



Voting



Fethia's story

34, full time mum

Arrived in Britain 11 years ago

Married, two daughters under five

Voted in Algerian elections and every UK election since she became eligible

Never thought of becoming Uk citizen

Met her on voting day



Fethia's story

“I want to go back into teaching. At the moment I am doing it voluntarily, helping adults with literacy.”

“I am getting free government training with Link-up Support via the Adult Education Centre. It gives me confidence, experience and knowledge.”



On voting

“As soon as I was able to vote I put myself on the electoral register. When I got my first poll card it was great. I felt valued that someone was asking for my opinion. I was laughed at because people said you are not going to change anything.”



On voting

“The act of voting means I have my say, I have a point and I have made my opinion.”


“It’s about changing the quality of life.”

“I want to be represented in this way. I want my life to change and by voting this will happen.”

like to

WIN in the South East :

1. What is voting about?

 conservatives

(A)

Europe is about working together to improve our way of life whilst continuing to build Britain's economic strength

working hard for Britain

 Labour
www.labour.org.uk

(B)

« More Jobs with Europe »

 UKIP

(C)

How can we ensure more and better quality jobs?

Putting Britain First



(D)

What more can we do to improve our environment?

immigration

SUPPORT SMALL BUSINESSES

ENGLISH DEMOCRATS (E)

How can we make sure that British consumers continue to get a better deal?

PROTECT THE ENVIRONMENT

FIGHT CRIME AND TERROR

help hard working families

RESPECT
THE UNITY COALITION

(F)

NOT PROFESSIONAL POLITICIANS - REAL PEOPLE!

Fethia on Voting (See video)

