid chaos at polling station, or genuine voters being turned away inappropriately.

AUDIENCE INSIGHT

Use this section to provide information on your target audience, outlining what you know about your demographic including the communications channels they use and any barriers to bringing ID to the polling stations.

- Any audience data you have e.g. from your residents' survey
- Any relevant insights into the customer journey
- Stakeholders, influencers and channels
- What you want your audience(s) to think, feel and do

Please describe your audience here:

We have nearly 100,000 residents in Watford. The population is continuing to grow and is forecast to reach 110,000 by 2024. In comparison to national statistics, Watford has a relatively young population. Latest figures indicate that there is a total registered electorate of 74,522.

Majority are as follows:

British – 61399

Polish – 1791

Romanian – 1612

Rep of Ireland – 1389

Indian – 1079

Portuguese – 758

Italian – 747

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Pakistani – 691

We may need to consider language barriers, particularly in the Asian community – e.g. Urdu, Punjabi, Gujerati.

We believe the Polish community generally speak good English. We need to investigate the Romanian, Portuguese and Italian communities to understand the language barriers.

STRATEGY

Use this section to explain how you will meet your objective.

Try to answer the question, how will you make sure eligible voters in your area remember to bring ID with them to the polling station?

Please outline your strategy here:

As we are a pilot area we consider this is ‘newsworthy’ and therefore will approach the local media to cover the story. In order for the Watford Observer to be favourable to council messages we will invite them in for a briefing. This generally leads to positive coverage and provides us with the chance to explain the campaign and answer questions – preventing inaccuracies in reporting.

The polling card is seen as the most important device – e.g. we could include bold or coloured text to explain to residents the need to keep it in a safe place and to take it with them when they go to vote. (could also be included on the envelope). It is also personalised.

We will use a combination of personal (individual or property) delivery methods to reach as many residents as possible.

We will also use a number of different high level channels to reach the mass audience including Waste Truck Panels, Bus Stop Posters, Bus Advertising, Radio advertising, and press.

We will maximise the use of council channels in order to minimise costs: About Watford magazine, E-newsletters/emails, social media, council – managed poster sites.

In addition, our Canvassers will be provided with leaflets / information on the need for ID as well as advice on what to do if residents don’t speak English.

We will use social media to target different audiences, e.g. young people, mums and other groups.

Whilst the pilot is being announced in September via the media, our main campaign will commence in the new year. (The build-up prior to Christmas will mostly focus on encouraging people to register to vote).

IMPLEMENTATION

Use this section to outline key dates for campaign delivery from September 2017 to May 2018.

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Please add your key campaign dates here:

Friday 15 September

Pilots for voter ID announced by the Cabinet.

Pilot local authorities:

- Issue local version of press release (adapted from a template provided by the Cabinet Office),
- Brief their Customer Service teams and provide Q and A information
- Provide information on the website, with a link / image on the home page.

Weekend 16-17 September

Press Office available to field calls / enquiries from the media in response to the press releases.

Please note, our IT system will be down from 5pm on Friday 15 to 8am on Monday 18 September to enable essential work to take place.

W/c 18 September

Brief the local media including: Watford Observer, My Local News, BBC Three Counties Radio, Vibe Radio, Heart Radio).

Provide response to social media / media enquiries.

October November

Promote annual canvass

Provide leaflets and advice to canvassers on requirement for Voter ID and to keep their polling card safe.

Monthly enewsletter

W/c 4 December

Feature article in About Watford (residents' magazine). This is distributed to all households in the borough, and available at town hall, museum, etc for pick up.

It will be available online from 4 December.

Main focus will continue to encourage residents to register to vote but will also include a 'flash' or 'advert' about needing voter ID, and a link to more information on the website.

Monthly enewsletter

January 2018

Develop posters, banners etc with information about register to vote, and about the need for Voter ID.

Posters will be displayed at:

105 bus stops around the borough

5 high street six sheets along Watford High Street.

A0 poster site in town hall customer services

A2 poster sites in the Underpass leading from the High Street to the town hall, Central Watford Leisure Centre and West Herts College.

Monthly enewsletter

Social media

March 2018

A5 Leaflet inserted with council tax bill mailing

About Watford magazine - final edition prior to election. Promote last chance to register (April) Also explain voter ID requirements.

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Bus advertising – e.g. bus rears or internal panels, depending on availability (cannot control entirely within borough)

Waste truck panels – e.g. 10 panels.

We will work with the local media – Watford Observer, BBC 3 Counties, VIBE, Heart and local magazines such as My local news, to negotiate coverage, or buy advertising space if necessary.

Monthly enewsletter

Email signature banner

Social media

Work with partners – e.g. Everyone Active, Town Centre BID, to include information in their newsletters, display posters and pull up banners.

April 2018 (up to 3 May) lead up to election

Refresh leaflet and either distribute with canvassers or use a door drop delivery company to go to all households.

Provide 'credit card sized' cards – information on reverse of the id requirements.

Updated website – home page

Refresh outdoor poster sites – 105 bus stops and 5 high street poster sites, underpass and customer services.

Monthly enewsletter

Refresh waste truck panels

More extensive social media – using boosts etc.

Use the polling card / envelope to communicate the message.

Polling station sites – posters/banners near / outside leading up to and on the polling day to say that voters need polling card / id

RESOURCES

Use this section to identify and cost resources you need to deliver this campaign. This might include producing promotional materials or buying advertising.

Please identify and cost the resource you need to deliver this campaign:

See table at end of plan.

EVALUATION

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Use this section to outline how you will evaluate the impact and success of your campaign against your objectives. Useful resource: Government Communication Service Evaluation framework: <https://gcs.civilservice.gov.uk/guidance/evaluation/tools-and-resources/>

Please outline how you will evaluate the impact of your campaign:

OUTPUTS	OUTCOMES	ORGANISATIONAL IMPACT
About Watford magazine Email – Gov Delivery Council tax mailing Door dropped leaflet	Reach c 38000 homes Reach c 4,000 registered Reach c 40,000 homes Reach c38000 homes	Main council mouthpiece Interested in this subject Likely to be seen Solus mailing gives standout
Waste truck panels Bus stop posters Other posters	Large format in borough Borough-wide – reach mums, younger people, older people	Highly visible every day Reach additional target audiences, time to read.
Email signature banner	Goes out on all external watford emails	
Website	Interested people will find	Home page news
Press releases Press and radio releases/advertising Social media Polling card/envelope	There is a definite news element	A ‘press briefing’ with WO may result in positive / high level coverage
	Good reach and can be targeted through boosts etc	Can be used effectively to support the customer journey
Pull up banners	Increase visibility in key areas	Support from partners
Partners – BID, Police station, West Herts College, Veolia, Everyone Active, CAB etc.	Reach different audiences	Extend reach through additional newsletters etc
Leaflets / door drops	Can be targeted to different areas, or different languages	Ensure not criticised of missing BME / hard to reach
Business card or book mark	Distributed via canvass	Easy to keep in wallet, purse or book (useful reminder)