

London Voter Registration Week 2023 and GLA Voter ID public awareness campaign – phase two (June 2023 – February 2024)

Evaluation Report

September 2024



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September 2024**

Funded, published and promoted by
Greater London Authority
City Hall,
Kamal Chunchie Way,
London, E16 1ZE

www.london.gov.uk

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The GLA London Voter Registration Week 2023 and Voter ID public awareness campaign
– phase two – community delivery partner



The GLA Voter ID awareness grants programme – phase two – delivery partner



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London Voter Registration Week 2023 and GLA Voter ID public awareness campaign – phase two (June 2023 – February 2024)

Executive summary

The GLA Civic and Democratic Participation programme was launched in 2019, with the pilot annual London Voter Registration Week (LVRW). Since then, the programme's unique model of co-design and co-delivery between a regional authority, statutory bodies, a broad civil society coalition, and under-registered and under-represented Londoners has delivered projects and campaigns that have helped to increase voter registration rates, and address barriers to civic and democratic participation across the capital.

The past year has seen the programme reach its highest demand and widest reach to date. In June 2023, the Greater London Authority (GLA) – in line with its statutory powers to support social development in London, and building on the legacy and best practice of the Civic and Democratic Participation programme – launched phase two of a public awareness campaign to ensure every eligible Londoner can access their civic and democratic rights.

Borough electoral services, civil society organisations, educational institutions and others across the capital came together to support the GLA run the fifth edition of the annual LVRW, and the impartial Voter ID campaign. These were designed to address the unprecedented equalities impact of the Elections Act (2022), especially the introduction of photo ID to vote.

The programme's community engagement workstream saw the production and dissemination of co-designed, accessible information packs to help all borough councils, and hundreds of civil society partners and supporters, raise awareness across their online and offline channels. It also saw the delivery of many in-person and online events, and included the fifth annual LVRW – one of the most impactful to date.

The marketing and communication workstream saw the design and delivery of the biggest behavioural change campaign across GLA programmes. Building on the insight that the GLA Democratic Participation team had from London's communities about how best to reach them, this workstream used: pan-London and community radio; digital audio platforms; video-on-demand ads across broadcast networks; out-of-home digital displays

in high-footfall areas across London; pay-per-click advertising on Google searches, which drove traffic to the GLA Democracy Hub (registertovote.london); posters and other print materials sent to almost all London central libraries; and in-person information sessions in places of worship, across denominations.

The grants programme workstream helped equity-led organisations to: deliver impartial awareness-raising resources and informational activity in trusted settings; provide direct support to under-registered and under-represented communities, disproportionately impacted by the pandemic and the cost-of-living crisis, who were at risk of disenfranchisement; and build political literacy, capacity and resilience, in the context of the chilling effects of electoral and charity law. This is so civil society organisations can embed impartial civil and democratic participation in their ongoing/ future activity, and serves as a longer-term legacy of the programme.

Together, the GLA, its delivery partners and the broad coalition achieved the following:

- **Awareness of the photo Voter ID requirement rose by 60 percentage points** between August 2022 and July 2024.
- **6.05m London adults (18 and over) were reached via the paid marketing and communication activity.**
- Roughly **one in six Londoners (15 per cent) saw or heard the GLA Voter ID campaign, across various workstreams and channels.** This was higher among some target audiences: those who were not registered voters (24 per cent); young people (28 per cent); Black Londoners (24 per cent); Mixed/ Other Londoners (23 per cent); and those on lower gross household incomes (20 per cent).
- Over **190,000 under-registered and under-represented Londoners were directly reached by our grantees** through varied activity.
- Over **27,500 Londoners engaged in-person**, and almost **5.8m through social media reach**, via our community delivery partner and our grantees.
- Over **26,000 Londoners registered to vote during LVRW 2023** – over **5,000 of these were reached through the various workstreams of the Voter ID campaign.**
- **The sense of belonging to London rose by 60 per cent, and understanding of the democratic system rose by 83 per cent**, as reported by the beneficiaries of the activity delivered by our grantees.

2024 is a big year for democracy in London, the UK and the world. The GLA Civic and Democratic Participation programme will build on lesson learned and best practice – as well as its coalition, its trust and its prestige – to ensure all Londoners can get heard on decisions impacting them, their communities, and the future of their city and their country at key elections and beyond, so they can fully participate in civic and democratic life.

Background

According to the Electoral Commission report into the state of the 2023 electoral registers in the UK, London still has one of the lowest voter registration rates in England. This is due to the make-up and churn of its population – 82 per cent of Londoners are registered to vote, compared to 86 per cent in the rest of England ([Electoral Commission 2023](#)). But the report also shows that, since the launch of the GLA LVRW model and annual activity, London has had the biggest increase in voter registration rates.

Furthermore, the breakdown across different demographics shows that certain groups are less likely to be registered to vote. The GLA's Survey of Londoners 2021-22 ([GLA Datastore](#)) makes the following findings:

- 70 per cent of Londoners aged 16-24 are registered to vote, compared with 96 per cent of Londoners aged 65 and over
- 82 per cent of Londoners from a Black, Asian or Minority Ethnic background are registered, compared to 95 per cent of White British Londoners
- 81 per cent of non-UK-born Londoners are registered, compared to 91 per cent of UK-born Londoners
- 88 per cent of social renters and 81 per cent of private renters are registered to vote, compared with 94 per cent of homeowners-occupiers.

While being disproportionately impacted by the COVID-19 pandemic and the cost-of-living crisis, certain under-registered and under-represented Londoners were at further risk of being disenfranchised: young Londoners aged 18 to 25; Black, Asian and Minority Ethnic Londoners, especially Black Londoners; migrant Londoners, especially EU Londoners; D/deaf and disabled Londoners; low-income Londoners; social and private renting, and homeless Londoners; LGBTQIA+ Londoners, especially trans and non-binary Londoners; and older Londoners (60 and over). Hence, they were at the heart of the co-design and co-delivery approach of the GLA Democratic Participation programme and its workstreams.

In preparation for and during its public awareness campaign, the GLA commissioned regular research into Voter ID awareness levels and ownership of accepted forms of photo ID. This research, carried out by YouGov ([GLA Datastore](#), July 2024), found that:

- Since tracking began in August 2022, there's been a 60 percentage point increase in photo Voter ID awareness.
- 93 per cent of Londoners surveyed after the 4 July snap general election are aware of the requirement. This is made up of 86 per cent who are aware of the requirement and accepted forms of photo Voter ID and 7 per cent who are aware of the requirement but not of the accepted forms of photo Voter ID.

- White Londoners are still most likely to be aware (96 per cent), compared with Black Londoners (83 per cent), Asian, Mixed and Other Londoners (91 per cent).
- UK-born Londoners continue to be more aware (94 percent), than EU / EEA Londoners (91 per cent) and Londoners born in the rest of the world (90 per cent).
- Londoners aged 65+ (99 per cent) are significantly more likely to be aware than those aged under 25 (86 per cent), made up of 72 per cent who are aware of the requirement and accepted forms of photo Voter ID and 14 per cent who are aware of the requirement but not of the accepted forms of photo Voter ID.
- Those earning £70,000 and over per year (96 per cent) are still more likely to be aware than those earning under £20,000 (90 per cent)
- 95 percent of those surveyed claim to own an accepted form of photo Voter ID. But Black Londoners (90 per cent) and those aged under 25 (86 per cent) continue to be least likely to hold an approved ID.
- A third of Londoners (32 per cent) now claim to have heard of Voter Authority Certificate, but uptake of it remains low, with just 2 per cent of Londoners holding this form of photo Voter ID.
- Less than half of Londoners are aware of changes to renewing applications for postal voting (45 per cent) and less than one (30 per cent) are aware of changes to applications for proxy voting.



Image: Shout Out UK delivery of political literacy session, photo Voter ID and voter registration stall at an educational institution.

Voter ID campaign – phase two

Phase two of the impartial GLA Voter ID public awareness campaign took place between June 2023 and February 2024. The second phase built on lessons from phase one (January – March 2023), and was informed by GLA City Intelligence data; GLA-commissioned YouGov polling; regular updates with the Electoral Commission and borough electoral services; and insight from communities themselves.

In line with its duties, the GLA has continued to coordinate with statutory bodies and the broad, pan-London coalition of support to deliver phase two, which consisted of:

- community engagement, building on LVRW 2023, delivered with our partner Shout Out UK (SOUK)
- pan-London and community-focused marketing and comms campaign.

“The approach of the Greater London Authority is one to watch. A public awareness campaign coordinated with the Electoral Commission aims to address the equalities impact of the Elections Act 2022, particularly voter ID. A coalition supporting the work includes our own AEA London Branch, covering every London borough election team, plus civil society groups and education institutions.”

Peter Stanyon, Chief Executive of Association of Electoral Administrators
(Evidence session, House of Lords’ Constitution Committee, 2023)

Community engagement – SOUK and community partners activity

The GLA and SOUK shared co-designed, accessible information packs with all borough councils and the broad civil society coalition. This coalition is made up of hundreds of civil society partners and supporters who amplified these packs across their online and offline channels, and helped run in-person and online events. All the co-designed resources can be found on the GLA Democracy Hub at <https://registertovote.london>.

