

# Public Engagement Strategy

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## Overview of challenges in area

Although overall registration rates are quite strong (90.3% in 2016), there are a number of areas where the response is lower (worst in Heath Town - 81.6%, and St Peter's - 78.9%). The ERO has identified students, BME communities (and/or areas where levels of English as a first language are lower than usual) and private sector tenants as particular challenges.

## Approach to meeting these challenges

The Public Engagement Strategy for 2017/18 marks a fresh start for electoral registration activity, recognising resourcing issues over the past two years have made it difficult to effectively target key groups/areas. The Council has recently appointed a Project Manager on a secondment, and a key area of responsibility will be to improve registration rates across the city and amongst specific under-registered groups in particular. These include:

- working through community groups and Councillors to effectively reach BME groups and residents who do not have English as their first language
- working with the University and city college to improve registration and democratic engagement amongst students
- working with and through private landlords to encourage their tenants to register
- improving engagement with young people, particularly attainees, to encourage registration and engagement with democratic processes
- working with organisations who come in to regular contact with members of the community, to establish partnerships to promote registration

## Approach to evaluating activity

The key mechanism to evaluate the effectiveness of different strands of work will be registration rates in target areas (outcome measure) but there will be other output measures that will provide helpful indicators (e.g. attendance at student events, distribution of leaflets and videos in other languages, etc.).

## Refining the profile of your registration area - local and national data sources

Source of Data/Information	Information provided	How this data will be used
Census 2011 updated with the 2014 mid-year population estimates [ <a href="http://www.wolverhamptoninprofile.org.uk">www.wolverhamptoninprofile.org.uk</a> ]	Demographic information about city and ward population, particularly in relation to under-registered groups (young adults 16-24, those in private rented accommodation, BME population, those whose first language is not English, students).	Identify locations of key groups (cross-referenced against intelligence from previous canvasses) to inform canvass strategy and priorities.
Mosaic Profiles	Profiles based upon typical characteristics of residents in each postcode. Each postcode area can be grouped into 1 of 15 main groups (and beneath them 66 sub groups)	To identify communication preferences to tailor towards particular groups
Council tax data	Number and location of properties exempt from council tax due to all occupants being students.	Data matching and to identify concentrations of student properties to inform canvass strategy and priorities.
Housing benefits data	Housing benefit recipients.	Identify recipients of housing benefit in order to provide supplementary mailings/advertising about getting registered.
Education data	Number of attainers within city.	To provide a baseline for the number of young people that could be registered.
Internet connectivity study	Low levels of internet connectivity.	To inform canvass strategy, particularly where door-to-door calling will be more important.
Private landlord database (Council's Housing Team)	Details of private landlords.	To facilitate landlords to encourage tenants to register to vote.
2016 canvass	Ward/district level response rates. Response rates using different media (SMS, online, etc.).	To identify areas of poor response in order to inform canvass strategy and target resources appropriately; and to inform canvass strategy and priority response routes.
University of Wolverhampton	Student data.	Data matching and to target non-respondents.
Xpress	Voids data.	Identify properties where no electors currently registered.

