

## **Engagement and publicity activities carried out prior to the 2024 elections:**

### **A. General audience**

1. Facebook and Instagram advertising targeted borough residents, with an increase in frequency as the election approaches, costing £2000 (at £500/month)
2. Internal communications and newsletters included sections to raise awareness and encourage onward distribution of advertising materials.
3. One-page advert in the Annual Report booklet. (Cost £2000).
4. E-newsletters included information re photo ID and elections to be sent to all subscribers.

### **B. Voters renting from Social Landlords / voters with lower income**

5. Digital Boards - High street boards and boards in H&F social housing lifts were used to raise awareness around Photo ID and election dates.

### **C. Young voters and future voters**

6. Members of the Youth Council co-produced messaging for Young People in the borough, and some materials and messaging was created by young people working with professional designers to create artwork and messaging for publication on social media and distribution to schools. One of these graphics was particularly successful in that it was seen and then “re-posted” by James O’Brien, a well-known radio presenter
7. A short video was filmed at the GLA elections (showing what voting was like for a first-time voter) and made available on the council’s website and to schools.

### **D. Disabled Voters**

8. The existing Disabled Voters campaign, co-created with local disabled residents, was reprinted and redistributed to include messaging about Voter ID. (Cost £500)
9. The council’s website and information provided with poll cards gave more information about what facilities and assistance was available in polling stations.

In the future, we plan to expand this further to enable voters to look at their own station’s facilities in more detail and enable them to ask the Returning Officer for additional adaptations or equipment they may need more easily

10. Audio files of candidate/ballot paper details were made available on-line for the first time at the GLA elections (The GLA London Elects team provided this). This was also provided at the General Election and we aim to provide it at all elections in future.

### **E. Voters with privacy requirements**

11. A leaflet explaining privacy arrangements will be offered in all stations was distributed via the Faith advisory group and associated Facebook and networks, and the Returning Officer alerted members of the group to the new requirements.

**F. Poll cards**

12. Poll cards for May's elections were on A4 paper, enclosed into envelopes. A leaflet about voter ID with the poll cards was enclosed with all poll cards for both sets of elections. Cost £3800 to print and enclose for GLA elections, final invoice awaited for the UKPGE.