

# Woking Borough Council

## Voter ID pilot evaluation

### Overview

- Voter turnout on the day: **36.32%**
- Voters who successfully voted with correct form of ID: **17,840**
- No of voters turned away due to incorrect ID: **22**
- No of Local Elector Cards applications processed: **27**
- Sentiment: **mixed as expected, negativity about the elections and democracy in general is overshadowing the elections**

### Digital

| OVERVIEW  | OUTPUTS   | OUTTAKES  | OUTCOMES  |
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| <ul style="list-style-type: none"> <li>• Corporate website (specific pages and homepage banner)</li> <li>• Corporate social media accounts</li> </ul> | <ul style="list-style-type: none"> <li>• Website reach: 100,000 residents/ potential users</li> <li>• Social media reach<br/>7.7k Twitter followers, 3k Facebook followers</li> </ul> | <ul style="list-style-type: none"> <li>• <b>/VoterID URL</b><br/>Visits:4,656<br/>Page views: 5,806<br/>Unique visitors: 4,324<br/>Returning visitors: 727</li> <li>• <b>Twitter</b><br/>Number of tweets: 20<br/>Impressions: 22,632<br/>Total retweets, replies, likes: 66<br/>URL clicks: 32<br/>Detail expands: 65<br/>Media views: 927 (video and images)</li> </ul> | <ul style="list-style-type: none"> <li>• People found what they needed and stayed on the Voter ID pages.</li> <li>• Sentiment negative about voting and democracy in general, nominal feedback about Voter ID.<br/><br/>Complaints about too much promotion.</li> </ul> |



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| <ul style="list-style-type: none"> <li>• Corporate e-newsletters</li> </ul> | <ul style="list-style-type: none"> <li>• Newsletters: Woking Works, Woking Integrated Transport Project, Green, New Vision Homes, Sheerwater, Adult Learning</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Facebook</b><br/> Posts: 19 organic<br/> Reach: 12,241<br/> Total reactions, comments and shares: 77<br/> Post clicks: 165<br/> Link clicks: 38</li> <li>• <b>Facebook video boosted posts</b><br/> Video views: 27,134<br/> Comments: 26<br/> Shares: 9</li> <li>• <b>Facebook paid ads</b><br/> Reach: 17,471<br/> 53% women 47% men</li> <li>• <b>Placements</b><br/> News feed on mobile devices: 12,579 (61.7%)<br/> Instagram feed on mobile devices: 5,028 (24.6%)<br/> Newsfeed on desktop computers: 2,796 (13.7%)</li> <li>• Total circulation of newsletters: Circa 6,000</li> </ul> |  |
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| <ul style="list-style-type: none"> <li>• Corporate email signature</li> <li>• Local media online adverts (£1k total on and offline Woking News and Mail and £2k total on and offline GetSurrey, £750 GetSurrey Facebook boosted posts)</li> <li>• Partner websites (image/editorial online)</li> <li>• Town Centre digital screens</li> <li>• Films/animation</li> </ul> | <p>Centre tutors, Fundraising, Interests.me</p> <ul style="list-style-type: none"> <li>• Staff email reach: 400 approx staff and councillors</li> <li>• Local media digital reach 120k ad impressions getSurrey, 85k getsurrey facebook followers, 5k p/w WN&amp;M</li> <li>• Example partners: We Are Woking, Radio Woking, New Vision Homes blog, Woking Shopping, Woking Asian Business Forum, Chambers of Commerce</li> <li>• Visitors to Woking Town Centre</li> <li>• Sources: Hosted on YouTube and embed on corporate website</li> </ul> | <ul style="list-style-type: none"> <li>• Quantity of emails sent: Thousands</li> <li>• Still awaiting stats from media owners</li> <li>• No stats available</li> <li>• Town centre visitors: Circa 250k visitors p/w</li> <li>• Video views: Animation: 81 Video: 73</li> </ul> |  |
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| <ul style="list-style-type: none"> <li>Eagle Radio Ad Messenger campaign on mobile internet sites - 2 weeks from 15 April to 9pm on 2 May</li> </ul> | <ul style="list-style-type: none"> <li>Geo targeted area of Woking</li> </ul> | <ul style="list-style-type: none"> <li>Impressions: 211,133</li> <li>Click thoughts: 2,613</li> </ul> |  |
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## Media relations

