

A CASE STUDY

NORTH FULHAM NDC



Membership Engagement Services



Family festival day

|| Background

The North Fulham New Deal for Communities is a central government funded community partnership that works to improve the North Fulham area. The partnership is led by members of the community and a range of local partners to improve educational attainment, promote healthy living, fund environmental improvements, support local residents to find work, improve local businesses and much more.

MES maximised the publicity for North Fulham NDC by expanding and co-ordinating the electoral communications including design and print, facilitating a hustings events at the Family Festival Day, organising a street campaign day to raise awareness and designing reminder mailings to residents mid-way through the voting period.

|| The issue

The NDC is governed by a board of representatives of local partners and elected members of the community.

The NDC's main priority for the 2006 election was to engage a broader representation of the community to vote in the electoral process. The NDC wanted to ensure the board reflected more accurately the makeup of the NDC community.

In addition to this, the NDC was aware that turnout in NDC elections nationally were declining, so the NDC needed to halt this decline and secure a healthy participation rate.

It's time to make a difference. Use your vote!

NDC Board elections 11th - 27th September

I'm voting. Are you?

To find out more visit:
www.northfulhamndc.org.uk
020 7385 9677

Create your future
North Fulham NDC

Make a difference to North Fulham
NDC Board Elections 2006
Create your future
North Fulham NDC

|| The strategy

Membership Engagement Services felt that a comprehensive range of awareness-raising publicity material and activities should be provided in the run-up to and during the ballot, and that the focus should not just be to NDC members but also to non-member local residents.

MES' initial move was to maximise the publicity from North Fulham NDC by advertising and facilitating a hustings events at the Family Festival Day, with a Q&A session with candidates and opportunity to discuss the NDC.

All electoral communication activities were co-ordinated by MES in tandem with the ballot itself, administered by MES' parent company Electoral Reform Services.

Ballot packs themselves contained not only the voting material but also a pen and poster. Following mailings to the local residents a street campaign then brought the issues to people's homes, with badges, window stickers, bags, and reminder postcards being distributed either on the streets or through eligible voters' front doors.

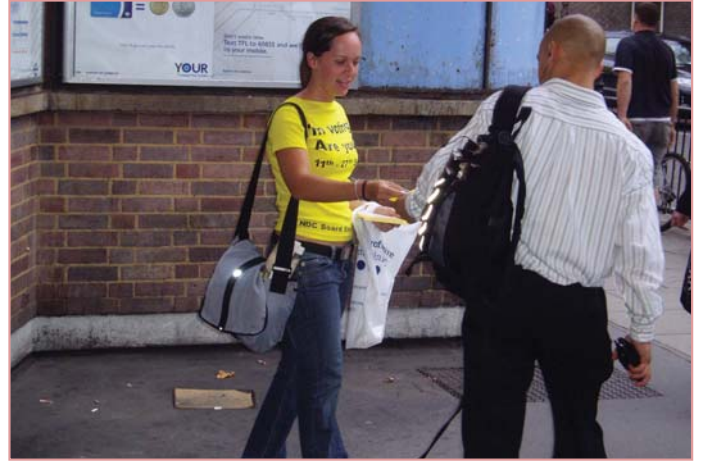
Our yellow election team targeted local people for a quick chat or free item at tube stations, bus stops and on the main High Street the day after ballot papers arrived with residents. Posters were placed in many shops and local businesses and the NDC and the elections became a focal point for the day.



The street campaign brought the issues to people's homes, with badges, pens and reminder postcards being distributed

|| The result

The 2006 North Fulham NDC's elections saw the local community's awareness maximised. NDC voter turnouts were falling across the country but MES' activities significantly decreased the decline and ensured that the NDC's key messages were reiterated so that voters were well informed.



Our yellow election team targeting locals

|| What the client said

"The NDC electoral process is an extremely busy time for an already stretched team. MES' services took the pressure off. It was excellent to have someone to rely on to organise the merchandising and the activities, and someone to bounce ideas off."

|| MES's service, in a nutshell

- Communication and campaign strategy
- Design, print and supply of publicity material
- Event management
- Integrated project management

|| Further information

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