



**WATFORD
BOROUGH
COUNCIL**

Equality Impact Analysis

Title of policy, function or service	Watford Borough Council: Voter ID Pilot
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Person completing the EIA	Kathryn Robson
Type of policy, function or service:	Existing (reviewed) <input type="checkbox"/> New/Proposed <input checked="" type="checkbox"/>
Version & Date	Version 1 – 15.2.18

1. Background

In March 2017, the Cabinet Office invited local authorities to participate in a pilot study, which would assess different options aimed at reducing the possibility of election fraud at polling stations and, therefore, upholding the integrity of the electoral system. The pilots would take place for elections that were planned for 2018 and were to be based around voter ID at polling stations. For Watford these elections are for the directly elected Mayor of Watford as well as borough elections.

Whilst Watford has no evidence of fraud taking place within its elections, it has a good reputation for effective electoral management and so has been accepted as part of the voter ID pilot along with Woking, Gosport, Bromley and Swindon. Although all areas are involved in the one pilot, each is piloting different forms of voter ID, working closely with the Cabinet Office to complete the design and development of the pilots. This includes the development and delivery of an extensive engagement and communication plan.

The key for Watford to making the ID pilot work is, in advance of the pilot being introduced, to have undertaken a robust assessment of any issues that might impact on local residents' participation in the elections in May 2018 and to mitigate where issues have been identified. See this assessment below:

An unobtrusive / low intervention pilot

Watford Borough Council put forward the idea that the level of ID requirement should be as unobtrusive as possible and that, rather than ask for formal documents involving photo ID, such as a passport, the poll card would be sufficient to demonstrate for voter eligibility. At the moment an elector would not be required to provide any form of ID at all, although many do turn up with their polling card. Cabinet Office was interested in testing this lower intervention approach.

Alternative ID options

Whilst we are keen for people to produce a poll card, we were clear that we wanted other forms of ID to be acceptable at the polling station. Therefore, in the absence of the poll card, other forms of ID which most people would carry with them on a day to day basis such as a , driving licence or current bank or credit card, as well as a passport, will be acceptable in Watford. The council sees this as an important factor in ensuring that any risk of a voter presenting at a polling station on the day and being unable to vote due to lack of a poll card is significantly mitigated.

Raising awareness of the need to bring a poll card

Critical to the success of the voter ID pilot in Watford is an extensive communications campaign, supported by focused engagement, including for what are often termed 'harder to hear' or 'harder to reach' groups . This communications and engagement will focus primarily on reminding people to bring their poll cards to the polling station on the day. Most voters in Watford do bring their poll card when they vote but the council has also ensured that there is a comprehensive 'back up' for electors in the form of other acceptable ID. This will also be communicated to the electorate.

The communications plan is supported by the Cabinet Office both in terms of advice and financial resourcing. This is enabling Watford to undertake a comprehensive campaign beyond what it could achieve through its own resources. The other pilot areas are also providing support to the council through the regular sharing of good practice and feedback on what is working well.

See Appendix A

Raising awareness of what to do if polling card mislaid

The council has anticipated that the robust communications and engagement campaign will alert people to the importance of the polling card. This could lead to additional enquiries from people concerned if they mislay the card between receipt and the election. The council has put in place measures to manage this eventuality. Firstly, our frontline customer service team will be trained to

deal with enquiries and will resource the pre-election period so that enquiries and requests can be dealt with swiftly. Secondly, we are geared up to replace poll cards up until 9pm on day of Poll, 3 May.

Reducing the risk of delays at polling stations

The council is committed to staffing polling stations to ensure that there is sufficient support for those coming to vote. In addition, the polling stations will be supported by software that will scan the poll cards, speeding up the traditional manual processes to locate and mark the register entry and record the electors number on the corresponding numbers list prior to issue of ballot paper(s). The council has already commissioned a voter ID 'scenarios' briefing, which outlines the process for a large number of scenarios that could occur on Election Day. These are a detailed, step by step guide for election staff and should prevent delays at polling stations and good customer care in relation to those turning up to vote.

