

Lewes District Council

Boosting canvass response rates and increasing electoral registrations with Idox Elections



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Kim Bryce
Electoral Services Lead
Lewes District Council



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Challenge: Making the canvass process efficient, cost-effective and effortless

With a voting population of 78,845, Lewes District Council wanted to streamline its annual canvass process, while boosting response rates to meet internal objectives. The Electoral Services team were finding it increasingly difficult to source willing recruits for the time-consuming door-knock exercises, and therefore needed a more efficient solution that allowed voters to confirm their details with ease and encourage electoral registrations.

The Council was also keen to build on the performance of its 2017 canvass, where response rates had dropped below 90% – a figure the team were confident could be improved by transitioning to a more digital approach.

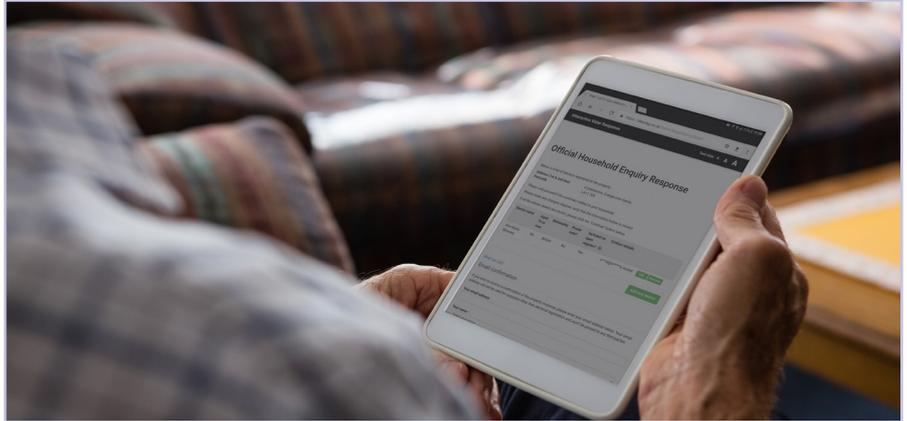
Solution: Taking canvassing digital with Idox Elections

After receiving positive feedback from a partner authority already using the same solution, the Council rolled out Idox Elections' eCanvass technology to transform the way it managed the end-to-end canvass process.

The solution offers a comprehensive and customisable internet, telephone and text messaging registration service, while enabling the Council to email its electorate and provide advice and guidance on how to register. Idox also developed a bespoke internet registration page that aligned with the Council's branding, ensuring the electorate received a consistent online experience.

Kim Bryce, Electoral Services Lead at Lewes District Council, said: “We wanted to use another means to support our 2018 canvass other than postal and personal canvass. We know digital and online communication is a medium most people are comfortable and familiar with, and as we have a number of universities close by, we were confident that email would resonate well with our demographic.

“We've been capturing email addresses for the last few years now from people who've registered online previously, so the Idox solution provided us with a cost-effective, automated way to use them for what is usually a lengthy and challenging exercise.”



“The support from Idox has been excellent throughout. No training compensates for actual usage, so to have Idox on hand behind the scenes to oversee the process was ideal. All the features had already been tailored to exactly what customers want and need, which meant we saw results quickly. Given its success, it’s likely we’ll follow the same process for next year’s canvass too.”

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As the eCanvass solution integrates directly with the EMS, the Council was able to save considerable time and ensure complete data integrity. The online dashboards were also a key benefit, allowing the team to view real-time canvass statistics and monitor overall response rates.

Outcome: Increased response rate, productive processes and efficient workflows

Although the canvass period remains active, the Council has witnessed a marked improvement in registrations with two weeks still left to go. The response rate is already over 94% – an increase compared to 2017’s figures – and the team have also been able to take advantage of Idox Elections’ automated

eReminder service. In total, the Council has been able to send more than 19,000 emails and more than 800 eReminders, with both distributed swiftly and efficiently thanks to Idox Elections.

Kim explains: “We sent the first email in June and then our eReminder went in November – we saw a peak in registrations following this, which underlines its value.

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For more information about Idox Elections’ suite of end-to-end solutions developed to support smooth, transparent and timely elections, contact elections.sales@idoxgroup.com or elections.idoxgroup.com to view our range of services.