**Building a profile of your registration area - analysing previous public engagement strategies, registration plans a**

Ward/Division	Response data from the 2016 canvass			What other data tells you about these wards (2011 Census and Mosaic profiles)	Groups in this area	Priorities identified	Priority ward?
	Number of properties	Response (no)	Response (%)				
Bilston East	6,437	5,772	89.7%	Above average lone parent households; high level of Council housing; above average unemployment; above average manual trades.	Single person households.	Normal canvass activity, with national publicity.	YES
Bilston North	5,053	4,572	90.5%	Slightly above average social rented - council tenure. High percentage of 'Modest Traditions' (mature homeowners enjoying stable lifestyles). Prefer to be contacted by post.		Normal canvass activity, with national publicity.	
Blakenhall	4,639	4,337	93.5%	High level of BME, esp. Asian; low levels of English as first language; above average social and private rented; above average number of students. High percentage of 'Urban Cohesion' (settled urban communities, strong sense of identity). A high preference for using twitter, being contacted by mobile call and texts.	BME; students; private rented.	Work through community groups and Councilors; partnership with University; private landlord initiative, communication in multiple languages.	YES
Bushbury North	5,278	5,084	96.3%	Above average 75+ and single occupant pensioners. High percentage of 'Aspiring Homemakers' (younger households, recently set up home). High preference for being contacted by social media.		Normal canvass activity, with national publicity.	
Bushbury South and Low Hill	6,404	5,694	88.9%	Above average Afro-Caribbean population; high lone parent households; high level of Council and social housing; high unemployment; above average manual trades.	BME; single person households.	Work through community groups and Councilors.	YES
East Park	5,672	4,911	86.6%	Above average lone person households; high level of Council housing; above average unemployment; above average manual trades.	Single person households.	Normal canvass activity, with national publicity.	YES
Ettingshall	6,171	5,545	89.9%	Above average BME (Asian and Black); low levels of English as first language; above average lone parent households; high levels of Council housing; above average unemployment; above average manual trades. High percentage of 'Transient Renters' (single people, low cost homes for short term). High preference for using social media.	BME; poor English fluency; single person households.	Work through community groups and Councilors.	YES
Fallings Park	5,099	4,528	88.8%	Above average Council housing. High percentage of 'Aspiring Homemakers' (younger households, recently set up home). High preference for being contacted by social media.		Normal canvass activity, with national publicity.	
Graiseley	5,542	5,178	93.4%	High level of BME, esp. Asian; low levels of English as first language; high level of lone person households; high level of private renting; above average unemployment. High percentage of 'Transient Renters' (single people, low cost homes for short term). High preference for using social media.	BME; poor English fluency; single person households; private renting.	Work through community groups and Councilors; private landlord initiative.	YES
Heath Town	6,892	5,627	81.6%	High level of younger people; above average Black population; below average levels of English as first language; high level of lone person households; high level of Council housing; high unemployment; above average student population; above average manual trades. High percentage of 'Transient Renters' (single people, low cost homes for short term). High preference for using social media.	Young people; BME; poor English fluency; single person households; students.	Work through community groups and Councilors; partnership with University.	YES
Merry Hill	5,348	4,866	91.0%	Above average lone pensioner households. High percentage of 'Suburban Stability' (mature couples, supporting older children, comfortable incomes). High preference for being contacted by email and social media. High percentage of 'Senior Security' (older people with assets, comfortable retirement). High preference for being contacted by post or landline.	Single person households.	Normal canvass activity, with national publicity.	
Oxley	5,380	4,998	92.9%	Slightly above average social rented - council tenure. High percentage of 'Aspiring Homemakers' (younger households, recently set up home). High preference for being contacted by social media.		Normal canvass activity, with national publicity.	
Park	5,671	5,329	94.0%	Above average Asian population; low level of English as first language; high level of private rented; above average student population; high level of lone person households. High percentage of 'Domestic Success' (high-earning families, school-age children). High preference for using social media, texts and emails rather than post. High percentage of 'Rental Hubs' and 'Transient Renters' (young people, renting from private landlords, students). High preference for being contacted by social media - using twitter and facebook daily.	BME; poor English fluency; private rented; students; single person households.	Targeted during Canvass & following publication of Feb register.	YES
Penn	5,208	5,047	96.9%	Above average older population; high level of Asian residents. High percentage of 'Domestic Success' (high-earning families, school-age children). High preference for using social media, texts and emails rather than post. High percentage of 'Senior Security' (older people with assets, comfortable retirement). High preference for being contacted by post or landline.	BME.	Work through community groups and Councilors; partnership with University; private landlord initiative.	
Spring Vale	5,181	4,717	91.0%	Above average older population.		Normal canvass activity, with national publicity.	
St Peter's	7,038	5,551	78.9%	High level of younger people; large 'other white' community; large Pakistani community; above average Caribbean population; low levels of English as first language; high level of lone person households; high level of social and private rented; above average unemployment; high level of students; high level of manual trades. High percentage of 'Rental Hubs' (young people, renting from private landlords, students) and 'Transient Renters'. High preference for being contacted by social media - using twitter and facebook daily.	Young people; BME; EU citizens; poor English fluency; single person households; private rented; students.	Work through community groups and Councilors; partnership with University; private landlord initiative. Use of social media to communicate.	YES
Tettenhall Regis	5,158	4,502	87.3%	Above average older population; above average lone pensioner households. High percentage of 'prestige positions' (well-educated, affluent married couples, large family homes) with a high preference for being contacted by post or email. High percentage of 'Senior Security' (older people with assets, comfortable retirement). High preference for being contacted by post or landline.	Single person households.	Normal canvass activity, with national publicity.	
Tettenhall Wightwick	5,386	5,192	96.4%	Above average older population; above average lone pensioner households. High percentage of 'prestige positions' (well-educated, affluent married couples, large family homes) with a high preference for being contacted by post or email. High percentage of 'Senior Security' (older people with assets, comfortable retirement). High preference for being contacted by post or landline.	Single person households.	Normal canvass activity, with national publicity.	
Wednesfield North	5,040	4,767	94.6%	Above average older population; above average lone pensioner households. High percentage of 'Senior Security' (older people with assets, comfortable retirement). High preference for being contacted by post or landline.	Single person households.	Normal canvass activity, with national publicity.	
Wednesfield South	5,261	4,822	91.7%	No identified issues from census. High percentage of 'Senior Security' (older people with assets, comfortable retirement). High preference for being contacted by post or landline.		Normal canvass activity, with national publicity.	
<b>Area wide</b>	<b>111,858</b>	<b>101,039</b>	<b>90.3%</b>				

