

Woking Voter ID Pilot Communications Evaluation Report

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1. Introduction

This report focuses on how the campaign met objectives set out at the beginning of the project plan as well as the work undertaken to target specific at risk groups outlined on the Equalities Impact Assessment¹.

Learnings from the campaign are included where appropriate throughout the report, although a more detailed Management Proposal for the improvement of the Voter ID trial communications campaign will feed into the project plan for any future pilots.

The communications campaign commenced in earnest early February and continued after election day into the evaluation stage, ending on 31 May 2018. A full overview of all communications activity and accompanying statistics can be found in chapter four and Appendix ONE.

2. Objectives

Campaign communications objectives were set around awareness and overall voter response to the campaign. Positive sentiment was not considered a key outcome of the campaign due to necessity of the local authority to remain impartial.

Negative attitudes were only actively addressed if they were accompanied with misinformation or if the negative attitude was in some other way restrictive to accurate messaging and therefore a potential imposition on the democratic right of constituents in Woking to full and factual information.

- Promote awareness of the voter ID pilot scheme and the need for behavioural change when voting during the next local borough election. Ensure that everyone in the Borough has the opportunity to see the Voter ID message at least seven times, in order to commit it to memory.
- To avoid electors from other boroughs getting confused by limiting the message to Woking Borough only for the duration of the campaign.
- Coordinate delivery of communications plan to key stakeholders.
- Ensure contact with all known community groups and charitable organisations before April, to pass the message to members of the groups with a month to spare.
- Promote Local Elector Card (LEC) to constituents without correct identification, raise specific awareness of the types of identification accepted and achieve 99 per cent on the day compliance, by electorate, with Voter ID protocol at the polling station.
- To maintain between 35 to 40 per cent turn out to vote.

3. Report of activity against Equalities Impact Assessment

3.1. Women

3.1.1. Women without photographic ID

Women's Institutes were directly approached via the community halls that they meet at.

The Woking Borough Council (WBC) Facebook audience is middle-aged women and a large proportion of promotional activity, both free and paid, took place on social media. The post-election survey was promoted via Facebook and responses mirror the same statistics, with over 54 per cent of respondents identifying as female (see Appendix THREE).

Officers attended Woking Station to handout cards a week before polling day, promoting the pilot to commuters and other train users, who might not have a driving licence.

3.1.2. Pakistani women who might not have access to information about ID requirements

To ensure that electors without English as a first language were aware of the new ID requirements, translations were produced in eight languages most likely to be spoken by eligible electors in the local elections: Bengali, Hungarian, Italian, Polish, Portuguese, Romanian, Spanish, Urdu. We approached a translator for Hindi but this was never returned.

These translated copies were then distributed to areas most likely to have residents speaking the languages, such as Sheerwater grocery stores (Urdu) and St Dunstan's Catholic Church (Romanian, Hungarian). They were also distributed to polling stations to ensure that all voters had a chance to understand the requirements at the point of voting.

Banners were erected in the centres that teach English as a Second Language and a door drop of a newsletter directly to residents in one of Woking's most densely populated minority areas, alerted residents to the changes.

Flyers in Urdu and Hindi were handed out after prayers at Woking's largest mosque one Friday, with the potential to reach an estimate 1000 worshippers. Information was also left at two other local mosques.

Liaise Women's Centre was contacted directly to pass on information to their users about the provision for electors wearing the niqab to have their ID checked in private with a female member of the polling station team.

3.2. Gender reassignment

Direct contact was made with the local charity Outline. The response was: "We have received this from many directions so the message getting out there. Will forward to our committee for you."

3.3. Race

3.3.1. White, poor literacy / no English

Translations of the key information were created in Hungarian, Spanish, Polish, Italian and Portuguese – the most likely languages to be needed, as discerned through conversations with the Returning Officer, the Senior Policy Officer for Community Engagement and the Electoral Services Manager, and taking into account feedback from Presiding Officers.

These languages were chosen due to the prominence of these nationalities on the electoral register and the ability of people with such mother tongues to vote in the forthcoming elections.

Simple banners were erected in establishments that held English classes, such as the Surrey Adult Education Centre. Tutors were given badges and also sent an email raising awareness of the campaign.

An animated version of the video gave simple information in an easy-to-view style. This was posted and pinned to the WBC Facebook page and the /VoterID page of the Council website.

3.3.2. Asian/ Asian British

As well as activities mentioned in 3.3.1, the following activity specifically targeted voters of minority groups.

Shops (including MASCOT), nurseries, GPs and Centres for the Community were equipped with Urdu and Bengali translations where required, as well as English formats.

The Sheerwater Regeneration Steering Group led by WBC was fully informed and equipped with promotional material such as badges, flyers, cards and with access to translations.

WBC's Sheerwater update newsletter contained the information, delivered to all houses affected by the regeneration.

The Woking Asian Business Forum was contacted with the information, which was included in the newsletter and copies of English and Urdu put up in community centre The Arch.

Woking People of Faith were contacted, and information sent to all churches and mosques on their mailing list.

The information was included in the Sheerwater community newsletter and, likewise, Sheerwater Together Group was contacted with the full information.

Communities and Prevention Lead at Surrey County Council was contacted.

3.4. Gypsy/ traveller community

WBC staff who liaise with resident groups were fully informed about the campaign and equipped with materials, including badges and business cards.

Feedback indicated that the community was aware of the changes and would make provisions where necessary with those who wished to vote.

3.5. Disability Groups

Woking Volunteers, now based at WBC, distributed information to 580 people within 425 charitable and non profit organisations, included multiple disability groups. For full details see Appendix ONE.

3.5.1. Physically disabled

A wide range of groups were contacted directly with a request to share information by Council officers.

ShopMobility was supportive, taking hard copies of promotional material and displaying it including badges and posters and accessible flyers.

LinkAble provided with materials to display and ensured that service users were helped where necessary.

Surrey Adult Social care took badges, flyers and business cards enough for each member of staff and thoroughly briefed front line staff who would be visiting vulnerable people. Posters were put up on the Surrey County Council wing at WBC.

Mencap in Woking were contacted and materials directly sent via post to be distributed.

Surrey County Council was contacted to pass on further information to Blue Badge Holders regarding the pilot, to ensure their registered holders were aware of the ID requirements.

3.5.2. Sensory disability

An approach to **Woking Talking Newspapers** generated further enquiries which were referred to the Elections Manager.

Feedback included: "We'll need to get it right to avoid any confusion. We almost certainly don't reach out to all VI [visually impaired] or blind in the Woking Borough so WBC may also wish to publish a special notice in the local newspapers as well as something on local radio perhaps? As we are one of the pilot boroughs for Voter ID, perhaps enlisting Sight for Surrey and the RNIB would be useful."

In response to this advice, RNIB were contacted but did not respond. Sight for Surrey was included in the large email sent by the Volunteers in Woking team.

Paid advertising activity took place on Radio Woking, the only local radio station devoted to Woking. This was to ensure that a voiced advert was heard but no further than Woking.

A voiced version of the animated instruction video was posted online and pinned to Facebook, as well as promoted through boosted posts. There were 92 direct views of the voiced video and 19,500 on Facebook.

3.5.3. Learning disabilities

Every educational institute in Woking, from Infant to College level, was contacted with the correct information for teachers, to hand out to distribute to parents as well as for older students who might be of voter age and require assistance. No direct approaches were made by people with learning difficulties via these channels for accessible formats.

A voiced video was available on the website and Facebook to ensure that people with reading difficulties could access information without needing to read. This was also publically displayed for one week in the Peacocks Centre, with a representative from the digital screen team on hand to point enquiries in the right direction.

Face to face approaches gave people with learning disabilities direct access to Election Team officers and every caller to the Customer Service line 01483 755855 would have heard an adhoc message with top line details, encouraging them to enquire further, from 6 April to 3 May 2018.

3.6. Older people (50+)

Every Centre of the Community was requested to display information via the Centre for the Community Management team, including large banners, badges and posters. Woking Library also hosted a banner in the foyer. General feedback was that a large number of older voters who were not physically capable of getting to the polling station opted to vote by post.

All private and social sheltered housing was provided with badges, information and promotional materials via internal contacts. This also reached the Careline team.

Woking Community Transport, who operate the Town Centre Buggy and Bustler Bus Service was handed promotional materials for all drivers, including badges that they were requested to wear.

Care homes in the Borough were contacted individually advising of the arrangements for the pilot. Although a large number of care home residents are registered for a postal vote, information was given as to what support was available to their residents to ensure they had valid. No care homes requested a visit from Electoral Services Staff to arrange LECs. One care home advised that a resident required a LEC, however the resident was subsequently found to have a passport which was still of current likeness.

Freedom Leisure hosted a banner in their foyer to reach sports groups of all ages directly.

3.7. Young People

Action for Carers, who operate Surrey Youth Carers, were contacted but did not respond. Action for Carers was also on the list of charitable organisations contacted by Woking Volunteer Team.

Woking Youth Council was approached by staff members and councillors with information.

Every educational institute in Woking, from Infant to College level, was contacted with the correct information for teachers, to hand out to distribute to parents as well as for older students who might be of voter age.

Every educational establishment was offered the chance to talk to Council Officers directly. Approaches to students directly included talking to around 200 students in the canteen at Woking College and the whole Sixth Form year group via an assembly at St John the Baptist School and Sixth Form.

Schools and colleges within a 10 mile radius were contacted and asked to share information with students who come from the Woking Area.

Youth Services were contacted via the Woking Volunteer team, including Scouts and Guides and Youth Services Surrey.

Sure Start Woking, based in Sheerwater also hosted a pop-up banner in their foyer to raise awareness of the campaign.

Freedom Leisure hosted a banner in their foyer to reach sports groups of all ages directly.

3.8. Disadvantaged Social Economic Background

For members of the electorate who may be at a disadvantage through lack of photographic ID, the LEC was promoted. Photographs were offered free-of-charge by the Elections Team and electronic applications were allowed, to save the cost of purchasing a hard copy photo.

The Job Centre was fully informed and, being within the Civic Offices, visitors would be in sight of the large banner. Flyers were also handed out, badges were refused.

York Road Project was contacted and two visits were made to inform homeless people about the trial. Eleven people were registered to vote and ten of these given the local elector card.

4. Promotional campaign

Midway through the trial, the Cabinet Office requested a dashboard to be completed by all participating boroughs, to surmise activity and statistics to date. This was enhanced and added-to after the election, to provide a full summary of promotional activity which the Cabinet Office will utilise for their evaluations.

Appendix ONE includes the dashboard as it was submitted to colleagues at Cabinet Office.

For clarity and understanding of technical jargon, the following key should serve to explain the key terms, and more information can be found on this [Government Communication Service Evaluation Framework document](#).

- **Inputs:** What you do before the activity.
- **Outputs:** What is delivered/ target audience reached.
- **Outtakes:** What the target audience think, feel or do with the information.
- **Outcomes:** the result of your activity on the target audience.
- **Impact:** The quantifiable impact on the organisational goals.

5. Campaign results compared to objectives

Success of the communications campaign can be gauged by direct comparison of the final statistics to the SMART (Specific, Measurable, Achievable, Realistic, Timely) objectives set prior to the campaign commencing.

Promote awareness of the voter ID pilot scheme and the need for behavioural change when voting during the next local borough election. Ensure that everyone in the Borough has the opportunity to see the Voter ID message at least seven times, in order to commit it to memory.

This objective was quite abstract and it is hard to discern exact times that the majority of members of Woking public would have seen the promotional material outside of their house.

However, suitable provision was made for the public to be able to see the message at least eight times without stepping out of their front door. This includes:

- 1 - Annual elector mailing
- 2 - Council tax bill mailing insert
- 3 - Poll card adapted to include full Voter ID information
- 4 - Last chance direct mail to Woking households with registered electors
- 5 - Woking Magazine Winter 2017
- 6 - Woking Magazine Spring 2018
- 7 - Round & About circular GU21 and GU22 editions, April
- 8 - Round & About circular GU21 and GU22 editions, May

This level of direct marketing activity would have ensured that instances where the promotional material was seen outside of the home would have reinforced the Voter ID message to the majority of borough residents who reside in a property in the Borough.

Electors who do not have a property, or are not in static residence, such as gypsy travellers and homeless people, were approached separately and it is hoped that the widespread publicity campaign across Woking would have captured their attention to reinforce the message further.

To avoid all electors from any other Borough getting confused by limiting the message to Woking Borough only for the duration of the campaign.

Care was taken to avoid the direct message leaking across Borough boundaries, such as ensuring that target adverts were only placed in the Woking Advertiser pages of the Surrey Advertiser and selecting Woking residents only for Facebook advertising, activity which also helped to maximise return on advertising spend by preventing unnecessary views of the advertising.

Feedback from the roadshows held around the Borough in late March/early April shows that where electors were unaware of the pilot scheme, these electors were not Woking residents. This was particularly reported from the roadshow at Brookwood Sainsbury's, which is frequented from electors from Guildford Borough and Surrey Heath Borough, as well as electors from Woking. This gives a clear indication that the messaging was limited to within the Woking Borough.

Qualitative reports from the Surrey Communications Group meeting held on Thursday 26 April 2018, suggested that the campaign was successful in achieving this objective as there had been no reports of confusion in their respective organisations.

Of course, the pilot made national headlines on multiple occasions which, it can be argued, served to broadcast further the message that the trial was only taking place in five isolated boroughs.

Coordinate delivery of communications plan to key stakeholders. Ensure contact with all known community groups and charitable organisations before April, to pass the message to members of the groups with a month to spare.

A comprehensive plan consisted of initial development of material and then substantial amount of outreach to key partners and stakeholder with a vested interest. Most initial contact emails and phone calls were made within February and March, with much of the follow-up contact taking place throughout April.

This campaign was implemented within a restricted time frame, meaning that a considerable level of trust was placed on organisations that served the community (such as charities, faith groups, schools and colleges and local businesses etc.) to react to initial approaches, understand the importance of their role within the campaign, and engage with officers to find out how they could help spread the message.

It was observed that charitable organisations who engaged with Woking Borough Council in good time tended to be positive about the project, desiring that their supporters and service users were fully informed and able to engage. These approached often uncovered periphery benefits that were entirely unpredicted by Council Officers:

Operations Manager at York Road Project:

“With regards to the trial initiative of voter ID. I work for a homeless charity based in Woking, Surrey.

“Historically voting has not been an issue that our clients have been keen to involve themselves in, many feel excluded by the process and marginalised by their community.

“This year with the decision to implement voter ID we have found several unexpected benefits that have greatly increased both awareness and active engagement with the scheme. With the implementation of Universal Credit and its prerequisite of requiring all

claimants to have photo ID and the removal of the “Post office account” that doesn’t require ID our clients faced severe disadvantage of no longer being able to access the benefit and banking systems. Photo ID is extremely expensive and a luxury most of our clients do not have and cannot afford, less so if they are not already receiving benefits.

“Due to this scheme our clients were provided with free ID, in their Day Centre thus not only allowing them to feel wanted and included in local elections but also providing them with valuable ID that they can use to access the benefit system, apply for bank accounts, apply for accommodation and support their applications for jobs and training. These “Extra value” outcomes have been a life line to our community and offering chance’s they would not have had without it.

“We only hope that not only will this initiative continue but access to the ID cards can be continued even after the elections have taken place.

“Please accept on behalf of all our clients and staff our very greatest thanks for all your support, in this difficult climate access to this simple ID card has and will continue to benefit the lives of some of the most socially disadvantaged members of our community for years to come.”

Where organisations did not engage attitudes seemed more negative about the trial in general and did not engage with WBC for accurate information to give to their supporters and service users, meaning electors might have been misinformed by organisations that they should have been able to trust to provide help and advice.ⁱⁱ

Some charities campaigned against the trial by signing a letter sent to the Minister for the Constitution. Representatives from 40 organisations signed the letter.ⁱⁱⁱ This issue was addressed by the Returning Officer in a response.

