

DATA TRACKING

2010 BROCHURE



Data Tracking Limited

Data Tracking canvass the Electoral Register on behalf of Local Authorities Nationwide. The Data Tracking concept originated following the 2007 annual canvass where it became apparent that our business model could be utilised by many Authorities to help alleviate the pressures of the annual Electoral Registration update. Since 2007 we have worked for numerous Local Authorities and continue to build on our relationships with Electoral Registration officers throughout the UK.



Making a difference where you live



Members of The Association of Electoral Administrators

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A Partnership

The annual canvas is a notoriously difficult and stressful project to undertake and this is exacerbated by the short duration of the canvas and the time of year in which it is undertaken. However by efficient effective planning any issues can be kept to a minimum.

Data Tracking are now in their third year and bring a wealth of experience to the table. We view our involvement in the annual canvas and any other Electoral Register canvassing work as a partnership with each Local Authority. We both have the same goal which is to maintain the number of eligible persons on the Electoral Register.

There are fundamental principles crucial for a successful campaign such as the provision of accurate data at the outset, i.e, the total number of properties to be canvassed and over what period so that effective project planning can be initialised well before the annual canvas frenzy.

During 2010 it is our aim to be the Company of choice. We will provide an even better service. To this end we will give preference to those Local Authorities who are open to discussion and planning well before August.

Our Work

Data Tracking can undertake all canvas situations on behalf of the Electoral Registration Officer of any Local Authority in the United Kingdom. We have handled in excess of 250,000 canvasses throughout 2008 and 2009 and additional projects have included:

- Research telephone canvassing to ascertain why households did not return form A's
- Canvas updates during the year to bring an Electoral Register up to date prior to a Local or General Election
- Combined delivery and canvas projects in areas with exceptionally low return rates from the first two canvas postal requests

Data Tracking are committed to maintaining an effective Electoral Register and, to that end, we are quite happy to assist Local Authorities now should they wish to consider updating prior to the General Election and/or the normal annual update in the Autumn.

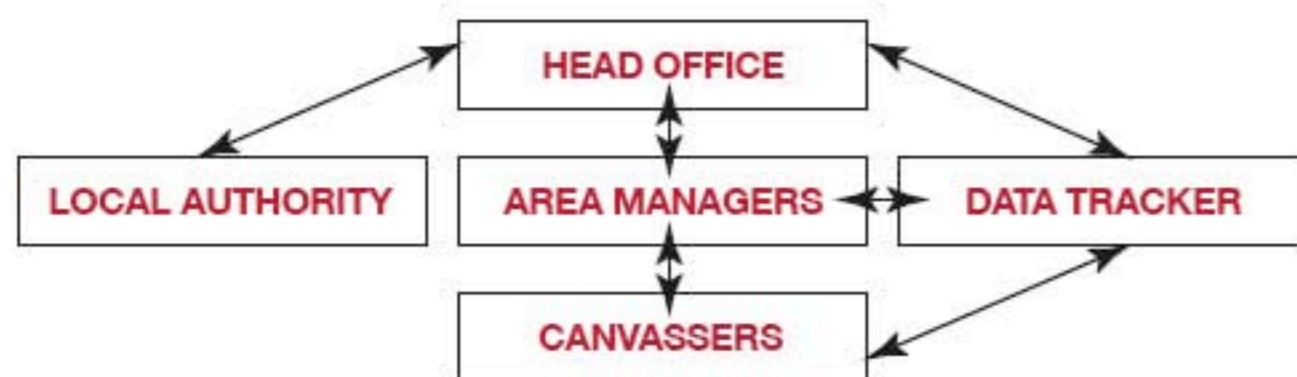
Staff Recruitment

Data Tracking employ a number of people within Head Office to monitor the performance of it's Area Managers who in turn monitor the individual canvassers. This coupled with Data Tracker ensures an effective, highly structured campaign that is beneficial to both Data Tracking and the Local Authority.

Our Staff are recruited from numerous sources including:

- Existing contacts
- Local recruitment through poster and leaflet campaigns
- University recruitment
- Job centres and Government resources
- Recruitment Agencies

In areas without access to a large work force we have effectively recruited canvassers from nearby towns and Cities and transported them daily by coach to the canvas areas.



Data Integrity

It is fundamental to the success of any campaign and our integrity as a Company that the data submitted to the Local Authority is 100% accurate. We are all well aware of the potential for fraud. For this reason Data Tracking Limited have invested considerable amounts of time, thought and money into combating the possibility of fraud and ensuring that all our canvassers are competent and honest. Examples of our initiatives include:

- CRB checks for all canvassers (time permitting)
- Extensive training including a CD instruction disc and comprehensive training manual
- Our unique Data Tracker software which keeps a constant check on performance and ensures regular submission of forms to the Local Authority for checking
- An initiative with the Police Force whereby any suspected fraud is immediately reported to one central point

"Kitchen table" canvassers must be stopped and Data Tracking will do everything within their power to do so.