- Understanding the process
- The planning
- Publicising voting

Fethia's voting journey



Voting



Official poll card arrives

Find childcare for the day

Speeches on TV, campaign leaflets

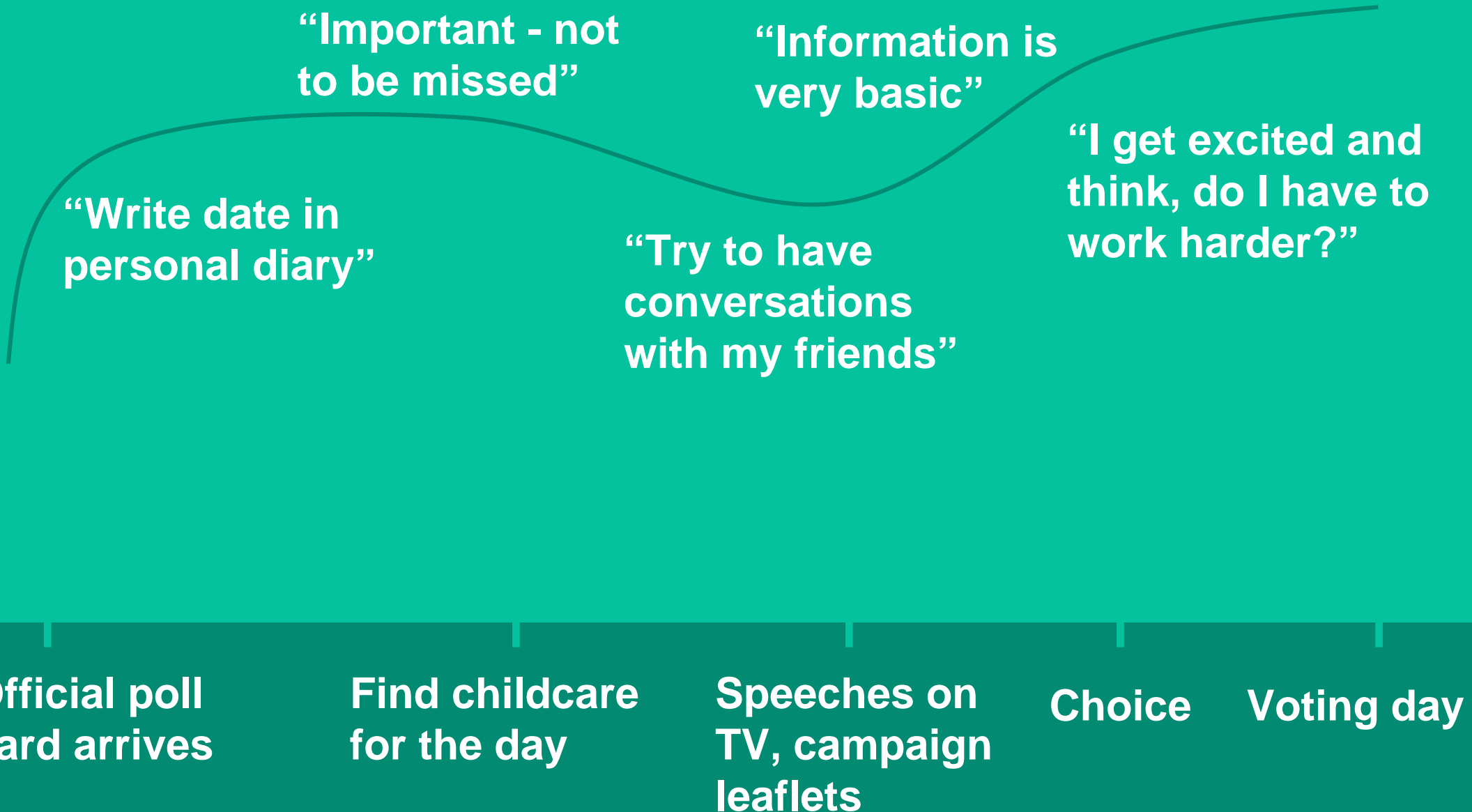
Choice

Voting day

Fethia's emotional journey



Voting



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Find childcare for the day

Speeches on TV, campaign leaflets

Choice

Voting day



Voting

WAY OUT
WAY OUT



POLLING STATION

EUROPEAN
PARLIAMENTARY
ELECTION

Guidance for Voters

- 1 When you are given a ballot paper make sure it carries the official mark.
- 2 Go to one of the compartments. Mark a cross (x) in the box opposite the name of the registered party or independent candidate you are voting for.
- 3 Fold the ballot paper in two. Show the official mark to the presiding officer, but do not let anyone see your vote. Put the ballot paper in the ballot box and leave the polling station.
- 4 Vote for one registered party or independent candidate only. Put no other mark on the ballot paper, or your vote may not be counted.
- 5 If by mistake you spoil a ballot paper, show it to the presiding officer and ask for another one.





Voting



“Posters attract people because it’s being shared by everybody. It has a different impact.”



Fethia's idea – How to motivate people

“There could be an explanation of voting, the process of voting and pictures. It doesn't tell you about the results and how you are going to see the results. Is it going to be on television? Will you receive a letter?”



Kirk's story

26 years old

Arts management

Grew up in small town
in Scotland

First time voting in
London

Met him on voting day



Kirk's story

“I like the neighbourhood. Islington is a nice place. Every now and again you do find the odd burnt car around the corner, which is a shame. People have started to dump a lot of stuff recently like wardrobes and washing machines. They just expect it to disappear.”



On voting

“For some reason it feels a lot bigger to any other general election I’ve voted in. I don’t know if it’s because I’m in a big city and I come from a small town...it feels like there’s more at stake.”

“You’re voting for things that could change the city - festivals, transport, policing. Things that are on your doorstep.”



On voting

“It’s not about showing off, it’s about proving you have something to say - that you’re educated, you’re intellectual, you know what’s going on. Finger on the pulse.”

Kirk on voting (See video)

- Easier than I thought
- Greater sense of citizenship in London



On voting

“At the beginning, you feel like it’s about giving someone else power...by the end, I realised that I’m the one that feels empowered.”



Why vote?

“You’re voting for things that could change the city - festivals, transport, policing. Things that are on your doorstep.”

What Londoners say about Simon...



Simon's plans for urgent work on the tube, improved

congestion charging and bus links in outer London will make a big difference.



We need more police in our area. My vote is for Simon.

I know his personal record in fighting for victims and tackling crime.



The Lib Dems stood up to Labour on the war in Iraq.