On the whole, stakeholder engagement proved a very useful tool. It is recommended that if the trial happens again, direct approaches should be made even earlier to members of the community with strong networks that they can pass the message down, to ensure even greater message take up and action on requests and more opportunity to approach fearful organisations and work with them proactively to allay fears and dispel myths.

Promote Local Elector Card (LEC) to constituents without correct identification, raise specific awareness of the types of identification accepted and achieve 99per cent on the day compliance by electorate with Voter ID protocol at the polling station.

To maintain between 35 to 40per cent turn out to vote.

Both of these objectives were met. Turnout was 37.75per cent (compared to 37.71 per cent for SCC elections in 2017); and 99.73 per cent of voters brought the correct ID.

63 Elector Cards were issued.

The percentage behavioural change required was much higher than a typical awareness campaign would usually anticipate.

Of the 0.27 per cent (51) constituents who did not bring the correct ID to the polling station, at least five of these abstained on principle and of the remaining numbers, there was a number of reasons why they were not issued with a ballot paper, including:

- bringing the wrong ID and not being able to return later on polling day with the correct ID

- not being able to produce the correct ID having not engaged early enough with the council to rectify the problem

Therefore, the percentage of people who genuinely had no prior knowledge of the campaign was nominal as only one person was recorded at the polling station as knowing nothing about the pilot.

Although significant efforts were made to promote the types of ID that could be produced, and to promote the LEC, it could be argued that if the trial were to run again, now that the majority of Woking voters are aware of the need to bring ID to vote, more emphasis can be placed on bringing secondary messaging to the forefront.

It was speculated that voter turnout might have been higher than average due to the amount of publicity about the elections however this turned out not to be the case. It would be interesting to repeat the exercise at an election with more national significance and therefore greater nationwide emphasis on going to vote, such as a general election. It could then be observed if turnout remains at levels similar to historic figures, including the 2017 snap general election which had 72.70 per cent turnout in Woking.

More learnings from the Voter ID trial communications campaign will be fed into project planning for any future Voter ID pilots via a Management Proposal.

6. Brief commentary on Post-election survey results

The post-election survey was completed by nearly 400 people. The findings generally married up well with the overall trial results. For example, just under 99 per cent of respondents knew about the campaign, over two thirds of people claimed to take their drivers' license as ID and the respondents' sentiment was predominantly positive about the trial and the experience at the polling station (see Appendix THREE).

Interestingly, one of the most deprived wards, Canalside, produced one of the highest levels of survey respondents, at over 10 per cent of responses.

Polling station staff issues were mentioned 25 times out of 212 representations, meaning over 10 per cent of respondents felt that the polling station members of polling station staff were either not properly trained or were slowed down by the new process (see Appendix FOUR).

Many people were quoting what seemed to become a tag line for those against the trial, that it was 'disenfranchising' minorities, with some suspecting vote rigging by certain political parties. These claims are unsupported. Overtly, there were 30 representations to this effect in the survey, although numerous other comments alluded to the same idea.

Generally speaking, feedback suggests that the campaign was considered well publicised although there were a number of complaints about the campaign materials. Comments on social media and during the road shows alluded to the promotional material not being clear enough about the need for photographic ID specifically. There were also multiple comments during the roadshows and allusions made to the over-extensiveness of the campaign and the amount of paperwork delivered to Woking residents.

7. Brief commentary on media coverage

An indicative sample of 53 individual pieces of news coverage was analysed to gauge general media sentiment surrounding the Voter ID trial, Appendix FIVE deconstructs the coverage in a collection of charts and tables. There were in excess of 500 articles published overall, many headlines repeated throughout multiple subsidiaries of newspaper groups.

Coverage data across television and media was not captured in whole, although a BBC Surrey 'vox poc' recording public sentiment of the campaign and broadcast in April 2018 can be listened to by clicking the link to the MP3 below or see Appendix SIX for a summary :



WOKING ID.mp3

Over 33 per cent of Voter ID pilot project story distribution was in national newspapers (Figure 3), with coverage rising sharply in April. Predominantly, media coverage was sensationalist, vastly over-speculating how many voters were 'turned away' from the polling station and almost 60 per cent negative (Figure 4). Reach Plc. (formerly Trinity Mirror) was the top outlet twice, including Daily Mirror and getSurrey (Figure 5).

Media coverage generally mirrored patterns seen in the qualitative feedback (Appendix FOUR), which highlighted numerous areas of complaint and was roughly a 30/70 per cent ratio of positive to negative comments.

8. Costs

Entire communications campaign cost: **£96,011.06**

Communications expenditure for the awareness campaign, minus the costs of one mail shot to every elector and one unanticipated last minute mail shot to every household: **£27,853.30**

Initial estimation to cabinet Office for campaign (including provision for one extra mail shot): **£51,500**

Costs not included: Expenditure on Council Tax reminder letters and standard elector communications were not included.

ⁱ Electoral Integrity Pilots 2018 Equalities Impact Assessment

ⁱⁱ Policy position statement Voter ID pilots for the local government elections in May 2018. Available at: https://www.rnib.org.uk/sites/default/files/RNIB_Policy_position_voter%20ID%20pilot_2018.docx

ⁱⁱⁱ Operation Black Vote, Royal National Institute of Blind People, St Mungo's, National Union of Students, Stonewall, Liberty, Centrepoint, Age UK, MEND, The Salvation Army, Migrants' Rights Network, Unlock Democracy, Shout Out UK, Involve, British Youth Council, Harvard's Kennedy School of Government, Race Equality Foundation, Young Voices Heard, WebRoots Democracy, The Jewish Council for Racial Equality, Croydon BME Forum, Thomas Pocklington Trust, Young Citizens (formerly Citizenship Foundation), United Response, TalkPolitics, Race On The Agenda, The Monitoring Group, Nottingham Trent University, Runnymede, LGBT Foundation, Friends, Families and Travellers, Olmec, Independent Age, Voice4Change England, Royal Society for Blind Children, Université Sorbonne Nouvelle, Council of Somali Organisations, Silver Voices, Royal Holloway, University of London, Gendered Intelligence, British Politics Group, University of Liverpool, Brap

Appendix ONE

Woking Borough Council

Voter ID trial final evaluation

Impact

- Voter turnout on the day: **18,851 people**
- Voters who successfully voted with correct form of ID: **99.73%**
- No of voters turned away due to incorrect ID: **0.27%**
- No of Local Elector Cards applications processed: **63**
- Sentiment: mixed as expected, some call by opposition parties of the trial imposing on voter rights.

Digital

INPUTS	OUTPUTS	OUTTAKES	OUTCOMES
<ul style="list-style-type: none"> • Corporate website (specific pages and homepage banner) • Corporate social media accounts • Various corporate e-newsletters • Local media online adverts (Woking News and Mail and GetSurrey Facebook/ news site) • Partner websites (advertising/editorial) such as New Vision Homes, WeAreWoking 	<ul style="list-style-type: none"> • Website reach 100,000 residents/ potential users • Social media reach Facebook, Twitter and Instagram, 42 posts 2.5k Twitter followers, 2.5k Facebook followers • Newsletters half a dozen different lists: Woking Works, Green, New Vision, Sheerwater, Adult Learning Centre tutors, Volunteers 	<ul style="list-style-type: none"> • Page views 1500 Unique Visits between April and May 2018 • Traffic to /VoterID page woking.gov.uk/VoterID page – 2,500 unique visitors between 1 Jan 2018 and 16 May 2018, unique views 600 on Thursday 3 May. <p>Local Elector Card page – spike of over 200 visits on Thursday 3 May interestingly the day after the deadline</p> <p>Homepage – spike on count day 9,500 vs 3,500 last year</p>	<ul style="list-style-type: none"> • Emerging issues (specific messages and conversations tailored for individual enquiries, self moderation of sentiment by voters for and against on Facebook and Twitter.)

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<ul style="list-style-type: none"> • Staff/corporate e-signature • Town Centre digital screens • YouTube animation both accessible/audible and silent 	<ul style="list-style-type: none"> • Staff email reach 300 staff and Members • Local media digital reach 120k ad impressions getSurrey, 85k getsurrey Facebook followers, 5k p/w WN&M • Woking Town Centre visitors c130k p/w 	<ul style="list-style-type: none"> • Page impressions, likes, engagement, comments/sentiment through social media channels Across 42 posts on Facebook Organic and paid REACH: 55,000, ENGAGEMENTS: 200 of varied sentiment [smiley, angry, thumbs up etc.], SHARES: 120 <p>learning for TWITTER, #WokingVoterID would be easier to follow next time with regards to monitoring Twitter. Data has not been as easy to accrue post-event.</p> <p>42 tweets, Key moments:</p> <ul style="list-style-type: none"> - 1 May list of ID: SHARES: 16, LIKES: 8, COMMENTS: 1 - 24 April York Road's thank you tweet: SHARES: 21, LIKES: 37, COMMENTS: 2 - 2 May lec deadline: SHARES: 12, LIKES: 4 - April FAQ: created a discussion with 12 COMMENTS <ul style="list-style-type: none"> • Corporate email signature 6 weeks subtle messaging from all emails sent staff using signature. • Available newsletter list quantities: Volunteer in Woking: 580 people in 480 charities and community groups. Green: 300 people • Views of video as of 17 May: 192 silent, 92 audio, Appx 19,500 via Facebook 	
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Media relations

INPUTS	OUTPUTS	OUTTAKES	OUTCOMES
<ul style="list-style-type: none"> • Proactive press releases • Radio interviews • Digital TV interview • Corporate residents magazine • Locally distributed magazines (adverts and editorial) • Ongoing engagement with media outlets 	<ul style="list-style-type: none"> • Proactive releases 3 issued between Sept 2017 and May 2018 • Magazines 2 editions of Woking Magazine carried the promotional material 2 editions of Round and About (GU21, GU22) carried the story. • No of radio interviews/segments 2 interviews for radio – BBC Surrey, Eagle FM, one for Surrey TV, use during on air news bulletins leading up to the election. • Reactive press enquiries answered: 13 recorded to date, with both local and national press (Friday 18 May) • No of TV interviews Surrey TV x2 – one at a roadshow and one on the count day • No. of Press interviews – Woking News & Mail, Response to Municipal 	<ul style="list-style-type: none"> • AVE £2,500appx • Reach and engagement door-to-door deliveries in excess of 46k residents, at least 4 times each with Woking Magazine and every postcode twice with Round & About • No of Woking specific articles printed 2 newspapers both digital, 2 Woking Magazine articles, 4 residents magazines externally produced, 1 local door-to-door magazine for every post code in Woking 	<ul style="list-style-type: none"> • Awareness of trail and requirements – well over 80% of Woking residents aware of trial at half way mark. Over 99% awareness of the need to bring ID to polling station by the day. • Sentiment BBC Surrey VOX POC on 23 April: Six sound bites in favour from residents of the public and positive tone qualitative feedback “we’ve had enough literature through the door” by presenter James Cannon.

	<p>Journal by Returning Officer.</p> <ul style="list-style-type: none"> No. times WBC stories have been picked up by wider press ONLINE: Appx 50 individual news stories mentioning Woking in conjunction with Voter ID appearing in over 500 individual publications. Appx 10 stories dedicated to Woking Voter ID. Sentiment largely neutral or negative. <p>PRINT: 21 Individual print stories recorded mentioning Woking Voter ID. Sentiment mixed.</p>		
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Stakeholder engagement

INPUTS	OUTPUTS	OUTTAKES	OUTCOMES
<ul style="list-style-type: none"> Stakeholder mapping Stakeholder packs/materials (pens, badges, flags, posters, leaflets etc.) Emails, letters, phone calls to groups Roadshows for face-2-face engagement Schools/college visits Community group visits Distribution of information through Council outreach teams 	<ul style="list-style-type: none"> Reach of roadshow engagement 1,850 people spoken to face-to-face by Council Officers (including around 1,000 worshippers at Al Shahan Mosque) No of students briefed appx 500 received the message first hand No of groups contacted with promotional material Targeted emails and mail outs sent to charities/ community groups/ faith groups/ clubs/ schools/ colleges 	<ul style="list-style-type: none"> People who spoke to Contact Centre face to face about Voter ID - 162 knew about Voter ID - 41 did not Use of digital assets on third party sites and included in e-newsletters, social media etc. Appx 800 community leaders from multiple different sources provided with digital assets. 	<ul style="list-style-type: none"> Roadshow gave voters the chance to ask questions and fill out election forms. - 17 LEC card forms (some photos taken) - 17 Voter registration forms - Appx 10 further enquiry forms Awareness of trail and requirements Appx 10% of the community groups approached responded to acknowledge receipt and confirm they are utilising the materials <p>Snapshots of community group</p>

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<ul style="list-style-type: none"> Promo materials Translations in 8 main languages of local elections electors Pre-election survey Post election survey (ongoing) 	<p>via council staff Appx 1,200 tertiary recipients of the message via colleagues' contact, message spread beyond capacity to measure, many had more than one hit and there were with personalised approaches face-to-face or via phone/email</p> <ul style="list-style-type: none"> Amount of materials delivered externally 15 pop ups to community centres, Parkview, 100 posters in all GPs and some community centres such as The Junction, The Prop, The Maybury Centre <p>posters and materials sent to every opticians and dentists in the Borough, schools and colleges [10km radius of Woking], Adult learning centres, Social housing and retirement homes, reports of prints outs being displayed in areas such as churches and mosques, where hard copies were not requested.</p> <p>250 'ask me about' badges distributed to staff in the lead-up. To public: 900 pens, 1000 flags, 2,000 business cards, 5,000 flyers, dozens of translations and accessible versions.</p> <ul style="list-style-type: none"> Survey responses Pre Election – 139 respondents Post Election – To date 18 May – 	<ul style="list-style-type: none"> Promo material / translations accepted in appropriate shops and restaurants around areas of ethnic minority Appx 15 outlets No. People who didn't know on roadshow: 5%, not including mosque Pre-Election Survey results: 99% knew about Voter ID prior to survey 67% knew about LEC when taking survey 50% cited mail shots as how they heard. 	<p>feedback: Horsell Residents Assoc. 2500 on mailing list and online viewership of over 2000.</p> <p>Information was passed on to the Sheerwater Together group and community newsletter</p> <p>Goldsworth Park put posters up on noticeboards and forwarded email to the editor of our community magazine and the web site manager for inclusion as appropriate.</p> <p>Social Care Surrey gave badges, cards and posters to the Social Care Team, Reablement Team and Finance and Benefits Team and requested more business cards.</p> <p>Cornerhouse added it to the agenda for their team meeting and scheduled a meeting with the person who sends out mailings and manages website.</p> <p>Catalyst looking supported us with our messages.</p> <p>Women's Support Centre took promotional materials</p> <p>Woking Asian Business Network took materials and included message in email. The Arch and three key mosques took materials.</p> <p>Woking People of Faith distributed e-newsletter to all churches and mosques on their lists – including St</p>
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	<p>218 respondents [survey closes 31 May]</p>		<p>Dunstan’s Catholic Church: “We will put another note in our newsletter and make people aware that there are also there are different translations available.”</p> <p>Outline: “We have received this from many directions so the message getting out there.”</p> <p>Talking Newspaper: “We have been including news of the Voter ID for the WBC elections when it has been in the Woking News & Mail and we shall certainly give it another airing after Easter.”</p> <ul style="list-style-type: none"> • Requests for face-to-face 4 requests for face-to-face visits to service users/ staff - The Prop, two colleges and Citizens Advice <p>Testimonial from Ops Manager at homeless shelter: <i>“Due to this scheme our clients were provided with free ID, in their Day Centre thus not only allowing them to feel wanted and included in local elections but also providing them with valuable ID that they can use to access the benefit system, apply for bank accounts, apply for accommodation and support their applications for jobs and training.” (11 people registered to vote and 10 given LEC)</i></p> <ul style="list-style-type: none"> • Learnings from pre-election survey mixed sentiment about advertising methods; some thought we wasted
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			<p>too much paper. One said “it was impossible not to not about it.”</p> <p>Approval/ disapproval: 26% strongly approve 15% approve 14% neither 15% disapprove 29% strongly disapprove</p> <p>Top 4 responding postcodes: Byfleet/W.Byfleet: 2-% St Johns: 14% Horsell: 13% Canalside:10% (inc. Sheerwater)</p>
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Direct mail