Data Tracker has inbuilt mechanisms to detect unusual patterns in canvas form submission. This powerful software suite has been specifically designed to maintain electoral register data integrity.

Data Tracker

Data Tracker is our unique way of managing the canvas and enables us to:

- Access 'real time' distribution information
- Access 'real time' submission information
- Monitor the performance of each Area Manager
- Monitor the performance of each canvasser
- Immediately implement plans in areas of concern
- Combat inaccurate information and potentially fraudulent form submission

Data Tracker is inbuilt into a secure website and combined with a powerful management tool which enables our Area Managers to input confirmation of all forms distributed to each canvasser. As forms are submitted to the Local Authority canvassers access the website by means of a secure log in and confirm the number of completed forms submitted and the date and time of submission. Data Tracker then calculates the number of forms outstanding in each polling district and automatically highlights areas of concern.

All canvasses are monitored daily by Data Tracking Head Office and the Area Managers are subsequently notified if any areas within their campaign are not going according to the plan initially agreed between Data Tracking and the Local Authority.

With this "finger on the pulse" attitude any issues are highlighted quickly and action taken immediately.

Completed Form Submission

Our canvassers are paid on the basis of completed forms submitted to and accepted by the Local Authority through the Data Tracker software. All canvassers are instructed to submit completed forms on a minimum of a weekly basis to their Local Authority Town Hall or similar establishment. For larger canvasses (and in particular Unitary Authorities) we will agree submission points and points of contact (where necessary) with the Local Authority prior to the start of the campaign.

Having provided confirmation of properties canvassed via Data Tracker the canvasser will then submit the forms to the Local Authority in secure envelopes that will be labelled with their unique identity number and the number of forms submitted within each polling district. We request all Local Authorities to check the submission count on a daily basis and retain the labels for cross referral with the Data Tracker weekly submission count. Any errors must be notified to Data Tracking immediately but in any event not later than forty eight (working) hours after receipt of the data.



The Ideal Annual Update

Meticulous planning is essential to a successful canvas. The ideal annual update results from us working closely with the Local Authority early in the year discussing and targetting areas of concern and ensuring a strategic plan of action. Our experience has shown that it is far more effective to plan early and certainly by the end of July so that we can then begin our recruitment. The information we require by this stage is as follows:

- A list of all the Polling Districts, the total number of properties in each District and the likely number of properties to canvas
- A3 maps of each Polling District
- Details of any past areas of concern in particular high risk areas
- Confirmation of the annual canvas timetable
- Confirmation as to whether the forms are to be left at the property on the final visit or returned to the Local Authority at the end of the canvas
- Confirmation as to the best place for completed forms to be submitted and the opening hours

In this way we can ensure that the canvas runs in accordance with the agreement between Data Tracking and each individual Local Authority.

Three Year Rolling Contracts

It is important for us to work closely with all our Local Authority partners and to do this it is better to have year round contact. In this way we can analyse areas of concern and work together to improve these either at the next annual update or during the year.

Our three year rolling contracts include:

- Advice and help on any electoral register canvassing issue throughout the year
- Access to one of our Project Managers for meetings at any time
- Our 'updating no registered electors' service during the year
- A full annual canvas during October/November
- An analysis of whether it may be cost effective to go straight to canvas in certain polling districts rather than the normal Stage One and Stage Two posting exercise
- Implementation of individual registration

Three year rolling contracts can be implemented at any time. The price will be fixed and can be spread throughout the three year period depending on the complexity of the work involved. We will also handle rolling contracts on a part flat fee and part performance based remuneration.

Pricing Structure

Our work is priced according to various criteria within the canvas including, but not restricted to, the following key elements of the campaign:

- Whether we are being appointed to the whole canvas or a partial canvas
- Our availability at the time of the canvas (early booking is preferred)
- Whether or not a portion of the canvas can be completed before the end of British summertime
- The area to be canvassed
- The ready availability of staff in the area to be canvassed
- The percentage of outstanding properties in the canvas area if we are not appointed to the whole canvas

Because of the above variations each canvas is rated individually. For a confirmed quotation please email info@datatracking.co.uk or call us on 0800 011 2737.

ONCE THE QUOTATION IS CONFIRMED IT WILL REMAIN VALID FOR THE WHOLE OF 2010 ON A FIRST COME FIRST SERVE BASIS

Individual Registration

Currently it is not clear whether individual registration will be implemented from the Autumn 2010 canvas but the likelihood is that it will and subsequently become compulsory in 2015. The Daily Telegraph on Saturday January 23rd 2010 commented: "A briefing note from the Electoral Commission said the scheme is expected to replace the current practices by July 2015".