Key deliverables and activity included:

- static and dynamic social media resources, provided with alt text and in community languages, for accessibility
- explainer videos and video content from in-person events
- print information materials, to address digital inequality, including distribution to foodbanks and libraries
- a Voter ID FAQ available in Easy Read, British Sign Language (BSL) and 10 community languages
- a Voter ID animation in BSL and 10 community languages

- in-person awareness-raising community-engagement events for under-registered and under-represented Londoners, and information stalls in educational institutions
- the creation of the GLA/ SOUK Democracy WhatsApp chatbot, the first of its kind in the UK, which helps users navigate their journey to understanding and accessing civic and democratic rights.

Metrics for the SOUK and coalition of support activity

Using co-designed content with communities at risk of disenfranchisement, and balancing pan-London and community-specific engagement, this workstream had the following reach and impact:

- Almost **7,500 Londoners engaged** through **65 in-person events** in various settings across London, including schools, places of worship, community festivals and workshops with coalition partners. **2,000 individuals registered to vote** on the spot, or committed to register at home/later.
- **1,500 leaflets** with voter registration and Voter ID information distributed independent of in-person activity, including to libraries and food banks.
- Over **5.5m reach** and 33m impressions via SOUK paid and organic social media activity (the number of people who saw paid adverts/organic social media posts).
- Over **1,000 interactions** with the WhatsApp Democracy Chatbot, launched in June 2023.
- Almost **300 members of the civil society coalition of partners** and supporters.
- Over **340 stakeholders** shared campaign content on their social media.

For more details on the breath of activity pan-London, see Annex 1.

"I had no idea that you had to register to vote, I thought it happened automatically. Thank you for telling me – I am going to register now!"

Young person at Active Horizons youth centre, Bexley

"This is exactly the information that people here need to know, and it was expressed in a really clear and engaging way."

Worshipper at Barking Gurdwara

"Shout Out UK listened to the group members and noted down expectations around the accessibility of the assets. The sessions gave Disabled people the space and the opportunity to engage in open conversations about their barriers to voting. The focus groups were very successful ... thus helping to increase their confidence."

Husnara Zaman, Community Development Team Leader at Disability Advice Service Lambeth

The law has changed. You now need one of these accepted forms of photo ID to vote in person.



UK, Commonwealth or EEA passport



UK, Channel Islands or EEA driving licence



Blue Badge scheme card



National identity card issued by an EEA state



60+ Oyster photocard or a Freedom Pass



Free Voter Authority Certificate



PASS card issued by the National Proof of Age Standards Scheme bearing the PASS hologram



Biometric Immigration Document



Supported by the Greater London Authority, City Hall, Kamal Chunchie Way, London, E16 1ZE. Printed and promoted by Shout Out UK, 240 Portobello Road, London, W11 1LL.

The law has changed. You now need photo ID to vote, so remember to:



Apply for a free Voter Authority Certificate, if you don't have any photo Voter ID.



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Marketing and communications activity

The GLA took a split-strategy approach for phase two of the marketing and comms campaign, which ran between September 2023 and February 2024. It had a pan-London and community engagement design and delivery focus, and its objectives were:

- to continue to raise awareness among Londoners of the photo ID requirement to vote in elections
- to help Londoners to take action and ensure they have the right photo ID to vote or apply for the free Voter Authority Certificate, if needed.

The pan-London paid activity was run by Wavemaker, the GLA marketing agency. The community-engagement activities were run in collaboration with the Multicultural Marketing Consultancy, which specialises in connecting with under-served communities.

For our pan-London activities, we ran the following channels:

- pan-London and community radio – adverts on community stations such as Sunrise, Lyca and Voice of Africa, to reach target groups, translated into some community languages; plus pan-London ads on stations such as LBC, Capital and Heart to reach all eligible audiences through mainstream stations
- digital audio to boost listenership of the existing pan-London radio ads by running on the digital platforms of high-performing radio stations, such as Capital, Heart, LBC, Magic, etc.
- social media ads on the Meta platforms (Facebook and Instagram)
- video-on-demand ad across broadcast networks (e.g., ITV Hub, All4, My5 and Sky TV) to boost pan-London reach
- out-of-home digital displays across London in areas with high footfall
- pay-per-click advertising using relevant keywords such as “Voter ID” and “voter registration”, searched on Google, that drove traffic to the GLA Democracy Hub (<https://registertovote.london/>)
- posters and other print materials for libraries.

The community-focused activities included:

- onboarding trusted community voices to amplify our key messages within their communities through various channels
- media relations – broadcast interviews (with 18 community and radio stations) and editorials (24 print and online articles in community media) to drive in-depth conversations about photo ID in community media outlets
- outreach through places of worship, across denominations and faiths.

“I was such an honour and privilege to be part of this campaign, to be able to use my voice and encourage members from the Bengali community to ensure they used their democratic right for a better future was so import for me.”

Nesath Khusbu, Barrister and Community Influencer

“The interview was well received by our audience, and they got to find out why the Voter ID is now needed. It was a very informative interview with lots of questions regarding why it was important to vote. The spokesperson from the GLA was very engaging.”

Spokesperson from The Beat London 103.6 FM

“The team were interactive, polite and friendly and were able to speak to everyone, including those who spoke native languages. People benefited from this important event, and they understood what they needed to do after the short talk [to be able to vote].”

Rajnish Kashyap MCICM, General Secretary, Vishwa Hindu Kendra Mandir

Metrics for the marketing and communications activity

Overall, the paid marketing and comms campaign reached **6.05m (86 per cent)** of adult Londoners (18 and over).

Roughly one in six Londoners (15 per cent) recalled seeing or hearing the GLA Voter ID campaign across various workstreams and channels. Some target audiences were more likely to be aware: those who were not registered voters (24 per cent); young people (28 per cent); Black Londoners (24 per cent); Mixed/ Other Londoners (23 per cent); and those on lower gross household incomes (20 per cent) (GLA/YouGov poll, January 2024).

Those who recalled seeing the campaign said they had done so via TV (43 per cent), posters (21 per cent), Facebook (20 per cent), London regional newspapers (20 per cent), radio (20 per cent) and X (formerly known as Twitter) (19 per cent), among other ways (GLA/YouGov poll, January 2024). For more metrics by channel, see Annex 2.

Metrics for the GLA Democracy Hub

The GLA Democracy Hub is a trusted, reliable and accessible source of information on civic and democratic rights. It tells the story of the GLA Democratic Participation programme’s reach and impact, including best practice and lesson learned from its two flagship projects: the annual LVRW and the Voter ID public awareness campaign, including the grants programme.

During phase two of the campaign, the hub received at least **44,000 visits from almost 25,000 unique users**. Please note that this figure is not reflective of the total number of visitors to the GLA Democracy Hub during phase two. This is because Google Analytics, the dashboard used to record the data, cannot track every user, as some may opt out of tracking cookies.

We do, however, know that the pages with the most visits were: the landing page for the Voter ID mini hub, where ads directed Londoners to take action; the main landing page, which shows the ongoing organic popularity of the hub; and the FAQ and Resources pages, which show the unique make-up of the hub and its leading role in the UK democracy landscape, not just in London's civic and democratic life.



Image: GLA Voter ID information poster displayed in a high-footfall area in London.

**No photo ID? No problem.
You can apply for a free
Voter Authority Certificate.**



Grab your National Insurance number.



**Find a recent digital photo of yourself,
or take a new one.**



Submit your application at www.gov.uk/apply-for-photo-id-voter-authority-certificate



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**The law has changed. Make sure you have
an accepted form of photo ID to vote.**



**Everyone deserves fair and equal
access to their democratic rights.**



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240 Portobello Road, London, W11 1LL.

Grants programme – phase two

In June 2023, the GLA launched a community grants programme aimed at organisations led by under-registered and under-represented communities. This sought to deliver impartial awareness-raising activity in trusted settings – both in these communities and across London.

Grants of between £25,000 and £50,000 were awarded to 15 equity-led civil society organisations. This enabled grantees to design and run in-person and online resources and activities in community settings, in order to reach under-represented and under-registered Londoners and meet the aims listed above.

Projects started delivery from late August 2023 and ran until the end of February 2024.

The 15 successful grantees were:

- New Europeans UK
- Bulgarian Centre for Social Integration and Culture
- Age UK Westminster and Age UK Kensington & Chelsea
- Henna Asian Women's Group
- Partnership for Young London
- Coalition of Latin Americans in the UK (CLAUK)
- Disability Action Haringey
- Refugee Workers Cultural Association
- Voice4Change England
- Southwark Travellers' Action Group
- LGBT HERO
- Royal Association for Deaf people
- The Politics Project
- Faiths Forum for London
- East European Resource Centre (started activity in October 2023).

Lessons learnt from this phase of the grants:

- Most grantees reported more appetite for in-person activity than online, creating a shift in approach for some organisations. Furthermore, in-person activity had higher turnout when either integrated into existing events (e.g. stalls at community events, social gatherings and networking sessions) or embedded into existing support services provided by our grantees and their partners.
- Grantees also found that while mass awareness-raising is useful, given the unprecedented scale of changes, one-to-one support is just as important. This is because people often face specific barriers that can only be addressed through

tailored support. It is important to provide private spaces for people to ask questions or speak about a situation they are experiencing. Furthermore, engagement should be targeted, especially when dealing with a large population at risk of losing democratic rights – a targeted approach focused on key groups who experience common barriers is likely to yield better results.