INPUTS	OUTPUTS	OUTTAKES	OUTCOMES
<ul style="list-style-type: none"> Annual elector mailing CTAX bill mailing insert Ballot card Last chance direct mail to Woking households 	<ul style="list-style-type: none"> All eligible electors 70,000 No of CTAX bills sent 41,000 Poll card information 60,000 Every household with an elector registered 38,000 	<ul style="list-style-type: none"> Survey results illustrate 50% cited mail as how they found out No. incoming enquiries to elections team 70 recorded calls during the first few weeks (12 Feb to 29 March). Figure excludes emails and calls after this time period. 	<ul style="list-style-type: none"> Awareness of trail and requirements Emerging issues (develop specific messaging) No of applications for Local Elector Card

Internal

INPUTS	OUTPUTS	OUTTAKES	OUTCOMES
<ul style="list-style-type: none"> Staff briefings Internal email Intranet banner 	<ul style="list-style-type: none"> No. people who read/see emails 300 No. People who 	<ul style="list-style-type: none"> Requests for materials to help distribute around a dozen staff approached Comms for more 	<ul style="list-style-type: none"> Accurate information for customers but not too difficult a message for staff – basic information and a number to refer to. An improvement would be to ensure internal communications

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<p>and announcement on news feed</p> <ul style="list-style-type: none"> • Team meeting presentations • Posters • Cllr briefing evening and packs handed to all party canvassers and representatives. 	<p>read/see intranet over 500</p> <ul style="list-style-type: none"> • No. people in all staff CEO meetings 150 over 3 meetings • Wider reach through manager engagement appx half a dozen different teams engaged and requested to help • No. materials given out 250 badges, 500 business cards, 150 pens and a dozen bundles of flyers as well as digital assets given out to staff 	<p>information and to help</p> <p>New Vision Homes/ Care Line/ Community Meals/ Housing team and more supported the message either online or in digital promotion or took materials.</p> <ul style="list-style-type: none"> • Staff wearing badges/using pens etc not possible to quantify fully as staff are posted all over Woking Borough 3 people were definitely seen out and about wearing badges. • Members and Cllrs use of materials more cards were ordered on request of Liberal Democrats. - 10k cards distributed internally and 10k externally. <p>Labour tweeted around 50 times and was cited twice on survey as the way two voters found out about the trial.</p>	<p>are tighter with a more thorough Q&A at the start of the campaign and top ensure recording details of conversations. One voter claimed they had been told a copy of their ID would be OK but this was not substantiated anywhere.</p> <ul style="list-style-type: none"> • Internal engagement: Managers encouraging employee engagement and staff taking promotional material to distribute. <p>Planning Enforcement Officer with direct link to traveller/gypsy community in Woking achieved face-to-face confirmation of the group's their full awareness and cooperation.</p>
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Key miscellaneous activities

INPUTS	OUTPUTS	OUTTAKES	OUTCOMES
<ul style="list-style-type: none"> • Bus shelter advertising • Entrance barrier advertising at Woking Train Station • Shopping Centre digi-vidi-screen roadshow • Car park banner • Floor stickers in shopping centres • Ad hoc phone message for incoming phone calls • Letters sent to key businesses and public services such as GPs 	<ul style="list-style-type: none"> • No of train station visitors 103,000 per month • Visitors to Woking Shopping Centre Appx 200k p/w • Callers to the council 200-500 per working day from 6 April = max potential reach 9,500 incoming calls • Parkers in Woking Shopping who would see banner c3k+ per day • No. Letters sent to public services such as opticians, dentists etc: Universities/colleges: 20 Village halls: 10 Dentists: 26 Opticians: 9 GPs: 9 	<ul style="list-style-type: none"> • Enquiries additional to original enquiry (after hearing ad hoc message) five recorded enquiries specifically to customer services (as opposed to Elections Team) • No of conversations with to town centre digi-screen representative: 15,00 people spoken to, 75% positive 	<ul style="list-style-type: none"> • Awareness of trail and requirements over 85% visitors to the council aware of the trial. • Awareness and sentiment on road show - 50% of people spoken to on digital roadshow weren't aware prior to the conversation. - 70% were positive. • Materials on display in dentist and GPs – Lorna Doone, Sheerwater

Appendix TWO

Lists of groups sent via Woking Volunteers, courtesy of WBC Volunteer Department officers.

Sent to 580 people within these charities:

1st Byfleet Scout Group	Guide3 Association (Byfleet, West Byfleet, Sheerwater)	Send Family Link
1st Horsell Scouts	Guides and Scouts on Goldsworth Park	Send Help
1st Old Byfleet Guides	Guides and Sea Rangers - Woking	SERVSurrey
1st Ottershaw Brownies	Halow Project	Shah Jahan Mosque
2nd Byfleet Scout Group	Harry Edwards Healing Sanctuary	Shakespeare 4 Kidz
3H Fund (Help the Handicapped Holiday Fund)	Head2Head Theatre	ShawTrust
3rd Frimley Rainbows	Hearts of Light	Shedding (The) (Youth Club)
4x4response - Surrey	Hearts of Lights	Sheerwater Helping Hands
8th Woking Methodist Rainbow Unit	Help For Heroes	Sheerwater Residents Assoc.
8th Woking Scout Group	Hindi for All	Shifa
A Space Autism Service	Hindi for All	Shooting Star CHASE
ABCD Brazilian Community Group	Historic Environment Record - Surrey History Centre	Shopmobility Woking
Action for Carers Surrey	HM Prison Send	Sight for Surrey
ActionAid	HMP Send	Silver Line
Adipose Game Angling	Holy Trinity & St Saviours Church	Simon Trust The
Adult & Community Learning - Guildford	Holy Trinity Primary School	Single Parents support
Adult Learning Centre - Woking - Curriculum support	Home group	Skillway
Aesop's Touring Theatre Group	Home-Start Runnymede and Woking	Social Generation X
Age Concern Woking	Hook Heath Residents Assoc.	Solace Centre (The)
Age UK Surrey	Horsell Bowls Club	Soldiers, Sailors, Airmen & Families Association - SSAFA
Alzheimer's Society - Surrey Locality	Horsell Care	South Woking Children Centre
Amateur Swimming Association	Horsell Common Preservation Society	South Woking Help a Hand
Anandmilan	Horsell Residents Assoc.	St Andrews Church
Anchor Trust	Horsell Second Thursday Club	St Johns Ambulance Woking
ARCH (Art Research Creativity Health)	Horsell Village After School Club	St Johns Care
Army Medical Services Museum	Horsell Village Hall	St John's Good Companions
Ashwood Grange Residents Assoc.	Horsell Village School	St John's Knaphill Children's Centre
Asics Weybridge	Hospital Radio Wey	St John's Village Memorial Hall Association
		St Mary Of Bethany Church

<p>Asthma UK Babcock 4S Barnabas Fresh Start CIC Barnsbury Primary School Basingstoke Canal Authority Beaufort Primary School Bedser Hub Woking Community Hospital Beit Trust, The BEN - The Automotive Industry Charity Bisley Residents Association Boom formerly Surrey Save Credit Union Brain Tumour Charity Brambledown Residents Association (Woking) Limited Breast Cancer Now Brigitte Trust Woking (The) British Heart Foundation British Heart Foundation Furniture & Clothes shop British Heart Foundation National British Lung Foundation (Breathe Easy) British Red Cross British Red Cross Charity Shop British Roller Sports Federation Broadmere Community Primary School Brockhill Day Centre Brooklands Fun Day Committee Brooklands Museum Trust Ltd Brookwood and Pirbright Children's Centre Brookwood Community Church Brookwood Primary School Byfleet Bowls Club Byfleet Care Byfleet Library Byfleet United Charity</p>	<p>HOST UK Hungarian Cultural Association Hungarian School Woking (previously The Hungarian Club) Ican-Meath School Independent Monitoring Board Indian Residents Association Interests.me JIGSAW Project part of Woking Vineyard Church Jubilee Church KeyRing Knaphill Athletic Football Club Knaphill Cabin Knaphill Care Knaphill Residents Association LA21 Lakeview Community Action Latitude Global Volunteering Lets Read Library Direct Home Services Life Works Light of the World Trust (Woking) Lightbox, The Lighthouse Project - part of Woking Vineyard Church LinkAble MacMillan Cancer Support Marie Curie Marjorie Richardson's Maybury and Sheerwater Community Trust (MASCOT) Maybury Centre Mayford Hall Bowling Club Mayford Village Hall</p>	<p>St Mary's Centre in the Community St Marys Church, Byfleet St Mungos St Peters Hospital (Royal Voluntary Services) Step by Step Stoughton Community Association Stroke Association Sure Start Woking Surrey 2 Wheels for All (Sheerwater based) Surrey Appropriate Adult Volunteer Scheme Surrey Autism Family Group Surrey Care Association Surrey Care Trust Surrey Club for Young People Surrey Disabled People's Partnership Surrey Dolphins Swimobility Surrey Drug and Alcohol Care Surrey Fire & Rescue Surrey Gypsy Traveller Communities Forum Surrey Heritage / Surrey History Centre Surrey Hindu Cultural Society Surrey History Trust Surrey Independent Living Council Surrey Independent Visitors Scheme Surrey Minority Ethnic Forum (SMEF) Surrey North Area Cruse Bereavement Care Surrey Remap Surrey Scouting Surrey Search and Rescue Surrey Wheels for All Surrey Wildlife Trust Woking Surrey Wildlife Trust Woking Surrey Youth Justice Service Surrey Youth Support Services Swan (SW Woking Assisting Neighbours)</p>
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<p>Byfleet Village Hall Byfleet, West Byfleet & Pyrford Residents Ass. C.A.M.E.O (St Mary Of Bethany Church) CAP Jobs Club Catalyst Support Challenge Network (The) Cherry Trees Chinese Association of Woking CHIPS Playscheme Chobham and Horsell Girlguiding Chobham Parish Council & Youth Council Cinnamon Trust (The) Circles Network Citizens Advice Ash Citizens Advice Woking Club at Old Woking (The) Coign Church (The) Combat Stress Commonwealth War Graves Commission - Brookwood Community Transport Ltd (Woking) Compassion in World Farming Compassion UK Connect Christian Counselling Conquest Art Contact the Elderly CORE Youth Cornerhouse Coroners' Courts Support Service Counselling Partnership (The) County Care Crescent Project CRI Surrey Crisis UK</p>	<p>ME Support Group - Guildford Mencap Elmbridge Mencap Royal Society Mind (Woking) Moorcroft Centre for the Community Motor Neurone Disease Association - MNDA Multiple Sclerosis Society - Surrey Muslim Help N Factor (The)- Normandy Youth Club National Autistic Society National Osteoporosis Society - West Surrey Group National Trust Neighbourhood Advice Centre (The) New Haw and Woodham Good Neighbours New Haw Library Community Partnership New Monument Primary School NHS Blood and Transplant North West Surrey Short Stay School NSPCC Surrey Number Five Night Shelter Oakleaf Enterprise Ockenden International Old Woking Community Centre (I.T) One in Four Orbit Shed Outline Over the Wall Oxfam Shop PACT - Just People (WAVS) Painshill Park Trust Ltd Parkinsons Disease Society (Woking & Weybridge) Parkinson's UK Peer Productions</p>	<p>SwingBridge Community Boat Project (part of Surrey Care Trust) Sythwood Childrens Centre Sythwood Primary School TALK Surrey The Crescent Therapy Garden (The) Tourette Syndrome (UK) Association Towards Nirvana Triangle Community Service (Woking) True Honour Victim Support Victim Support (Woking) Vigil German Shepherd Rescue Visiting Friends (Friends of the Elderly) Visiting Friends West Elmbridge Voluntary Arts England Walk The Walk (Organisers Of The Moonwalk) Walton Day Centre Stroke Group Waterway Recovery Group Woking Watts Gallery Weightlifters Supporters Fund Welmede Housing Association Wesco Court Thursday Lunch Club West Surrey Mediation Service (Guildford & Woking) West Surrey Support Group (National Osteoporosis Society) Westfield Common Residents Assoc. White Lodge Centre Wild Learning Windlesham Field of Remembrance Winston Churchill School Wisdom Trust (The)</p>
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<p>Crossroads Crossroads Care Surrey Cruse Bereavement Care - Surrey North Area Cycling Projects - Surrey Wheels for All Dance Woking Deaf Plus Deaf Plus South Debra Charity Shop Woking Diabetes UK - South East Disability Challengers (Woking) Dogs in Need Dreams Come True (Woking) Duke of Edinburgh's Award East Surrey Carers Support Association (ESCSA) Eikon Charity (The) Emmanuel Chapel Epilepsy Society Epworth Choir Evolve Experiment in International Living UK Family Support Programme First Class Learning (Woking) First Steps Mentoring Project For Young Travellers Aged 10 - 17 FoodWise TLC Limited Ford Road Residents Assoc. Fostering Team - Surrey County Council Fox Corner Community Wildlife Association Fox Corner Community Wildlife Association Friends of the Elderly Friends Of West Byfleet Health Centre Furniturelink Guildford Girlguiding Surrey West Girlguiding Woking East Divison</p>	<p>People's Theatre Company (The) Perennial - Gardeners' Royal Benevolent Society Pets as Therapy PHAB Phoenix Cultural Centre Phyllis Tuckwell Hospice Prince's Trust (The) Princess Alice Hospice (The) Pyrford & Wisley Helping Others Pyrford Arbour Centre Pyrford Cricket Club Pyrford Guides, Brownies and Rainbows Pyrford Little Theatre Pyrford Village War Memorial Hall Quest Group Riding for the Disabled QUIT Radio Wey (Hospital) Rainbow Trust Children Society RASASC Rehabilitation of Addicted Prisoners Trust - RAPt Relate West Surrey Remap Ribat Institute Richmond Fellowship - West Surrey Ridgeway Res. Assoc. (Pyrford) Ltd Rotary Club of Ripley and Send Rotary Club of Woking District Royal Association for Deaf People, The Royal Horticultural Society Royal London Society for the Blind (The) Royal National Children's Foundation Royal National Children's Foundation (Woking)</p>	<p>Wishel Lawn Tennis Club Wishel Lawn Tennis Club Woking & Horsell Cricket Club Woking & Sam Beare Hospice Woking Action Aid Woking Association of Neighbourhood Watches. WAN Woking Bike Project Woking Bikeathon Woking Blackhawks Basketball Club Woking Boys and Girls Football Club (Woking Town FC) Woking Bustler Woking Community Furniture Project (WCFP) Woking Community Play Association Woking Community Transport Woking Conservative Club Ltd (The) Woking Counselling Service Woking Cycle Stations Woking District Scouts Woking Fairtrade Action Network Woking Food Bank Woking (part of Woking Vineyard Church) Woking Forum (Older Peoples Forum) Woking Gym Club Woking High School Woking Hockey Club Woking Lions Club Woking Local Action 21 Woking Malayalee Organisation Woking Mind Woking Miniature Railway Society Woking Street Angels Woking Strokeability Woking Talking Newspaper Association</p>
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<p>Global Grooves Foundation Global Sight Solutions Glouster Road & Priors Croft Residents Assoc. Glow Theatre Group Godalming Together Community Interest Company Goldsworth Care Goldsworth Park Community Association Goldsworth Park Girlguiding Goldsworth Park Scout and Beaver Greenoak Community Focus Greenoak Housing Association Greenspace Project - Surrey Guide Dogs Guide Dogs for the Blind Association (Woking)</p>	<p>Royal National Institute of Blind People Royal National Lifeboat Institution Royal National Lifeboat Institution - Woking Branch Royal Surrey County Hospital RSPCA Saint Edward Brotherhood (Brookwood Cemetery) Salvation Army Woking Samaritans (North West Surrey) Samber - Riding for the Disabled SATRO Scope Scouts Woking Sea Cadets - Woking SECAM Care SeeAbility Seeing Dog Alliance (The)</p>	<p>Woking Town District Girl Guide Assn Woking Town Football Club Woking Turkish School Woking Twins Club Woking United Reformed Church Woking Vineyard Church (Projects: Lighthouse and Jigsaw) Women in Prison Wood Green, The Animals Charity Workers' Educational Association (WEA) YMCA East Surrey (Woking) York Road Project Young Enterprise (Surrey) Your Sanctuary Woking Youth Council – Woking</p>
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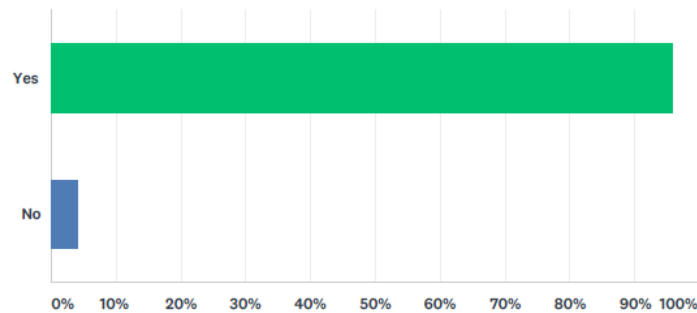
Appendix THREE

Post-election Voter ID survey results

The survey was designed to skip sections where the questions were not appropriate to a respondent. For example, it skipped straight to the end if the respondent marked that they were not a Woking Borough voter. Various questions had to be repeated in order to make sure that the survey worked, hence the repetitiveness of the questions.