If this does happen a considerable amount of work needs to be done by every Local Authority between 2010 and 2015. Our suggestion is that this be phased into individual polling districts throughout the year rather than hoping for the best at the annual canvas stage.

Data Tracking are already prepared for individual registration and able to assist any Local Authority in its implementation.

For a confirmed quotation please email info@datatracking.co.uk or call us on 0800 011 2737.

Canvassing During the Year

There are instances where canvassing outside of the normal annual canvas may be beneficial for a Local Authority. Such instances include:

- Obtaining registration at Universities and Colleges
- Boosting figures in low return polling districts
- Updating 'no electors registered' forms prior to the annual canvas thus enabling you to 'roll over' any non returns at the annual canvas stage
- Implementing individual registration

The major benefit of all 'non annual canvas' initiatives is the fact that they can be undertaken during the summer Months when the weather is better thus boosting results, productivity and performance.

Data Tracking are quite happy to handle such campaigns on an individual basis and we will price the campaign in accordance with the contract structure specified.

Non Standard Requirements

The canvas requirements of each Local Authority differ and we have been asked to carry out various 'non standard' campaigns such as:

- Replacing canvassers that have withdrawn at the last minute
- Carrying out telephone canvasses during the year to check that the information recorded is correct
- Telephoning non respondents from the previous annual canvas to check that the information is correct and also to ascertain why they did not respond
- Exhibiting a registration desk at colleges and Universities to boost registration amongst younger people
- Designing and printing advertising material to encourage electors to register at the time of the annual update

We are quite happy to consider any campaign and will price each on its own merits.

Frequently Asked Questions

Electoral Register canvassing is a very important task for all Local Authorities and the UK democracy as a whole and we receive regular queries regarding our work. Some of the more common questions and answers follow:

Q When is the ideal time to start planning the annual canvas?

A As early as possible – Data Tracking are quite happy to discuss your next annual canvas at any time of the year – the earlier the better as far as we are concerned as a well planned campaign makes for a good result

Q Are your canvassers CRB checked?

A Providing we are appointed to your annual canvas early enough we try and ensure every canvasser employed by Data Tracking is CRB checked. In the event of us employing candidates from a Recruitment Agency it is a requirement that they are CRB checked

Q Are Data Tracking insured for any incidents to public property and its employees?

A Yes – Data Tracking maintain £10 million public and employers liability insurance covering all canvassers and sub contractors

Q How can we be sure that your Staff are honest and reliable?

A Our Staff are sourced from many places including Universities, Job Centres, Recruitment Agencies as well as from various National Associations and internet advertising. Our Staff are CRB checked prior to employment and they are not allowed to have anyone assisting them unless we have full details of the person(s) beforehand

Q Is the price quoted for the work the final price or do we have to pay additional expenses such as a mileage allowance or telephone and material costs?

A Our quotation will be an all inclusive one and you will not be charged any extras. We provide all canvas materials such as clipboards, pens and torches

Q How long does it take for you to confirm prices for our canvassing and distribution needs?

A Subject to the provision of numbers and dates we can usually confirm costs within five hours

Q How do you carry out post canvas electoral registration campaigns?

A By telephoning non respondents at different times of the day and at weekend to ensure we speak to someone within a short space of time. Post canvas telephone campaigning can also be supplemented by door to door canvassing where this is warranted and requested by the Local Authority

Q What is your reaction to canvassing in rural areas?

A We are very much aware that the areas controlled by most local authorities are comprised of both urban and rural areas and our pricing structure will take this into account.

Problems sometimes arise in areas that are predominantly rural; the reason being the difficulty and time spent in accessing farms and properties with long driveways. Additionally we will need to employ staff that drive and own their own vehicles which of course reduces our staffing choice and in turn increases the cost of employment and carrying out the canvas. In such instances a surcharge may be necessary

Content

- Q** **Do you use local staff for the work?**
Wherever possible we try and utilise Staff drawn from the Local Authority area as they know the district well and it builds up a good rapport with the Electorate as well as being good for the image of the Authority. Post canvas campaigns are handled by tele operatives throughout the Country but we always use local people where there is a strong Regional dialect or accent
- Q** **Do we have to use Data Tracking for the whole of the canvas or can we use you for just a part of it?**
A We are quite happy to undertake 'part' canvasses even if they are solely in rural areas as our quotation will reflect this
- Q** **How are you able to price for jobs in areas that are unknown to you?**
A We use sensitive mapping software which allows us to distinguish isolated and remote areas and price accordingly. The software reflects the number of properties in any given area and allows us to calculate the 'man' hours taken to fulfill the job

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