See Appendix B

Ensuring voter turnout remains at levels expected

Watford BC is confident that the mitigations it is putting into place for the voter ID pilot will ensure that voter turnout is not less than that achieved in previous years. The council will be monitoring voter turnout and this will be a critical factor in terms of its own evaluation of the pilot (it is a KPI target) and in the subsequent discussions with the Cabinet Office on whether we would recommend the pilot as a success.

2. Focus of the Equality Impact Analysis

This EIA, therefore, considers the potential equality related impacts, both positive and negative, of the voter ID pilot in Watford on the people in the groups or with the characteristics protected by the Equalities Act 2010.

The characteristics to consider within this EIA are:

1. Age
2. Disability
3. Gender Reassignment
4. Pregnancy and maternity
5. Race
6. Religion or belief
7. Sex (gender)
8. Sexual Orientation
9. Marriage and Civil Partnership.

3. What we know about the Watford population

As this pilot relates to the Watford electorate, understanding the population is an important factor in assessing its impact.

Population

The current population of Watford is 96,800 (mid 2017 estimate) and is estimated to grow by 16% by 2026. Population growth estimates stated that they expected Watford to reach 100,000 by the end of 2017. In terms of gender breakdown, there are estimated to be fractionally more female than male residents but the difference is not significant.

Latest figures indicate that there is a total registered electorate of 74,522.

Ethnicity

Watford has a very diverse population more so than the rest of Hertfordshire.

For Watford, the Census 2011 shows the following breakdown in terms of ethnicity: White British (61.9%), White other (7.7%), Pakistani (6.7%), British Indian (5.5%) and British other Asian 4.4%).

Census information is now nearly 10 years old and it is likely that the ethnic profile of the borough has changed during this time. For example, it would not have captured the more recent EU arrivals to the borough (EU2 countries – Romania and Bulgaria, who were given residency rights in 2014). We know from other data such as National Insurance Registration that Watford has experienced a relatively high increase in nationals from the EU2 countries applying for National Insurance registrations as Watford residents. This follows a period of a high number from EU8 countries (including Poland, Latvia, Lithuania) who were given freedom of movement to the UK from 2004. Throughout the period the arrival of new residents from south Asia (e.g. Pakistan / India) has remained relatively constant.

Other data sources, including school language survey on the languages spoken by Watford school children at home, endorse the National Insurance findings with English still the predominant language (at around 60%) followed by (in order of selection): Urdu, Polish, Tamil, Punjabi, Gujarati, Portuguese, Romanian and Hindi.

From our assessment of our 74,522 electorate the following main ethnicity groups have been identified.

- British – 61,399
- Polish – 1,791
- Romanian – 1,612
- Rep of Ireland – 1,389
- Indian – 1,079
- Portuguese – 758
- Italian – 747

In terms of who is eligible to vote in the local election in May the following people are included:

- British;
- British Overseas Territories and Crown Dependencies (14 Countries + Channel Islands and Isle of Man respectively);
- Commonwealth (53 Countries)

and

- European Union (Austria; Belgium; Bulgaria; Croatia; Cyprus; Czech Republic; Denmark; Estonia; Finland; France; Germany; Greece; Hungary; Ireland; Italy; Latvia; Lithuania;

Luxembourg; Malta; Netherlands; Poland; Portugal; Romania; Slovakia; Slovenia; Spain; Sweden)

The ethnically diverse population can be a challenge for the council when it wishes to communicate and engage with local people as a 'one size fits all' will not realise the level of reach that is needed, particularly when we are promoting a 'call for action' as in this voter ID pilot. However, a robust and well-resourced communications plan should address all the different audiences, utilising a variety of channels and focusing on those areas where the messages need additional input.

Age

The largest populations by age band in Watford are:

- 25-44 (31,700)
- 45-59 (18,100)

The numbers in each successive age-band fall progressively until there are estimated to be 6,000 who are 75+. We know that around 74,000 residents are of voting age in Watford and that the borough has a younger profile than the rest of England.

From a communications and engagement perspective, we also know that different communication channels have different take up levels by age profile. This is another reason why the communications and engagement on the voter ID pilot has to be varied across channels, including face to face as well as the newer channels afforded by social media, which we know are more popular with our younger population.