Q1 Are you a Woking Borough voter?

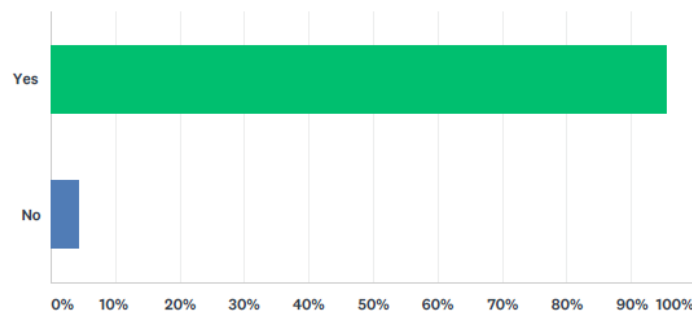
Answered: 388 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	95.88%	372
No	4.12%	16
TOTAL		388

Q2 Were you aware prior to the election on Thursday 3 May that you needed to take photographic ID to the polling station to vote?

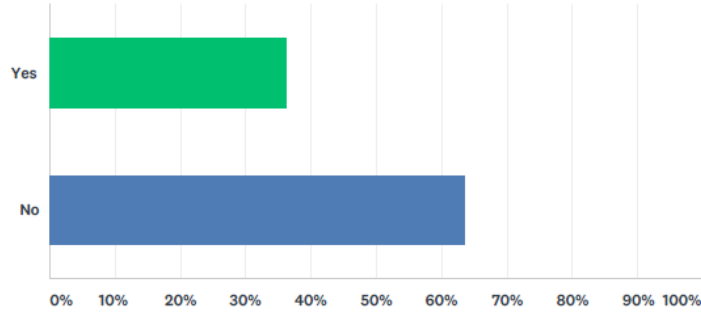
Answered: 390 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	95.64%	373
No	4.36%	17
TOTAL		390

Q3 If you did not know prior to the election on Thursday 3 May, were you given the option (once at the polling station) to bring back appropriate ID by the polling station staff?

Answered: 11 Skipped: 380



ANSWER CHOICES	RESPONSES	
Yes	36.36%	4
No	63.64%	7
TOTAL		11

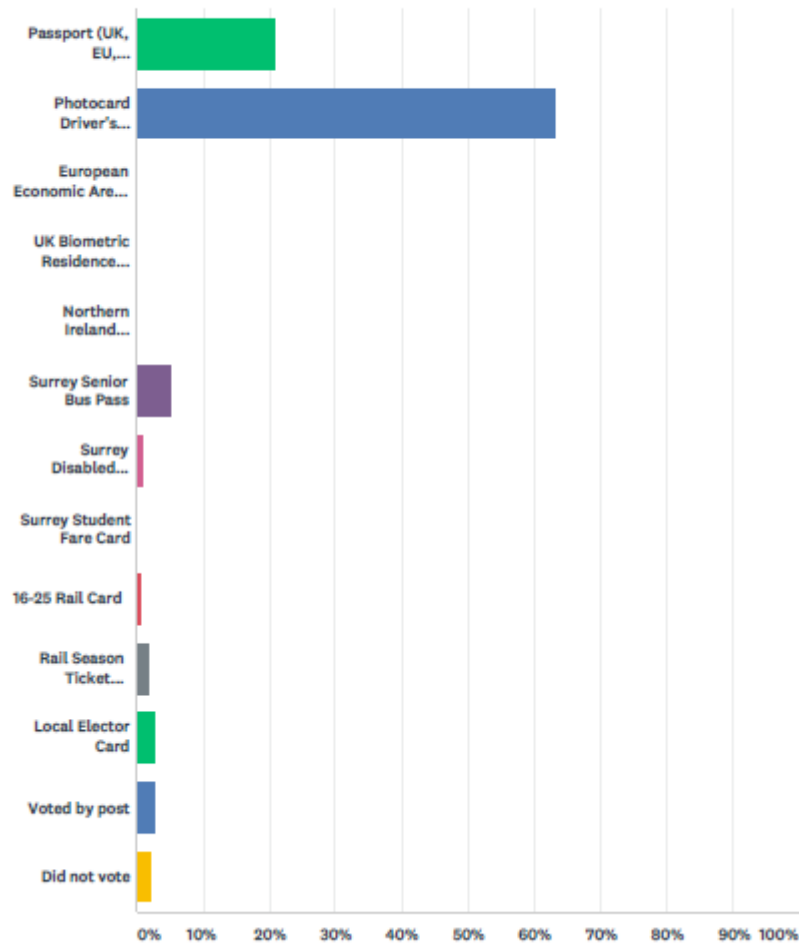
Q4 What ID did you take?

Answered: 5 Skipped: 386



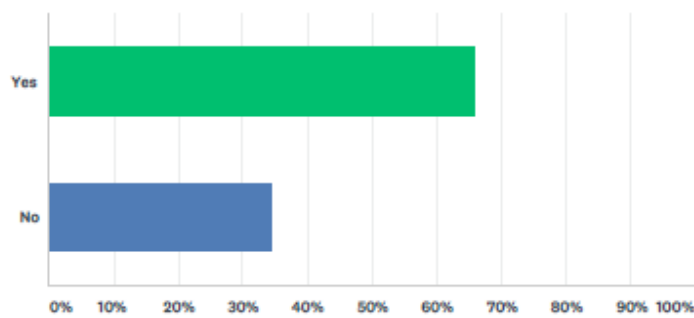
Q5 What ID did you take?

Answered: 330 Skipped: 61



Q6 Were you aware that if you did not have photographic ID, you could obtain a free local elector card up until 5pm on Wednesday 2 May 2018?

Answered: 329 Skipped: 62



ANSWER CHOICES	RESPONSES	
Yes	65.65%	216
No	34.35%	113
TOTAL		329

Q7 'How did you find out about Voter ID?'

This question was open-ended to ensure that the response was not influenced in any way and relied on respondent recall. Some respondents gave more than one answer and all have been included.

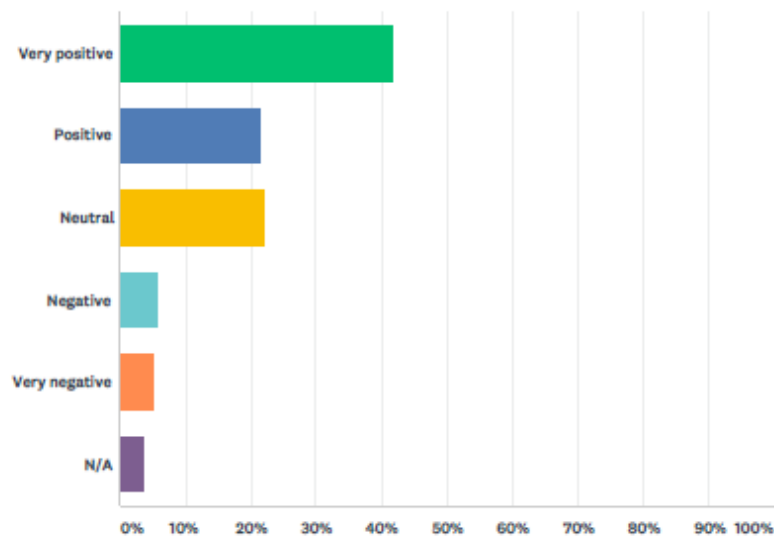
Full results summarised as follows:

Out of 318 individual responses

- 203 mentions of council correspondence (including the poll card)
- 61 mentions of media (including press, TV and radio)
- 14 mentions of the internet (non-specific as to where)
- 45 mentions of social media (Facebook and Twitter)
- 62 mentions of other forms of communication including posters and other signage, the Voter ID Roadshow, digital screen, canvasser visit, personal knowledge, words of mouth and non-specific advertising.

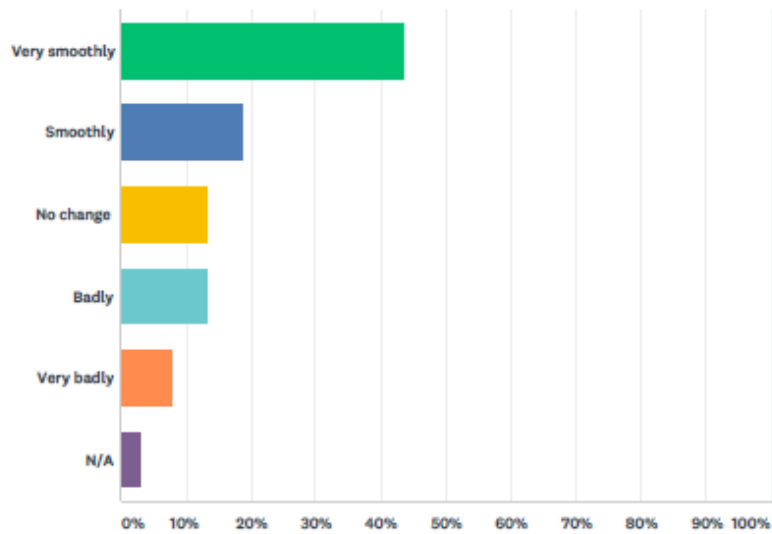
Q8 How was your experience at the polling station?

Answered: 326 Skipped: 65



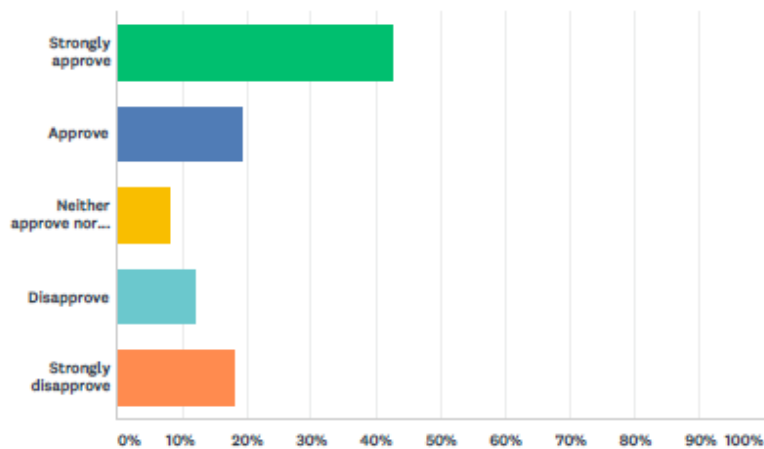
Q9 How did you feel the election process went with the new ID checks in place?

Answered: 328 Skipped: 63



Q10 How do you feel about the trial?

Answered: 328 Skipped: 63



Q.12

Male – 39.63 per cent (128 people)

Female – 54.49 per cent (176 people)

Prefer not to say – 5.88 per cent (19 people)

Q.13 Age

17-20 – 1.87 per cent (6 people)

21 – 30 – 6.85 per cent (22 people)

31 – 40 – 22.12 per cent (71 people)

41 – 50 – 25.23 per cent (81 people)

51 – 60 20.56 per cent (66 people)

61+ - 23.36 per cent (75 people)

Q.14 in what Ward do you live?

ANSWER CHOICES	RESPONSES	
Byfleet and West Byfleet	8.97%	28
Maybury or Town Centre (Canalside)	8.33%	26
Goldsworth Park	9.62%	30
Heathlands	2.88%	9
Hoe Valley	11.22%	35
Horsell	19.87%	62
Knaphill	14.74%	46
Mount Hermon	9.94%	31
Pyrford	2.56%	8
St John's	11.86%	37
TOTAL		312

Post-election Voter ID survey

#	DON'T KNOW BUT MY POST CODE IS:	DATE
1	GU228JW	5/29/2018 7:07 PM
2	GU21 5PZ	5/29/2018 6:11 PM
3	GU21	5/24/2018 1:34 PM
4	GU22 7XH	5/22/2018 3:45 PM
5	GU21 7QJ	5/20/2018 11:44 PM
6	GU21 4HE	5/19/2018 3:54 PM
7	GU22 0LT	5/19/2018 10:39 AM
8	Gu22 8ba	5/18/2018 9:29 PM
9	Gu22 9da	5/18/2018 5:25 PM
10	Gu24	5/17/2018 8:35 PM
11	GU22 9DD	5/17/2018 7:50 PM
12	GU21	5/17/2018 12:37 PM
13	Gu22	5/17/2018 9:24 AM
14	GU22 9NN	5/16/2018 9:24 PM
15	GU21 4TP	5/16/2018 4:45 PM
16	Gu220dl	5/16/2018 3:01 PM

Appendix FOUR

Qualitative feedback from post election survey and social media

Summary of sentiment

91 positive, 47 disenfranchised, 33 complaints about process, 31 calls of unnecessary, 23 questions or comments (negative and positive) about ID types, 7 people wanted evidence, 15 comments about postal vote, 12 abstains on principal, 4 cost, 41 other, 5 giving misinformation.

Key

White: post-election survey comment box

Blue: Facebook

Green: Twitter

Information is transposed verbatim.