| OVERVIEW   | OUTPUTS  | OUTTAKES   | OUTCOMES  |
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| <ul style="list-style-type: none"> <li>Proactive press releases</li> <li>Radio interviews</li> <li>Digital TV interview</li> </ul> | <ul style="list-style-type: none"> <li>Releases sent to members of the local media highlighting types of approved ID, gaining a local elector card and don't forget to vote</li> <li>Interview with Portfolio Holder raising awareness of pilot, acceptable ID and local elector card</li> <li>Interview with Portfolio Holder raising awareness of pilot, acceptable ID and local elector card</li> </ul> | <ul style="list-style-type: none"> <li>During the build-up, four releases were issued to the local press which received mixed coverage.</li> <li>No of radio interviews/segments<br/>1 interview for radio – Eagle News announcements on Radio Woking<br/>Mentions throughout 2 May on BBC Surrey, Eagle Radio and Radio Woking</li> <li>1 x That's Surrey TV</li> </ul> | <p>Compared to last year interest has waned somewhat. Less enthusiasm from the main local outlets means less reactive responses required.</p> |

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| <ul style="list-style-type: none"> <li>• Corporate residents magazine</li> <li>• Locally distributed magazines</li> </ul> | <ul style="list-style-type: none"> <li>• Information in Council publication, The Woking Magazine</li> <li>• Adverts and editorial</li> </ul> | <ul style="list-style-type: none"> <li>• Distribution: 47,000 (distributed to all 41,000 households within Borough; additional copies available at touch point is doctors surgeries, shopping centre etc)</li> <li>• Round and About Magazine carried series of A6 adverts and editorial (GU21, GU22 only)</li> </ul> |  |
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## Stakeholder engagement

| OVERVIEW  | OUTPUTS   | OUTTAKES   | OUTCOMES   |
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| <ul style="list-style-type: none"> <li>• Roadshows (included school/college visits, various hard-to-reach community group, public stalls hosted in high footfall areas, as well as various emails, letters and emails to groups)</li> <li>• Promotional materials to drive awareness (pens, badges, flags, posters, leaflets etc.)</li> </ul> | <ul style="list-style-type: none"> <li>• Reach of roadshow engagement: 11 venues attended for roadshows or briefing meetings, including Citizens Advice (CAB) and the Supported Living Panel. Woking Railway Station and supermarkets</li> <li>• Appx 200 received the message first hand in assembly and whole Woking College student cohort received the</li> </ul> | <ul style="list-style-type: none"> <li>• York Road project signed eight new local elector card recipients.</li> <li>• Managerial team at CAB briefed about the pilot, Supported Living panel briefed.</li> <li>• Appx 800 community leaders from multiple different sources provided with digital assets either directly through WBC or</li> </ul> | <ul style="list-style-type: none"> <li>• Roadshow gave voters the chance to ask questions and fill out election forms. 10 registration forms, and 5 local elector card photos (and handed over application forms), and recorded about 10 queries from electors.</li> <li>• Appx 10% of the community groups approached acknowledged</li> </ul> |

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| <ul style="list-style-type: none"> <li>• Distribution of information through Council outreach teams</li> <li>• Translations in 8 main languages of local elections electors</li> <li>• Pre-election survey</li> </ul> | <p>message through their tutor groups.</p> <ul style="list-style-type: none"> <li>• Direct contact with 95 key contacts including faith establishments, charities, internal partners, Surrey County Council contacts. Indirect contact with 500 charitable organisations through Volunteer in Woking, postal contact with 80 dentists and opticians, village halls and recruitment agencies, postal or email contact with 50 educational establishments from junior to higher education. Inserts into Thamesway and New Vision Homes New Tenant's packs.</li> <li>• Amount of materials delivered externally 55 locations around Woking received combinations of pop ups, posters, flyers, badges, pens, business cards and translation packs.</li> </ul> | <p>indirectly through third party contacts.</p> <ul style="list-style-type: none"> <li>• Pre-election survey key stats: <ul style="list-style-type: none"> <li>○ 21 completed surveys</li> <li>○ 100% were aware they needed to bring ID on 2 May</li> <li>○ 72% said they were aware of the Local elector Card</li> <li>○ Most popular way electors found out about pilot was via information posted to them</li> <li>○ 56% said they'd bring their drivers license</li> <li>○ 56% 'strongly approve' of the trial</li> </ul> </li> </ul> | <p>receipt and confirm they are utilising the materials</p> |
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## Direct mail

