

EVALUATION OF INITIATIVES – FEBRUARY 2010

Office	Date	Event	No of Registration applications taken	Cost per application	Comments
Ballymena	October 2009 – February 2010	Local Councils: Cookstown Ballymoney Ballymena Moyle Magherafelt	87 registration applications. 32 absent vote forms. 750 forms distributed.	£5.05	Overall successful. Good awareness and information event. Would do again annually or even bi-annually. I feel that councillors were genuinely interested in Electoral Office services and processes and were not fully aware of our new initiatives since the full canvass ended in 2006.
Omagh	16 February 2010	Strabane Library Registration and ID Event (Sinn Fein)	63 registration applications. 29 ID applications	£1.19	Very successful. Would do again if political parties can ensure significant turnout. A request was made by Sinn Fein for an additional event closer to elections.
Banbridge	14 January – 18 February 2010	Sub-office at St Patrick's Trian, Armagh	22 registration forms issued, 43 ID applications	Not provided	This pilot was relatively successful but not cost effective. Most of the electors came at the start of the time period. Perhaps a monthly visit on a set morning (e.g. 1st Thursday morning of each month would be adequate as weekly may be too frequent).
Banbridge	14 January – 18 February 2010	Late opening at Banbridge office	6 registration applications, 2 ID applications	Not provided	This pilot was not really a success – some reasons may be: Banbridge is not really a town that opens late with the exception of Tesco and Supervalu and the Office is not

					close to either of them. The time of year (dark evenings) may also not have encouraged people to call in.
Londonderry	12 January – 16 February 2010	Sub-office at Coleraine Library	44 registration forms issued, 44 ID applications	£29.91	This initiative was widely promoted both through the media and notices to all political representatives. Negative factors include the severe weather conditions in January and perhaps the timing of the event. The results were disappointing in comparison with a previous event in the same venue last year which yielded double the outcome for one day. This event was not cost-effective on this occasion but I feel that it is still worth doing in the run up to an election when people are more “clued in”.
Londonderry	14 January – 18 February 2010	Late opening at Londonderry office	2 registration applications, 3 ID applications	£57.52	This pilot was widely promoted through the media both by local press and radio. Notices were sent to all political representatives well in advance of the initiative. The uptake was disappointing to say the least, but I feel that the weather conditions in January and the dark evenings were factors which affected the outcome. The office location is another factor which may have had an impact. The premises are not in the main thoroughfare of the city and unless someone was planning to call here they would not do it spontaneously. The event was not cost-effective and

					perhaps should only be repeated in the run up to an election.
Londonderry	24 February	Hillcrest Community House	95 registration and ID applications	£1.03	Event successful overall. This event was very well advertised in the local community with door to door flyers and promoted on the local radio station.
Ballymena	25 February	Bridewell Community Centre	83 registration applications, 39 ID applications	£2.40	Would do event again. This was the first time to try 4.00 pm to 8.00 pm -to target those on way home from work and also those who came after teatime. In the first half hour surprisingly there were 11 attendees. The earlier time made cheaper staff costs and travelling easier. It was a successful event. Good representation of people attended event - including disability, ethnic minorities, prospective candidates. Forms were well completed and evidence brought on the night.