Disability / Health

Around 85% of the population of Watford state that they have 'good health' and just under 14% record a disability. We do not have details as to what these disabilities are but are aware that these will range across a wide range of both physical disabilities and disabilities related to mental health and impairment.

All our polling stations are DDA compliant and election staff are trained to respond to any specific disability related requests.

Communications and engagement will need to take into account disability related issues that could impact on any residents accessing the council's messages regarding the voter ID pilot.

Religion / belief

In Watford, the religious breakdown in the Census 2011 of top five religions in Watford was: Christian (54.1%), Muslim (9.8%), Hindu (4.8%), with no religion stated at 21.4%.

Sexual orientation / Transgender

Watford has no specific data on the transgender community within the borough

Homelessness

Whilst this is not a protected characteristic under the Equality Act 2010, the council recognises that the particular circumstances of people without their own home might be a factor in their taking an active role in local democracy. We currently have 24 statutory homeless (December 2017) and 188 households in temporary accommodation (December 2017).

MOSAIC profile

Our MOSAIC profiling of the borough enhances our understanding of our population and provides valuable context for our decision-making as well as underpinning our communications and

engagement.

MOSAIC GROUP	Group/Type Name	MOSAIC DESCRIPTION	Number of households in Watford	Watford Percentage	UK Percentage
1 J40	Career Builders	Singles and couples in their 20s and 30s progressing in their field of work from commutable properties	4508	11.69%	1.59%
2 J44	Flexible Workforce	Young renters ready to move to follow worthwhile incomes from service sector jobs	3123	8.10%	1.26%
3 D14	Cafés and Catchments	Affluent families with growing children living in upmarket housing in city environs	2837	7.35%	1.31%
4 I36	Cultural Comfort	Thriving families with good incomes in multi-cultural urban communities	2794	7.24%	1.37%
5 H35	Primary Ambitions	Forward-thinking younger families who sought affordable homes in good suburbs which they may now be out-growing	2391	6.20%	1.96%

Watford's MOSAIC profile (2016)

4. What we know from previous elections: turnout and polling station take up by the electorate

There are no directly comparable recent elections to the May 2018 as each election year different elections are held.

For this EIA, we have looked at the elections of 2017. This shows:

Electorate (total)	69,798
Votes (total)	22,360
Turnout (%)	32.04%
Postal votes (returned)	7,819
Polling station (turn out)	14,549

This shows that Watford still sees a higher turnout at polling stations than by postal voting, although around a third of people voting now do so by post and would not be affected by the voter ID pilot.

The following identifies the turn out across the borough in more detail at the election in 2017. This provides some additional support for the communications and engagement plan through identifying where differentiated communications might be effective:

WOODSIDE STANBOROUGH	POSTAL VOTES	POLLING STATION VOTES
Woodside Church of the Nazarene		247
Crèche, Woodside Leisure Centre		322
Orbital Community Centre		609
Orbital Community Centre		393
Leavesden Green Community Centre		321
Former Kingsway Baptist Church		636
Stanborough Centre		455
	1,230	2,005
TOTAL VOTES	3,235	

MERIDEN TUDOR	POSTAL VOTES	POLLING STATION VOTES
Coates Way JMI School		72
Garston Community Church		250
Garston Community Church		195
Meriden Community Centre		195
Meriden Community Centre		223
Parkgate Youth & Community Centre		170
Knutsford J.M.I. School		447
Knutsford J.M.I. School		375
Centrepoint House		68
	1,199	1,995
TOTAL VOTES	3,194	

NORTH WATFORD	POSTAL VOTES	POLLING STATION VOTES
The Orchard Primary School		247
The Orchard Primary School		322
St Helen's Church Hall		609
Cherry Tree Primary		393
Parkgate Youth & Community Centre		321
Grace Baptist Church Hall		636
Christchurch Hall		455
	1,129	2,983
TOTAL VOTES	4,112	

NASCOT PARK	POSTAL VOTES	POLLING STATION VOTES
Holy Rood Catholic Primary School		476
St Andrews Church Hall		482
St Andrews Church Hall		487
St Lukes Church Hall		603
St Lukes Church Hall		492
Clarendon Muse School of Music		329
Clarendon Muse School of Music		221
	1,794	3,090
TOTAL VOTES	4,884	

