

Data Tracking

Post Canvass Campaigns



Contact us on 0800 011 2968 or e.mail : info@datatracking.co.uk

Data Tracking – Electoral Register Updates

Data Tracking is a division of SME Media Limited and has been established to help local Councils run their annual electoral register update by offering a full package of services.

We have developed and refined our business model to the point where we believe that the systems we have in place and the partners with whom we have teamed up with place us in a unique position to enable us to effectively handle any annual update.

We operate in all areas of the UK and are able to fulfil all aspects of the update process or we can if required just quote for individual stages in isolation such as printing, distribution or canvassing.

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Why have a post canvass update?

By the time December arrives each year you must breath a sigh of relief and say : 'Thank goodness that is over' – but is it over? Did you get as much data and as many completed forms as you could? If the answer to this question is no then a post canvass update may be just what you need.

One of the key elements of our proposition is that we can carry out a post canvass campaign at any time of the year from December up until August thus reminding households of the need to provide accurate electoral register information right before the next annual update is due.

The advantage of a post canvass update is the fact that it keeps the importance of updated information uppermost in the minds of the voting public which encourages them to submit the annual update form in a timely fashion when it is due. This in turn can save the Local Authority substantial sums by eliminating the need for so many reminders and a large amount of canvassing each year.



A POST CANVASS UPDATE ENSURES ACCURATE DATA

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Post Canvass Update Procedures

Our post canvass updates start with the Local Authority sending us a list of the addresses and last voter details for each household they would like us to contact. We then try to obtain telephone numbers – depending on the location we expect to have between a 15 and 30% success rate in obtaining the required telephone numbers.

We then ring each household at various times of the day/night/week until a response is received which is then recorded in our database.

Usually households are willing to provide us with accurate information regarding the persons residing and their eligibility to vote which we pass on to the Local Authority for them to update their database. We can send an updated report to each Authority at the end of each week or on completion of the campaign.

Once the telephone canvass has been completed we can then jointly assess whether to complement this with a door to door canvassing exercise.



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2009 European Elections

Having accurate electoral register data is more important than ever in 2008/2009 because of the European Elections which will take place in June 2009. It is of primary importance that all electoral registers are as up to date as possible to enable a fair and democratic outcome of the European Elections.

There are 78 Members of the European Parliament (MEP's) representing the UK (after the 2009 elections this will be reduced to 72). The UK is divided into twelve regions with each region having between three and ten MEP's. within the European Parliament. The elected members are voted in accordance with a proportional representation system which means effectively that 'every vote counts'.

To run a post canvass update at any time between January and June 2009 is an excellent way of increasing the integrity of your Electoral Register and thus the number of voters at the European Elections.

Data Tracking can undertake post canvass updates at any time of the year for as few or as many of the 'non respondents' as is required by each Local Council – see 'Try Us Out' section if you would like an initial trial campaign to assess the viability of the update.



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The Cost

The cost of a post canvass campaign is predominantly results based so that you only pay for what you get. We have three charging levels as follows :

Initial data format and telephone number search	0.10p per record
Initial telephone calls	0.25p per record
Data retrieval and submission to Council	£1.00 per record

For example if a Council submits 2000 households for which we obtain 600 telephone numbers from whom we receive confirmed data from 500 households – the cost will be :

2000 records @ 0.10p	£200
600 records at 0.25p	£150
500 records at £1.00	<u>£500</u>
TOTAL COST	<u>£850</u>



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Try Us Out

To enable Local Authorities to test the effectiveness of a post update canvass we are offering an initial trial package at a cost of just £250 plus VAT.

The trial package covers one thousand records which the Local Authority submit to us and we guarantee to make telephone calls to a minimum of two hundred of these households. If we cannot obtain two hundred telephone numbers from the records given to us we will request more records.

Once we have the data we will ring the necessary households and obtain a response – as mentioned above this will be to a minimum of two hundred households.

We will then produce a detailed report to you confirming the results of the post update canvass and full electoral register information where it is obtained. The data can be submitted weekly or at the end of the campaign.

Trial Package



Contact us on 0800 011 2968 or e.mail : info@datatracking.co.uk

How To Proceed

Because we anticipate a large volume of post canvass update work during 2009 it is advisable to book in advance as early as possible.

We will increase Staff levels where necessary but the sooner an Authority books a campaign the more able we will be to accommodate the period during which the campaign is required.

To book a campaign contact us :

e.mail : bookings@datatracking.co.uk

tel : 0800 011 2968

fax: 0800 011 2969



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Questions & Answers

Because the Data Tracking system and post canvass campaigns in general are a new concept Authorities are bound to have queries and we have tried to answer the most common queries related to the post canvass campaign here.

If you have any further questions or would like clarification on any matter please refer to the FAQ page on our website at www.datatracking.co.uk or e.mail us at : info@datatracking.co.uk or contact us free of charge by telephoning 0800 011 2968 or by fax on 0800 011 2969

Q When can I carry out a post canvass campaign?

A At any time of the year but we recommend that any campaigns done in 2009 are carried out before the European elections in June 2009

Q How large does the campaign have to be?

A There is no minimum or maximum size – the choice is yours as Data Tracking can easily accommodate all sizes of campaign

Q Do we have to canvass all ‘non respondents’

A Not at all – you can choose a sector of them as a test or target a specific area

Q Do we have to pay if the household does not have a telephone?

A No – you will only be asked to pay the basic search and format fee of 0.10p for any households that are not listed with a telephone number

Q How quickly will you submit data to us?

A Whenever you want – we can do it daily or even as and when we receive it

Q How do we know the data submitted is accurate?

A All our Staff are paid a basic wage and there is no advantage to them in supplying fictitious information

Q Our area has a strong regional dialect – can you employ staff from within the area?

A Yes – wherever an area has a strong dialect or accent such as Wales, Northern Ireland or Scotland we always employ Staff from within the area to carry out our post canvas campaign work

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Data Tracking

UK Electoral Register Updates



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