I trust them and will make sure I vote for Simon Hughes on June 10th.

Make Simon Hughes your first choice



Disillusioned: Its more like
Annoyed a brand campaign
than a democratic
choice

Sceptical: Are these really
Humorous Londoners or is it all
made up?



“I expected there to be more people, maybe a guard at the door. It was actually really informal, nice ladies to greet you. More friendly than I thought it would be.”

Voting

EUROPEAN PARLIAMENT AND GREATER LONDON AUTHORITY ELECTIONS - 10 JUNE 2004 LARGE PRINT BALLOT PAPERS

Election for the European Parliament London Region You have one vote

1	British National Party	
2	Christian Peoples Alliance - Ram Gokhool	
3	Conservatives - Putting Britain First	
4	English Democrats Party	
5	Green Party	
6	Liberal Democrats	
7	Respect - The Unity Coalition (George Galloway)	
8	The Labour Party Candidates	
9	The Peoples Party For Better Government	
10	UK Independence Party	

Write name
only (X)

Election for Mayor You have two votes

Write One in
Each Column (X)

1	GERARD LYNCH BNP	
2	GEORGINA, Sarah Kinnear CPA	
3	JUDITH, Bruce Henry Wood Conservative Party	
4	JANE, James English Democrats Party	
5	JEFFREY, Julian Peter Green Party	
6	LINDA, Andrew Liberal Democrats	
7	MALCOLM, Francis (George Galloway) Respect - The Unity Coalition	
8	NATALIE, Rosemary Labour Party	
9	NEIL, Lorne UK Independence Party	

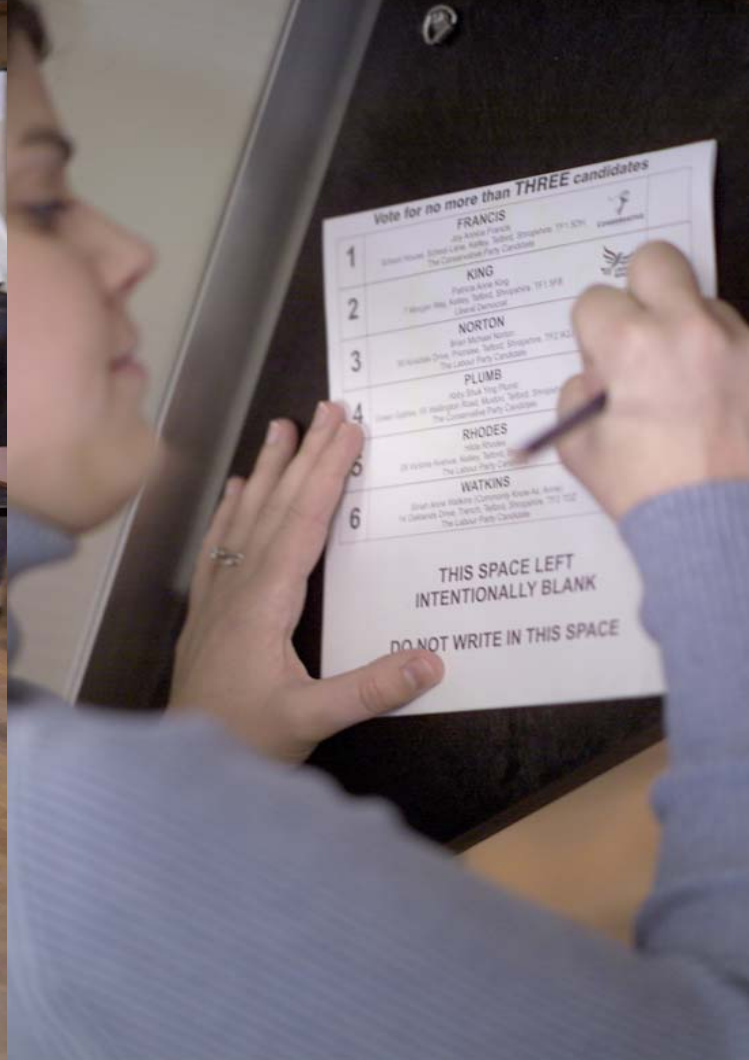
Election of the London Assembly You have two votes

