Section 1. Context

1. How does your proposal demonstrate delivery of the 2050 Ambition?

This proposal involves undertaking targeted electoral registration initiatives in wards with comparatively low registration rates with the aim of increasing participation in elections.

Research has shown that by encouraging people to have their say can make communities more cohesive. If people have the platform to express themselves they feel empowered and valued. If people do not take the opportunity to have their say, they can feel marginalised and isolated and are less likely to engage with their own community.

Links with other outcomes:

**Active & Involved** – Community Builders: activating residents and groups/creating citizen participation forums/start-up funding (community cohesion)

**Active & Involved** – Strong Communities Partnership (community cohesion)

**Pride & Joy** – Residents magazine (use to promote electoral registration initiatives)

**Pride & Joy** – Review of Council website (democracy element of site)

2. What evidence have you got that this approach will deliver of the outcome?

The results of research undertaken by the Cabinet Office, Electoral Commission and other relevant bodies.

3. What are the measures of impact, success and how will you embed learning?
• Success will be measured by a higher number of registered electors, specifically from households that are known not to engage with our service
• Impact will be measured by turnout at the elections in 2022
• Positive impact on credit rating
• More registered electors from different backgrounds stand as a candidate in elections
• Continual reflection and learning built into our delivery methods. This will be achieved by an agile approach to our engagement activities
Section 2. Aims, Objectives & Collaboration

4. What are the key aims and objectives of the proposal?

The Electoral Commission estimates that around 7 million eligible electors may be absent from the registers across the country. Although this may be down to temporary absences, a large proportion is likely to consist of people who have never registered or who have left the register for a longer period. The risk for this group is that voter registration becomes irrelevant to their lives.

While reforms have made it easier than ever before to register to vote there is still more that can be done. A number of studies on electoral registration have been undertaken by the Government and the Cabinet Office is intending to assist local authorities with registration initiatives through the provision of guidance and the sharing of best practice, which will be invaluable in taking forward our plans.

Before undertaking electoral registration initiatives, it is important to understand the barriers to registration faced by people in the under registered groups, such groups include:

- Young people (particularly attainers and under 25s)
- Frequent home movers (including private renters and students)
- People from ethnic minority groups
- Homeless

We will use our learning to develop a series of targeted engagement projects with our partners (making use of Council data sets). The nature of these projects will be dependent on the audience and will differ in style and delivery. By doing this we hope to:

- improve the level of registration in the Borough
- improve the accessibility of our service
- provide targeted support for the customer groups that need it

Our engagement projects will be administered in an agile way to ensure that the knowledge and skills that we develop are incorporated into our delivery.

The project will commence in 2021 in preparation for the 2022 Borough Council elections (2021 is a fallow year).

5. Who else have you involved in discussions and how have the helped to shape the proposal?

**Electoral Services**
People: (Tom Dowler - Data Analysis)
              (Glyn Halksworth – Vulnerable Groups)
Cabinet office
Other local authorities

6. What are the links and dependencies with the other outcome proposals?

See 1 above
7. Who are the partners (or potential partners) and how to you envisage their role(s) in collaborating to delivering the proposal to achieve the outcome?

Media
Schools and colleges within the Borough
University of Essex
HARP/Peabody (homeless, rough sleepers and complex needs)/SHAN (Southend Homelessness Action Network)
Change, Grow, Live (CGL) – Southend Treatment & Recovery Service – drugs and alcohol
SAVS
Community Leaders/Groups

8. What potential challenges do you anticipate in respect of a) implementing this proposal, b) caused by this proposal once implemented?

No significant obstacles
Cost implications are minimal
Possible logistical challenge
Initiatives coinciding with other campaigns
### Section 3. Social Value

9. How could the proposal deliver social value - in terms of the local community, businesses, economy and environment and what will the specific impact and benefits be?

<table>
<thead>
<tr>
<th>Improving community involvement</th>
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<tbody>
<tr>
<td>Providing an opportunity for individuals or groups facing greater social or economic barriers</td>
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10. What is the perceived impact the proposal will have on groups with 'protected characteristics'?

| The protected characteristics groups most likely to be impacted by improving the levels of registration and participation in democratic events are young people and customers from ethnic minorities. However, additional groups may be included as we develop and test our engagement. |

11. What is the proposal's potential direct or indirect impact on the wider community?

<table>
<thead>
<tr>
<th>Communities become more cohesive.</th>
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<td>The wider community feels better connected to local democracy and recognises the link between electoral registration, voter participation and member representation in their ward.</td>
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