| OVERVIEW  | OUTPUTS  | OUTTAKES  | OUTCOMES   |
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| <ul style="list-style-type: none"> <li>Annual elector mailing</li> <li>CTAX bill mailing insert</li> <li>Poll card</li> </ul> | <ul style="list-style-type: none"> <li>All eligible electors: 80,000 approx</li> <li>No of CTAX bills sent: 42,000</li> <li>No of poll cards sent: 60,000</li> </ul> | <ul style="list-style-type: none"> <li>Pre-election survey suggested that most people found out about the trail via information posted directly to them.</li> </ul> | <ul style="list-style-type: none"> <li>Complaints about cost of too much promotion and too many letters sent via direct mail.</li> </ul> |

## Internal

| OVERVIEW  | OUTPUTS   | OUTTAKES   | OUTCOMES   |
|---|---|--|--|
| <ul style="list-style-type: none"> <li>Internal email</li> <li>Intranet banner and articles on news feed</li> <li>Team meeting presentations</li> </ul> | <ul style="list-style-type: none"> <li>No people who read/see emails: 532</li> <li>No of views: Over 1,000</li> <li>Wider reach through manager engagement: appx half a dozen different teams engaged and requested to help</li> <li>Materials given out to staff: business cards, posters</li> </ul> | <ul style="list-style-type: none"> <li>Around a dozen staff approached Comms for more information and to help</li> </ul> <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"> <li>Members and Cllrs use of materials – taken by all</li> </ul> | <ul style="list-style-type: none"> <li>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 are tighter with a more thorough Q&amp;A at the start of the campaign and top ensure recording details of conversations.</li> <li>Internal engagement: Managers encouraging</li> </ul> |

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| <ul style="list-style-type: none"> <li>• Internal promotional materials distributed to staff</li> <li>• Cllr briefing evening and packs handed to all party canvassers and representatives.</li> <li>• Promotional pack emailed to all Councillors</li> <li>• Customer services outreach</li> </ul> | <p>badges, pens.</p> <p>Front line staff wearing t-shirts, badges and talking to visitors to the Civic Offices</p> | <p>councillors and canvassers. Business cards requested by Liberal Democrats.</p> <ul style="list-style-type: none"> <li>• Prior to 2 May customers visiting the offices who confirmed they already knew: 318</li> <li>• Prior to 2 May customers who confirmed they were not aware: 46</li> </ul> <p>(these customers were then informed of the of the pilot)</p> | <p>employee engagement and staff taking promotional material to distribute.</p> <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> <ul style="list-style-type: none"> <li>• Reaction of visitors to customer services indicates that the message is getting out there with 10% of visitors claiming not to know.</li> </ul> |
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## Key miscellaneous activities

| INPUTS   | OUTPUTS   | OUTTAKES   | OUTCOMES  |
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| <ul style="list-style-type: none"> <li>• Bus shelter advertising x 3</li> <li>• Advertising at Woking Train Station</li> <li>• Car park banner</li> <li>• Floor stickers in shopping centres</li> <li>• Ad hoc phone message for incoming phone calls</li> <li>• Sky Ad Smart – localised digital advertising</li> </ul> | <ul style="list-style-type: none"> <li>• No of train station visitors: c500k per month</li> <li>• Users of Council-owned car parks: c2.2k+ per day</li> <li>• Visitors to Woking Shopping Centre: Appx 250k p/w</li> <li>• Callers to Council contact centre: 200-500 per working day</li> <li>• Sky Ad Smart:<br/>Impressions: 26,915<br/>Reach: 6,191<br/>Av no impressions per Sky household: 4.4</li> </ul> | <ul style="list-style-type: none"> <li>• Qualitative feedback suggested that the advert was getting seen.</li> <li>• An FOI about the cost of advertising 'on Channel 5' indicates that wider residents are noticing.</li> </ul> | <ul style="list-style-type: none"> <li>• Awareness of trial and requirements</li> <li>• Residents approaching Elections staff for help with registration etc rather than being proactively approached.</li> <li>• It is debatable how positively television advertising is being received however it is reassuring to know that the message is making its way into people's homes.</li> </ul> |