Positive
I am very relieved that something is being done about fraud in elections. Please continue. Next - what to do about postal votes?
Great idea, worked very smoothly
Very good idea!
It works well, I just can't believe it's taken so long to implement. Especially after the number of recent cases of fraud.
I think this worked very well and should be rolled out across the country
A job well done
I think some teething issues will be ironed out once everyone gets in the swing of things. Ultimately it's a good idea to implement this.
I thought everything went really well - no issues at all during the process.
I have often wondered if, under the old system, I could say a neighbour's name and cast their vote. I haven't of course but this would stop that possibility.
Should make this compulsory to ensure those voting are who they say they are

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I would support voter ID requirements in further elections
Should become the default
Very easy to vote
Very happy to prove my identity in all future elections
The pre-election publicity was extensive covering many different ways and the sign outside the polling Station was very evident. There was no excuse for anyone not to be aware of the need to provide ID and the acceptable forms of ID were extensive. I really hope that this will become standard across the UK
Impressed with the many and varied attempts at letting people know about this trial
I fully support the idea of having Id for voting purposes. Any help in combatting electoral fraud can only be a good thing
A very sensible idea to avoid electoral fraud
Well organised
It makes total sense, and avoids any irregularities
Thank you
It was very well managed. There will always be a few people who moan but it is important to be prepared to show I'd when you vote and this was straightforward. Carry on doing it.
The complaints are not justified. This is a positive step to reduce risk of electoral fraud
Brilliant job with the comms. If anyone was unaware of the requirement I'd be amazed. Well done!
We must do everything possible to avoid voter fraud, This is an improvement but should be even more secure
Photo ID should be carried at all times by every person residing in this country by law.
Pleased if this stops fraudulent voting - just a shame postal voting can't be covered too.
If this helps to stop voter fraud it can only be a good thing. I hope it becomes a permanent fixture.
Should go nationwide
A well run trial at which all residents should have been aware of

Working Voter ID Pilot Communications Evaluation Report

<p>I think it is essential to have voter ID. I am amazed that this is not yet widespread. Most modern countries have voter ID and it is accepted as usual practice to do so. I cannot understand why there are so many complaints about the ID requirement including that it is 'some sort of plot to disenfranchise people' - how??!! Citizens need to take responsibility and stop complaining so much. I thought that there was over enough correspondence/awareness for people to know about the ID requirement.</p>
<p>Voter ID should be introduced for all elections as it all but eliminates fraud</p>
<p>Process was easy & there was no inconvenience to us at all.</p>
<p>No....quite happy and a good idea to provide I.D.</p>
<p>Feel this is required as do not trust that there is no fraud. Those that claim it was difficult and they did not know or did not have photo ID are not exactly telling the truth.</p>
<p>With the advent and seriousness of voter FRAUD I firmly believe it is positive. Most countries require identification to vote. I back it all the way..</p>
<p>There was plenty of publicity about this -especially in the local newspaper. The process was clear and very smooth.</p>
<p>It's stops fraud particularly among certain ethnic groups roll it out nationally</p>
<p>It added no extra time at the polling station, was very well organised and ran smoothly. No issues at all.</p>
<p>Think it's a good idea and thought it should have always been in place.</p>
<p>Very glad that it's been implemented, I've always been aghast at just how easy it would be to cheat in the past.</p>
<p>The need for ID was well publicised. There has been a lot of "noise" both about the previous level of voter fraud and problems at polling stations, so I hope the report will present clear facts on both to inform the decision on whether to adopt this permanently. As a trial though, this felt well run and well publicised.</p>
<p>I think it was very clear you needed ID and frankly was very shocked about how rude the person in front of me to vote was to staff when she didn't have any ID on her. I think it's a great idea and should be rolled out no idea why it hasn't been done before now</p>
<p>I don't think bringing ID is too much to ask. Whilst I imagine voter fraud is already low, a democracy should put legitimate and reasonable checks in place to maintain fidelity especially in an age of disinformation and attempts on disrupting global voting systems. Education is key especially with the elderly but it seemed perfectly seamless to me.</p>
<p>Think ID is important as have seen people in the past make a vote for two other people with no proof and they could vote wrongly for them.</p>
<p>It is just common sense. I cannot see how anyone can complain about it.</p>
<p>Very easy process which helps to reduce fraud.</p>
<p>It was very professionally done</p>

Woking Voter ID Pilot Communications Evaluation Report

I think it is a good idea to use photo id to ensure voting is fair.
The ID trial was very well published by Woking Borough Council prior to election day.
Just that anyone saying they didn't know must have had their eyes closed for months. Also I thought the approved ID list was comprehensive and the offer of a 'voter' ID was excellent.
Great job in promoting the trial. In my opinion everyone should have to show ID to vote. Maybe not having to confirm your full name at a polling station when you've just presented a poll card and photographic ID with them on might speed thing up a little though.
Made little difference to my voting experience.
It makes complete sense to prove who you are before you get to cast a vote, and always baffled me that you didn't have to before!
The process was very easy. It is much better to have ID so fraudulent voting is minimised.
If it deters electoral fraud I think it is a good idea
Great idea, well done
Voter ID is an excellent idea
They do a great job. The team at The Vyne was polite and friendly.
First time voting so know nothing different
Anyone who complains they didn't know they needed ID to vote, shouldn't be voting! There is absolutely no way that anyone could have not been aware of it, due to the amount of publicity in the months before.
Think this ID regulation should occur all over the country.
I don't see how any more could have been done to make people aware that they needed to take ID and which forms of ID were acceptable.
People who didn't have ID were stupid to say it was difficult to acquire any. I think this is an excellent idea and think that everyone should have some form of photo identification
Well organised!
It always surprises me that no ID was required before, and also that we use pencils and not pens to mark our vote.
Highly encourage ID for all. Don't like postal voting - should only be allowed if you are not going to resident locally on the day - but how to police? And how to confirm ID?

Woking Voter ID Pilot Communications Evaluation Report

It would be simpler, quicker and less open to criticism if everyone eligible to vote were issued automatically with a Voter ID card.
Polling cards should also be need with id
Why not most have ID unless they don't want to be known. As it says only 4 authorities so guess it's a pilot scheme to be rolled out. Great idea if it reduces fraud
Good about time. If you want to vote then prove who you are. You need proof for bank accounts, benefits even going to the rubbish tip so why not voting!
Good idea! I am all for it!
At least tidy councils are trying do something about voter fraud! Not like some labour councils whom openly encourage it. Tower hamlets is just one example of wide spread fraud, the last council leader there was kicked out for exactly that!
Like you all moan when asked for ID when buying Cigarettes or Alcohol or collecting a parcel from Royal Mail..... This could stop some of the Voting Fraud which happened recently in this constituency, I'm all for it
Well, other nations seem to be able to put up with it.
I can't see what the problem is
I find it incredible that this hasn't been mandatory for decades. This is just good security and governance irrespective of political party.
About time too... very happy to provide photo ID
It doesn't really matter who you vote for the point is one vote per person, the correct person, get ID in time so you can have your say.
This is becoming tedious. Those who haven't voted previously need to stop blaming this as a reason not to vote in future.
Good thinking
good , I know they have had problems in Woking witbier ballot voting xx
Unfortunately many people don't vote anymore. Will be a low turn out would rather that, than voter fraud tbh.
Woking Council Thank you for your response. It's reassuring to know you have put measures in place so that poorer people are not excluded from voting
Is there this much moaning about showing ID to buy alcoholic drink, cigarettes, knives.....
Right step against fraud voters and Block Voting.

I really don't understand the problem here. Voting without ID is just plain wrong. In The Netherlands we even have holograms on voting cards, not some old b/w photocopy on a cheap piece of cardboard. You also need to send a copy of your pasport alongsi...See more

Why is there such an outcry? If you don't have ID ask for help in plenty of time to get ID. That's why we're being told now. I hope it gets rolled out across the country along with a declaration you have to sign to say this is the only vote you're casting and not double voting in another ward as in the case of students in the general election. KEEP CORBYN OUT!

Yeah because May is doing such a wonderful job.....of screwing over the needy and giving to the greedy. For the few, not the many. She's a weak and wobbly leader and will be judged as worse than Thatcher. Only an idiot would vote for her.

To be a resident of Woking or anywhere in the UK and be entitled to vote is to be a winner in the lottery of life. Failing to vote let's down everyone and if that means taking the trouble to visit the council offices then so be it..

So you have to take ID, Big deal munless you have something to hide.

think befor you make a comment. Not me everyone knows me lol. When you waiting for over half hour to vote because there will be delays due to them checking id. Bet you won't think the same then. What difference does it make to wait , at least you will have a true vote

Have no fear, I will definitely be paying the five pounds for passport photos, downloading, printing and completing whatever necessary as would not want Woking to miss out on my vote 😊. No obstacle big enough.

You can get a photo done from free at the council offices....

Great news. They don't advertise that fact. Maybe I should advertise it. I will give them a call. Don't suppose they provide someone of good standing in the community to verify me too? 😊

Disenfranchised

Firstly I did not approve of having to show the official, a total stranger to me, a piece of ID which clearly showed personal information. Secondly, my mum (an elderly lady) got herself into such a state mentally about having to find acceptable ID that she never went to vote. This to me is totally unacceptable.

It has prevented people from exercising their right to vote, to solve a problem that didn't exist in the first place.

I have friends who weren't able to vote as either their married name was not up to date on electoral roll and didn't match ID or vice versa and didn't want to pay out for a new passport. local counsellor was going door to door and made aware of the issue and wasn't able to offer any guidance

I can not obtain a birth certificate, so was prevented from voting

I was able to vote, but other members of my family were unable to vote as they were unable to obtain a voter identification card as they did not have the large number of documents required to obtain one.

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<p>Could have made it easier for those voters without photo ID to take part in the election; a shame some people were turned away, more common sense should have prevailed by those officials involved..</p>
<p>I have no id what so ever so couldn't vote at all. Could not get any one to take a photo because I don't think I should have to pay someone to take the photo then email it to you so will not be able to vote now until 2026.</p>
<p>Totally disgusted with this not everybody has photo ID & not everyone can afford to I know you could go to the council to get something but I found out about that the day before,?? As a consequence I couldn't vote???</p>
<p>I saw comments from people on social media saying they didn't have the right ID and hadn't got a card as they didn't know anyone "of standing". Heard people got turned away on the day and police got called to one polling station. Don't think voter ID is fair or needed.</p>
<p>This scheme discriminated against the elderly, disabled and those on low incomes. One care home manager did not know about this and most residents could not vote as they did not have ID. I helped one disabled person arrange ID to vote - had I not done this they would not have been able to do it themselves and vote. This scheme should not be repeated or rolled out nationally.</p>
<p>Saw people being put of from voting due to time barriers unable to make office hours etc. additionally my railcard wasnt accepted as it is the digital version</p>
<p>It disenfranchises disadvantaged people who do not have the necessary l'd and who don't know how to seek help from the council. I know of someone who was in tears because for the first time in his life he couldn't vote.</p>
<p>Voter Id is elitist and unnecessary. Significantly more people were turned away from voting in the local elections than committed voting fraud in the last General election. It affects poor people and young people more than any other demographic, coincidentally the demographic least likely to vote for the Conservatives. Voter ID does not work in America, it will not work here. We should be making it easier to vote not harder. A tiny, miniscule percentage of people commit voter fraud, introducing voter Id is fixing a system that is not broken.</p>
<p>Strongly feel that certain groups are discriminated against. Older voters may not have photo id - ie, no photo driving license, no bus pass, no passport. Older married women will not necessarily have the various documents in their own name to obtain a voter card. I was told I had to supply my own photos - that is a cost to vote, and voting should be at no cost, however small, to individual voters. On top of that it is completely wrong that the Council (as I was told) keep copies of documents for a year when a voter ID card is applied for. The vote fraud in Woking related to postal votes NOT to votes cast at polling stations. I think it is disgraceful that our council should have volunteered us for this "trial".</p>

Woking Voter ID Pilot Communications Evaluation Report

I am concerned that while it is possible to count those who were turned away because they didn't have the necessary ID, no one can count the people who didn't even try to vote because they knew they would be turned away. I know people without photo ID could obtain ID from the council, but not everyone can get to the relevant office, and it may well be the case that those without photo ID may well also be the people least able to obtain the council alternative. Surely we should be ensuring that everyone can vote, not making it much more difficult for some people to exercise their democratic rights. Especially when there is so very very little evidence of voter fraud. I am aware that concerns have been expressed in the past about postal votes in Woking, but not about identity fraud for people voting in person. Issues about postal votes have been addressed, and the rules on proxy voting tightened up to the extent that it is very difficult for people - like me - who do not have family in the same constituency and find it difficult to cast a vote if they are away in the period before a snap election and for the election itself. I was unable to vote in the last general election because my postal vote did not arrive before I left the country. The last thing our democracy needs is restrictions that make it difficult or impossible to vote.

I am concerned that the requirement to provide ID is a disincentive to voting for those already in a vulnerable position. I appreciated the range of ID that could be used, and that a voter ID card was available, but to get that involves time, ability to travel and awareness.

I am concerned that this puts a further barrier in the way of participation for some people.

I worry that elderly or people lacking English skills who still eligible to vote may have been unable to. I'm also concerned about the security of the people who help run the elections if they have to turn people away. My personal experience was fine though.

Given recent news, I think the flaw in the system is quite obvious. I would also imagine other members in society are less likely to have photo ID, and may not have been aware of voter cards, and missed out on the vote

Voter ID is wrong wrong wrong. It is using the smokescreen of non-existent (or at least very rare) electoral fraud to disenfranchise the poorest and most vulnerable sections of society. Just look at history to see where it has been used - the Deep South of the US for example to disenfranchise African-Americans and keep power in the hands of the privileged. It makes me ashamed of Woking knowing that our council are enthusiastic backers of this terrible initiative

I have concerns about requiring voters to produce ID. Voter fraud is not a big enough problem to risk disenfranchising those without ID/those who do not realise they need it in time.

This is an overkill in the UK and disenfrances marginalised voters. This is NOT necessary at all in the UK.

It may put off younger voters and voters from certain ethnic groups.

<p>This need to have ID or be denied the right to vote is something of a threat to true democracy in our society as it is today. A lot of ID is only available to those who "have" - eg passport, driving licence (have money or can drive- not a problem for me, a big, big problem for others). What about a non senior, non young person who can't afford to either travel or drive and therefore may not have access to any of the forms of ID mentioned? These people exist!! I had no idea that you can get free elector ID cards, so maybe that would solve it... but again, you need to spend a lot on advertising and rolling out and this needs to be repeated for each and every electoral event (it would be fundamentally wrong to get complacent about people's rights)... there's a risk certain groups will still miss out (language difficulties for eg, or what about the process- how do you get the card... not everyone has computer access, some people can't get to the town centre to pick it up, etc etc). I really think the whole project seems like a ridiculous waste of much needed resources, and indeed future resources, and risks disenfranchising some voters from their basic rights of having the ability to take part in the democratic process when there was no huge problem of widescale fraud in the UK in the first place.</p>
<p>The voters ID card is not FREE you have to pay for a passport photo and find someone "of good standing within the community" to sign it. I am not aware of voter fraud nor has it been highlighted in MSM I feel this will prevent people in a less privileged position to vote and will disenfranchise huge amounts of voters on low incomes, on benefits, the elderly, the disabled and others in vulnerable positions. It is assumed that people already have the suggested ID, that people have access to computers and smart phones this was the case when I contacted WBC to make enquiries about the trial for my son who has aspergers. If the Government decides to roll this out I suggest every person aged 18+ entitled to vote in this country is issued with an ID card for Free & the entire process is sanctioned & performed by the local & that people are not made to obtain passport style photos which are costly and the verification is carried out by some other means.</p>
<p>I think voter id disenfranchises the poor, elderly and illiterate. A lot of whom can struggle with understanding and organising the relevant materials. Although I was aware that it was possible to obtain voter id from the council, there seemed to be no obvious instructions on how to apply for it.</p>
<p>I feel this discriminates against and disenfranchises those on low incomes - who may not have the money to have a passport or driving licence - and the young - who may not have the required documents to get their free voting pass. The inconvenience of having to go to the council offices to get the free card is big when trying to fit it into a working day not in town. Additionally, as a woman married twice and with children, until very recently had my passport in my original married name so I could travel with my children with no fuss, my driving licence in my new married name and I work and earn and have bank accounts in my maiden name, as well as my entry on the electoral roll. All of this is entirely legal and is like this for practical reasons. Fortunately I recently changed my passport to my maiden name so I had photo id. It would have been very difficult for me to produce the required documents all in my maiden name to get one of the free id cards. I know this is a problem for other women too. Overall I think that putting this requirement in place is a sledge hammer to cracking a nut and is potentially aimed at preventing the poor, young, and women from voting.</p>
<p>This will disenfranchise certain sectors of the community. It is solving a tiny problem by creating a much bigger problem of voter exclusion.</p>
<p>The most common forms of Photo ID being driving licences and passports, the system is more likely to discriminate against poorer voters who may not own a car and who will not consider going abroad. It's all very well saying about applying for a free elector card, but this places another barrier. Thus the trial discriminates against a certain part of the electorate, and I therefore consider it to be fundamentally undemocratic unless it can be radically revised.</p>
<p>As the Windrush scandal highlighted, certain sections of society don't have ID documents. Besides which, voter ID isn't necessary because the voting system is not under attack (only 28 cases of voter fraud out of about 45million voters in the recent election). It's a non-profit, as far as I'm concerned and has been a waste of time and money.</p>