CENTRAL WATFORD & OXHEY	POSTAL VOTES	POLLING STATION VOTES
Centrepont House		120
Watford Christian Spiritualist Church		310
Central Primary School		234
Holy Rood Premises		243
Wellspring Church Centre		238
Eastbury Court		232
Eastbury Court		250
Bushey & Oxhey Infants School		325
Bushey & Oxhey Infants School		326
	1,348	2,278
TOTAL VOTES	3,626	

WEST WATFORD	POSTAL VOTES	POLLING STATION VOTES
Multi-Cultural Community Centre		235
Multi-Cultural Community Centre		251
West Watford Community Centre		402
St James Road Baptist Church		331
Chessbrook Education Support Centre		273
Chessbrook Education Support Centre		283
Holywell Primary School		415
	1,119	2,190
TOTAL VOTES	3,309	

5. How will the council ensure equality is addressed through the Voter ID pilot

Under the Equality Act 2010, three areas need to be considered when analysing the equality impact of the proposals:

1. **eliminate** discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Act
2. **advance** equality of opportunity between people who share a relevant protected characteristic and people who do not share it
3. **foster** good relations between people who share a relevant protected characteristic and people who do not

A. Positive impacts

Through the voter ID pilot, the council is contributing to the integrity of the electoral system and taking steps to make sure that those registered to vote are able to exercise this democratic right.

The council believes that incidents of electoral fraud are likely to be accompanied by harassment and possible victimisation of the individual or individuals who are denied their own vote. This could be particularly disadvantageous to certain voter groups, particularly those who might be more vulnerable due to a protected characteristic such as age, disability (both physical and mental) or from being from a new community to the UK that might not have a good understanding of the British voting system and so could be open to exploitation. The same vulnerability could apply to homeless residents.

A positive impact of the voter ID pilot would be to help eliminate the harassment and victimisation potentially experienced by those who are vulnerable to being victims of electoral fraud.

In the same way, the voter ID pilot could advance equality of opportunity between those with a protected characteristic and those who do not share it. Where a protected characteristic might have a disproportionate impact on someone's vulnerability to election fraud then this would mean they do not have the same equality of opportunity within the electoral system as those who do not share it. The voter ID pilot, through requiring people to present ID and by raising the profile of elections and each individual's right to vote will advance equality of opportunity.

The Watford pilot is backed by an extensive communications and engagement programme, far beyond that the council is usually able to resource for elections within the borough, as it is supported by Cabinet Office resources. Through this, the council will raise awareness not just about the voter ID pilot but also about the elections overall. Elections are integral to building a strong, cohesive community where everyone feels they have a voice and a shared say in the decisions that impact their area. In this way the voter ID pilot can support good community relations. From the pilot, the council will be able to take on board lessons learnt for future campaigns so that its more limited resources can be targeted effectively.

B. Negative impacts

The voter ID pilot could, potentially, have the following negative impacts if effective mitigation is not put in place and implemented:

- **Confusion with electorate as a whole about the election requirements for May 2018**
Any change to an election could result in people questioning whether they have a right to vote in the election. However, all those entitled to vote will receive a polling card, which is a critical reminder of the election. It also has the positive benefit of being what people are used to receiving for all previous elections.

In addition, the council is undertaking a significant communications and engagement campaign on the election, which started in late 2017 and will gear up as we approach 3 May. The council has good take up of social media, which is important given the profile of the town – younger and known to be early adopters of new forms of communication – but this is being supported by more traditional methods, including face to face discussions with harder to reach communities such as our disabled community, recent arrivals and those in our temporary accommodation.

The council communications will be supported by the engagement done by local politicians who undertake substantial awareness raising in the run up to elections through door knocking and party political meetings and communications. In addition, all candidates and political parties will be provided with a ‘voter ID’ information pack to support them with their engagement with the borough’s electorate.

- **Voter ID pilot requirements not understood**
There is a risk of a negative impact if people do not understand the ‘bring your polling card message’ for the election in May. This could potentially impact groups with protected characteristics such older people, people from black and ethnic minority communities or people with disabilities.

