Old Moat Ward
Electoral Registration Summary

Update July 2014

Information to assist the introduction of Individual Electoral Registration (IER)
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</tr>
</tbody>
</table>
Old Moat IER Summary

On 10 June, 2014 there was a fundamental change in the way our residents register to vote. Prior to this, one person in every household was responsible for registering everyone else who lives at that address. Now, each person will be required to register individually and must have personal identifiers (date of birth and national insurance number) verified by matching against DWP and other local data sources, before they are confirmed onto the register. Government has introduced this change to increase personal responsibility, strengthen engagement in the democratic process, reduce fraud and increase voter confidence in accuracy of the register.

This change will have a significant impact across the City. Most obviously, if an individual is not registered to vote they are unable to vote in local and national elections, but there are also broader public policy implications. In particular electorate figures are the basis on which both the Parliamentary and Local Government Boundary Commission decide on ward and constituency boundaries. Also the Register is a key dataset used to demonstrate the number of people living in the city and therefore may indirectly affects funding for public services in the longer term.

There will be a disproportionate impact on certain groups of residents. We know that certain groups are already under registered – 16 and 17 year olds who will soon become eligible to vote, young adults, students, those living in private rented accommodation where there is high transience, the BME communities and those that have been resident in the UK for a short period of time. We need to make sure that all residents know and understand what actions they have to take and make it as easy as possible to do so – for example by making registration and integral and simple part of all contact that the Council and it partners has with residents. The introduction of on line registration for the first time will help some people, but there will be barriers for others that we need to overcome.

The transition to IER presents specific challenges for residents in the Old Moat Ward. This summary presents an updated profile of the area and the local population to help us better understand some of the challenges so we know how, what, when and who we need to communicate with.
## General information about the Old Moat Ward

### About Old Moat

Old Moat is a popular residential area lying approximately 4 miles from Manchester City Centre. The ward has a mix of housing from the large 1920’s built Old Moat housing estate to the older Victorian terrace’s, villas and listed buildings. The area also has a large Student population the majority of who attend the two main universities in the city. Withington District Centre known locally as “Withington Village” is an historic area with many listed buildings within it.

### Parliamentary Constituency

Manchester Withington

### Population

14,657 (2012 MYE, Crown copyright)

### Electorate

11,565 (Manchester City Council Electoral Register, February, 2014), 1,192 are postal votes, (11 March 2014)

### Number of properties

There are 5,491 occupied properties (Academy Council Tax and Benefits 2014)

### Index of Multiple Deprivation ranking

Old Moat ranked 22nd out of 32 wards looking at measures of deprivation including income, employment, health, education, skills, barriers to housing, crime and the living environment. (*Derived in-house by Public Intelligence from data from Department for Communities and Local Government, 2010*)

### Worklessness

22.4% of JSA claimants are long term unemployed, lower than the Manchester average of 29.1%. The ward has 12.6% of working age claiming out of work benefits and 8.5% NEET. (*Connexions, and DWP claimant count (Crown copyright) data 2014*)

### Age profile

There are 263 16-17 year olds and 4,595 18-24 year olds -33.1% of the ward’s population. 1,174 residents are aged 65 or over (173 of whom are 85 or over). (2012 Mid Year Estimate, Crown copyright)

### Student population

There are 637 student households (excluding Halls) in the ward, which account for 11.6% of all occupied properties in the ward and 6.6% of all student households in the city. (*Student exempt ‘N’, Academy Council Tax and Benefits Database, MCC. April 2014*)

### Housing stock and tenure

The housing stock in the ward is mainly semi detached (41.6%), flats and apartments (just under a third) and terraced (a quarter). Tenure is: Private rented 36.9%; Owner Occupied 33%; Social rented 30.1%. (*KS401 and KS402 Census 2011, ONS. Crown copyright*)
<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>73.4% of residents belonged to White and 26.6% to non-White ethnic groups (largest EMGs: Pakistani 4.8%; ‘Other’ White 4.6%). Only 1.5% of Old Moat residents have lived in the UK for less than 2 years (KS201 and QS801 Census 2011, ONS. Crown copyright)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Languages spoken</td>
<td>English as main language 84%; no people in household have English as main language 7%. Main languages other than English, which over 50 residents speak as their main language, are Arabic, Urdu, Polish, Bengali (with Sylheti and Chatgaya), Spanish, Malayalam, Panjabi, Persian/Farsi, Kurdish and Chinese. (KS206 and QS204 Census 2011, ONS Crown copyright)</td>
</tr>
<tr>
<td>Digital access</td>
<td>31.9% of the population are unlikely to have internet access. (ACORN Classification data, 2013. Copyright CACI)</td>
</tr>
</tbody>
</table>
Analysis and Action

The ‘Confirmation Live Run’ of matching against Department for Work and Pensions (DWP) data and subsequent matching against local data sources (LDM) has now taken place. This has identified the number and percentage of electors confirmed to passport directly onto the new register as well as the Wards with large numbers of unconfirmed electors where targeted activity is needed to ensure they can register.

The results informed the write out from July with confirmation letters being sent to electors whose details matched; an Invitation to Register sent to each elector who did not match; and a Household Enquiry Form to all properties where no electors are registered, those carried forward from the 2012 register or where potential electors may be.

Annex 1 shows a breakdown of results across the city by Ward, showing match rates the new number of Invitation to Register needed. A ‘heat’ map where Invitations to Register are needed by Polling District is provided at Annex 2.

