

London Voter Registration Week 2022

Evaluation Report

April 2023



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London Voter Registration Week

November 2022

Overview

According to Electoral Commission and Cabinet Office analysis, and the Greater London Authority's "Survey of Londoners" (2019, 2021-2022), London has one of the lowest voter registration rates across the UK. Young people, who are more likely to be recent home movers; social and private renters; Black, Asian and minority ethnic (BAME) and migrant Londoners (including Commonwealth and EU Londoners, in line with current voting rights), are the most under-registered and under-represented groups, [June 2019]. Many of these groups have been disproportionately impacted by the Covid-19 pandemic and face the cost-of-living crisis.

In November 2022, in line with its statutory powers, the Greater London Authority (GLA) collaborated with London borough electoral services, the Electoral Commission and with civil society organisations to coordinate London Voter Registration Week (LVRW) 2022. The project aimed to build on the 2019 pilot, the lessons learned from LVRW 2020 and LVRW 2021 and reduce inequalities in voter registration among historically under-registered and under-represented groups.

With only one week's notice, LVRW 2022 had to be postponed from its usual September slot due to the death of Her Majesty, Queen Elizabeth II. Eventually, LVRW 2022 activity coincided with the UK-wide Parliament Week and took place between 14 and 20 November. Consequently, the GLA and SOUK had to ensure coalition partner would recommit to moving online and offline activity to mid-November. Consequently, we could not support the annual voter registration canvass carried out by borough electoral services, could not take advantage of Freshers Fairs and had to cancel some in-person events. Despite this, LVRW 2022 was a success especially in terms of improving voter registration rates among young Londoners.

As in the previous years, activity was delivered in partnership with Shout Out UK (SOUK) and had the support of members of the London Voter Registration Strategic Partnership (LVRSP), including the Electoral Commission and the London Association of Electoral Administrators, the London Assembly and a broad, pan-London civil society coalition of support.



LVRW 2022 – Reach

The vision for LVRW 2022 built on the lessons learned from the 2019 pilot and every annual LVRW since. Despite months of preparation building up to online and offline activity that was initially scheduled for the week 19 – 25 September, activity was postponed with only one week's notice due to the death of Her Majesty Queen Elizabeth II. LVRW 2022 eventually took place during UK Parliament Week (14 – 20 November). While no coalition partner pulled out, the scale of some online and offline activity was negatively impacted, including the online amplification from some borough councils and civic society organisations dealing with the cost-of-living crisis and the uncertainty in the wider political context, and the reduction in the number of in-person drives.

The fourth LVRW was delivered under the #NoVoteNoVoice slogan and focused on static and dynamic digital, video and animation assets and education resources (including new Media and Political Literacy resources and materials in community languages). While most of the resources were produced for online dissemination, a third were produced for offline amplification and in-person events. As in previous years, all LVRW resources continue to be co-designed via workshops with under-registered and under-represented Londoners and further refined via focus groups. All the assets are hosted on the GLA Democracy Hub – **registertovote.london** – a website built to host all past and future activity and resources, which now takes visitors to either the Voter Registration hub, or to the Voter ID hub.

LVRW 2022 managed to achieve the following:

- It launched with the delivery partner, Shout Out UK (SOUK), and 150 coalition partners. Activity during the week itself saw the organic support of a further 80 LVRW supporting organisations
- It had an estimated reach of between 500,000 and 1 million Londoners through the coalition of LVRW partners
- It ran 19 in-person drives with education institutions and engaged almost 2,500 in the voter registration process and in Political Literacy lessons
- The LVRW 2022 launch film had over 250,000 views and 2 million impressions on Twitter alone
- It had an estimated total social media reach of 5.1 million via SOUK channels

This reach was facilitated by a number of factors:

- **The coalition of support**

The LVRW 2022 broad, pan-London coalition was made up of education institutions (secondary schools, Sixth Forms, Colleges and Student Unions); faith and interfaith organisations of various sizes, including London-wide institutions and neighbourhood places of worship; community organisations, representing either individual ethnic minority and migrant communities or antiracist and advocacy groups; Deaf and disabled – led organisations; organisations representing private renters or supporting homeless Londoners; LGBTQ+ -led organisations and many more.

- **The non-party political, impartial nature of the project**

As in previous years, LVRW 2022 had the support of the regulator, **the Electoral Commission, all the London boroughs and the London Assembly.**

- **The social media strategy**

Co-designed assets were produced for a variety of channels and audiences. For the first time, TikTok influencers were used with some success – five videos had 10,000 views.

- **In-person drives**

Civil society organisations and education partners welcomed the return of in-person events and the ability of Londoners, who either were not familiar with their voting rights or felt disenfranchised, to ask questions, get support with voter registration applications and feel like democracy was coming to them.

LVRW 2022 – Impact

Based on the analysis of Cabinet Office data, LVRW 2022 did not make a significant impact on voter registration rates across all under-registered London demographics, but LVRW 2022 was a success in terms of significantly increasing the voter registration rates of young Londoners.

- During LVRW 2022, 21,404 people registered to vote in London. This is a one per cent decrease from the week before when no activity took place. When comparing LVRW 2022 with the seven days of LVRW 2021, there was a six per cent decrease in the number of registrations.



- Though the overall registration numbers during LVRW 2022 were not as high as the week before or compared with LVRW 2021, the registration numbers increased substantially for 16- to 17-year-olds. Among 16- to 17-year-olds, there were 51% more registrations in LVRW 2022 than in 2021 and 71% more registrations in LVRW 2022 compared with the week before.
- During LVRW 2022, 5,447 young people registered to vote in London. This is a 10 per cent increase from the period before. When comparing LVRW 2022 with the seven days of LVRW 2021, there was a nine per cent increase in the number of registrations.
- Based on these figures, activity in London during LVRW 2022 appeared to have a positive impact on the number of young people registering to vote, particularly 16- to 17-year-olds.