However, the council believes that Watford is offering a low intervention / non obtrusive voter ID pilot that will deliver the benefits of improving the integrity of the election system without disenfranchising our electorate. This means that the messages we are communicating are clear and straight forward and, for many people who regularly bring their polling card to vote, there is ‘no change’ for this election. For those who don’t always bring the poll card, we are simply advising them to bring the card that they are familiar with at election time – it is not a new piece of election material to the Watford electorate. Additionally, we are offering alternative ID options.

Overall, through our pilot we are:

- providing all our electorate with a polling card as usual – this cuts across all communities and protected characteristics. Everyone on our register and eligible to vote on 3rd May will receive a poll card
- providing an opportunity to replace a poll card up until 9pm on day of Poll, 3 May.

- also accepting a range of alternative ID so that there are a number of other options for people if they should present at the polling station without the card. These include the most common form of ID that people would usually carry on them:
 - Valid British, European or Commonwealth passport
 - UK or EU photo-card driving licence (full or provisional)
 - Valid credit or debit card
 - Biometric Residence Permit
 - EEA Identity Card
 - Northern Ireland Electoral Identity Card
- **Message re polling card and requirement to bring it to the polling station is not communicated effectively**

Whilst the council believes the voter ID pilot in Watford is not complex, we do recognise the importance of communicating and engaging extensively in the run up to the elections in May 2018. Working with the Cabinet Office, the council has developed an extensive communication and engagement plan. This goes far beyond the communication and engagement a local authority would usually undertake for an election.

The council also recognises that in a diverse borough, we need to target communications and engagement in a way that best meets the needs of communities, including to those who share a protected characteristic and those who do not.

Some highlights of how we are communicating and engaging include:

- Sending out information with the council tax bill, which goes to every home in the borough
- Targeted social media message, which we can link to those areas which have a high turnout of polling station voting. Watford has good engagement figures through social media, partly reflecting the demographics of our population and their preferred forms of communication
- Face to face engagement with 'harder to hear' and 'harder to reach' groups to ensure the message is communicated effectively and to find out from them what else we could do to get our message across. The council has good connections with the borough's communities and will use these to organise the best ways to engage and communicate whether this is face to face or through community leaders. We will be able to use our Housing service to help with those who are homeless and in temporary accommodation
- Working with our partner organisations such as our leisure providers / Watford BID / schools and colleges to get the messages out
- Providing our electoral register canvassers and politicians with information on the pilot to support them when visiting residents
- Providing translation either through our website or through interpretation services
- Providing audio or larger size information through our website and our disability community groups

- **Voter turnout impacted**

The council is committed to running elections effectively and ensuring there are no barriers to our residents exercising their democratic right to vote. The voter ID pilot we have chosen to implement is the least complex and obtrusive amongst the initiatives that are being piloted to tackle potential electoral fraud.

We believe that the proactive mitigations that we have put in place will significantly reduce the risk of voter turnout being impacted and we will be turnout as a key KPI.

Overall conclusion

Meeting the Public Sector Equality Duty

This EIA has taken into account the council's public sector equality duty under s149 of the Equality Act 2010 and is intended to assist the council in meeting its duty. The council is required to have due regard to the need to:

- **eliminate discrimination, harassment, victimisation and any other conduct prohibited by the Act**

The voter ID pilot will strengthen the link between the individual and their right to vote and provides some protection from harassment and victimisation that is associated with electoral fraud. Whilst Watford has no evidence of electoral fraud, residents with protected characteristics might be more at risk of being victims, which the voter ID pilot will address.

It is recognised that there is a potential for those with one or more of some protected characteristics to be disproportionately impacted if the voter ID is not understood or communicated effectively.

The council believes it has taken the necessary mitigating actions to prevent this impact through both the straightforward approach it has taken to the pilot, its early assessment of issues that could impact our electorate, the alternative options it has provided for people to confirm their identity and the extensive communications and engagement campaign agreed. This includes working with our community groups to reach those identified as potentially impacted.

