

Individual Electoral Registration (IER)

Joint Consultative Committee for Ethnic
Minorities 24th September 2014

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Interim Head of Electoral Services

YOUR VOTE MATTERS

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Individual Electoral Registration (IER)

A change has come:

How you can get involved

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Individual Electoral Registration (IER)

A major change in voter registration has taken place this year.

You are key in helping us ensure all local residents are part of the change.



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What is Individual Electoral Registration?

The way people register to vote has changed in 2014

- This new method of registration is called Individual Electoral Registration (IER)
- The change means:
 - people can register online
 - people will need to register themselves – in the past forms were sent to the ‘head of the household’ who would register those living at the address
 - some people will need to re-register

You need to be registered in order to vote in elections and referendums

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Who we are

Electoral Services are responsible for:

- Managing electoral registration in Merton
- Ensuring the register is as complete and accurate as possible
- Implementing the change in the registration system

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What we need help with

We need help getting people registered

- Most people who are registered to vote have been automatically transferred to the new register
- BUT around 10.5m people have not been transferred and need to re-register
- There are also 6 to 8.5m people missing from the register so can't vote
- Those who are missing from the register are more likely to be from certain groups including ethnic minorities

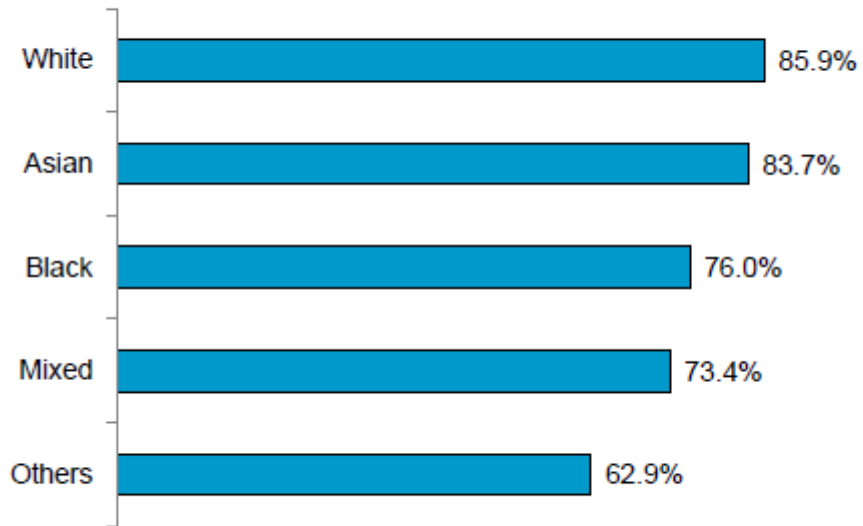
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Recent research

Figure 10: Completeness by ethnicity - February/March 2014 local government registers.



Base (unweighted): 9,601.

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Be part of our campaign to let people know

- We wrote to all residents in August to let them know about the changes
- We are raising awareness by national and London wide advertising
- There will be national advertising ahead of the 2015 UK general election
- Lots of organisations are getting involved

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What are we encouraging people to do?

- During the write-out we asked people to look out for their letter and re-register if they need to
- On an on-going basis we want unregistered people to join the register, which they can now do easily online
- Messages with the public were tested and found that they were most motivated to register by:
 - Not losing their vote
 - There being a change to the system
- Our messages to the public focus on using these factors to get people to take action

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Why should you get involved?

- Some ethnic minorities are more likely to be missing from the register
- Your organisations have unique influence and contact with the members you represent
- You can enable all your members to have a say in elections and referendums
- You can raise your profile by helping your members to become aware of the issue and take action
- You will be part of a national campaign for an historic change

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How can you help?

- Provide leaflets on how to register
- Display posters
- Include text in your newsletters, magazines or other communications
- Add banners and links to your website
- Raise the topic at meetings and forums
- Talk to other influential contacts

We can provide materials you can use

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THANK YOU

[Register to vote - GOV.UK](https://www.gov.uk)

Electoral.services@merton.gov.uk

Tel 020 8545 3407

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