## Building a profile of your registration area - local public engagement priorities and issues

Local priorities - geographical and target groups	Wards (where relevant)	Priority (High/Medium/Low)	Key stakeholders/partners
BME/poor English fluency	Blakenhall, Bushbury South, Ettingshall, Graiseley, Heath Town, Park, Penn, St Peter's.	Medium	Councillors; community groups, Citizens Advice Bureau
Students	Blakenhall, Heath Town, Park, St Peter's.	Medium	University of Wolverhampton; City of Wolverhampton College, The Way Youth Zone
Attainers		Low	<b>Bite the Ballot; Heath Town Academy.</b> Laura King and Julie Jackson from the One Team to provide information on 16 year olds every quarter.
Private rented sector	Blakenhall, Graiseley, Park, St Peter's, Ettingshall, Heath Town.	Medium	Private Landlord team (Housing); private landlords.
Poor internet access	tbc	Low	Customer Services, Communications
Low response rate areas (below 90%)	Bilston East, Bushbury South, East Park, Ettingshall, Fallings Park, Heath Town, St Peter's, Tettenhall Regis	High	

## Channels: Direct Contact

Channel	Communication opportunity	Incoming or Outgoing	Activity	Priority addressed / audience reached	Evaluation measures
<b>Direct mail</b>	Canvass literature	Outgoing	Despatch of HEFs (and reminders to non-responding properties), setting out how to register/confirm details.	All properties	Response rates
	Council tax	Outgoing	Registration forms generated following notification of new residents from Council Tax weekly lists.	As relevant	Number sent out; response rates
	Attainers	Outgoing	Letters to students who have turned 16 advising them that they can go on the register as attainers	Students	Registration rates of attainers
<b>Face to face</b>	Electoral Services	Incoming	Verbal advice from core team to personal callers whose queries can't be resolved by Customer Services.	Public	n/a
	Customer Services	Incoming	First point of contact response to routine queries.	Public	Volume of calls; proportion resolved at first point of contact
	Other drop-in services (e.g. libraries, leisure centres, housing, Register Office)	Incoming	Encouragement to residents to complete the registration processes; basic assistance with queries; signposting to further support.	Public	n/a
	University events	Outgoing/incoming	Attendance at University and Student Union events (e.g. Freshers' Week, SU promotion)	Students	Registrations made; registration rates in target areas
	Community groups	Outgoing/incoming	Attendance at community group meetings and/or with community leaders who can act as champions	Ethnic minority residents	Meetings attended; response rates in target areas
	Electoral Services and Community Groups	Outgoing	Pop up registration events in the community e.g. mander shopping centre and targeting key events such as residents week.	Public	Number of people registered at events, feedback from community groups
	Canvassers	Outgoing	Doorstep advice and support for residents.	Public	Number of visits made; response rates
	Canvassers	Outgoing	Provision of information for people whose first language is not English.	Ethnic minority residents	Number of leaflets distributed; response rates in target wards
<b>Telephone</b>	Customer Services	Incoming	First point of contact response to routine queries.	Public	Volume of calls; proportion resolved at first point of contact
	Electoral Services	Incoming	Advice from core team to personal callers whose queries can't be resolved by Customer Services.	Public	n/a
<b>Online/social media</b>	City Direct	Outgoing	General messages about registration to assist employees who are also residents and raise general awareness for frontline staff.	Employees (and public via employees)	n/a
	Website	Outgoing	Provision of advice about registration and the canvass process; banner 'advertising' at key points; signposting for additional support.	Public	Website hits
	Wolverhampton Information Network	Outgoing	Provision of advice about registration and the canvass process that is on the Corporate Website to reach a wider audience.	Public	Website hits
	Facebook/Twitter	Outgoing	Messages to raise awareness at key points (e.g. when HEFs distributed); signposting to online help.	Public	Website hits; retweets
	Facebook/Twitter	Incoming	Responding to social media enquiries.	Public	Volume of enquiries
<b>Via elected representatives</b>	Briefing packs	Incoming enquiries to Councillors	Provision of briefing pack to Councillors to advise about timelines, key deadlines, process and how to signpost people.	Public (via Councillors)	n/a
	Briefing packs	Incoming enquiries to MPs	Copy of briefing pack to MPs; possible briefing meeting	Public (via MPs' offices)	n/a

