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<b>REPORT TO:</b>	<b>FINANCE AND MANAGEMENT COMMITTEE</b>	<b>AGENDA ITEM: 7</b>
<b>DATE OF MEETING:</b>	<b>27<sup>th</sup> APRIL 2017</b>	<b>CATEGORY: RECOMMENDED</b>
<b>REPORT FROM</b>	<b>CHIEF EXECUTIVE</b>	<b>OPEN</b>
<b>MEMBERS' CONTACT POINT:</b>	<b>FRANK MCARDLE</b> <a href="mailto:Frank.Mcardle@south-derbys.gov.uk">Frank.Mcardle@south-derbys.gov.uk</a> Extension 5700	<b>DOC:</b>
<b>SUBJECT:</b>	<b>INDIVIDUAL ELECTORAL REGISTRATION – PUBLIC ENGAGEMENT STRATEGY</b>	<b>REF:</b>
<b>WARD AFFECTED:</b>	<b>ALL</b>	<b>TERMS OF REFERENCE: FM</b>

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### **1.0 Recommendation**

- 1.1 To approve the Council's Individual Electoral Registration (IER) Public Engagement Strategy attached at **Appendix A**.

### **2.0 Purpose of the Report**

- 2.1 The Electoral Registration Officer has a general duty to promote participation in the electoral process. Maximising the number of voters registered relies on an effective local public engagement strategy and ensures voter engagement with a view to highlighting the importance of registration.
- 2.2 Members approval is sought of the attached IER Public Engagement Strategy.

### **3.0 Detail**

- 3.1 The introduction of IER presented challenges and one of those was to encourage residents to take the required action to sign up to or remain on the register.
- 3.2 The Public Engagement Strategy has been drafted together with an action plan. Many of the activities will be aimed at the whole of the electorate, however, there will be targeted activities at known groups and areas of low registration.
- 3.3 The objectives of the Strategy are to;
- Provide information on IER to all residents;
  - Raise awareness of IER across the District;
  - Inform people how to register;
  - Increase the accuracy and completeness of the register; and
  - Target the harder to reach groups and groups which traditionally exhibit lower registration rates i.e. students.

### **4.0 Financial Implications**

4.1 None arising directly from this report.

## **5.0 Corporate Implications**

5.1 None arising directly from Members approval of the Public Engagement Strategy.

## **6.0 Community Implications**

6.1 Public engagement in the registration process will ensure voter engagement and highlight the importance of registering to vote.

## **7.0 Conclusions**

7.1 Effective public engagement will require input from across the Council and from other service areas that also have contact with those residents less likely to be registered.

## **8.0 Background Papers**

8.1 Individual Electoral Registration Public Engagement Strategy