- A key reason for disengagement is a lack of understanding about how the democratic system works – in other words, low political literacy. On top of this, distrust, disillusionment and apathy in current politics were major barriers for most of the communities that grantees worked with, compounded by a lack of representation in politics. Democratic education and political literacy should be at the forefront of civic and democratic participation work.
- More offline solutions are necessary for digitally excluded communities. Many under-represented Londoners still face barriers in: the transition to mainly being able to apply for democratic rights on Gov.uk portals (from applications to register to vote, to obtain the free Voter Authority Certificate, or for postal and proxy voting); and those portals not being fully accessible or user-friendly. Community organisations are excellent intermediaries for providing this kind of offline support, tailored to the communities they work with; however, this requires time, which means higher cost and potentially low metrics of engagement. But it is these individual stories of being able to successfully access democratic rights for those furthest from power that are the most rewarding – and, ultimately, form the ethos of the work that the GLA Democratic Participation programme, and its grantees, are trying to achieve.
- The value of partnership working with other organisations and schools was highlighted by several grantees as an effective way to reach under-represented Londoners at scale.
- It is vital that organisations continue to receive specialist impartial civic and democratic participation training and support with a project such as this, which requires very specific technical knowledge in a rapidly changing democratic environment.^a

“We found through our sessions that once people had discussed why and how to vote, and had become properly informed on the subject, everyone (that was eligible) wanted to register. They had not registered in the past not because they do not care, but because they had not been engaged, and were not informed about voting in the UK. Once they were engaged, they were very keen to contribute to this country through democratic participation.”

Testimony provided by Roma Support Group, a partner of New Europeans UK

“Many of the students have asked me when they are going to get the email with the registration details – being very proactive! Really engaging assembly – students told me after that they really enjoyed it. Thank you.”

Teacher at a Sixth Form College who attended an assembly run by Politics Project

“I found today very, very informative. I’ll be honest, I didn’t know anything about needing ID to vote. I didn’t know anything about being able to register if you’re homeless, or actually that you can register from 16, I thought that was 18. So, today’s been very informative and there should be a lot more stuff like this – it’s important.”

Workshop participant, Voice for Change England

Metrics for the community grants programme activity

Aim 1: To support community equity-led organisations to deliver impartial awareness-raising, and informational activity, on the voting-system changes, in trusted settings in their respective communities and across London.

There was a diverse range of activities that took place to raise awareness, and to support under-registered and under-represented Londoners to be able to vote. These include:

- face-to-face and online information sessions
- disseminating leaflets and posters
- one-to-one support to apply for a photo Voter ID or a Voter Authority Certificate
- sending newsletters to mailing lists and emails to partner networks
- social media campaigns, including sharing information on WhatsApp groups
- running pop-ups in community spaces
- attending large-scale community events
- integrating information existing services
- disseminating information and providing training to other community organisations.

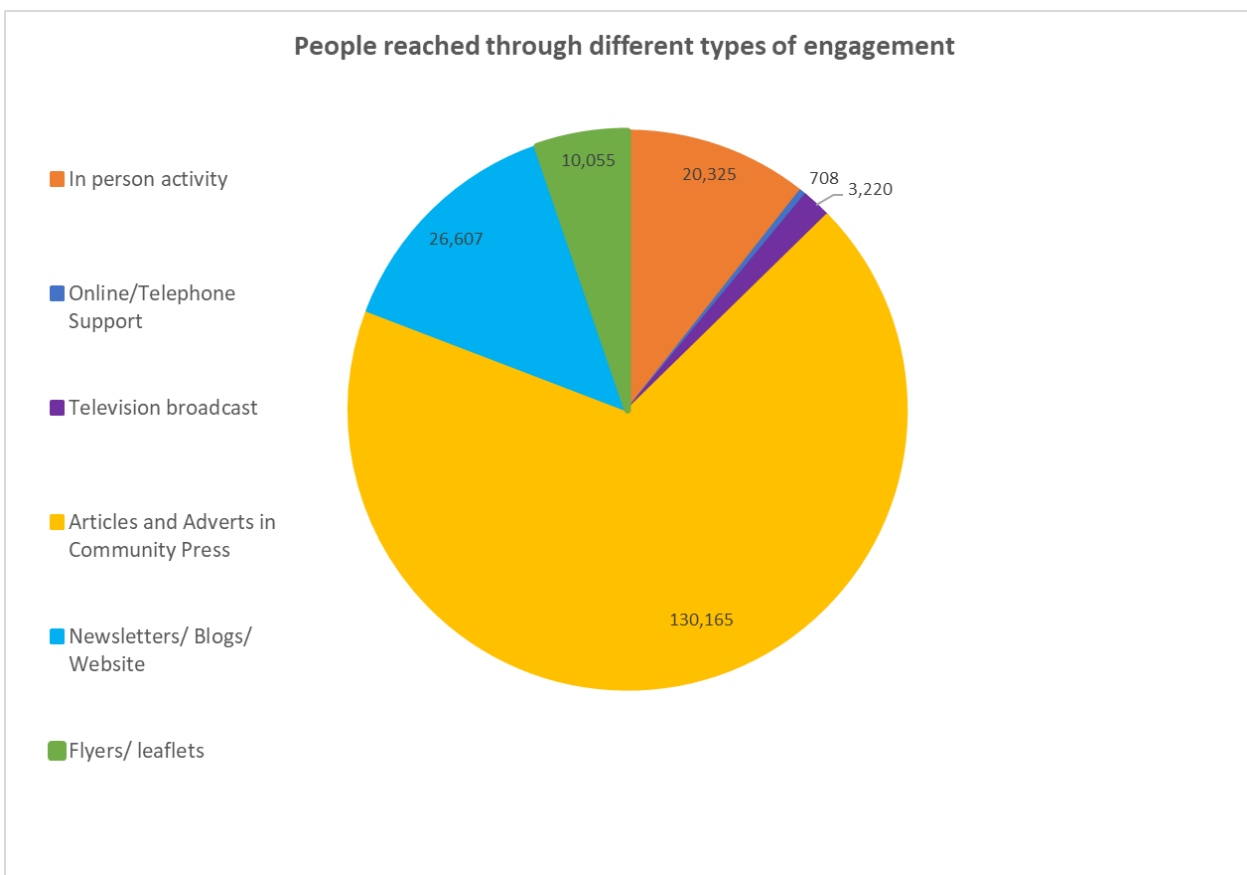
All 15 grantees delivered in-person events to participants. In total, almost **930 in-person events** were delivered, **reaching 20,325 participants**. Grantees held in-person activity across 265 project locations in **30 London boroughs**.

When taking various engagement methods into consideration (but excluding social media), projects engaged with approximately **191,000 under-registered and under-represented Londoners**. Over 265,000 people were reached through pan-London social media campaigns, delivered by 13 grantees.

Grantees' social media campaigns used assets produced by the GLA and SOUK; and assets they created themselves, which were designed to target the communities they were working with in the most accessible way. These grantee – generated assets included **36 videos** made as part of grant-funded activity. These range from animations about why it is important to vote, to grantees talking to camera, in their community languages, informing their audience how to vote.

Table 13: Londoners reached through the various engagement activities carried out by grantees

NOTE: This does not include social media engagement.



“We found the GLA/ Shout Out UK in-person training useful and enjoyed meeting other organisation representatives. It was great to hear about the work they do, and to make connections with potential for future collaboration.”

Voice 4 Change England

“We learnt a huge amount from the emphasis, training, and guidance on impartiality.”

East European Resource Centre

“This project has provided invaluable training and resources, empowering us with enhanced skills and knowledge necessary for effective engagement in democratic processes ... We now feel more confident and adept at navigating the complexities of civic engagement, empowering us to foster meaningful dialogue, participation, and positive change within our communities. We are grateful for the transformative impact of this project and look forward to continuing our efforts to promote democracy and civic participation.”

Disability Action Haringey

Aim 2: To raise awareness among Londoners from under-registered and under-represented communities, disproportionately impacted by the pandemic and cost-of-living crisis; and to ensure they do not lose their voice or their vote by helping them register to vote, and/or to apply for an approved photo Voter ID or the free Voter Authority Certificate.

As a result of grantee project activity and delivery:

- over **2,905** individuals registered to vote or pledged to do so
- over **250** applications for accepted forms of photo ID were made
- almost **125** applications for free Voter Authority Certificates were made.

The above metrics include those that have been directly supported to register to vote/ apply for Voter ID, or that have reported doing so because of this project, as some of the settings did not lend themselves to immediate support with requisitions/ applications. It doesn't include those who may have done so in their own time as a result of online or in-person awareness-raising activity.

On average, **84 per cent** of engaged participants have an increased awareness of the Voter ID requirement due to the grant activity.

Grantees asked participants in various project activity to respond to a survey. Of the survey respondents:

- **56 per cent** have an increased sense of belonging to their neighbourhood
- **60 per cent** have an increased sense of belonging to London
- **83 per cent** have an increased understanding of the democratic system
- **80 per cent** are ready to use their democratic rights to vote.

NOTE: One grantee did not complete the participant survey; and three grantees did not provide responses to the two 'increased sense of belonging' questions on the survey.

Aim 3: To grow the number, capacity and resilience of civil society organisations operating in the democracy sector; and ensure impartial civil and democratic participation is embedded in their ongoing/ future activity, and as a longer-term legacy of the programme.

Grantees were supported to deliver their projects with a series of workshops on impartial civic and democratic campaigning, delivered by members of the GLA Democratic Participation team and SOUK. Five training sessions were provided over the course of the programme. All of this was backed up by one-to-one support and mentoring.

