



# BOARD HOLDER BRIEFING

## RECORDING RESPONSES TO VOTER ID QUESTIONS

We record responses to the questions on the Voter ID script using codes. These codes are easy to learn, however, when you first start out running a Voter ID session, you may want to have a print out of these codes so you do not make any mistakes!

<b>Labour</b>	<b>L</b>
<b>Conservative</b>	<b>T</b>
<b>Lib Dem</b>	<b>S</b>
<b>Against</b>	<b>A</b>
<b>Won't Say</b>	<b>X</b>
<b>Don't Know</b>	<b>D</b>
<b>Non Voter</b>	<b>Z</b>
<b>Independent</b>	<b>I</b>
<b>Plaid Cymru</b>	<b>P</b>
<b>SNP</b>	<b>N</b>
<b>UKIP</b>	<b>B</b>
<b>Socialist Labour</b>	<b>R</b>
<b>Green</b>	<b>G</b>
<b>BNP</b>	<b>V</b>
<b>Other Party</b>	<b>J</b>

## RECORDING RESPONSES TO QUESTIONS 1 & 2

To record responses to questions 1 and 2 on the Voter ID script, we use 'party codes'. You can see these party codes on the left.

Questions 1 and 2 on the Voter ID script are:

### QUESTION 1

**If there was an election tomorrow, which political party would you support?**

### QUESTION 2

**Which party will you vote for at the next Scottish Parliament election?**

### QUESTION 5

**'Crucial Voters'**

### Recording responses to question 5

Responses to question 5 'Crucial Voters' are easy to record. We record the following codes:

- L: Soft Labour
- N: Anti Tory/SNP switchers
- T: Anti SNP/Tory switchers
- S: Lib Dem switchers
- G: Green switchers

## FILLING IN VOTER ID SHEETS

Recording responses to the Voter ID questions canvassers ask on the doorstep or telephone accurately using these codes is very important, as we use this data to inform our campaigning and messaging.

We write the appropriate codes for the responses an elector gives in the boxes provided next to their names on Voter ID sheets.

### Labour supporters

There are a number of extra questions which we can ask of those who say they are likely to be voting Labour.

Your local party may want to prioritise which of these questions canvassers should ask, depending on where you are in the election cycle and your local priorities:

1. Would you like a postal vote?
2. Can we have your email address and telephone number to keep in touch?
3. Would you like a poster for your window or a stake for your garden at election time?
4. Would you like to join the Labour Party?
5. Would you like to endorse the candidate on a leaflet?

### Voter ID sheets

Voter ID sheets show a list of electors we need to talk to on the doorstep or telephone when carrying out Voter ID work. Voter ID sheets are produced using Contact Creator and we also use this system to enter data after canvassing sessions.

Voter ID sheets contain lots of information on electors including names, address and previous voting intention (if we have it).

### Voter ID history

There is a column on Voter ID sheets which is marked as VID history. This stands for Voter ID history.

Voter ID history indicates current and previous voting intentions recorded from canvassing, as well

as marked register information. A marked register is the list of those who have and have not voted that is recorded at polling stations. Local parties can purchase a copy of the marked register and then enter data from it to Contact Creator.

Letters in the VID history string represent the codes from the Voter ID script. The most recent code is on the left, the oldest on the right. VID history roughly covers 8 years, with each code roughly indicating a year (running from May to May).

Capitalisation of Voter ID codes indicate that an elector was recorded on the marked register as having voted in an election in that year. If a letter is a lower case letter is shown, this would suggest that an elector did not vote, there were no elections or we did not enter that marked register.

**A capital letter** indicates that someone was canvassed during that election cycle and voted.

e.g. L: Was canvassed as Labour and voted that year.

**A lower case letter** indicates that they were canvassed but are not marked as having voted.

e.g. t: canvassed that year as conservative and did not vote, there were no elections or we did not enter the marked register

**A question mark** indicates someone marked as voted but we did not canvas.

**Dashes** indicate not canvassed or marked as voted in that year.

**One long dash** shows that someone is new to the register in the last 12 months.

## IN ADVANCE OF YOUR CANVASSING SESSION

### Setting up clipboards for your canvassers

If we ensure that our canvassers have all of the resources that they need for a canvassing session then they will be confident, effective and will enjoy their canvassing experience more. We should therefore take time before a canvassing session to ensure that clipboards have everything they need on them.

