

## APPENDIX

<b>Work being done to encourage more residents to register and vote</b>	<b>When</b>	<b>Suggestions for improvements</b>
<ul style="list-style-type: none"> <li>Write to all residents to let them know about the change to IER and any action they need to take to register.</li> </ul>	August 2014	
<ul style="list-style-type: none"> <li>Canvassers to visit all non-responding properties in the District.</li> </ul>	Oct – Nov 2014	Direct canvassers to focus on student properties, areas with lowest levels of internet access and with older populations.
<ul style="list-style-type: none"> <li>Canvassers to hand deliver call cards to all non-responding properties to encourage on-line registration.</li> </ul>	Oct – Nov 2014	Allocate more canvassers in areas where higher number of non-responders ie. rented properties.
<ul style="list-style-type: none"> <li>Raise awareness of IER locally via press releases, Reception screens, Members First, LDC News, email branding and posters displayed throughout the District.</li> </ul>	Aug 2014	Utilise Twitter, Facebook and text messaging as alerts and to reduce enquiries. Produce podcasts of IER information to address literacy needs.
<ul style="list-style-type: none"> <li>Update website pages with basic IER information and add links for on-line registration and Electoral Commission website.</li> </ul>	June 2014	Keep webpages updated, ensuring they are clear and easy to navigate, to reduce enquiries.
<ul style="list-style-type: none"> <li>Place a joint advert with neighbouring authorities in the East Sussex-wide 'Your County' magazine.</li> </ul>	Dec 2014 – Jan 2015	
<ul style="list-style-type: none"> <li>Obtain lists of all electors aged 16 - 18 years old from East Sussex County Council (Education department) to target registration activities for young people.</li> </ul>	Sept 2014	Send birthday cards to all young people on their 17 <sup>th</sup> birthday encouraging them to register.
<ul style="list-style-type: none"> <li>Obtain lists of all resident moves within care homes from East Sussex County Council (Social Services) and make direct contact with all care homes to ensure all eligible residents are registered.</li> </ul>	Oct – Nov 2014	
<ul style="list-style-type: none"> <li>Attend the Sompriti Business &amp; Women's Group to provide information on IER and voting.</li> </ul>	Jan 2015	Ask Sompriti to translate some IER material to send out in their mailing lists. Send leaflets and posters to other community organisations

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		and hard to reach groups.
<ul style="list-style-type: none"> <li>Visit local sixth-form schools and colleges to promote need to register and importance of voting to young people.</li> </ul>	Jan – Feb 2015	Use Rock Enrol! learning resource which aims to inspire young people to discuss the issues they care about, whilst considering why they should register to vote. Contact NCDA re. targeting youth forum.
<ul style="list-style-type: none"> <li>Produce public engagement strategy and implementation plan, detailing approach to identifying and targeting people eligible to register but not registered individually.</li> </ul>	July 2014	Keep plan under review so it remains appropriate and reflects relevant data as it becomes available. Include in plan how we will track progress, monitor and evaluate the success of activities. Revise plan to help target resources where most needed.
<ul style="list-style-type: none"> <li>Conduct review of polling places every 4 years to assess disabled access facilities for voters, and keep polling stations under constant review.</li> </ul>	July 2014	Liaise with Access Officer to provide voting information to Area Access Groups and local disability groups.
<ul style="list-style-type: none"> <li>Train polling staff to provide clear guidance to voters on polling day, addressing all relevant access issues.</li> </ul>	April 2015	
<ul style="list-style-type: none"> <li>Communicate key information in run up to election via joint advert, press releases, homepage of website, District Link, LDC News and Members First.</li> </ul>	Mar – April 2015	Implement Twitter campaign of key deadline dates to register, postal and proxy votes, why it is important to vote and how to vote.

<b>Work being done to encourage more people to stand at local elections</b>	<b>When</b>	<b>Suggestions for improvements</b>
<ul style="list-style-type: none"> <li>Update 'How to become a District Councillor' information pack and provide copies to those who express interest.</li> </ul>	Oct 2014	Streamline information pack, using good practice examples. Include only the essential information needed for the role, who is eligible to stand and the nomination process. Tailor content to encourage under-represented candidates ie. time and skills involved,

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		support they can expect from the Council and quotes from existing councillors.
<ul style="list-style-type: none"> <li>Proactively encourage interest via website, press release, Reception screens, District Link and informing local political groups.</li> </ul>	Oct – Dec 2014	Produce podcasts of existing councillors for website. Utilise LGA resources on ‘Be a councillor’ campaign.
<ul style="list-style-type: none"> <li>Target information to local community groups ie. women’s groups and youth groups, to encourage a diverse range of people to stand to better reflect the demographics of the District and society we live in.</li> </ul>	Oct - Dec 2014	Promote the ‘Access to Elected Office for Disabled People Fund’ which helps disabled people with additional costs that a disabled candidate may face in standing for election, such as extra transport or sign language interpreters. Utilise social media to target young candidates.