- **advance equality of opportunity between persons who share relevant protected characteristics and persons who do not share it**

There are a number of positive impacts identified that advance equality of opportunity. As well as ensuring all individual electors can exercise their right to vote through reducing the risk of electoral fraud, the communications and engagement the council is undertaking means the general awareness of the right to vote, the election date and how to vote will benefit people with protected characteristics who might not hear election messages through the council's usual election communication. Often people with protected characteristics are in the harder to hear / harder to reach groups and these are being targeted through the communications and engagement planned by the council.

- **foster good relations between persons who share relevant protected characteristics and persons who do not share it**

The council believes that the awareness raising that is being created through this voter ID pilot will have a positive impact on community relations and cohesion as it will encourage people to engage with the local democratic process.

The overall conclusion of the EIA is that the positive impacts of the voter ID pilot outweigh the negative impacts, given the aim to reduce election fraud and promote people's engagement with the democratic process. The council will implement an extensive campaign to promote the voter ID

pilot to mitigate the potential negative impacts of disenfranchisement.

6. Recommendations

- Ensure the planned communication and engagement plan is implemented
- Ensure where feedback is received from communities that there is flexibility within the plan to adapt the campaign if required
- Ensure the pilot is evaluated effectively

Summary of potential positive and negative impacts on protected characteristics

Protected Characteristic	Positive	Negative	None	Reasons for decision
Age	Positive	Negative		<p>Positive</p> <p>Reduced risk of vulnerability to electoral fraud and exploitation (elderly and the young)</p> <p>Greater awareness of the elections and the right to vote including the date of the election and how to vote.</p> <p>Negative</p> <p>The impact of not taking ID to the polling station.</p>
Disability	Positive	Negative		<p>Positive</p> <p>Reduced risk of vulnerability to electoral fraud and exploitation</p> <p>Greater awareness of the elections and the right to vote including the date of the election and how to vote.</p> <p>Negative</p> <p>The impact of not taking ID to the polling station.</p>
Race / Ethnicity	Positive	Negative	None	<p>Positive</p> <p>Reduced risk of vulnerability to electoral fraud and exploitation</p> <p>Greater awareness of the elections and the right to vote including the date of the election and how to vote.</p> <p>Negative</p> <p>The impact of not taking ID to the polling station.</p>

Protected Characteristic	Positive	Negative	None	Reasons for decision
Sex / gender	Positive	Negative	None	<p>Positive</p> <p>Reduced risk of vulnerability to electoral fraud and exploitation (</p> <p>Greater awareness of the elections and the right to vote including the date of the election and how to vote.</p> <p>Negative</p> <p>The impact of not taking ID to the polling station.</p>
Sexual orientation	Positive	Negative		<p>Positive</p> <p>Reduced risk of vulnerability to electoral fraud and exploitation</p> <p>Greater awareness of the elections and the right to vote including the date of the election and how to vote.</p> <p>Negative</p> <p>The impact of not taking ID to the polling station.</p>
Religion	Positive	Negative	None	<p>Positive</p> <p>Reduced risk of vulnerability to electoral fraud and exploitation</p> <p>Greater awareness of the elections and the right to vote including the date of the election and how to vote.</p> <p>Negative</p> <p>The impact of not taking ID to the polling station.</p>

Protected Characteristic	Positive	Negative	None	Reasons for decision
Pregnancy/maternity	Positive	Negative		<p>Positive</p> <p>Reduced risk of vulnerability to electoral fraud and exploitation (elderly and the young)</p> <p>Greater awareness of the elections and the right to vote including the date of the election and how to vote.</p> <p>Negative</p> <p>The impact of not taking ID to the polling station.</p>
Gender orientation	Positive	Negative		<p>Positive</p> <p>Reduced risk of vulnerability to electoral fraud and exploitation (elderly and the young)</p> <p>Greater awareness of the elections and the right to vote including the date of the election and how to vote.</p> <p>Watford is not seeking a photo form of ID, which might have discriminated against transgender residents – in fact the poll card provides a robust form of identification which would match the electoral register.</p> <p>Negative</p> <p>The impact of not taking ID to the polling station.</p>
Homeless	Positive	Negative		<p>Positive</p> <p>Reduced risk of vulnerability to electoral fraud and exploitation (elderly and the young)</p> <p>Greater awareness of the elections and the right to vote including the date of the election and how to vote.</p>