- **53 staff members** across the 15 grantees and their partners attended at least one impartiality training session.
- All grantees attended at least three sessions, and seven grantees attended all five.
- 14 out of the 15 grantees (**93 per cent**) reported that, after delivering this project, they and/or their partner organisations are:
 - more comfortable running civic and democratic participations activity
 - willing to include this type of activity in their ongoing, business-as-usual delivery of other projects/campaigns
- **100 per cent** of grantees responded that they were ‘satisfied’ or ‘highly satisfied’ that their own knowledge of impartiality and political literacy increased due to this grant programme and the training provided.

Based on the training delivered, the GLA Democratic Participation team has developed a toolkit on impartial civic and democratic participation for civil society organisations operating in this space. This can be found on the GLA Democracy Hub.



Image: Induction meeting with the successful grantees for phase two of the GLA Voter ID grants programme.

London Voter Registration Week 2023

The annual LVRW remains the GLA flagship democratic participation workstream. Delivered between 18 and 24 September 2024, the GLA-conceptualised and coordinated annual LVRW has continued to ensure the increase of voter registration rates in London, while rates across the UK dropped in the same period. One reason for this is the lack of an LVRW equivalent in the rest of the UK during the canvass period (the annual voter-registration process carried out by electoral services to publish the December electoral rolls) and at the start of the academic year. This makes the LVRW model the UK's biggest democratic participation partnership model between a regional authority, local authorities and a broad civil society coalition.

The GLA continues to share best practice with colleagues in London borough councils, the Electoral Commission, funders and democracy teams in the devolved nations and in Europe. The snap general election has reconfirmed that under-resourced and under-staffed electoral services professionals across the country remain the ultimate safeguards of a democratic process that is almost at breaking point. Hence, the GLA Democratic Participation team is particularly proud to have an ongoing collaboration with and the appreciation of the Association of Electoral Administrators (AEA). In the last few years, working with London AEA colleagues and our broad coalition, we've ensured London has had the UK's biggest increase in voter-registration rates. The latest Electoral Commission report into the state of the December 2022 electoral registers ([Electoral Commission, 2023](#)) states: **“In England, among different types of local authority area, the most notable change in completeness has been among London boroughs with an increase from 76 per cent in 2018 to 82 per cent in 2022.”**

The fifth LVRW was delivered under the established #NoVoteNoVoice slogan. It 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. All LVRW resources have continued 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 at <https://registertovote.london/>. As in previous years, the LVRW 2023 resources pack (including print and social media assets, and suggested non-party political copy) was shared with all our partners. All other public communication has continued to be shared via the impartial @LDN_gov/London City Hall social media channels. Online and offline impartial activity was amplified by borough councils and our coalition through their social media channels and in-person events with education partners.

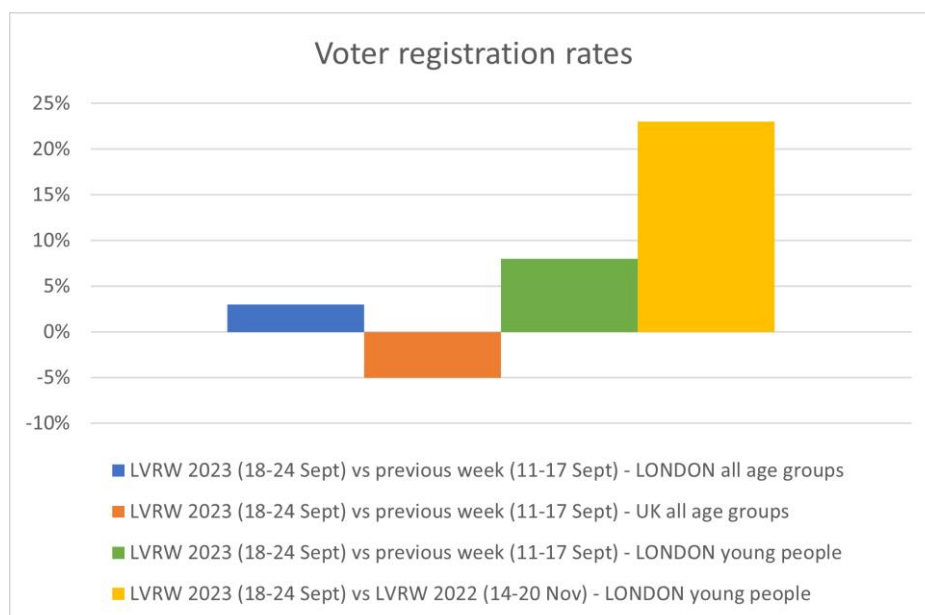
Metrics on reach and impact

Voter-registration data was supplied by the Department for Levelling Up, Housing and Communities; and analysed by the GLA City Intelligence team. Key findings include the following:

- During LVRW 2023, **26,132** people registered to vote in London. This is a **3 per cent increase** from the week before, when no campaign activity took place. Across the whole of the UK, during LVRW 2023 and the week before, registrations decreased by 5 per cent. So, registrations increased in London, but decreased across the UK.
- When comparing LVRW 2023 with LVRW 2022, there was a **22 per cent increase** (4,728) in the number of registrations.
- During LVRW 2023, **6,681 young people** registered to vote in London. This is an **8 per cent increase** from the week before.
- When comparing LVRW 2023 with LVRW 2022, there was a **23 per cent increase** in the number of registrations for young people. Across the whole of the UK, during LVRW 2023 and 2022, the increase in registrations among young people was 9 per cent. So, the increase in London registrations was higher than across the UK.

LVRW 2023 was covered in the Evening Standard (twice), on London Live and in South Asia Time. This was organic coverage, and not part of the GLA's paid communications activity.

Table 14: Voter registration rates – comparisons between LVRW 2023 and the week before; and between LVRW 2023 and LVRW 2022



Considerations for LVRW 2024 and Voter ID campaign – phase 3

The GLA will continue to build on its best practice and lessons learned from previous LVRWs and phases of the Voter ID campaign. Its principles of accessible, representative and impartial co-design and co-delivery of civic and democratic participation resources and activity will inform the sixth annual LVRW 2024 (16 – 22 September); and phase three of the Voter ID campaign and Democratic Participation grants programme in 2024-25.

Specifically, phase three of these activities will:

- continue the GLA collaboration and coordination with the Electoral Commission and borough electoral services
- build on best practice, and continue to be informed by GLA City Intelligence data and GLA-commissioned YouGov polling
- use community insight in the co-design and co-delivery all resources and activities.

Launched in July 2024, this phase three includes:

- the next iteration of the GLA Democratic Participation community grants programme
- a small paid communications campaign to build awareness on GLA-owned social media channels of the voter registration deadline, and the photo Voter ID requirement, in the run up to the 4 July snap general election and during LVRW 2024
- ongoing collaboration with the GLA community delivery partner and our broad, pan-London coalition of support to amplify GLA messaging and disseminate information resources part of our annual community engagement workstream

This phase will raise awareness of, and support access to, civic and democratic rights and ongoing voting-system changes brought in by the Elections Act (2022). These changes include the removal of voting rights from some EU Londoners. It will encompass the sixth annual GLA LVRW, due to take place between 16 and 22 September 2024.

Building on lessons learned, and the impact of previous phases of the grants programme, the next phase of the Democratic Participation grants will achieve the following:

- **Prioritise in-person engagement** versus online events/information sessions, given success and appetite for in-person engagement and one-to-one support.
- **Focus on political literacy**, given low levels of knowledge and understanding around civic and democratic rights across demographics; the democratic system in London/the UK; and the benefits of taking part in civic and democratic life. We will also launch the impartiality toolkit we've developed for grantees to build their understanding and confidence.

- **Nurture new partnerships** that will increase the reach of grantees' delivery through working with other organisations at a local level, such as other civil society and wider community partners, faith groups and educational institutions. These organisations often act as trusted interlocutors for communities; but, with its strategic role, the GLA Democratic Participation team can improve networking at a local level for better collaboration, knowledge sharing and potential joint action.
- **Support a creative and tailored delivery** that considers the needs of various communities and best mechanisms to engage them, but can also ensure they feel seen and heard.

Building on the insight from communities at risk of disenfranchisement, and the barriers to full participation in London's civil and democratic life that Londoners face (including at the 2 May and 4 July elections), the Democratic Participation programme will continue to:

- share best practice and evidence with statutory and professional bodies, the Democracy teams of UK devolved nations, the EU Delegation in the UK - Citizens Rights team, funders, academics and others
- advocate for democratic reform focused on fairness and lifting barriers to participation, including:
 - expanding the list of accepted forms of photo Voter ID
 - improving the free Voter ID, the Voter Authority Certificate
 - introducing votes at 16 to ensure young Londoners do not get left behind young people living in Scotland and Wales, in terms of the franchise
 - transitioning to automated and automatic voter registration
 - a comprehensive Political Literacy education offer for all Londoners, but especially young Londoners
 - better funding for borough electoral services, given the breath of voting system changes
 - returning to the guaranteed independence of the watchdog, the Electoral Commission, from the government of the day; and improved regulatory powers to deal with the rise of misinformation and disinformation, the impact of deepfakes and other malicious Artificial Intelligence (AI)-generated content on our democracy and elections, the influence of foreign money and social media platforms, and more.