<p>Voter fraud is only an issue via postal voting and this will NOT resolve that so why are we doing it? This is a dreadful move which runs the risk of disenfranchising the poorest and most vulnerable in our society. You are basically saying that people with chaotic lives are not worthy of voting - homeless people, people on drugs, alcoholics - anyone who isn't necessarily in a position to organise themselves like the rest of us. The point of democracy is that EVERYONE votes, not just people who can cope well with life in your judgement. Please reconsider.</p>
<p>Here's an interesting article from the Guardian on this subject. If organisations as diverse as Age Concern, the Salvation Army and Stonewall are saying this is a deliberate policy to remove people's ability to vote we ought to take notice. https://www.theguardian.com/.../polling-station-voter-id...</p>
<p>Yeah right. Election fraud was minimal nationwide but lets introduce something that will exclude the poorest who don't holiday abroad or drive a car and make them jump through hoops and cost to get an elector card. Tories worried much lol</p>
<p>This isnt a trial to tackle voter fraud; it's an attempt to reduce votes from the young and poorest sections of society. I wonder which party that might benefit?</p>
<p>The application for a local elector card is like a passport application - you need utility bills, birth certificate, co-signing by a 'person of good standing'. Lots of vulnerable people will be completely put off.</p> <p>mark my words it is deliberate.</p>
<p>Just looked at what you have to do if you don't have the right photo id (which I don't) and that's me out and I would normally vote. I really can't be bothered with all that. Not to vote in a corrupt system where you can get most of the votes and still not get into power. And even more, whats the point in Woking, we ain't never getting rid of the nasty party, too much money in the area.</p>
<p>Harding Stop moaning. All you have to do is show your bloody I'D. No big deal. No big deal ... ? ... unless you are too poor or too ill or too old to have ID already, or you are not able or not educate enough to cope with the huge application form to apply for voter-ID-card! Good way to disenfranchise lots of people (who might not vote Tory).</p>
<p>This tactic worked in the US in the 1960s to disenfranchise minorities. Just shows how regressive the current government is!</p>
<p>XX's comment above is very interesting and deserves to be more visible so I am transcribing it here: 'The application for a local elector card is like a passport application - you need utility bills, birth certificate, co-signing by a 'person of good standing'. Lots of vulnerable people will be completely put off.'</p> <p>Can I add that many of my students are turning 18 this year. They have no bills in their name, or bank accounts. They can not afford a passport or provisional diving licence. They're not going to be able to vote. Those under 30 years of age avoid the Tories by a huge margin, is it a coincidence they're being disenfranchised?</p>
<p>Woking Council - that sounds great for middle class people with stable, ordered lives. For poorer and more chaotic people, not so much.</p>

i haven't got any photo ID. Woking BC could pay for a passport ...
That's way too much red tape!

This is going the same way as the American system of voter registration. That leads to suppression of certain sectors of voters.

It's Tory policy , they don't want people to be able to vote, especially poorer people who can't afford a passport so will be unable to vote! Woking are the start of this government scheme , it will be rolled out all over eventually.

[xx] that is an out and out lie! All fraud is wrong, but even the government's own figures show that benefit fraud is 0.2%! It costs £1billion a year, (and May had no problem finding £1.2 billion for the DIP) but then £14 billion goes unclaimed [text missing]

it's Government policy, The Conservatives are making it harder for people who can't afford a passport etc to be able to vote 😞 🗨

it's the Conservatives brain child to stay in government, because if people can't afford photo I D then that keeps these despicable, inhumane Conservative in Government.

well said and sadly true 👍 🌹

Politics is a dirty word they are all fake 2 face rats that only want one thing which is power.

Spot on. Woking Council, 2015 of the 51.4 million votes cast there were 130 cases of alleged voter fraud! That's 0.0000253% voter fraud!

OK, thanks. What website was that on? To be fair it does say "photo ID" for Woking and to get a photo id like a driving license

have you noticed it says "bring ID" not "bring photo ID" I got refused a vote, I took an armful of ID, national insurance no. old style driving licence, letter from DWP, prescription, Letter from council and poll card, wasn't good enough, but a photo without an address was ok

Has there been enough done to publicise this ? Remember not everybody uses social media ? #WeAreWoking

Although it certainly cost a lot to investigate. Wokingnewsandmail.co.uk/?p=12988

Labour cllr witnessed staff refuse a man with @SurreyCouncil documents inc photographic evidence to vote in @wokingcouncil local elections due to controversial voter ID scheme. Concerns have also been raised over the pilot following the Windrush scandal

Shocking. I work for Citizens Advice Woking and I'm concerned that our clients have been further disenfranchised by these requirements. We did have the voter registration forms and lots of material advertising the need for ID, but the proof will be in the numbers.

Labour cllr witnessed staff refuse a man with @surreycouncil documents inc photographic evidence to vote in @wokingcouncil local elections due to controversial voter ID scheme. Concerns have also been raised over the pilot following the Windrush scandal

<p>Gonna lose my vote as @wokingcouncil say photo ID yet all other test councils offer more choices. Why didn't Woking. Photo ID doesn't prove where you live. I am not a lab rat either, the public should've been consulted not dictated to. No other council taking part has only said photographic id. How does that prove anything, how do you compare to existing data. That's my personal data Seeing all other councils why was working the least flexible . Disgusting</p>
<p>Process</p>
<p>It took the people a long time to find me on their list and when I handed my passport over as requested it was not opened just handed back. so my ID was not checked. This was disgraceful behaviour by the staff in charge and showed a complete lack of understanding as to what their responsibilities were. You need properly trained, motivated and well paid, staff in such responsible vital positions if ID fraud and corruption is to be eradicated. The staff at my polling station were not fit to be doing the job.</p>
<p>Feel that taking id would put people off voting as now need to plan vote rather than just pop in</p>
<p>I approve of voter ID, but as I entered the polling station there was a heated argument in progress between someone without ID and an election official. I thought the official handled the situation well, but I certainly felt more uncomfortable at the polling station than in previous years. I imagine that if I had been an older voter, I would have been quite alarmed.</p>
<p>I was unhappy about being asked to take my glasses off and both poll clerks asked my name and address which was duplication</p>
<p>Yes residents should've been asked before councillors made a decision for us. We have a right to be included ad they are not central government just ordinary people who have grand illusions of themselves. Something as important as vote we the people our opinion should be sought 1st I'm not against ID I'm against the way Woking went about it</p>
<p>I voted in the afternoon when not very busy. Whilst the check is not onerous it did take longer. The delay at busier times could become frustrating.</p>
<p>There is not enough privacy when obtaining the voting slip</p>
<p>Took far to long to process people. 3 people processing one voter at a time just doesn't work. There was only ever one booth full at a time because they couldn't process people quickly enough. Really put me off voting turning a 5/10 minute job into a 25min job.</p>
<p>Too slow a process, too many people with wrong I'd.</p>
<p>The person running the polling station at All Saints Woodham was taking his responsibilities a bit too seriously - I was asked to look directly at him while he checked my driving licence, even though I'd been standing in front of him for some time. Whilst strongly in favour of the trial I thought he could have made things run more smoothly with a little pragmatism.</p>

Woking Voter ID Pilot Communications Evaluation Report

<p>Enforced ID for voting should only be introduced after all voters have been guaranteed an effective and free form of universal ID. Otherwise, it should be the responsibility of the local council to individually check that everyone has the correct ID and to resolve issues prior to voting. Leaflets and advertising is not sufficient as it will most likely only address those people who already know about the requirement. In it's current form the scheme will further discourage some people from voting.</p>
<p>Whilst I approve the trial, I was not impressed by the delay it caused at the polling station, where the clerk leafed through many pages to locate my details and then appeared to have to cross reference my ID to state what I had used. I agree that, to help prevent fraud, it may be a good idea to introduce an ID check on voters - but the system needs to be streamlined to ensure that it does not delay voters.</p>
<p>The idea was a great one. However it took the people signing people in such a long time to locate us. Think they were over thinking it. Perhaps using electronic check in May have been quicker. E.g. Ipad</p>
<p>The check didn't seem that strict. Maybe a check on the DVLA or Passport registry system would have made the checks feel more genuine and secure</p>
<p>Never had to queue for that amount of time before.</p>
<p>Staff did not seem to know list of approved ID</p>
<p>Not convinced that the person checking my ID did so thoroughly.</p>
<p>in this day and age why do the people in the polling stations have paper lists, it take them ages to find your name. Laptops would be far quicker and greener!</p>
<p>I have no objection in principle but the queues to vote were far longer than anything I have ever experienced before</p>
<p>Or training of staff. Poor attitude of some staff to questions</p>
<p>There was a longer wait as there was only one person checking IDs. Need more checking in staff.</p>
<p>It did take slightly longer for staff to find voters details which may cause problems at busy times, but no doubt this can be ironed out in future.</p>
<p>The team at the polling station seemed to struggle to find people on the list as the postcode ordering didn't seem logical</p>
<p>The staff doing the checking need to be better trained. They didn't look familiar with a passport/driving licence etc and where to look for the information they needed. This caused a bit of a backlog at the polling station. This can easily be addressed by making sure the polling staff are properly trained.</p>
<p>There was a ridiculous amount of staff at the polling station 4 or 5 to issue me with my paper and they made a right song and dance about checking the id. Felt like I was in China.</p>
<p>Staff were slow and struggling</p>
<p>Weird memory test where, having taken my ID, I had to recite my address. Just pointless. Any crook can memorise an address for 3 seconds.</p>

<p>It meant it wasn't as straightforward to vote as I couldn't vote as I was just passing by - I had to go home to get my ID first.</p>
<p>If this were a proper trial, there would be control areas. I strongly suspect that the extra publicity given to the trial led to more people voting (or remembering to vote) than normal, which will have obscured (or counteracted) the reduction in number of people voting because they did not have ID or could not find it on the day. You would need to have had control areas where the same publicity was given to the election but without the need for photo ID, in order to really understand the impact on turnout of the photographic ID. I feel the trial has been done incorrectly as there is no way of telling what the real impact on turnout would be. The publicity surrounding this election was way way more than usual and therefore it would have skewed the turnout results.</p>
<p>What about people who wish to go to their voting station in my but may find it hard to get to Woking borough council offices to get a photo ID card I am taking about the old and the disabled in the borough who have a right to vote. [after confirmation by WBC] Thank you for confirming this to me</p>
<p>As suggested during my phone call to Woking Council, why is it not being shouted from the roof tops that you can obtain free photos by popping into the council offices??? The money for passport photos normally costs could mean the difference between someone having to vote or not and we most definitely do not want to go down the route of poorer people being denied a vote....</p>
<p>The application for a local elector card is like a passport application - you need utility bills, birth certificate, co-signing by a 'person of good standing'. Lots of vulnerable people will be completely put off.</p> <p>I have just had a look. You are absolutely right. How can people even afford photos when they cannot afford food? How are the more vulnerable going to be able to complete this form with its requirements?</p>
<p>Woking Labour @wokinglabour: JUST 50 local elector cards have been issued as of yesterday. This does not add up. Have @wokingcouncil and other parties - particularly @Woking_Cons - done their utmost to ensure EVERYONE is aware of this trial and eligible to vote? #voterID #HostileEnvironment</p>
<p style="text-align: center;">Unnecessary</p>
<p>Waste of time and money solving a problem that doesn't exist</p>
<p>A complete overkill for a small problem. The process meant lengthy waits with someone checking a small 10 year old photo. Really not worth the effort</p>
<p>Yes I find the process unnecessary. Hopefully you would have known the numbers with regard to turnout and fraud. Hopefully you will be able to see what impact your trial has had on both?</p>

Working Voter ID Pilot Communications Evaluation Report

<p>it is hard enough to encourage young people to vote by adding extra steps it will mean young people will take less interest in politics when they are the ones that need to.</p>
<p>The tiny amount of voter fraud is disproportionate against the large number of disenfranchised voters this scheme creates. Some will never get the message about ID and it is unfair to exclude them.</p>
<p>We should be encouraging more people to vote, not throwing more obstacles in their way, especially ones that hit those who are already disadvantaged more. This idea is widening the gap between the rich and poor further, which is unacceptable.</p>
<p>Any additional barriers to voting disenfranchise people. This is a solution to a non-existent problem.</p>
<p>Unnecessary given the lack of scale of voter fraud.</p>
<p>Do not agree with this when you can have a postal vote with no ID. Also the scheme is prejudicial to poorer voters. Electoral fraud is very low. Waste of time</p>
<p>I think voter ID is unnecessary, solves a virtually non-existent problem, and is intended to disenfranchise voters. I am also concerned that although everyone at the polling station had clearly been well briefed and acted professionally, there was a significant time overhead which will cause a problem in dealing with voter numbers at a general election.</p>
<p>It is absolutely disgusting that you are using the negative rhetoric of this country to justify a process that excludes the most marginalised in society from voting. The premise of the trial is not based in fact. The people at the polling station had no clue what they were doing so the process of voting took longer. It is an attempt to make an issue of voter fraud where there is not one. It is an absolute disgrace and I am deeply ashamed to be part of an area that trialled this.</p>
<p>Voter ID is completely unnecessary. Levels of voter ID fraud are extremely low and this is a disproportionate response to a tiny issue. The scheme is likely to disproportionately affect vulnerable voters and voters from low income households who may not have any ID and will now have to go to extra lengths to obtain ID in order to be able to exercise their right to vote. I am strongly against this scheme being rolled out further.</p>
<p>I personally found it easy but I am unconvinced this solved more problems than it created overall</p>
<p>A solution looking for a problem.</p>
<p>The amount of suspected voter fraud is tiny. The risk of people not voting because they forget their ID is terrible and not worth it if voter fraud isn't a massive problem</p>
<p>I feel it is an unnecessary and politically motivated procedure</p>
<p>Please don't implement this. We have little or no voter fraud in this country. This is designed to disenfranchise voters.</p>
<p>This will alienate some voters. If this is required we need to have national ID cards</p>

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<p>While the ID trial was only a minor increase in the voting process, I have not been able to find any evidence that it is necessary so even that minor increase is unnecessary.</p>
<p>This is a solution in search of a problem.</p>
<p>I don't think photo ID is needed and is an overreaction to voting fraud.</p>
<p>The idea that there were only 28 cases of voter fraud in the UK in 2017 is unbelievable.</p>
<p>This id malarkey is pretending to solve a problem which is almost non-existent and creating a greater problem by blocking legitimate voters who are more likely to be non Tory.</p>
<p>Only a 38.72% total turnout in your 2014 council election, almost as low as 32% is some wards. Poor voter turnout is the problem and you are piloting a system that will make it even more difficult.</p>
<p>There are good reasons to provide ID for those things, what are the good reasons to provide ID to vote?</p>
<p>To prove you are the person they think you are, why would you not want to provide it?</p>
<p>What is the legality of this, I wonder. This is the first I've heard of it, frankly. I'm European so used to carrying my ID (or some sort of ID). Voter fraud is an infinitesimal problem. Quick Google search says: 51.4m votes cast in 2015 and there were 130 allegations of voter fraud. To me, we need to worry more about people actually getting to vote, than the tiny number who seek to commit fraud.</p>
<p>The idea that ID will help is rubbish 7.5% of voters don't have ID all this means is the numbers won't turn out on the day to vote fact!</p>

there is almost no electoral fraud. Fact.
Really!!! Where's your facts from
the electoral commission report. You can find it on google. This isn't why they are requiring photo evidence. A driving licence is £34, so cheaper than a passport, but I'm not sure if you get a photo one when it's provisional.
Yes ... it's all true isn't it... not..... it's not about it being cheaper, Jesus some people can't afford photos... £5 is their food or heating budget.... some don't know a person who is upstanding enough to vouch for them.... some cannot cope with the forms.... So guess they won't vote then, it's state controlled cleansing... yet more barriers for the poor to have their say.... Are you all blind
and I read an article that Murdoch is somehow involved in counting the postal votes.....I mean let's be honest, there's no way this vile self serving Tory party can possibly win another election with fair tactics. After what they have done to our public sector workers, I'm surprised anybody would vote for them. But they do, because they're sheeple and they want to protect their interests. They have been blinded and spoon fed shite to blame the poor, disabled, elderly, immigrants, foreigners ect for all the problems..... they believe all they are fed by Murdoch and his ilk..... but change will come
I bloody hope so. Not for me, I'm fine but I am campaigning hard to get them out. We need full employment, with decent wages, empowerment to all citizens. So much poverty in our country, even for our nurses. It's despicable. Homelessness...[text missing]
I agree it's despicable how this country has been raped and robbed to line the pockets of the few to the detriment of the many..... but I firmly believe that the times are changing and the elite are scared... the damned Tories and blue labourites are facing their d day .. sooner than later they and their cronies will loose this grip and the truth will out
Saying Fact like that at the end of a statement makes you look as dumb as when Donald Trump does it on Twitter and also means you need to back up such a crass statement with actual facts. So crack on.
Is there anyone who can vouch for me and complete the form for me... collate any evidence I need and explain the process
I did back it up and told XX where the source is, you should have read the whole conversation, and not jumped in with your comment. Go google it.
if you are so disabled that you cannot do these things for yourself could your carer, social worker, mental health worker whichever is relevant not help you?