North East Constituency Member		
1	GERARD LYNCH BNP	
2	GEORGINA, Sarah Kinnear CPA	
3	JUDITH, Bruce Henry Wood Conservative Party	
4	JANE, James English Democrats Party	
5	JEFFREY, Julian Peter Green Party	
6	LINDA, Andrew Liberal Democrats	
7	MALCOLM, Francis (George Galloway) Respect - The Unity Coalition	
8	NATALIE, Rosemary Labour Party	
9	NEIL, Lorne UK Independence Party	
London Member		
1	GERARD LYNCH BNP	
2	GEORGINA, Sarah Kinnear CPA	
3	JUDITH, Bruce Henry Wood Conservative Party	
4	JANE, James English Democrats Party	
5	JEFFREY, Julian Peter Green Party	
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Voting



Press images of voting from the Electoral Commission

Kirk's voting journey



Voting



Ballot arrives at home, “junk” flyers, media

Begins to seek out “unbiased” information

Forming opinion

Sharing learning, informing others

Voting day

Kirk's emotional journey



Voting



Ballot arrives at home, “junk” flyers, media

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Kirk's idea – How to motivate people

“I think people need to know something about the parties to get involved - but it takes a bit of effort. It's so easy to turn a blind eye to the whole thing and make up excuses.”



Kirk's highs and lows

“The best experience was arguing about it, getting your point across. The worst part is the ignorance about it all at the beginning.”



Voting

Deirdra's story

40 years old

Actress and occasional theatre producer

Grew up in Liverpool of Irish descent

Three years living in Lambeth

Postal voter due to work taking her away on polling day



On voting

“I was 18 when I voted for the first time. It was very stark and very cloak and dagger and nobody spoke. It felt like you’d be told off if you cracked a smile.”

“Sometimes I haven’t voted because I have been so disillusioned. It’s a necessary evil and not a process I particularly enjoy. Only two parties have put anything through my door.”



Deirdra's social values

“In London, we are becoming so disparate, all living in our little boxes.”

“If we were all kinder to each other, it would be a nicer place to live in. I try to live by these principles - it's how I've been brought up.”



On politics

“I’d hope that by living in a democracy we’d be voting for how the country should be run, but if it’s for the person who gets your back up the least, that’s not ideal.”



On politicians

“I’m quite cynical. If someone wants to be a politician, it’s grounds for them not to be. Someone has to do it, but there seems to be too much ruthless ambition.”

Deirdra on voting (see video)

- The publicity
- Making postal voting easier



Postal voting

“When the ballot paper first arrived, I realised I would be away on voting day. The option to vote by post was written on the card - that’s how I found out about it. I downloaded the form from the internet and posted it off the same day. It took two weeks to come back. I’ve only just got it in time.”



Being a citizen

“I do say my piece. They must be sick of me at Lambeth town hall. I make phone calls and write letters.”

Deirdra's voting journey



Voting



Ballot arrives at home

Send off for postal ballot paper

Forming opinion

Ballot paper finally arrives

Send vote

Deidra's emotional journey



Voting

"I'll be away -
apply for postal
vote"

"Is it going to
arrive in time?"

"Not much
information"

"Time to
make my
mind up"

"Done my duty"

Ballot arrives at home
Send off for postal ballot paper

Forming opinion

Ballot paper finally arrives

Send vote



Voting information

“I live on the edge of two boroughs. One has outdoor posters and one just advertises in the local free paper. Why do they do different things?”



On the community

“This used to be the South London Hospital for women and it’s becoming a Tesco. And here are all our local shops. There’s a fabulous Italian deli. How long will he last? I think it’s a tragedy.”

Three voting journeys



Their ideas

- **Flexibility - vote at other polling stations**
- **Unbiased information source**
- **“Menu”/magazine of candidates with ballot card**
- **Visible community activity - posters, forum for debate - to remind and motivate**

[**www.designcouncil.org.uk/red**](http://www.designcouncil.org.uk/red)