



Title: **Individual Electoral Registration (IER) – Registration of Young People**

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1. Introduction

The purpose of this report is to engage the Children and Young People Forum in respect of the Council's drive to encourage young people to register to vote.

2. Recommendations

2.1 That the Forum note the information contained within this report

2.2 That Members of the Forum agree to distribute some of the promotional materials produced to encourage voter registration when they have been printed.

3. Information

The Electoral Administration Act 2013 introduced a fundamental change to the electoral registration system and required individual registration rather than household registration from 10 June 2014.

A particular challenge within the Oadby and Wigston area, is the registration of students at the University of Leicester Halls of Residence on Manor Road and Stoughton Drive South.

As a result of the changes brought about by Individual Electoral Registration (IER), students cannot be registered in bulk and so registration levels have dropped significantly.

Young people are recognised as an under registered group by the Electoral Commission and as such are targeted by public awareness campaigns run both nationally and at a local level.

Electoral Services have engaged extensively with the University to encourage the residents of the university accommodation to register to vote. All residents have received a number of paper application forms in line with the legal requirements. In addition, promotional flyers have been circulated around the halls and common areas and a number of targeted email correspondence have been sent by Electoral Services and the University.

However, there is still a need to carry out further engagement work at the University in particular, but also with young people in general.

To this end, Electoral Services have produced some large posters to distribute to partner organisations such as schools, colleges and service providers. They will also be displayed at Council premises.

Electors are now able to register online through a website designed by the Government for this purpose (www.gov.uk/register-to-vote). The process is very simple and takes around 3 minutes to complete. The posters refer to this and signpost potential electors to the website by providing the URL and a QR code for mobile devices.

In general, online registrations have been very successful with around 68% of the total applications made under the new system across the Country being made online. This aspect of the system will appeal to young people and it is key that this message is conveyed effectively.

Further engagement activities are planned to take place which will include personal canvassing of potential electors and publicity events at the University Halls of Residence in conjunction with advertising on social media. We will also be working with partner organisations to attempt to publicise the message as widely as possible.

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Background Papers:- Electoral Registration and Administration Act 2013
Electoral Commission Guidance on IER (Parts 1-6)

Implications	
Financial (JD)	The Cabinet Office have provided some limited funds for the purpose of maximising registration rates.
Risk (KG)	CR7: Failure to respond to significant incident (business continuity)
Equalities (KG)	An Equality Impact Assessment has been carried out for the public engagement strategy
Legal (KG)	The requirements of Individual Electoral Registration are set out in the provisions of the Electoral Registration and Administration Act 2013.