This is the slippery slope to disenfranchise the lower end of the voting spectrum in order that it will become harder to vote. The last time there were figures published by the Electoral Commission (2015) there were 130 cases of alleged electoral fraud. That is out of an electoral population of 51.4 million! That's 0.00025%.

Why is this change being made? Voter fraud at the polling station in the UK is negligible, just 28 cases in 2017, so even if we assume that's just a tenth of what actually went on that's only 280 cases nationally. However requiring photo id will disenfranchise [text missing]
[in response to WBC comment about LEC] I already have suitable ID, thank you.
A website and email address is of little use for some of my students who lack the IT skills to make use of these avenues. Again, this will disproportionately effect those with a limited education who are more likely to vote Labour. For the record I'm not a Labour supporter.

<p>This is mad, the Electoral Commission has shown that the claims of voter identity fraud at last election were mainly bogus, so this just seems like an attempt to suppress votes from those less likely to have ID (ie. unemployed and youth), so feels like another cynical Tory machine act. But then they're dominant in Woking and are cutting gritters, library funding and closing the police station in Woking so I guess we get what we deserve. I don't know how they get away with it. https://inews.co.uk/.../electoral-fraud-is-incredibly.../Manage Electoral fraud is incredibly rare. The Tories' ID trial is an unsavoury attempt... inews.co.uk</p> <p>[in response to WBC comment about LEC] Woking Council really nothing to do with the point he's making is it really... Tories introducing a system to purely limit the voting electorate, the amount of voting fraud is absolutely minuscule and predominantly takes place via postal votes, yet postal votes are unaffected by this... It's just a way to get only those they want to vote, to vote, very petty by the Government tbh, very petty...</p>
<p>ID Types</p>
<p>I took my airside security pass as ID which had my photo on it, I had to go through very severe security vetting to receive this pass but was told by the returning officer it wasn't valid but my Season Ticket I.D from 1992 was though the photo looks nothing like me now. Bit of a joke really</p>
<p>I obtained a rail card so I could vote, after being informed at the polling station that I needed ID. I did not have to prove my identity to obtain the rail card, I just got a photo in the booth then walked to the window and they printed a card for me. I then took that back to the poll and voted. Seems pointless.</p>
<p>Yes i do. ?Why only photo ID all the other test areas had several forms of ID. Woking may have had fraud in the past all were sent to prison and its was postal vote. Most of the the id didn't prove address so how could the staff identify the name and address on voting sheets. I appose to any for of photo id but I have no issue proving who i am. Woking wer providing cards but we had to go to you, did you visit disabled/elderly people homes? Also Woking should've asked its residents for an opinion an not forced on us . Something like our rights to vote isn't up for councillors ordinary people its central government its far above their station in life. Voting is a national right and should only be controlled by government</p>
<p>Nightmare obtaining local election ID. Can be easily forged if some one stole birth certificate and bank statement then took own photo to council</p>
<p>Better publicise free voter ID card available as elderly neighbour didn't have photo id & was concerned (& I didn't know about it - probably info sent? but didn't read it all as I have photo id).</p>
<p>At the Polling Station I showed my valid Government photographic ID pass issued to me as a Government employee, which allows me into classified sites, but it was not allowed as a permitted form of ID. Luckily I had alternative photographic ID available. I do feel that the list of permitted ID documents is too restrictive and needs to be widened.</p>

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<p>As I understand it, the original ID Form only included the provision of a driving licence or passport as proof of ID - thereby penalising those who had previously had the right to vote: this firm had been approved by the Conservatives and we felt it was any derhabd way of vote righing. Thankfully the Liberal councillors insisted that other forms of ID be included. Further it was not made clear that if one couldn't provide ID that a postal vote was an option. Appreciate trials have teething problems but do not agree with this system: money/funds are short as it is and this new process (which includes subbing work to external parties) takes budgets from more important areas</p>
<p>More needs to be done to facilitate public awareness of the electoral/voter id card option. Perhaps including the information in the mailouts with the relevant voter cards would help here.</p>
<p>Should also be allowed to use Pakistani ID card which has photo and uk home address on it in English as another means of identity!!</p>
<p>Season ticket rail card is joke ID... I could be a John Smith or any other name. Only secure ids should be accepted.</p>
<p>Are there members of our community that were unable to vote due to this additional layer of identification?</p>
<p>I deliberately brought my railcard instead of passport or driving licence. I had to guide teller to whether it was acceptable</p>
<p>didn't think a bus pass counts as ID tried to show before at places & things & at Job centre & said its not a form of ID & that only photo Driving Licence & valued passport</p>
<p>Italian: ID is good? EU Driver's Licence European Economic Area Photographic ID Card both accepted.</p>
<p>It's out of order not everyone has ID. Totally agree.</p>
<p>Who is going to be checking them to make sure they are genuine id's and actually belong to the persons carrying them?</p>
<p>Why not issue everyone on the electoral role with a digital ID or code beforehand. That didn't go down so well with the infamous ID cards program for UK Citizens. Only because they cocked it up last time.</p>
<p>Please prove the Tories wrong by sharing with anyone you know who may need a free Woking voter ID card. Lib Dem pushed for more ID types be included, but we now need to prove LD voters can get the cards too if we are not to be stuck with Tories forever.</p>
<p>Woking Council if you can obtain this type of document then don't you think you should be advertising it more? It was not something that was immediately apparent on the papers that came through the door.</p>
<p>Elderly women more likely to have a bus pass</p>

Yes it's free, but what a hassle. I don't know anyone who would count as a signature for a photo and I'm not taking up a doctor's valuable time to ask them to sign a photo so I can vote.

Do you use the post office regularly/? They can do it, or a pub licensee too!

can't remember the last time I used a post office lol. And I haven't been in a pub for a long long time.

Please do vote. I share your sympathies but we can't effect change if we can't be bothered.

I am a licensee so I can sign for you.

I don't actually have any id I don't drive and my passport has run out I only went abroad the once so i won't be paying to renew it so what do I do if i want to vote and Don't have id. Would like a reply please Woking borough council

This is what i mean xx like yourself not everybody has ID, The hole idea is silly! it will take time and extra staff and everyone will be waiting for a fair bit of time to vote due to delays because they are checking ID's.

Also woking borough council would you happen to know if you can still get the citizen id card? is this still available and free? If so have you put this information in the fore front of peoples attention? I know they use to do them in shops [text missing]

Very well said good on you.

Utility bill bank statement etc. Don't try to make difficulties where there are none

Needs to be photo ID lol.

Plus there is no way they will be able to give everyone a voter ID before the 3rd of May as the demand will be too great, this ID trial is so flooded it's got more holes in the ID trial than roads have potholes 😊😊

not trying to make difficulties I have phoned the council and utility bills are not acceptable I have a form coming from the council which will need a photo attached so please don't try to belittle when some of us are just trying to get some idea of what is required

You're a firecracker good on you and like me we make great points go Kim you're on fire love it lol

Maybe the person in charge of this trial surely should have thought that a lot of people do not have photo ID and in our normal voter things we get in the post should have added in the required forms to send back to council with a photo of ourselves so they... See more

I think by doing this it will mean fewer votes on the day taking away the right of being able to vote! The Home Office clearly lack common sense.

Woking was invited to take part because of past voter fraud. The Council voted to go ahead.

Why were the rest given more options? Why did Woking participate? Don't you think as a democracy cllrs should've asked the residents if they wanted to participate then looked at the majority. The re-elected cllr said "I'm only 1 vote", so hoped he would lose, 10 votes close.

It had to be photo ID but we were allowed to add more forms of photo ID. I think it was expected people would open the envelope when they received it. As I mentioned there was a second communication too that listed acceptable ID.

so you were not given the choice to add alternatives? is that correct. My envelope with the poll card said "bring id" I opened that letter in the polling station in front of your officers, then is said photo ID

I agree with the small vote difference. This was the pilot Woking were given. Lib Dems got more ID such as rail pass & student travel card added to list to make it a bit easier.

Evidence
Is there any evidence that the checking of ids prevented any illegal voting?
Whatever system is introduced is not fully fraud proof. I had a poor experience at the polling station I went to, and have advise the council of this separately.
Having not seen convincing evidence that voter fraud is a significant issue, I do not see the need for such a substantial change to be introduced without proper consideration of whether it will bias the distribution of the community that choose to register their votes. I suspect that this move will discourage some voters disproportionately, and am not at all in favour of it, based on the evidence so far.
No transparency on previous voting fraud levels, no clarity on ballot staff training on identifying fake IDs, no info on how voter fraud was being prevented on postal votes. No reasons given why this trial was needed when Northern Ireland has been running a similar system and could have easily been a cheaper research source. Very dissatisfied.
I do not agree in the slightest with how this has been rolled out/enforced. It has been done so to apparently takle voter fraud when there is little to no evidence of this happening, all this will achieve is a reduction in the number of people voting in under priviledged areas...
Not clear what benefits it provided
How big an issue was it previously? Did the result swing the decision? Pls answer this question "why didn't councillors invite residents for their opinion" This is my problem, I know conservatoroes a the biggest party so there was no choice, but residents are not sheep
tbh I'm not against ID, I'm against the way councillors voted this scheme in without consultation with residents or without another alternative to photo ID. All other concils gave optional extras, why didn't woking. There was only 10 votes in it, this may have been the sewing. I have my concerns about the Voter ID pilot because it has stopped some people from voting. However as well as social media there were 2 communications to households from Council setting out what ID was accepted in Woking. photo id, bus pass, blue badge, railcard, passport do not prove address. Other trials had multiple choices, therefore was that the legal route? Did @wokingcouncil deliberately leave out other options ? Photo doesn't look like xxx I could copy in photoshop
Postal Vote
Postal votes should only be used for military staff overseas or the sick. Not just because people can't be bothered to attend a polling station - this can stop fraudulent votes
The fraud in Woking and most of the UK is with postal votes not polling station votes (impersonation) so this does not stop the fraud in Woking

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Need to check postal votes
Unnecessary given the lack of scale of voter fraud.
The same ID rigour must apply to postal Votes otherwise the fraudsters will chose that channel. More effort needs to be put into getting people to vote, 35% turnout is appalling,
Election fraud was most based on postal votes. That still Need to addressed.
It was the postal votes that were the problem and not voting stations
Basic ID checks seem sensible. However, they do nothing to address the issue of abuse of the postal voting system.
I don't know why they didn't tackle postal voting fraud. I was told that in the areas of Woking where fraud took place that the postman had a police escort when delivering polling cards and/or postal vote forms. Cutting postal voting in those areas would be more effective. I need it too as crew I'm away a lot. Sorry I wasn't clear. I had meant that they should do identity checks on people in the affected areas before giving them a postal vote. Council officers would probably need to do that in person at each address.
What about Postal voters That's what I was thinking, I do postal voting "Postal voting will not be affected." They have your signature on file
Unfortunately, without 'policing' the postal vote, this is a total waste of time!!.. Now many voters, historically Labour, who usually would visit Polling stations, will now opt for the postal system!
Trying to work out why you need an ID to go to vote but you can do a postal vote and they won't know if the person sending it is the person its supposed to be.
This all comes from work done by a former Tory MP Eric Pickles. He didn't have any useful solutions to tackle postal voter fraud so to look like he was doing something he came up with this idea. Please do use existing ID or contact the council for your free voter ID. Don't let the Conservatives get away with putting ordinary people off voting. Correct, they know they're in trouble and only want their voters to turn up.
I'm OK I'm postal
Working are one of a small number of councils across the country trailing use of photo ID. It is a trial, as a result it does not cover security and authentication of postal votes. It's always worth voting, and it's we worth ensuring that our votes are secure. The council tightened up postal voter fraud many years ago, photo ID is needed for a postal one too... getting difficult to vote, please check all your friends have ID or send them to the council office for their free photo ID.

Abstain on principle
Refused to vote, feel very let down reference Sheerwater, wouldn't vote for any of them, waste of space.
Yup! I didn't bother to vote. Having been born, educated, working in the UK since 1957 if you think I'm gonna have to prove who I am you have another think coming. Immigrants take the piss and abuse the system, your problem not mine, so get your arse in gear!
Mother in law did not vote. She is elderly and no longer has any photo ID. She did not want to bother with the rigmarole of applying for the special voting card
I think it's a blatant attempt to disenfranchise vulnerable socio-economic groups and nothing whatsoever to do with fraud. I did not vote and will not until it's either withdrawn or national.
i will not be going to vote it is a waste of time they do not help you when there is a problem so the are a waste of xxxxxxx space and who woking council use nvh and pilion are the wate companies ever i would not trust them looking after a dog
Couldn't possibly vote until a certain council member resigns !! I wonder who I could be talking about ? Who? Mr Ray Morgan
I won't be voting that's for sure
not going to vote anyway the do not care really they are all are waste of space
No ones going to vote then silly idea Woking Council Just trying to be difficult. All you are doing by doing this is putting everyone off from voting i won't be voting as i can't be asked with red tape and i am sure i am not the only one. You should be dealing with electoral fraud go after the the ones doing wrong, but instead you go after us all! The people most affected by this are the people who don't believe in democracy free speech or free expression. But it must seen to be even handed and to be pc and include those amongst us who don't want anarchy If don't vote that is one of the freedoms [text missing] I think with all this red tape will put a lot off from voting, They should tackle the fraud case by case rather then taring us all with the same brush would that not make more sense! i feel they have gone about it in a one sighted way In my view that would mean using common sense! clearly the council have got it wrong, what the voters want to see is the council taking a hard line on fraud and will be asking the council why they are paying this gimmick more notice then taking the fraudsters to court. After all most of the voters are not breaking the law it is only a small amount that break the law and should be dealt with. The people who are breaking the law are quite often of (ahem) ethnic minorities but to play to pc people the proof has to include everybody otherwise you end up being dealt the race card It's like airports - everyone has to be inconvenienced and searched because they won't do profiling.
Well not voting Church isn't a place for voting. And secondly if you can't be trusted to be honest in a church you shouldn't be in there.

