

# GLA London Voter Registration Week and Voter ID public awareness campaign

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# Voter registration in London

- 70% of 16-24-year-old Londoners are registered to vote, compared with 96% of Londoners aged 65 and over
- 82% of Londoners from a Black, Asian or Minority Ethnic background are registered, compared to 95% of White British Londoners
- 81% of non-UK born Londoners are registered, compared to 91% of UK-born Londoners. An estimated 76% of EU Londoners are registered to vote.
- 88% of social renters and 81% of private renters are registered to vote, compared with 94% of homeowners - occupiers

**SOURCE:** GLA, *Survey of Londoners 2021-22, September 2022*

[https://data.london.gov.uk/dataset/survey-of-londoners-2021-](https://data.london.gov.uk/dataset/survey-of-londoners-2021-22)

[22](https://data.london.gov.uk/dataset/survey-of-londoners-2021-22)



Are you a British, Irish, Commonwealth or EU Londoner and over 16 years old?

Then grab your National Insurance number and head to

[www.gov.uk/register-to-vote](http://www.gov.uk/register-to-vote)

It only takes a few minutes.

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# London Voter Registration Week

- 2019 pilot; since 2020 annual, impartial week-long activity
- GLA statutory power and coordination with all London borough electoral services and a big, pan London civil society coalition
- Strictly impartial/ non-party political in messaging, design and delivery; GLA – branded and content shared on @LDN\_gov/ London City Hall social media platforms
- Co-design and co-delivery of all materials and activity available on GLA Democracy Hub - <https://registertovote.london/>
- Online and offline pack: print resources, social media assets, videos/ animations, Political and Media Literacy materials, accessibility – Easy Read, BSL, 15 community languages
- Online and in person activity, including with education institutions, in places of worship, in public high footfall areas, etc.



# Elections Act (2022)

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- The introduction of acceptable forms of photographic identification (photo ID) required to vote in Mayor of London and London Assembly elections, in local/ borough elections and general/ parliamentary elections
- Changes to postal and proxy voting (from October 2023)
- Changes to overseas voting (from January 2024)
- Changes to the voting system for the Mayor of London elections – First Past the Post (May 2024)
- Changes to the voting rights of some EU Londoners (from June 2024)

The law has changed. You now need one of these accepted forms of photo ID to vote in person.

UK, Channel Islands or EEA driving licence

UK, Commonwealth or EEA passport

Blue Badge scheme card

National identity card issued by an EEA state

60+ Oyster photocard or a Freedom Pass

Free Voter Authority Certificate

PASS card issued by the National Proof of Age Standards Scheme bearing the PASS hologram

Biometric Immigration Document

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# Equalities impact

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## GLA/ You Gov polling (August/ September 2023)

- 76% Londoners are aware of the photo Voter ID requirement, **an increase of 43% since Aug 2023**. Half (52%) say that they are aware of accepted forms of photo ID.
- Mixed / other (62%), Asian (67%) and Black (73%) Londoners are less likely to be aware that White Londoners (84%)
- Just 6 in 10 of young Londoners, aged under 25, are aware (58%) and they remain the least likely to hold an accepted photo Voter ID (86%)
- Londoners earning under £20k are still the least aware (67%) and the least likely to hold an accepted form of photo ID (91%)
- Disabled Londoners are less likely to hold an approved ID when compared to non-disabled Londoners (90% vs 95%)
- Just 1 in 5 Londoners claim to have heard of the free Voter Authority Certificates (20%)
- There is very low awareness of the upcoming changes to renewing applications for postal voting (28%) and proxy voting (14%)

The law has changed.  
You now need photo ID to vote, so remember to:



Apply for a free Voter Authority Certificate,  
if you don't have any photo Voter ID.

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# GLA response

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## Objective

To ensure all eligible Londoners are aware of the changes to voting rights and have a suitable form of photo identification to use their voice and their vote

## Activity: Impartial public awareness campaign

- We co-design resources with under-registered and under-represented communities and work with all London borough councils, SOUK and our broad, pan-London civil society coalition. We created the first WhatsApp Democracy ChatBot.
- Marketing and comms (social media ads; community, pan-London and digital radio; community press; Pay-per-click/ Google searches; out-of-home displays; video-on-demand)
- Grants programme: 15 Equity-led organisations to run activity in trusted community settings, offer 1:1 support and increase trust and belonging.