In their own words

Matteo Bergamini, CEO/Founder, Shout Out UK: “Having worked in close partnership with the Greater London Authority since 2020 on boosting voter registration numbers across the capital, we are proud to continue this historic movement. Backed by an incredible coalition of civil society organisations, councils and schools from across London, we are excited to be leading on this historic work of ensuring every single Londoner is aware of the changes to the way we engage in our democracy, with a particular focus on those likely to be most impacted. Watch this space.”

John McGeachy, Campaigns Manager, Age UK London: “Older Londoners will make up one in three potential voters in next year’s elections and so it is vital that the introduction of mandatory photo identification does not become an additional barrier to democratic participation. Age UK London are a big supporter of the GLA and Shout Out UK’s Voter ID Awareness Campaign. Outside of London, we’ve recently seen older people turned away from polling stations and there’s a real risk that we see this in London next year. It’s vital the campaign reaches more and more people.”

Angela Dias, Development Leader, Harrow Association of Disabled People: “For many of the most excluded in society, which includes many disabled people, there are so many barriers to voting – manifestos not always provided in simple formats, lack of seating in polling station queues, limited accessibility hustings just to name a few. Adding another step to obtain ID creates yet another potential exclusion, and we see the Voter ID Awareness Campaign as crucial to ensuring that disabled peoples’ views will be heard.”

Aaron Lartey, Communications and Engagement Assistant, Jack Petchey Foundation: “At the Jack Petchey Foundation, we strongly believe in empowering young voices. Given that young people are among the least likely groups to register and more likely to be under-represented in voting, we proudly announce our support for London Voter Registration Week 2023. We can pave the way for a brighter future by encouraging more young people to vote.”

Justin Mahboubian-Jones, Project and Development Manager, LGBT HERO: “LGBTQ+ people can’t afford to be politically disenfranchised because of changes to voting rights. Our community is facing a swathe of issues which threaten our civil rights, our health, and in some cases, our lives. Voting is key to safeguarding the forward strides the queer community has made in recent decades.”

Juliet Pegg, Programmes and Communication Officer, Patchwork Foundation: “The Patchwork Foundation is proud to partner with the GLA’s and Shout Out UK’s Voter ID Awareness Campaign, in support of their vital work in ensuring underrepresented communities can have their say in our democracy. At Patchwork, we support young people from traditionally politically underrepresented communities to strengthen their democratic knowledge and engagement, and Voter ID awareness is a critical aspect of this. To make our democracy more representative of those it serves, we need to ensure that each individual is educated and empowered when it comes to demonstrating their civic rights.”

Andrew Dewey, Interim CEO, The Royal Association for Deaf people: “The Royal Association for Deaf people proudly supports London Voter Registration Week. We are committed to enabling deaf individuals to engage fully in the democratic process and have their say. Together we amplify the power of democracy by making it accessible to all.”

Case studies

Age UK Westminster, *Assure your right to vote!*

Age UK Westminster (the primary partner), in partnership with Age UK Kensington & Chelsea (the junior partner), has primarily engaged with Londoners aged 60 and above through direct in-person engagement in Westminster, and Kensington & Chelsea; and through indirect methods, such as distributing flyers (in English, French and Arabic) and newsletters to their readership. It embedded Voter ID awareness-raising into its regular information and advice services; and cascaded information to staff and volunteers within the organisation to enable this. In partnership with other London-based Age UK organisations, it has also delivered awareness-raising activity in Hillingdon, and Hammersmith & Fulham.

At the beginning of their project, Age UK Westminster found that 60 per cent of the participants they engaged were unaware of the need for photo Voter ID. Following awareness-raising outreach and activities, less than half of project participants reported being unaware of the changes.

Following a themed event, Age UK Westminster participant Jean reported that she had submitted her application for an accepted form of photo Voter ID, and was pleased to know her vote would still be counted at the forthcoming election. She provided the following testimony:

“I have always used my right to vote. It is good to have this information. I was ready before to vote and take part in wider civic life. It is a good rule. Just to say I am very happy to attend the polling booth on the day of voting to register my vote with the appropriate identity to accept my eligibility. I am pleased that I have checked it. Thank you, Age UK for sharing this information so I know that I have the right ID. I didn't know about this. It's good to know these things. I will tell my children.”

Bulgarian Centre for Social Integration and Culture (BCSIC), GLA Voter ID Awareness Campaign Communications Plan – phase two

BCSIC has delivered in-person drop-in sessions in Edmonton and Haringey as part of its awareness-raising activity, primarily engaging the Bulgarian, Bulgarian Roma and wider Eastern European communities. It developed leaflets, videos and other promotional material; and shared these online, on Bulgarian community Facebook pages and (with the

support of Edmonton Community Partnership) in 29 schools across Edmonton and Haringey. It also cascaded this information to partner groups, including the Eastern European Forum made up of various Central and Eastern European community groups.

At one of the drop-in sessions (delivered at a school in Haringey, and attended by 18 parents from Bulgarian ethnic and Bulgarian Roma backgrounds), parents reported that this was the first time since their arrival in the UK that an organisation had supported them, and provided information, regarding their voting rights.

Coalition of Latin Americans in the UK (CLAUK), CLAUK Voter ID campaign – civic engagement of Latin American Londoners

CLAUK is made up of six Latin American-led partner organisations – including its lead partner, the Indoamerican Refugee and Migrant Organization. CLAUK engaged with Latin American Londoners across London through in-person outreach and events, providing direct assistance helping beneficiaries to register to vote. It produced leaflets and posters in English, Spanish and Portuguese; and distributed these on social media platforms and at community centres in Camden, Hackney, Islington, Lambeth and Southwark. It published three articles in the Latin American community press – La Prisma and Express News – and has facilitated three workshops, delivered with partner organisations, on the topic of Voter ID awareness-raising.

CLAUK delivered 31 events to approximately 800 participants across London. At these events, it received feedback from participants who appreciated the outreach and information shared by the grantee organisation. The testimonies below highlight the impact of the project on the Latin American community in London:

“I am going to make sure my family is registered to vote and that we do so as needed before an election.”

“I wasn’t aware that as a Latin American I could participate in elections, even though I live here as a Spanish citizen, I presumed that we didn’t have the right to vote in elections.”
(Translation provided by CLAUK)

“It was very good to have the presence of the GLA at this event and to know about their support for this campaign. And that they are aware of the challenges surrounding Latin American communities. Thank you for the event!”
(Translation provided by CLAUK)



Image from one of the shops that displayed a resource created by the Bulgarian Centre for Social Integration and Culture.

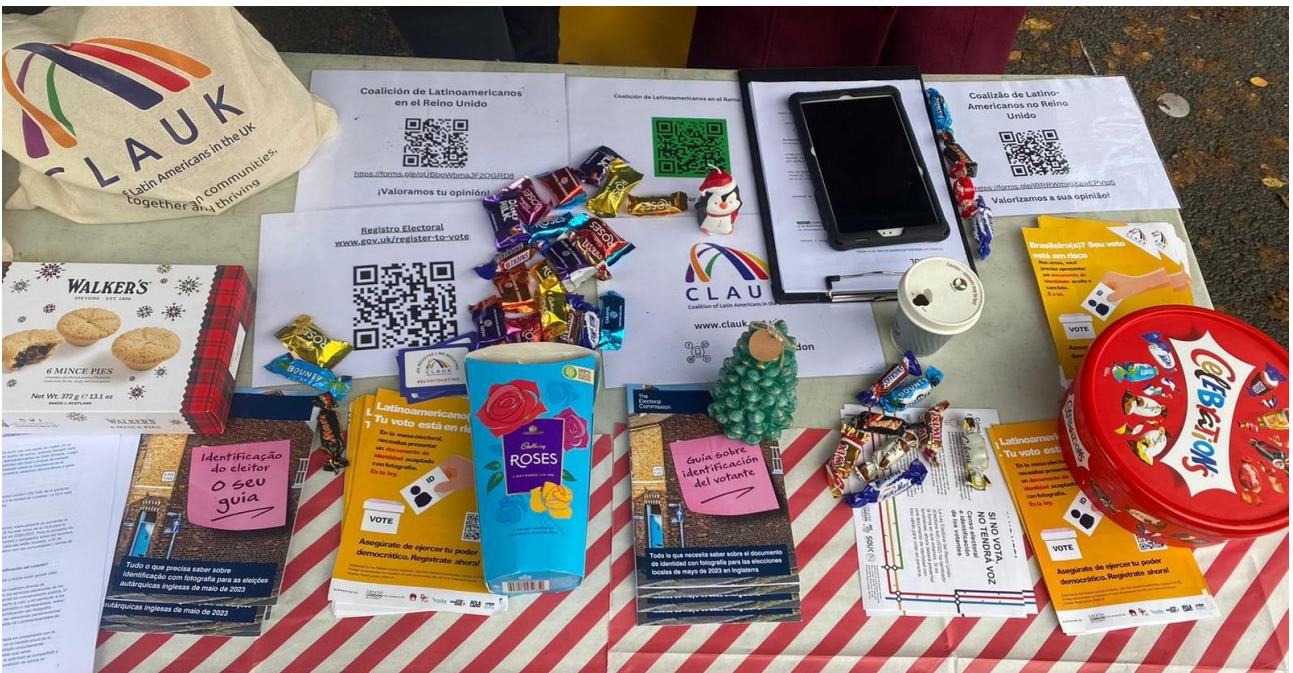


Image from one of the community events organised by CLAUK.