Protected Characteristic	Positive	Negative	None	Reasons for decision
				<p>Watford is not seeking a photo form of ID, which might have discriminated against homeless residents – in fact the poll card provides a robust form of identification which would match the electoral register.</p> <p>Negative The impact of homeless person not collecting the required poll card from the Town Hall and taking ID to the polling station</p>

Summary of potential positive impacts and ways in which they can be ensured

Positive Impact	Protected characteristics	Ways to ensure the positive impact
<p>- reduction in the risk of harassment and victimisation from electoral fraud</p>	<ul style="list-style-type: none"> • Age (older and younger electorate) • Disability (physical and mental health) • Race / ethnicity • Religion / belief • Sex / gender • Sexual orientation • Gender reassignment • Maternity/pregnancy • Homeless residents 	<p>Ensure the effective implementation of the voter ID pilot and promote through a robust communications and engagement campaign</p> <p>Robust training for election staff and frontline customer service staff to support the electorate before and on the day of the election</p>
<p>- fostering good relations within the community through encouraging people to vote and promoting the election date and how to vote</p>	<ul style="list-style-type: none"> • Age (older and younger electorate) • Disability (physical and mental health) • Race / ethnicity • Religion / belief • Sex / gender • Sexual orientation • Gender reassignment 	<p>Implement a robust communications and engagement campaign</p> <p>Robust training for election staff and frontline customer service staff to support the electorate before and on the day of the election</p>

Positive Impact	Protected characteristics	Ways to ensure the positive impact
	<ul style="list-style-type: none"><li data-bbox="853 260 1155 288">• Maternity/pregnancy<li data-bbox="853 328 1133 357">• Homeless residents	

Summary of potential negative impacts and ways in which they can be removed or mitigated

Negative Impact	Protected characteristics	Ways to mitigate the negative impact
<p>- confusion with electorate as a whole about the election requirements for May 2018</p>	<ul style="list-style-type: none"> • Age (older and younger electorate) • Disability (physical and mental health) • Race / ethnicity • Religion / belief • Sex / gender • Sexual orientation • Gender reassignment • Maternity/pregnancy • Homeless residents 	<p>In terms of mitigation:</p> <ul style="list-style-type: none"> • Polling card to each resident entitled to vote • Robust communication and engagement plan
<p>- voter ID pilot requirements not understood</p>	<ul style="list-style-type: none"> • Age (older and younger electorate) • Disability (physical and mental health) • Race / ethnicity • Religion / belief • Sex / gender 	<p>In terms of mitigation:</p> <ul style="list-style-type: none"> • Polling card to each resident entitled to vote • Robust communication and engagement plan • Targeted communications and engagement

Negative Impact	Protected characteristics	Ways to mitigate the negative impact
	<ul style="list-style-type: none"> • Sexual orientation • Gender reassignment • Maternity/pregnancy • Homeless 	
<p>- message re polling card and requirement to bring it to the polling station is not communicated effectively</p>	<ul style="list-style-type: none"> • Age (older and younger electorate) • Disability (physical and mental health) • Race / ethnicity • Religion / belief • Sex / gender • Sexual orientation • Gender reassignment • Maternity/pregnancy • Homeless 	<p>In terms of mitigation:</p> <ul style="list-style-type: none"> • Polling card to each resident entitled to vote • Robust communication and engagement plan • Targeted communications and engagement
<p>- voter turnout impacted</p>	<ul style="list-style-type: none"> • Age (older and younger electorate) • Disability (physical and mental health) 	<p>In terms of mitigation:</p> <ul style="list-style-type: none"> • Polling card to each resident entitled to vote • Robust communication and engagement plan

Negative Impact	Protected characteristics	Ways to mitigate the negative impact
	<ul style="list-style-type: none"> • Race / ethnicity • Religion / belief • Sex / gender • Sexual orientation • Gender reassignment • Maternity/pregnancy • Homeless 	<ul style="list-style-type: none"> • Targeted communications and engagement <p>The pilot will be evaluated through a range of KPIs, the key one being voter turnouts remaining at a level that is considered acceptable for Watford.</p>

This EIA has been approved by:

Manny Lewis, Returning Officer

Date 15.2.18