

# LONDON BOROUGH OF HAMMERSMITH & FULHAM

**Report to:** Children and Education Policy and Accountability Committee

**Date:** 25/03/2024

**Subject:** Engagement of Young People with voter registration

**Report author:** Zoe Wilkins, Electoral Services Manager

**Responsible Director:** Nicola Ellis, Chief Operating Officer, Corporate Services

---

## SUMMARY

This paper sets out the main activities being undertaken by Electoral Service and the Youth Services to encourage young people living in the borough to register to vote.

---

## RECOMMENDATIONS

1. For the Committee to note and comment on the report.
- 

**Wards Affected:** All

---

Our Values	Summary of how this report aligns to the H&F Values
Doing things with local residents, not to them	Young local residents are being enabled to create communications assets for use across the borough, are participating in Youth Mayor and UK Youth Parliament elections as both voters and candidates.

---

## Background Papers Used in Preparing This Report

Public Question to Council, Full Council Meeting 28 February

---

## BACKGROUND

1. The council is very keen to ensure that young people learn about, and ultimately participate in, our democratic process. We know that an estimated 10,457 12- to 17-year-olds reside in our borough.

2. 16- and 17-year-olds who meet citizenship and residency criteria can register to vote ahead of their 18<sup>th</sup> birthday, from when they can take part and vote in public elections.
3. The Electoral Commission's report that young people are under-registered across the UK, with just 70% of 18–30-year-olds registered to vote.
4. The Council provides borough-wide general audience advertising and social media campaigns and actively supports the pan-London publicity campaign for Local Democracy week every October, which encourages all Londoners to register to vote.
5. In addition to the general audience campaigns, the council also provides more targeted advertising, activities and materials for young people.

### **Inviting young people to register to vote**

6. The electoral registration officer writes to 16- or 17-year-olds individually to invite them to register to vote.
7. Eligible young people are identified through the annual household canvassing process, or by checking other council records, including extracts from school rolls where available.

### **Youth Council and Mayor**

8. The council has a very successful Youth Council, headed up by a Youth Mayor and Youth Parliament Members (*and their Deputies*) – for which all posts are voted on by young people in the borough.
9. This year elections are taking place from 17 February to 18 March for a Youth Mayor and a Youth Parliament Member, which has established links between electoral services, youth services and Politics and Citizenship Lead teachers through the Youth Mayor and Youth Parliament elections.
10. Young people from the Youth Council are being supported by Electoral Services and the communications team to create materials about voter registration, voter ID and voting ahead of the GLA elections on 2 May.
11. This includes traditional advertising, targeted social media and, in future, video formats, and will be updated and re-used ahead of the UK Parliamentary Election when that takes place.
12. The first tranche of posters and social media posts are provided in **Appendix 1**.

## **Activities in schools, young people's services and care leavers hub**

13. The council has committed to write to schools in the borough to invite them to include information about voting and registration in their PHSE classes or any other appropriate lessons.
14. Schools and services for young people are already invited by the Electoral Commission to join their "Welcome to your vote week" which takes place every January, but we will encourage schools to look at the activities designed with young people and which are available for them all year round as part of that programme.
15. Since the care leavers hub was opened in October 2023, Electoral Services have attended Independent Living Skills Workshops to promote voter registration, which have been well received and led to several of the young people attending to register to vote.

## **LIST OF APPENDICES**

Appendix 1 – Poster and social media campaign samples, designed by members of the Youth Council encouraging voter registration.