Disability Action Haringey, *Voting is the Key to Change, ID is the Key to your Vote*

Disability Action Haringey worked with several partners – including Disability Action in Islington, Inclusion London, Camden Disability Action, Inclusion Barnet and Ruils – to deliver awareness-raising activity to Deaf and disabled individuals across London. Partners received small subgrants to cascade information and deliver awareness-raising events in their boroughs. Disability Action Haringey found that in-person engagement at a local level, in community venues, was effective at reaching communities. In addition, promotional assets were produced and circulated through the partners' organisational newsletters and networks, increasing the reach of awareness-raising.

Disability Action Haringey and its partner organisations delivered awareness-raising events to Deaf and disabled Londoners in Haringey, Barnet, Waltham Forest, Richmond and Camden. At these events, it received feedback from participants who appreciated the outreach and information shared.

“Thanks to the Voter ID workshop I really do feel empowered to cast my vote with confidence. Learning about the electoral process and understanding the significance of my voice has turned me from a hesitant into an active participant in shaping our community's future.”

“I haven't voted before, I didn't think it would make any difference until now. Today's discussions and the resources you provided have educated me and also empowered me. Now, I feel ready to step into the polling booth feeling informed and empowered, to make a meaningful contribution.”

“I attended the online information session you organised about how to vote in the UK, and it was truly eye-opening! As a first-time voter, I was feeling overwhelmed and confused about the whole process, but the session provided clear and concise guidance on everything from voter registration to understanding the different types of elections. The presenters were knowledgeable and engaging, answering all of my questions with patience and expertise. Thanks to this session, I now feel confident and empowered to exercise my right to vote in elections. I highly recommend it to anyone looking to navigate the UK voting system with ease!”

“I cannot express enough gratitude to you for the valuable assistance you gave me to obtain my voter ID document. As a person with disabilities, I faced numerous barriers in accessing this information, but you were a beacon of support throughout the process. Your kind and knowledgeable staff provided personalised guidance tailored to my specific

needs, making what initially seemed like an overwhelming task much more manageable. Thank you again.”

East European Resource Centre (EERC), *Raising awareness for Eastern European Londoners – how to register and vote*

EERC primarily engaged Romanian and Polish Londoners, as well as wider Eastern European communities, through in-person events and the distribution of promotional assets on social media. EERC also cascaded awareness-raising information amongst its internal staff; and embedded raising awareness of the voting-system changes into its existing services, such as its helpline support.

Anna, a shop clerk at a Polish cosmetic shop in West London, agreed to display Voter ID project leaflets produced by EERC. During a conversation with Anna about the project, EERC staff members asked if she had considered voting in the next Mayor of London and London Assembly elections. Initially she was uninterested; however, EERC staff shared their own journey with Anna. They stated that, not that long ago, they would not have considered participating; but they had since realised the importance of voting. They explained how easy it was to vote, and the required steps to register to vote. Anna took a leaflet, and appreciated the efforts of EERC staff to include people in the process. She stated that she would try to register to vote, and that she would contact EERC if she needed any further support.

Helena attended the Voter ID project event delivered at EERC's Hammersmith office. She listened carefully during the presentation, and mentioned that she was already registered to vote, but it had never crossed her mind to actually do so. She expressed a desire to attend more meetings like this one, but lamented that she couldn't find any specifically tailored for older people. She wished there were more initiatives like this project for Eastern Europeans. Helena highlighted that conversations about the practicalities of life in London made her feel part of the community; after the meeting, she felt motivated to participate in the next Mayor of London and London Assembly elections.



Image from one of the in-person events organised by Disability Action Haringey.



Image of the Eastern European Resource Centre team doing their community engagement and awareness-raising using resources they've created.

Faiths Forum for London, *Faith in Democracy*

Faiths Forum for London trained 12 community champions, who created faith and issue-specific flyers and information pamphlets uniquely suited to the language and cultural requirements of their particular communities. They delivered engagement with different faith communities through in-person outreach at mosques, synagogues, gurdwaras, universities and interfaith events across London.

As part of its project delivery, Faiths Forum for London delivered outreach to the Ultra-Orthodox community in Stamford Hill, aiming to help its members register to vote. This community cannot access online infrastructure, which created a barrier to registration – even the form that needs to be completed to receive a paper registration in the post could only be accessed online.

Faith in Democracy worked with the Interlink Charity, a trusted community partner within Stamford Hill, to overcome these obstacles. This was achieved by involving the Hackney Electoral team to approve and send over 1,000 paper registration forms to the Interfaith team, to distribute to synagogues and community centres. After this, flyers were created in Yiddish and published in the two main weekly magazines with wide circulation in this community. Finally, they asked the rabbis at these communities to highlight the voter-awareness flyers and registration forms on Shabbat. Interlink community champions reported that the registration forms were all distributed, and the flyers received positive feedback.



Image from one of the Freshers Fair stalls delivered by Faiths Forum for London.

Henna Asian Women's Group (HAWG), Voter ID – the young and the old and those in between

HAWG provided awareness-raising information to, and organised events for, the South Asian community in Camden. It found that in-person events were effective, as many of its beneficiaries did not speak English as a first language, and so used translators to receive the awareness-raising information. HAWG also delivered awareness-raising sessions to many other minority ethnic beneficiary groups, such as Chinese, Somali and Eritrean communities, as well as Muslim audiences at various London mosques.

As part of its grant-funded project, HAWG delivered a workshop with the Bangladeshi community at the Kings Cross Brunswick Neighbourhood Association. Many of the female attendees came from traditional backgrounds, and had focused on “raising their families and domestic work”. Whilst many were eligible, and already held accepted forms of photo ID, they were not motivated, nor had they been encouraged, to vote previously.

One woman stated that since settling into the UK, her integration was limited within cultural boundaries, and she was never introduced to democratic participation. She was eligible to vote, and held accepted photo ID; but felt that – as she had not had access to education when growing up, and lacked the ability to speak English – her participation in elections did not matter. Many of her peers were in a similar situation. Henna staff spoke about why it was important for her to vote and participate in democracy. They explained the process of how to vote and the photo ID requirements, as well as wider political literacy. Overall, the workshop inspired the women, as it made them feel involved and improved their sense of belonging.



Images from the community events and wider community engagement delivered by Henna Asian Women's Group.

LGBT HERO, LGBTQ+ Votes Matter – Don't Lose it | 2023/24

LGBT HERO delivered a wide social media campaign, and developed a variety of videos and promotional assets with a focus on trans and non-binary Londoners. These assets and information are collected on its campaign hub, which received several views from its online audience. It also delivered training sessions to wider LGBTQ+ Consortium partners, which enabled the cascading of Voter ID awareness-raising information across their London network.

In addition, it deployed trained volunteers to deliver in-person engagement at high-footfall LGBTQ+ focused events, which allowed them to directly interact with a large audience. At these events, it received feedback from participants who appreciated the outreach and information shared by the grantee. The testimonies below highlight the impact of the project on the LGBTQ+ community in London:

“You're doing amazing work making people aware of the changes to voting law! Keep it up!” Asexual Londoner, 25-34 years old

“An amazing and important project. THANK YOU! Together we can change things!” Lesbian Londoner, 25-34 years old

“It's inspiring and affirming to even hear about this.” Genderfluid, pansexual Londoner, 25-34 years old

At its Student Pride stall, LGBT HERO was approached by a trans person with worries about their documentation. They were in the process of legally changing their name, but hadn't updated it on the electoral roll or their photo ID. They were concerned and confused about what to do to ensure they could vote, even considering whether they should delay their name change to vote.

LGBT HERO staff at the stall walked them through the requirements of voting at a polling station, and guided them through the process of updating their name on the electoral register, as well as signposting them to a variety of forms of photo ID that they could acquire. This ensured they had the correct ID in time for the election, but also clarified that their ID would not feature gender markers, which they indicated would make them feel uncomfortable when presenting ID at the polling station. This led into a further conversation about their rights at polling stations, such as the right to show ID privately, behind privacy screens. The young person left the interaction feeling confident and at ease, with clear guidance as to how they should proceed.

New Europeans UK, #EUVote: community at the heart of participation

New Europeans UK supported three partner organisations – Shpresa Programme, Roma Support Group and Gargaar Somali Welfare Association – who provided outreach to Albanian, Roma and Somali European communities across London. These groups delivered in-person and online awareness-raising sessions with their communities using translated resources to assist. New Europeans UK also co-designed two extensive resources around the themes of ‘How to Vote’ and ‘Why Vote’ with its partner organisations; these were then translated into nine community languages. Furthermore, New Europeans UK had a large social media campaign, and made awareness-raising posts across social media platforms. The three partners provided the following testimonies.

“We found through our sessions that once people had discussed why and how to vote, and had become properly informed on the subject, everyone (that was eligible) wanted to register. They had not registered in the past not because they do not care, but because they had not been engaged, and were not informed about voting in the UK. Once they were engaged, they were very keen to contribute to this country through democratic participation.” Roma Support Group

“They felt they were supported and given all information to vote. They very much appreciated my support. Right information at the right time.”
Gargaar Somali Welfare Association

“K, 17 years old, did not show any interest to vote, being part of the information session gave him confidence and knowledge to decide to register to vote. H, a pensioner, got the information from our session and decided to ask family members to register them to vote afterwards.” Shpresa Programme

Partnership for Young London, Voice for Care Leavers

Partnership for Young London delivered its awareness-raising project aimed at care-experienced young Londoners. This included in-person youth engagement through face-to-face workshops, which provided information regarding voting system changes and voter registration. Furthermore, Partnership for Young London assessed the inclusion of democratic rights in each borough’s local offer to care-experienced young people, and information was shared with participation workers in each borough.