## Channels: Local partners

Organisation	Details	Activity	Audience reached	Lessons learned from previous experience of working with this partner	Evaluation opportunities
University of Wolverhampton	Students' Union; Dean of Students - Jon Elsmore	Embed voter registration in to the online student registration process, and establish a data sharing agreement. Use of University buildings as polling station and attendance at Freshers' Fair and other events to promote registration	Students	Students' Union struggles to generate interest.	Student registration rates
City of Wolverhampton College	Students' Union. Student Services - Rose Urkovskis	Attendance at key events to promote registration.	Students	n/a	Student registration rates
Community groups	Refugee and Migrant Centre, Aspiring Futures, Ethnic Minority Council, Breaking Boundaries, Nissa Womens Support Group.	Meet with community groups and/or communicate through Councillors to develop understanding and possibly identify community champions who can help others.	Ethnic minorities	n/a	Registration rates in target areas
Citizens Advice Bureau			Public	n/a	Feedback from partner
Bite the Ballot	Contact: Jessica Davis	Working with secondary schools as part of BtB's regional initiative to encourage registration and participation amongst young people.	Attainers	Quality of completed forms is often very poor.	Number of registered attainers
Heath Park Academy		Pilot support for school's citizenship programme (introduction to democracy and local decision-making) and involvement of Yr 12/13 students in election.	Attainers	n/a	Review of pilot to see how it could be expanded within the school and into other schools
The Way Youth Zone	Phil Marsh, Youth Work Manager		Students	n/a	Number of registered attainers/student registration rates, feedback from The Way
Care Leavers' Forum	Representative group for those who have recently left care	Involvement of young people in the election (at count or on polling stations) to develop understanding of democratic process and, as part of Council's corporate parenting responsibility, to help them develop life skills.	Young care leavers	n/a	Feedback from participants
Secondary schools	Via Education Directorate	Mailout to attainers in latter stage of canvass to target non-registrants.	Attainers/young people	n/a	Number of registered attainers
Private landlords	Via Private Landlord Team	Reminders for landlords that tenants are required to register to vote (through letters, license documentation, etc.). Investigate possibility of including information in the 'check before you rent' app. Include 'requirement' as a licensing prompt (not enforceable)	Tenants (via private landlords)	n/a	Registration rates in target areas
Outreach for Wolverhampton and the Night Shelter	Contact: Neil Amison	To raise awareness and support homeless people to register to vote by making a declaration of local connection	Homeless	n/a	Registration rates through declaration of local connection

## Channels: Media and Advertising

Digital Channels	Activity	Audience reached and priorities met	Lessons learned from using this media channel	Evaluation opportunities
See 3a				
<b>PR/Media</b>				
Councillor newsletters	To provide information, key dates, etc. in relation to the canvass.	General audience		Limited
<b>Paid advertising channels</b>				
Via social media (e.g. Facebook)	Targeted advertising using segmented [Mosaic] data to reach specific communities (e.g. BME, under 30s, etc.).	BME and low levels of English fluency; students and under 30s; <u>private renters</u> .		Click through rates from advertising; response rates in target areas.
TBC: local general advertising (if deemed to be required)	Bus shelters, tram stops, bus tickets	General audience	Unable to target specific communities	