<p>Don't vote - you are only given kudos to the out of control spending of the CEO. ALL parties are going along with spending our money. They've just agreed another £500 per person toward the redevelopment project, so that's £5000 we are all paying....See more</p>
<p>Cost</p>
<p>Seems logical, but how much did it cost? We received at least 3 letters per person in household, why not just use voting cards?</p>
<p>Not a case of wanting to or needing to hide! with the cost of living going up a lot off us on benefits or on low wages can't afford photo ID costing £80 plus, and the working class how this affects the most make a large amount of the vote [text missing]</p>
<p>Election Team! Who is paying for all of this? We don't need voter i/d in this country. Election fraud is nearly non-existent in this country. This 'experiment' is politically motivated.</p>
<p>And what about the people who dont have valid id but who voters? Not everybody has spare money to get some i wonder if the citizen id card is still available i no this used to be a free form of valid id done by the goverment aimed at school leavers but in my voting letter i saw no where that this available for anyone wanting to vote without id</p>
<p>Misinformation</p>
<p>Misinformation</p>
<p>If you don't know a person of standing or your request will be refused.</p>
<p>I was refused a Voter ID as i have not got anyone to verify a photo. The Council most likely think it does not matter as i live in Sheerwater and would not bother to vote. However i have taken an interest in elections for over 40 years, i have many books giving the results of General Elections since 1885 by constituency.. Also i have many books on general elections around the world. The Guardian makes a very good point, many people have in effect been disfranchised. Sadly i dont know anyone of good standing that could verify who i am. I came into the offices yesterday, the lady was very helpful but i dont know anyone on the list. Im retired and i live alone so there is no one that can verify.</p>
<p>Voting id cards should be free.... can be obtained at a work/benefit source.... that's not a problem.... it's the cost involved in providing and proving ID that's a problem</p>
<p>A bus pass or driving licence anything with your name and picture</p>
<p>Woking has said that they'll issue free i/d voter cards. Didn't say you have to provide a photo for it! Expense, expense, expense</p>

Other
The tellers from the Conservative party, wearing their blue rosettes, at my local polling station are a little intimidating.
Dreadful
I understand that a few people felt hard done by because they were not allowed to vote. If it is at all possible, it might well help to follow up with some of them find how they did not take ID with them.
Quite happy not to have photo ID
It would be simpler, quicker and less open to criticism if everyone eligible to vote were issued automatically with a Voter ID card.
It would have been good if the people who seemed to be observing the process had been sitting rather than standing in a huddle looking board gwp
It is a shame that this has become necessary
This was a disgrace and created a two tier democracy.
ID is shite
Whilst we're on the topic, i hope all polling stations will be equipped with pens, preferably permanent markers, i'd hate to think that the fraud was actually committed by one of your own.
The biggest electoral fraud that I know off is done every time a BBC journalist opens their mouth, every time a Tory opens their mouth and every time a Tory supporting tabloid is printed. Plus the tories when they don't declare over spending on their campaigns and running illegal call centres
Not got my voting papers yet .
Voting is corrupt anyway...
Omg what ever next this is disgusting
It wont stop election fraud anyway. Think about it... muslims that cover their faces??? Very good.
Why do we need I'd when we have to vote in a church. No place for voting in the first place.if you can't be honest in a church don't vote.
Why not just throw any votes not for the right party. Oh you do anyway.
Does this mean our voting preference can now be secret by eliminating the need to write our roll number on the ballot paper stub?. That would be a great improvement wouldn't it!
[In response to a Facebook post about Local Elector Cards:] Got one
Loving all the new comments so pleased everyone is now talking about this, good on you lot as i said befor the voting ID trial has more holes in it then streets have pot holes Eric Pickles you are a prat. Especially the pot holes in Woking that the council ignores!

Ahhh...so a national ID card is the real trial here!
It tells you above what you do if you have no suitable ID.
Who is checking how councillors are using funds? Election fraud my arse.
I hate it! - But! - I hate voter fraud more!
.... but only if you are voting for the right party.....
Compulsory voting? Belgium does that.
Because of ID? Try fraud because of illegal call centres or bribing UKIP!...[text missing]
I wonder if labour councils will allow this? Bet they would be the first to complain!
Given that most trials are in Tory seated areas I think you'll find these are where the fraud is happening. Quite telling really.
I will be on holiday in Portugal
No vote is a Tory vote and I for one don't want that Tory twat Lord in office ..you can never get to see him ...money for nothing If only everyone with a vote appreciated this, well said. Then we'd soon get the idiot out.
This is absolute bullshit Woking Council!!!
Torries win every time no point in voting
Hmm...
-More pointless roadworks -Roads in awful condition -Bin collections down -Number of Police stn's down
Council tax...up?? Seems legit
: But think of all those Tory voters who will have all the relevant documents. Council scum don't vote anyway 😊
Its a shocking decision. Couldn't agree with you more but I'm really not surprised. What they're going end up is a skewed sense of representation of voters. 😊 Im not surprised either.
Nazi censorship at it's worst... no longer free to vote

About time, those who complain, clearly have an agenda, that has benefited from fraud.
Whose who complain... ? you mean like the women suffragettes did before 1918, or like all women still are about exploitation and imbalance?
What has voting Id got to do with womens rights, you do know women can vote, please seek professional help.
you are a prat a 1st class one, no one has a agenda nor benefited from fraud get a grip and think befor you post silly comment.
I guess you do, given that you are so upset, that People need to prove who they are to vote, I think you protest too much.
get a grip you arsehole.... this is about people who have on photo id, no cash to buy them or photos to get a card ... or ability to complete complex forms....
these people arnt anything else but humans.. Tories are making voting harder to do because they know they're loosing... which means that the right to vote for all, fought for by many, is being taken away
But many can miraculously jump off the back of a lorry, and fill in lots of forms to get benefits, or voter fraud by angry lefties, can understand why all these bottom feeders are getting upset.

Here you go <https://www.google.co.uk/.../woking-election-result...ManageWoking> election result thrown out over voting fraud [getsurrey.co.uk](https://www.fraudgetsurrey.co.uk) This one was Labour <https://www.theguardian.com/.../mar/28/politics.election2005ManageClaims> of widespread postal voting fraud cast shadow over... [theguardian.com](https://www.theguardian.com)

Will you be ensuring that all voting stations in woking are equiped with pens? Last time i read about voter fraud, it was being committed by the people meant to be supervising the whole process.

So people who don't have can't vote. Ultra right in charge then!

Figure 2. Coverage by month

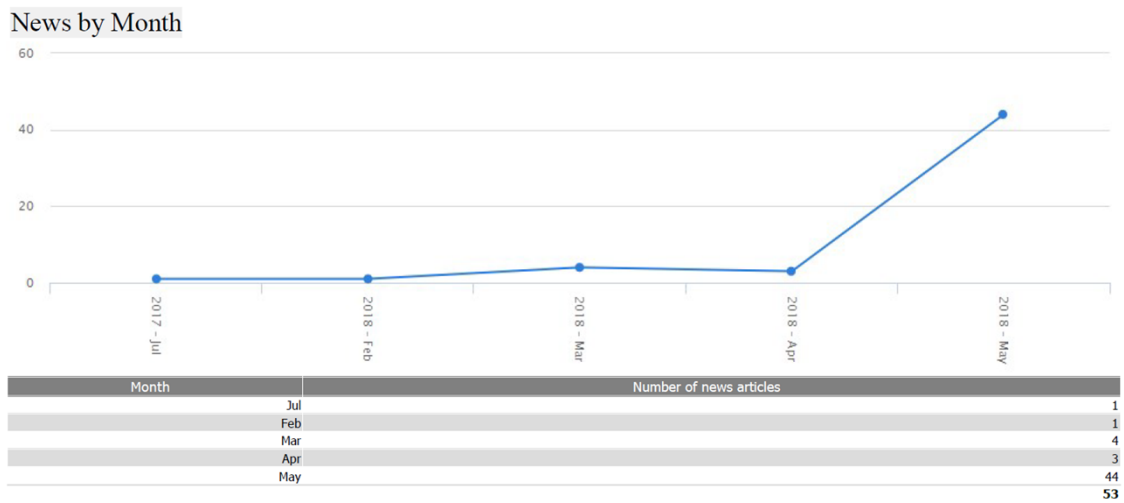


Figure 3. Coverage by focus

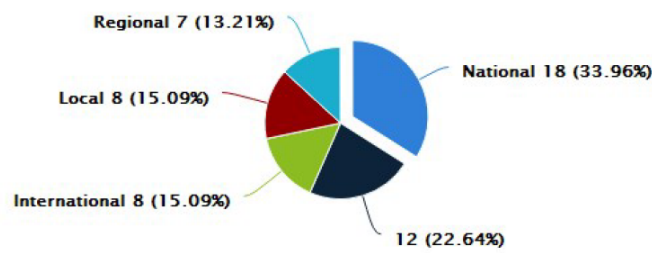
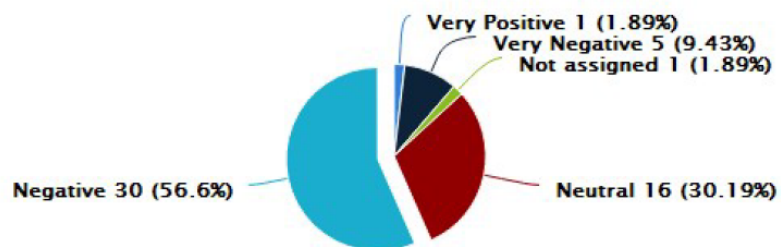


Figure 4. Coverage by sentiment



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Negative

Date ▲	Source	Outlet	Headline
28/04/2018	Online	City A.M. (Online)	Campaigners rubbish government plans for voter ID checks at elections
30/04/2018	Print	the Guardian	'Deeply flawed' voter ID trial alarms equality watchdog
01/05/2018	Online	theguardian.com	Government claim of voter fraud surge misleading, says watchdog
02/05/2018	Online	WIRED.CO.UK	Trials of Voter ID in local elections aren't the answer to fraud
04/05/2018	Print	Daily Mail	Voters turned away in identity checks chaos
04/05/2018	Print	Express & Star	Fury as voters turned away during ID trials
04/05/2018	Print	Morning Star	DENIED THE VOTE
04/05/2018	Print	Morning Star	The voter ID debacle is a crime against democracy by the Conservatives
04/05/2018	Print	The Daily Mirror	Voters turned away in botched voter ID trial
04/05/2018	Print	The Daily Telegraph	Voters turned away in ID trial areas
04/05/2018	Print	the Guardian	Polling stations reject voters during trial of ID scheme
04/05/2018	Print	The i Paper	'Dozens' of voters turned away in ID trial areas
04/05/2018	Print	The Independent Daily Edition	We should be removing barriers to democracy - not putting them up
04/05/2018	Print	The Journal (Newcastle)	ID trial 'saw voters being turned away'
04/05/2018	Print	The Northern Echo (Darlington)	Voters barred in elections ID trial
04/05/2018	Print	The Sun	I.D.BARRED
04/05/2018	Print	The Sun (Ulster)	I.D.BARRED
04/05/2018	Online	getSURREY	Woking voter ID trial: Labour councillor witnessed 'furious' man refused to vote in local elections
04/05/2018	Online	getSURREY	Local Elections 2018: 'Police called' over Woking voter ID dispute
04/05/2018	Online	Mirror Online	'A dark day for politics': 4,000 thought to have been denied right to vote in Tory ID fraud trials
04/05/2018	Online	Mirror Online	The Electoral Reform society say it's a "dark day for politics"
05/05/2018	Print	Daily Mail	4,000 hit by ID chaos at polling stations
05/05/2018	Print	The Daily Telegraph	Fifth of polling stations turned away voters in ID scheme trial
05/05/2018	Print	the Guardian	Labour protest after voters turned away in polling ID trials
05/05/2018	Print	The Independent Daily Edition	ID pilot sees 4,000 turned away from polling stations
05/05/2018	Online	Ekklesia	Thousands of voters turned away from polling stations in mandatory ID trials
05/05/2018	Online	theCanary	Ex Green Party leader nails the real scandal behind the thousands prevented from voting
11/05/2018	Print	Surrey Advertiser	How 'appropriate' is your documentation?
14/05/2018	Online	getSURREY	Hundreds may have lost their vote in Woking ID pilot scheme, claim Lib Dems
29			29

Neutral

Date ▲	Source	Outlet	Headline
28/07/2017	Online	Video Celts	Ibrox director increases his attack on the Daily Record
13/02/2018	Online	SURREY RESIDENTS NETWORK	No ID, no vote for electors in Woking this May
02/03/2018	Print	Surrey Advertiser (Woking)	Permitted photographic ID listed for May poll trial
12/03/2018	Print	The Scotsman	Showing ID is a smart move that will curb voter fraud
15/03/2018	Online	SURREY RESIDENTS NETWORK	Find out more about Voter ID during series of road shows
29/03/2018	Print	Woking News & Mail	Voter ID
03/05/2018	Print	Woking News & Mail	Use your vote!
04/05/2018	Print	The Yorkshire Post	PM's biggest test since the General Election
04/05/2018	Online	BERKHAMSTED & TRING Gazette	Naughty local elections voter guide: Can I bring my dog? And am I allowed to turn up drunk?
04/05/2018	Online	Mirror Online	Furious voters turned away for not having ID 'at a FIFTH of polling stations' in 2018 local elections trial
04/05/2018	Online	Harrow Times (Online)	Labour calls for voter ID trials to be scrapped after one in 60 turned away
04/05/2018	Online	Mirror Online	Local election results LIVE: 4,000 may have been denied right to vote in ID trials
10/05/2018	Print	Local Government Chronicle	Turnout up in voter ID pilot areas
10/05/2018	Print	The MJ (Municipal Journal)	Mixed results for voter ID trials
10/05/2018	Print	The MJ (Municipal Journal)	The pros and cons of the voting process
11/05/2018	Print	Surrey Advertiser (Woking)	'Furious' voter refused chance to vote
16			16

Not assigned

Date ▲	Source	Outlet	Headline
28/04/2018	Print	Daily Express	PROVING IDENTITY TO VOTE SLAMMED AS ANOTHER WINDRUSH
1			1

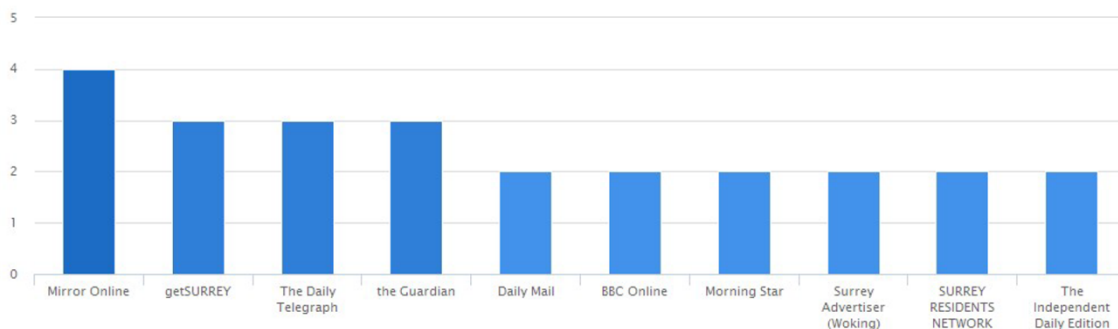
Very Negative

Date ▲	Source	Outlet	Headline
02/05/2018	Online	NewStatesman	There's a big problem with the government's VoterID pilots
03/05/2018	Online	Yorkshire Coast Radio	People 'barred from voting' in areas piloting ID trials
03/05/2018	Online	EXPRESS (Online)	Local elections 2018 polls updates: Polling stations CLOSED - Tories v Labour BEGINS
03/05/2018	Online	BBC Online	Local elections 2018: First results in council polls across England
03/05/2018	Online	2BR	People 'barred from voting' in areas piloting ID trials
5			5

Very Positive

Date ▲	Source	Outlet	Headline
03/05/2018	Online	BBC Online	Final voters cast ballots in local elections
1			1

Figure 5. Top outlets



Appendix SIX

Vox Pocs transposed from BBC Surrey interview

These people in Woking told BBC Surrey they were in favour of photo ID when voting:

Man One: I'm surprised it's taken so long to come about to be honest because it seemed to me always so easy to vote fraudulently. Very much so, it's a good idea.

Presenter: You'd be happy to take a photo?

Man Two: Yeah of course.

Woman: Everything's alright

Man Three: I think it's a good idea to do it once.

Presenter: If it happens all the time what would you think bout that?

Man Three: I'd have no objections I jus think you know, everyone can then be above suspicion.