Partnership for Young London delivered awareness-raising and project events to care-experienced young people across London, including in Bexley, where they have a well-established link with the Children in Care Council (CiCC). The lead worker for the CiCC in Bexley hosted a session in the borough, which was attended by nine care leavers. In this session, Partnership for Young London staff shared awareness-raising resources and facilitated a workshop exploring voter registration and voter ID requirements.

Many participants expressed an interest in participating in the upcoming elections, but faced challenges in acquiring accepted photo Voter ID. Additionally, many of them lacked confidence in navigating the bureaucratic process, and felt disconnected from mainstream politics. From this event, Partnership for Young London noted that the project would need to include tailored workshops and information sessions specifically designed to demystify the application process, and address any concerns or questions raised by participants.

“Louisa was amazing as usual, we had a great response from our young adults. We will be revisiting the ID process with you to ensure they are given every opportunity to register to vote.” Bexley CiCC

At another project event delivered in Wandsworth, Partnership for Young London delivered a session to 11 young people attending a leaving-care group. The session helped them to understand how to register to vote, and the changes in the law; and explored how voting allows individuals to influence policy locally and regionally. A diverse group of care leavers voiced concerns about the complexity of the voter ID application process, and lacked awareness of their eligibility to vote. Some participants mistakenly believed they could face legal repercussions for not engaging in the political system.

The group proposed intervention involving a targeted outreach campaign aimed at raising awareness, and dispelling misconceptions surrounding voter registration and participation. This campaign would use various communication channels, including social media, community events, and partnerships with local schools and youth organisations to reach a wide audience of care leavers. Partnership for Young London provided the following testimony from this event:

“I want to start off by saying thank you very much for coming down and doing a great presentation to the young people. You engaged well with them, and they found it easy to relate to you, they really appreciated that you understood their journeys and were so comfortable with your presence. Your delivery was the right tone to connect with the young people.”



Image from one of the student events LGBT HERO delivered using the resources it has created.



Image from one of the community events organised by New Europeans UK, featuring the resources in community languages it has created.

The Politics Project, *Exploring Elections*

The Politics Project engaged young Londoners in schools and youth centres in 27 London boroughs. During these sessions, it shared information regarding the voting-system changes; signposted young people to the voter-registration process; and facilitated activities designed to interest a younger audience. It shared resources with schools in a digestible format, so that the impact of their outreach could continue after the session. It also delivered training to youth practitioners to further cascade information to a wider audience.

The testimonies below, from teachers, students and support staff, highlight the importance of engaging people from a young age in politics and helping them understand how democracy works:

“Very informative and interesting. I enjoyed debating the different hierarchy of policies.”

“I was never interested in politics before ... but now I'm more confident that my vote can get heard.”

“It was very helpful and clear to understand. I liked the ‘Making a Decision’ activity and discussing different perspectives and opinions.”

“I didn't know you could register to vote at 16 before.”

Students at City of London Academy, Shoreditch Park

“Many of the students have asked me when they are going to get the email with the registration details – being very proactive! Really engaging assembly – students told me after they really enjoyed it. Thank you.”

Charlotte Clarke, Teacher, Haggerston School

“A really engaging session. Lots of students registered but more importantly came away feeling far more energised.”

Johnny Dry, Teacher, Saracens High School

“The session was brilliant. I also really appreciated that the session was politically neutral as that helps with our own risk assessments, etc. One of the most successful sessions we've had for PSHE this year. Thank you very much!”

S. Balani, Teacher, St Augustine's Priory School

“Politics is quite a big topic and sometimes isn't tackled or dealt with in a way which feels attainable or would engage anyone let alone young people. The Politics Project isn't afraid to have these big conversations in a way which allows young people to navigate and feel comfortable. Thank you so much for attending Caxton

Youth Organisation. The delivery of the workshop was done at just the right level and the facilitators are a credit to the organisation.”

Elysse Graves, Youth Support Worker, Caxton Youth Organisation

Refugee Workers Cultural Association (RWCA), *Voice for All*

RWCA delivered an in-person awareness-raising project, primarily engaging with Turkish and Kurdish communities in Haringey. At these in-person events, RWCA shared information regarding the voting-system changes, and provided direct assistance in registering to vote and applying for approved photo ID. It also shared GLA assets on social media platforms, including those translated in Turkish.

Before attending one of these sessions, Participant A, a Kurdish Turkish immigrant residing in London, had limited knowledge of the UK electoral system and felt disconnected from the democratic process. Through the project’s outreach efforts and educational sessions, Participant A gained a deeper understanding of voter registration procedures and the importance of civic engagement. Empowered by this newfound knowledge, Participant A registered to vote for the first time and actively participated in local community events. They shared: *“I never thought my voice mattered in this country, but now I realise that every vote counts. Thanks to this project, I feel like a valued member of my community and a responsible citizen.”*

Further testimonies from their project participants:

“Attending the project’s workshops helped me understand the importance of diversity and representation in politics. I now feel motivated to advocate for my community’s interests and make our voices heard.”

“As an immigrant, I always felt like an outsider in the UK. But through this project, I’ve connected with others who share similar experiences, and together, we’re making a difference in our local community.”

“I used to think politics was too complicated and didn’t affect me. But after participating in this project, I realised that politics influences every aspect of our lives, and it’s crucial to be informed and engaged.”



Image from one of the Political Literacy sessions delivered by the Politics Project using the education resources it has produced.



Image from one of the community events organised by Refugee Workers Cultural Association.

Royal Association for Deaf People (RAD), *Deaf Votes Count!*

RAD delivered in-person engagement and awareness-raising to Deaf Londoners across London. It found that direct, in-person engagement was much more effective than online workshops. Through its delivery, RAD found that it had to deliver some initial political literacy outreach – many in the Deaf community cannot access any political resources from traditional sources, as most are only available in English (not their first language). RAD developed assets and videos in BSL, which they shared on social media. Furthermore, it embedded this information in its Information Advice and Guidance services.

RAD delivered awareness-raising events to Deaf Londoners across the capital. In feedback, participants said they appreciated the outreach and information shared by the grantee. The testimonies below are translated from BSL:

“This is the first time I am learning this information.”

“I’ve been voting in local elections for years but only pick small bits of information. Difficult to understand about politics when lack of BSL resources out there. No interest as not understand. Old times no information from TV, follow my mum to vote. Now older I have little information access to fully understand. Equality.”

“RAD’s service is beautiful. I do understand all – include BSL. Before workshop I had zero understand about vote – how it works. The workshop helped me understand and be ready to vote.”

“It helps me understand there is three different elections which I never heard before; glad workshop explains which it is.”

Southwark Travellers Action Group (STAG), *STAG Voter ID Awareness*

STAG delivered in-person awareness-raising to Gypsy, Roma and Traveller Londoners, primarily but not exclusively in Southwark. As many community members are digitally excluded, STAG found in-person engagement more effective. Its in-person engagement included outreach at Traveller sites and other appropriate venues; and one-to-one meetings where it would provide direct support to register to vote/apply for photo Voter ID. Furthermore, it developed promotional materials; these were distributed on social media platforms, and shared through its newsletters and online bulletins.

At one of the sessions, one female Irish Traveller who lived on a site in Southwark advised STAG that she was already registered to vote. However, she was not aware about the new requirement for photo voter ID when voting in-person. She had a driving licence – but admitted she would not have known, before this project informed her, to take it to the polling station. She told STAG that she was interested in learning more about the different political parties and their policies, as she had always just voted for one party without knowing much about their attitudes to Travellers. As she was not confident in going online herself, a STAG staff member supported her to use an impartial policy website, listing party policies that most reflect the user’s opinions, and showed her the work of the London Gypsies & Travellers Policy forum. As a result, she stated, *“I do know a little more about voting and learned a lot from STAG.”* In a follow-up visit, she said, *“I’ve told my [five] daughters about needing photo ID to vote and I’m telling them all its important for Travellers to vote this year.”*

STAG has shared further testimonies from project participants:

“I found it very helpful to understand more of what voting required and how simple it is.”

“Its important Travellers are included.”

“We all need to stand up for our community and vote.”

Voice4Change England (V4CE), Your Vote, Your Voice

V4CE delivered a wide-ranging awareness-raising project, aimed at Black, Asian and Minority Ethnic Londoners. This included in-person and online workshops, where information regarding the voting system changes and voter registration/photo Voter ID was shared directly with participants. They produced highly informative and engaging promotional assets, including videos, which were shared on social media platforms, the V4CE website and its newsletter. Furthermore, it distributed an advert to an Orthodox Jewish newspaper, and had a presence on a Bangladeshi TV channel.

V4CE aimed to enhance awareness and political literacy within under-represented communities across London. It delivered a dedicated stakeholder and networking event, with the aim of cascading information to smaller Black, Asian and Minority Ethnic-led partner groups. It also designed an accessible workshop, tailoring the content by using Easy Read materials, for Learning Disability Network London. The workshop was split into two sessions, enabling information to be delivered in digestible chunks. Using interactive

quizzes and audience participation, V4CE covered essential topics ranging from voter registration procedures to acceptable forms of identification. Embracing a hands-on learning approach, V4CE incorporated role-playing exercises to familiarise participants with the voting process at polling stations. Through practice scenarios involving interactions with polling clerks, completing ballot papers and casting votes, participants gained confidence and practical skills. The workshops sparked engaging discussions and insightful questions from attendees, leaving attendees empowered and informed, demonstrated by the testimonies below:

“It’s really useful for me to see and hear about how important it is for the community to vote. But also, [for] the most vulnerable people in the community to be able to have their say and how we can reach them. And it’s also educational for me to hear about whether refugees and asylum seekers have the right to vote.”

