

Appendix 3

Potential methodologies for the review

Survey

Our challenge is to identify people who did not vote in May 2014 and to ask them why they were not motivated to do so.

Our electoral software can produce random names and address labels from the Electoral Register, for us to send out a survey. It is probable that those who did vote will be more inclined to return the survey, but if we send out forms to wards in inverse proportion to their turnout figure, we are more likely to reach individuals who did not vote.

We propose to send forms in the following ratios:

- 50 to wards where turnout was greater than 40%
- 55 to those with turnout of 35- 40%
- 60 to those with turnout of 30-35%
- 70 to those with turnout of less than 30%.

This is summarised on a ward by ward basis below.

The survey can be posted out with a self addressed prepaid return envelope to encourage better response.

Ward	Turnout at 2014 local elections	Number of forms sent out
Allestree	44.3%	50
Littleover	43.3%	50
Mickleover	42.3%	50
Blagreaves	39.0%	55
Arboretum	36.0%	55
Spondon	36.0%	55
Chelleston	35.2%	55
Chaddesden	33.3%	60
Normanton	33.2%	60
Darley	32.1%	60
Alvaston	31.6%	60
Oakwood	31.2%	60
Boulton	30.9%	60
Abbey	28.1%	70
Derwent	27.5%	70
Sinfin	26.7%	70
Mackworth	26.4%	70
Total		1010

We will also receive returns from those who did vote and this will provide useful information on their positive motivation.

The cost of the survey:

1010 x 41.3p each £417.

Pre-paid envelope returns at 53p, assuming a 10% return £53

TOTAL

£470

Focus Group

From the anticipated return of 100 forms there could be an opportunity to work further with those respondents to create a focus group, of between 10 and 20, drawn from across the city, who would be invited to meet members of the board at an evidence gathering session to expand more about their motivations and how they might be positively influenced.

The cross party membership of the board is crucial to this stage of the consultation, to ensure that no one party can seek to gain advantage from the evidence gathered.

There may be some expenses payable to facilitate a meeting of the focus group, but this is unlikely to be more than £5/participant –a maximum of **£100**.

Other events and consultations

It also proposed to seek views from a range of groups, as outlined below, on voter participation, to identify the reasons why people don't vote and consider what could be done locally to get them more engaged.

Voices in Action

The Voices in Action Youth Council will hold an event during Local Democracy Week, on 15 October, titled 'Young people in Derby and voter turnout- why don't some people participate'.

This will begin with a brief background on local and national voter registration and turnout. It will be followed by a brainstorming sessions with young people and councillors to look at why young people don't vote and what would get more young people involved. The outcome from this event could feed into this review and members of the board may be encouraged to attend and take part.

Diversity Forums

The Council's Diversity Forums provide quality assurance and expertise in the services provided by the Council. They can also assist in developing or reviewing services, policies or procedures including carrying out EIAs – Equality Impact Assessments, consultations and strategies. It is proposed that a group of members of the Board attend Forum meetings and lead discussions on the review. The key Forums are:

50+ Forum – a Forum of organisations and individuals over 50 years of age

DPDF: Disabled People's Diversity Forum – a Forum of organisations representing disabled people

GSODF: Gender & Sexual Orientation Diversity Forum – a Forum of organisations representing men, women and LGBT Lesbian, Gay, Bisexual and Trans

MCDF: Minority Communities Diversity Forum – a Forum of organisations representing Black and Minority Ethnic communities

OPDF: Older People's Diversity Forum – a Forum of organisations representing older people

Local media

The review will work best if we engage with the local media and actively promote the review. This may encourage people take part in the review particularly those in hard to reach groups. We will need a communication plan and work to ensure the message is clear that the aim is to improve turnout, with no party political advantage. To that end the Chair and Vice Chair should be prepared to provide media briefings about the review.

Interviews

The Board may seek expert opinion from specialists in this field, including representatives of the Electoral Commission, the Bite the Ballot initiative, Involve.org and others.

Timing

As stated within the report, a launch of the review during Local Democracy Week could improve the profile of the review. At the other extreme it is important that the review is completed, and any findings published, by the end of the calendar year to ensure that it does not impinge on the integrity of the local and parliamentary elections, to take place on 7 May 2015.