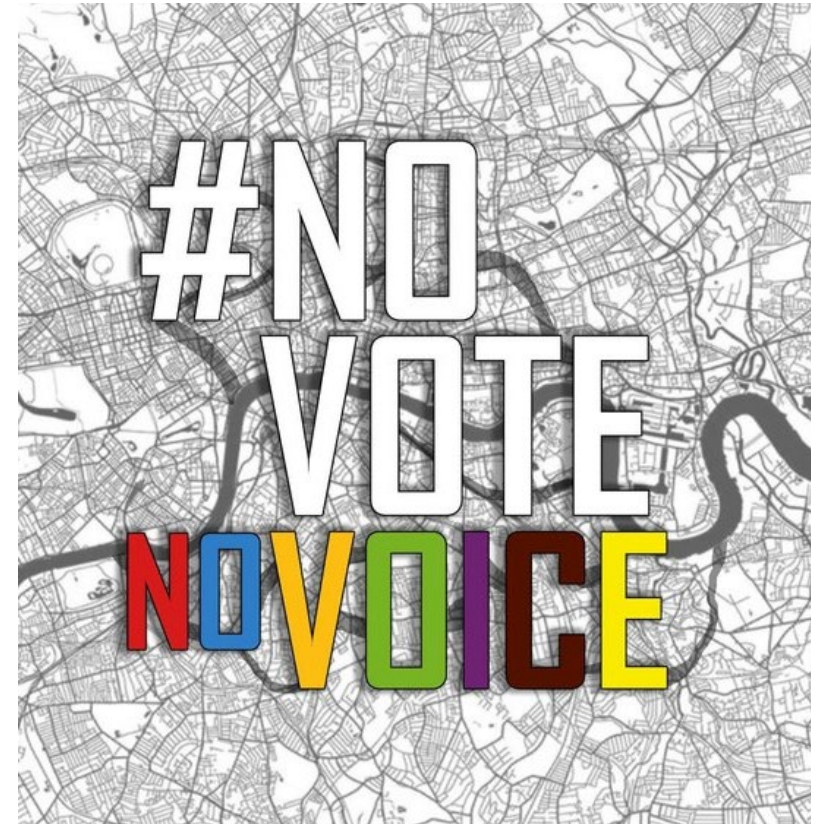
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# Impact

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- Oct 2022 - the **EU Parliament Digital Citizenship Working Group** and **Meta** recognised the impact of the unique LVRW model during the Covid pandemic, in the “Europeans Fit for a Digital Age” report, the only UK digital citizenship project to be included as a spotlight
- Dec 2022 - the GLA and Shout Out UK were shortlisted for the **UK Democracy Awards 2022 “Equality and Power” category**, hosted by the UK Democracy Network
- Sept 2023 - Electoral Commission, “The state of December 2022 electoral registers in the UK”, September 2023: **“In England, among different types of local authority area, the most notable change in completeness has been among London boroughs with an increase from 76% in 2018 to 82% in 2022.”**
- Oct 2023 – SOUK was invited to showcase the impartial GLA-SOUK democratic engagement partnership and our Political Literacy materials at **Google's Fighting Misinformation Online** Conference
- Nov 2023 - Equality impact of work delivered to date acknowledge by Peter Stanyon at **House of Lords Constitution Committee** session
- Ongoing - **Best practice and lessons learned shared with Welsh and Scottish governments, and Eu Delegation and EU Parliament** to inspire their work



# Democracy on the ground

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Community festival



Information and support session in educational settings



Displays in community high footfall areas



# REFLECTIONS

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- Co-design and co-delivery on democratic participation is a must, not a nice to have, given lack of trust
- Supporting civic and democratic participation is a council-wide job, not just an electoral/ democratic services job
- Political and Media Literacy – education on who can exercise these rights and against mis-, dis- and mal-information (especially campaign material and AI - generated content)
- Accessibility – format, language, channel
- A duty to go where people are, not expecting them to see the campaign or come to us
- The need for democratic reform – rules too complicated and franchise increasingly arbitrary

Check out the GLA and Shout Out UK's WhatsApp Chatbot

Looking for up to date information on voter registration and Voter ID?



Message us on WhatsApp at **+44 7908 820136**.

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