

EVALUATION OF INITIATIVES – AUGUST 2010

Office	Date	Event	No of Registration applications taken	Cost per application	Comments
Ballymena	23 August	Simon Community Hostel	7 Registration and ID applications	£3.57	The initiative was a great PR exercise. The manager welcomed us and was delighted that we had made the effort to call in. The manager has agreed to pass on forms to new residents and those who are moving on. By arranging and facilitating this event, the Electoral Office has targeted a “hard to reach” group which will contribute towards obtaining the Customer Service Excellence award.
Ballymena	23 August	Lighthouse Hostel, Ballymena	9 Registration and ID applications	£1.85	Overall the event was successful as the manager of the residence felt valued and was delighted and encouraged that we took the time to target their small organisation. They have agreed to pass registration forms on to residents when they leave the hostels and move on and also will give new residents registration forms on an ongoing basis. They suggested we visit the Simon Community in the area. The cost per application was one of the lowest we have had. By arranging and facilitating this event, the Electoral Office had targeted a “hard to reach” group which will contribute towards obtaining the Customer Service Excellence award. The staff in the organisation commented that the residents often feel intimidated and put off approaching authorities, so they were very appreciative that we had contacted them and were providing a high level of assistance.

Ballymena	31 August	'Young at Heart' Community Group	5 Registration and 18 ID applications.	Not provided.	Positive feedback received from the evaluation forms. I would do this again for other relevant organisations that could benefit from the knowledge of registering. A successful event.
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