Considerations for LVRW 2023

Building on lessons learned from previous years, the following principles have been identified to inform the design and scope of LVRW 2023:

- The importance of running the competitive procurement process for a delivery partner, with a strong track record, so work can begin as soon as possible in the Spring. This means activity can change if there are unexpected events and the coalition of support can start to develop before the summer holidays.
- The need to maintain the cross-party political, impartial, non-election specific nature of the project, by continuing coordination and collaboration via the LVRSP, a broad, pan-London coalition of support and by using London Gov social media channels.
- The determination to enable equal participation and build community voice and representation in the project, by continuing to co-design resources and use focus groups with young people, Black, Asian, Minority Ethnic and migrant Londoners, and private renters (London's most under-registered and under-represented communities) to test them.
- The ability to continue producing an array of resources, including in community languages and for more social media platforms, keeping in mind the accessibility barriers of various target groups and the specific nature of various communication channels. Resources should continue to be community and issue- specific, to inform Londoners of the whole voter registration process, including voting rights.
- The need to review the GLA Political and Media Literacy resources and produce new ones, if required, to counter existing and emerging misinformation and disinformation trends around civic and democratic participation, and to address the voting system changes brought in by the Elections Act (2022).
- The strategic decision to run LVRW in the second half of September, at the start of the academic year and during the annual canvass, to help build capacity for borough electoral services and reach the target audiences en-masse.

#NoVoteNoVoice
Register to vote at gov.uk/register-to-vote

**“YOUR SILENCE WILL NOT
PROTECT YOU.”**

— Audre Lorde



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MANY COLOURS. ONE LONDON.

OUR DIVERSITY AND OUR
VOICES MAKE US STRONG.



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Specifically, LVRW 2023 should:

- Be inbuilt in the next phase of the impartial GLA Voter ID public awareness campaign, and thus the whole GLA Civic and Democratic Participation programme should support voter registration, awareness around approved forms of photo Voter ID and applications to the free Voter Authority Certificate throughout the year.
- Remain committed to addressing structural barriers via its vision, strategy and messaging
- Continue collaborative work with all London boroughs, an expanding civil society coalition of support and explore new avenues/ channels to ensure reach and impact at scale

In their own words

Matteo Bergamini, CEO/ Founder, Shout Out UK: “Democracy is not guaranteed. All the rights we enjoy today had to be fought for at some point in our collective history. This is why I am honoured that for the third year running Shout Out UK, the organisation I launched at 22, is yet again teaming up with the Greater London Authority to launch London Voter Registration Week 2022. Building on the amazing work done in prior years which was recognised by the EU Digital Citizenship Working Group & Meta’s latest report, showing that every voice in London matters. Democracy is precious; it’s fragile and requires everyone. Remember: if you don’t do politics, politics will do you, so register to vote.”

Ange Levesque, Teacher, UCL Academy: “At a time when voter numbers are falling, at UCL Academy we are especially focused on ensuring our young people are engaged in all aspects of civic life including ensuring they exercise their right to vote. Being part of London Voter Registration Week activities is a central part of our program.”

Fabrice Lyczba, The Baobab Centre: “At the Baobab Centre we form a community of support for some of the most marginalised young people in the UK – young unaccompanied asylum seekers and refugees. In fact, most do not even have the right to vote, and won’t get it before they’re granted citizenship – a very distant dream for the vast majority. But with or without the right to vote, our young people already are citizens of their communities here, and we want them to start feeling the empowerment that comes with voting. London Voter Registration Week 2022 will help us engage in a conversation with them that will surely resonate in their constructions of resilience and belonging in the UK.”

Jacky Peacock OBE, Head of Policy, Advice for Renters: “Most people renting from a private landlord have little security and can be asked to move any time after the first six months. It’s not surprising then that many don’t bother to register to vote, because they may have moved on before the next elections. But registering to vote is now more important than ever. It only takes a few minutes to register online with your mobile, and then your voice will really count when you join us in calling for a decent, affordable and secure home for all renters.”

#NoVoteNoVoice
Register to vote at gov.uk/register-to-vote

DEMOCRACY WILL NEVER
GO OUT OF FASHION.

REGISTER TO VOTE.



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#NoVoteNoVoice
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DON'T FALL THROUGH THE GAP.
Register to vote if you are a 16+ year old British,
Commonwealth or EU citizen and have a London address.



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Nathalie Combes, Mosaic (LGBT+ Young Persons') Trust: "Voter registration campaigns are vital to helping everyone be part of the decision-making that impacts the environment and every individual in this society and beyond. We can be the change we want to see, starting with being registered to vote."

Silvia Tadiello, Communication Worker, Migrant Voice: "Many migrants have been long-term residents in the UK and play active roles in the society, both nationally and locally: it is vital that they can take part in the country's democratic life and make their voices heard. Yet too many migrants are not able to take part in voting, and others are unsure of their rights to vote. Understanding your voting rights can be tricky if you're a migrant, which is why informing and encouraging everyone to register is so important."

Tanya Taylor, Head of Communications, Young Ealing Foundation: "This campaign is important to the Young Ealing Foundation because we are passionate about amplifying the voice of those who often do not get heard. 75 per cent of our members are from marginalised groups, and all of them are working with young people. Young people's voices matter. They are the future – decisions being made in government now, will affect them more than any of us. They deserve to influence policy and decision making that will affect their future."

Other formats and languages

For other formats, please contact us at the address below or via the GLA Democracy Hub:

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City Hall
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London, E16 1ZE

[registertovote.london](https://www.registertovote.london)

You will need to supply your name, your postal address and state the format you require.