

EVALUATION OF INITIATIVES – MARCH/APRIL 2010

Office	Date	Event	No of Registration applications taken	Cost per application	Comments
Londonderry	2 March	Coleraine University	17 registration applications, 42 ID applications	£10.94	Event successful overall. Would do again provided the event was promoted in advance. This event was advertised throughout the university and electoral staff were located in a busy area allowing maximum contact with the students.
Ballymena	9 March	Coleraine University	39 registration and ID applications	£4.24	It would be beneficial to have a student representative to assist in encouraging their classmates to attend the event. The cost of registration was quite high. I feel the event could have been better attended considering there are over 1200 students at the campus.
Belfast	16 March	Taughmonagh Community Forum	77 registration and ID applications	£0.97	Would do again, a successful event. Fulfilled an undertaking given last June to provide an opportunity for registration in a Loyalist estate generally overlooked by political parties.
Londonderry	18 March	Portstewart Town Hall	13 registration and ID applications	£10.08	The result was disappointing. The cost per registration was high because of the poor turnout even though the event was widely promoted, so from that point of view it was unsuccessful.
Belfast	25 March	Racial Equality	Not really an	N/A	3 contacts made with leaders of

		Event, Island Centre Lisburn	event for forms and leaflet distribution		community migrant groups. Unsuccessful from a marketing viewpoint but networking contacts made for future encouragement of registrations within migrant communities. Very poorly organised event – no one knew we were arriving and we were kept waiting for 35 minutes before chairs and a table could be found.
Belfast	12 April	Chinese Welcome Centre	55 Registration and ID Applications	£0.97	Successful event - organised as part of Eileen Chan's awareness raising initiative supported by the CEO.
Belfast	13 April	Andersonstown Leisure Centre	77 Registration and ID Applications	£0.97	Successful event – promoted by SF and produced the highest attendance ever at a clinic held by BFS office.