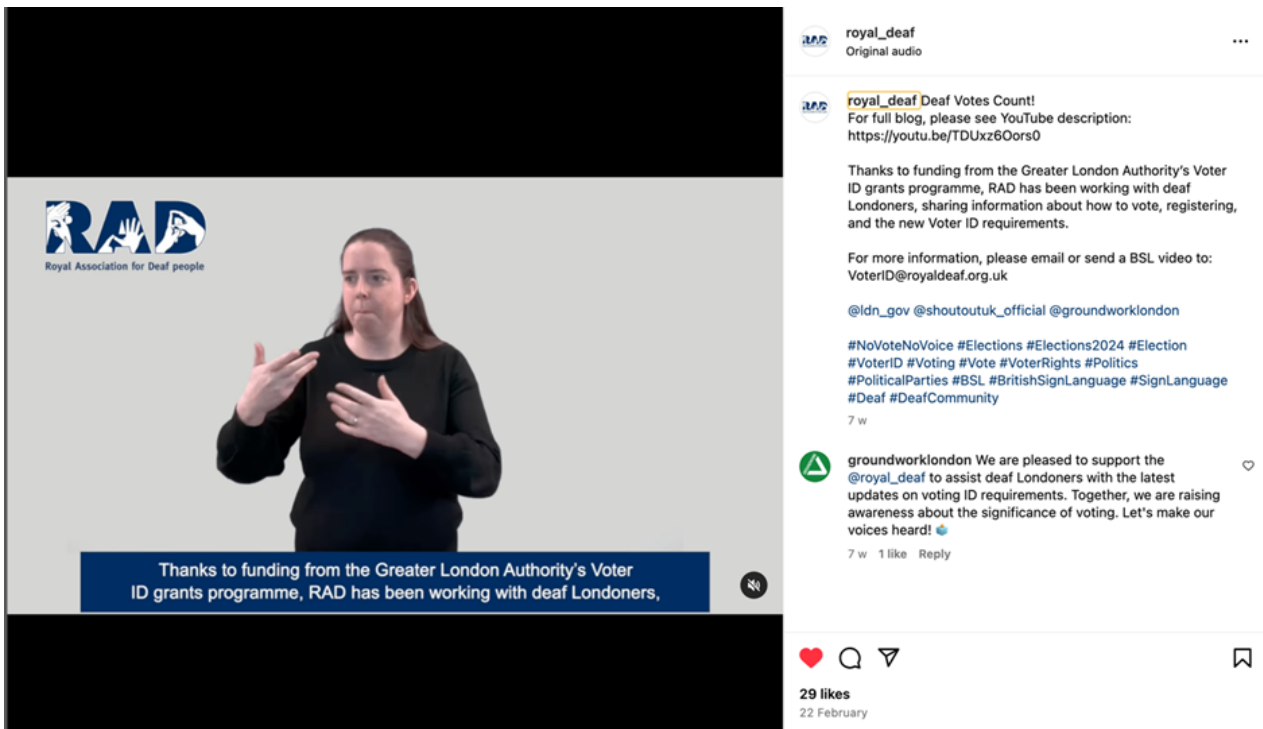
Atia Lokhat, Zubeda Welcome Charity

“I found today very informative. I’ll be honest, I didn’t know anything about needing ID to vote. I didn’t know anything about being able to register if you’re homeless, or actually that you can register from 16, I thought that was 18. So today’s been very informative and there should be a lot more stuff like this – it’s important.”

Leonard Theobalds, Precious Counselling and Mentoring CiC

“Like you, I feel very passionate about people having autonomy and control and being able to influence the world around them. [I’m] really excited to see how we could support the campaign.”

Tony Wong, Chief Executive, Hackney CVS



Social media post advertising one of the resources produced by RAD as part of this project



Image from one of the community events and info sessions organised by STAG.



Image from the network-wide information session organised by V4CE with the Black, Asian and Minority Ethnic organisations that are members of the umbrella group.

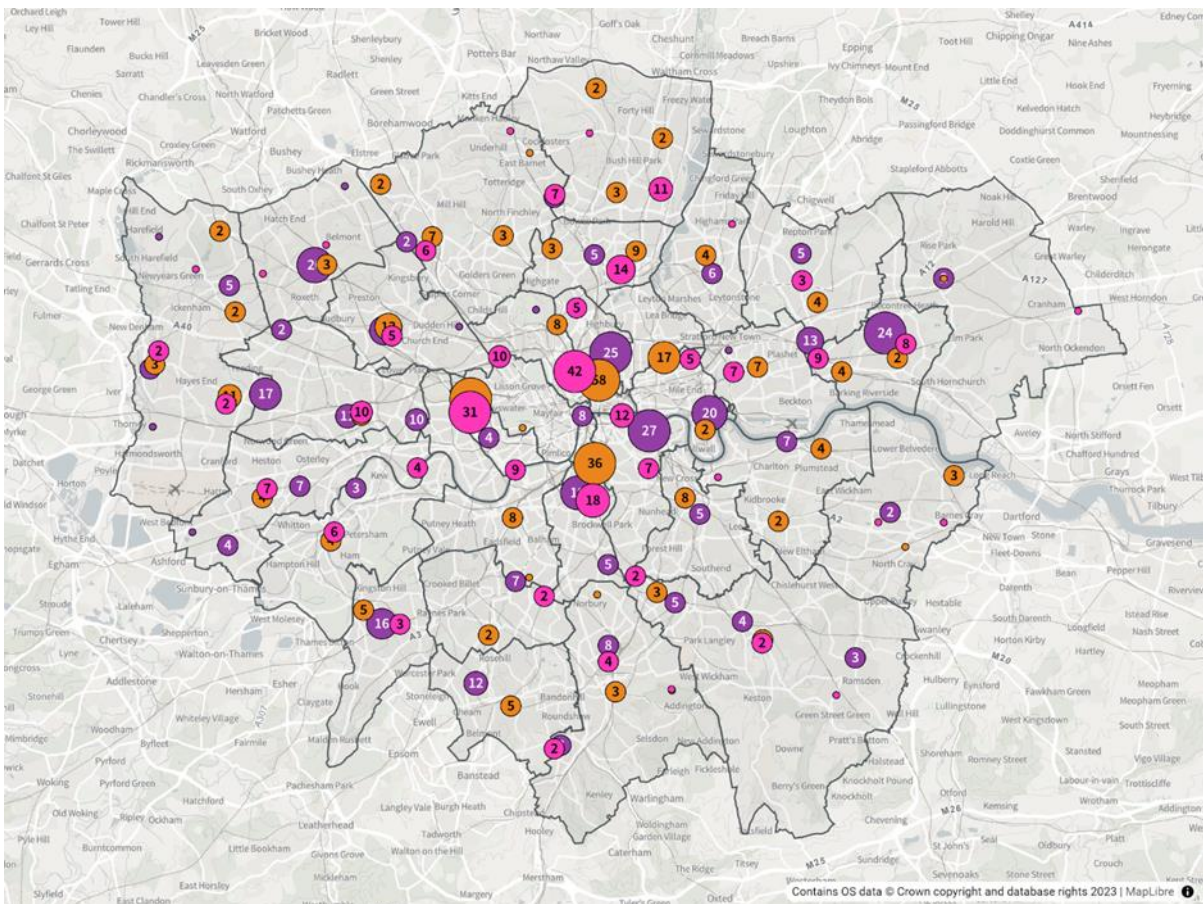


Image from one of the many community festivals attended by the GLA Democratic Participation team, and by the SOUK team and other partners.

Annexes

Annex 1

Table 15: Pan-London and targeted activity, focused on under-registered and under-represented communities, and delivered across the GLA Democratic Participation workstreams between 16 June 2023 and 29 February 2024 (accurate as of May 2024)
Available at <https://registertovote.london/voter-id-campaign-map/>



Map legend:

- Marketing campaign activity
- SOUK activity/coalition of partners
- Grant-funded activity (in-person events only)
- Circles represent geographic clusters of activity

Annex 2

Table 16: Metrics for the various marketing and comms activities

Marketing activity	Approximate reach (the number of individuals who could have seen/ heard the activity)	Other key metrics, including impressions (the number of times content was displayed)
Digital out-of-home (OOH)	16.4m	
Hi! Street (supplementary activity to the above)	2.8m	
ACMS (supplementary activity for the OOH)	4.9m	
Paid social media advertising	17.6m	
Pan-London and community radio	6.7m	
Digital audio		3.75m impressions
Video-on-demand	--	1,615,068 impressions
Pay-per-click advertising online	--	66,626 clicks
Media relations – broadcast interviews	4.7m	
Media relations – editorial (online and print coverage)	4.6m	
Media relations – editorial (social media)	4.1m	
Outreach through places of worship	--	<ul style="list-style-type: none"> • 3,500 engaged through congregation talks • 1,420 engaged through 121 conversations • 244 individuals committed to register to vote
Organic social media	20,863	62,937 impressions