

EVALUATION OF INITIATIVES – NOVEMBER 2010

Office	Date	Event	No of Registration applications taken	Cost per application	Comments
Banbridge 2	3 November	Schools registration and ID – Warrenpoint plus surrounding areas	55 forms completed	£1.15	No comments
Banbridge 2	9 November	Schools registration and ID – Lisburn plus surrounding areas	59 forms completed	£0.78	No comments.
Banbridge 2	11 November	Schools registration and ID – Castlewellan plus surrounding areas	85 forms completed	£0.73	No comments.
Londonderry	16 November	North West Regional College Strand Road Campus	57 registration and ID applications	£2.04	Result was poor and probably not cost effective. 1031 letters and registration forms were sent out in advance, advising of time and location of this event. The numbers attending were therefore very poor.
Londonderry	17 November	North West Regional College Limavady Campus	28 registration and ID applications	£2.67	Once again these students were included in the 1,031 letters and registration forms which were sent out in advance, advising of time and location of this event. The numbers attending were therefore very poor.
Banbridge	17 November	Schools registration and ID – Lisburn plus surrounding areas	177 registration forms	£0.54	No comments.

Banbridge	18 November	Schools registration and ID – Lisburn plus surrounding areas	30 registration forms	£1.64	No comments.
Londonderry	18 November	St Patrick's Church Hall Coleraine	9 registration and 24 ID applications	£22.89	This event was run at the request of the DUP – there was substantial canvassing and advertising well in advance. The results were disappointing but the low response may also be due to the bad weather and dark evenings. Would only do again in the run up to an election when people are more interested and focused on the electoral register.
Belfast	29 November	An Munia Tober Traveller Awareness Week Launch Event, St George's Market	12 registration and ID applications	£NIL	Initiative was successful. Event was hosted by the City Council and attended by local councillors and the Lord Mayor who complimented our attendance. Contacts were made with other groups representing other ethnic groups.