Each clipboard for a canvasser should have:

- Postal vote sign up forms
- Labour Party membership forms
- Individual Electoral Registration (IER) cards
- A copy of the Voter ID script
- Window posters (in the run up to an election), ideally with blu-tac or adhesive tape
- Some blank A4 paper to make notes
- A canvassing briefing (see below)
- Casework/issue forms– more details on this below



## AT THE START OF YOUR CANVASSING SESSION

### Briefing for canvassers

All canvassers, whether they are going out for the first time or are experienced should receive a briefing.

This briefing should cover:

- The candidate(s) for election in the ward/ constituency being canvassed and a little bit of background information on them. Facts which set them apart from other parties' candidates are great.
- Local and national issues your local party would like canvassers to talk about on the doorstep. These provide some useful talking points for those who are weaker Labour supporters or are undecided.
- Contact details for the boardholder in case someone gets lost.
- Where polling stations are (in the run up to an election).

It is very useful to have this briefing written down

for canvassers on a one page canvassing brief. You can then just read this briefing out.

After the briefing, ensure that you note down the phone numbers of your canvassers and that they have your phone number in case they get lost.

### Resources for canvassers

At the start of your canvassing session ensure that your canvassers have everything that they need:

- Clipboards (with all the resources listed above)
- Pens/pencils
- Labour stickers
- Outcards
- Leaflets/flyers on issues you are discussing on the doorstep

### Looking after new canvassers

If it is someone's first time going out canvassing make sure that they are looked after. If they have a bad first experience they may not come back!

An experienced canvasser should also spend some extra time with the new canvasser, explaining what we are doing and best practice. In this training, the experienced canvasser should explain why we ask each of the questions and why they are important.

In addition, the experienced canvasser should go through the following with new canvassers:

- Canvassing briefing
- Dealing with difficult conversations and using the issues/casework sheet when unsure of an answer
- Time on the door: (not spending more than three minutes with any one elector).
- Finding out who against electors voted for/ will be voting for in particular.

Remember this training should not need to take any more than 5 minutes.

New canvassers should also shadow an experienced canvasser whilst they knock on doors to see how it is done and to gain confidence.

## DURING YOUR CANVASSING SESSION

### Looking after your canvassers

During your canvassing session, write the initials of the canvasser next to the door that you send them to. This is in case they get stuck on a door or if you lose them, you will then know where they are to find them. If someone is stuck on a door for a lengthy period of time, send a canvasser back to get them, explaining that you don't want them to get left behind.

### Using the candidate's time wisely

We want our candidate(s) to meet as many electors as possible and the right kind of electors. In order to ensure this happens you can:

- Ask canvassers who are speaking to undecided voters, weak Labour supporters or other important groups to invite the candidate(s) to those doors.
- Send the candidate only to properties who have been previously undecided.

## AFTER A CANVASSING SESSION

### Debriefing and thanking your canvassers

After a canvassing session we should take a few moments to debrief with our canvassers to find out about their experience.

We should ensure that we thank them for their time and see if they would like to help out again.

Don't forget to get your clipboards back and any completed postal vote, casework or membership forms. Take these to your campaign HQ or give them to your organiser or campaign coordinator.

*Postal Vote application forms need to be returned to your Electoral Registration Officer at the relevant local authority within 48 hours.*

## SOME FINAL TIPS FOR LEADING A CANVASSING SESSION

Here are a few other tips for making your canvassing as effective as possible:

- ✓ You ideally want to have between 4 and 7 people in your canvassing team.
- ✓ If you don't know the area you are leading the canvassing session in, get there early to explore it and identify the location of the streets you will be canvassing.

After a session we should make sure that:

- ✓ We take time to debrief with each canvasser and thank them for their time.
- ✓ Volunteers are signed up to another session before going home.
- ✓ All postal vote, membership forms and casework is collected from canvassers and data entered in to Contact Creator!
- ✓ Postal Vote application forms need to be returned to your Electoral Registration Officer at the relevant local authority within 48 hours.