These results have been used to divide Manchester’s 32 wards into three categories - high risk (confirmation rate of 70% or below); medium risk (rate of between 71% and 84.9%); and low risk (rate of 85% or better). Across Manchester, this identifies 10 wards in the high risk category, 12 medium and 10 low risk. On a scale of 1-32 with one being the highest green match, Old Moat was ranked 24th and is therefore a High risk area.

The results of the data matching broken down by polling district in the Old Moat ward is provided below:

<table>
<thead>
<tr>
<th>Ward / Polling District</th>
<th>Total Number of Electors</th>
<th>Green Matches</th>
<th>Red Matches</th>
<th>% Green</th>
<th>% Red</th>
</tr>
</thead>
<tbody>
<tr>
<td>OLD MOAT</td>
<td>11594</td>
<td>7890</td>
<td>3704</td>
<td>68.1%</td>
<td>31.9%</td>
</tr>
<tr>
<td>OMA</td>
<td>1251</td>
<td>1091</td>
<td>160</td>
<td>87.2%</td>
<td>12.8%</td>
</tr>
<tr>
<td>OMB</td>
<td>3032</td>
<td>2554</td>
<td>478</td>
<td>84.2%</td>
<td>15.8%</td>
</tr>
<tr>
<td>OMC</td>
<td>3369</td>
<td>1812</td>
<td>1557</td>
<td>53.8%</td>
<td>46.2%</td>
</tr>
<tr>
<td>OMD</td>
<td>3942</td>
<td>2433</td>
<td>1509</td>
<td>61.7%</td>
<td>38.3%</td>
</tr>
</tbody>
</table>

This shows that of the 11,594 electors, 7,890 passported onto the new register and 3,704 would need to IER register.

The particular challenges in the Old Moat Ward relate to the high levels of young people, which make a third of the population.

There will be a range of city wide activity that will support registration plus targeted work focusing on these challenges in the Ward. This will include communicating the change and the actions individual residents need to take, as well as facilitating opportunities to make registration as simple and straightforward as possible.

All City Council services will play their part in delivering the change and engagement with our partners and key stakeholders will be critical. Intelligence and support from Area Regeneration Teams and Neighbourhood Delivery Teams will be particularly important.

Members will be a valuable source of intelligence to help understand where to target activity as well as helping with the provision of information to residents on the ‘call to action’ required.
Activity across Manchester will be widespread, varied and will include for example:

- engagement and media activity linked in with the Electoral Commission’s national approach to promoting the change
- promoting registration in direct mail to residents
- promoting registration and providing opportunities to register in telephone and face to face contact with residents
- maximising the opportunities provided by digital and social media channels and community radio
- effective use of outdoor media
- use of specialist and community newsletters
- links to organisations benefiting from CASH grants
- engagement with partner organisations, the voluntary sector, community and residents’ organisations to both promote the change and provide registration opportunities where appropriate
- engagement via Manchester Youth Council and SRF based youth networks
- Work with businesses and enterprise networks
- Health centres, GP surgeries and dentists

Communication about registration activity will also include information about different ways of voting.

Targeted activity will take place in Old Moat ward based on the particular characteristics of the neighbourhoods and communities, as well as focusing on areas with the lowest match rates. Annex 3 provides a heat map that shows numbers of no matches by Census Output Area across the City. Annex 4 shows this information for the Ward.

Local engagement activity will include:

- **Work with registered providers including Southway Housing Trust, to ensure that their tenants are informed about the change and are provided with opportunities to register through their systems and promoted through their web-pages as hyperlinks to the on-line registration tool and via their tenants news and tenant information mail shots**

- **Work with Manchester Metropolitan University and The University of Manchester to ensure that students living in their halls of residence or private rented accommodation are informed about the changes and are provided with opportunities to register. Liaise with Off-campus Student Liaison Officer for MMU & MU.**

- **Identify opportunities at Old Moat Primary School, Manchester Adult Education Service (MAES) and Old Moat Surestart Learning Centre.**

- **Old Moat Community Minded is a local resident lead Community Interest Company (CIC) that runs a variety of family activities including work clubs; ESOL classes, a NEET’s project parent and toddler groups and a Yummy Mummy’s healthy eating club. Engage With Old Moat Youth Outreach Project.**
Promote the change in local community venues including Withington Library, Withington Methodists’ Church, St Christopher’s Church, Fallowfield Lawn Tennis & Bowling Club, Manchester Bridge Club and the various local pubs in the area.


Work closely with Neighborhood Services to establish contacts with management agents in the private sector Including Student Landlords and HMO’s.

Possible Bin Sticker Project with details of how to register could be looked at

Work with business sector. Posters up in as many shops and super markets within Withington District Centre encourage re-tweeting and ask local traders to put the hyperlink on their websites.

Registration information stalls at local community markets.

Work with health centre’s / GP surgeries, dentists to promote message and through South Manchester Healthy Living Network NHS.

E-mail bulletins to ward contacts lists, ward Twitter accounts.

Troubled families engagement. Importance to register link to access to other benefits and promotion through family outreach and contact teams Including NHS Health Visitors, Midwife’s and outreach / frontline workers. (Health Visitors are based at Old Moat Sure Start and district Midwives run sessions at Old Moat Surestart).

Potential opportunities to work with Didsbury Job Centre Plus, to promote canvass to clients.

Link to Community and Cultural Services events and activities in Old Moat.

South Manchester SRF Delivery Group.

Old Moat & Withington Age Friendly community Auditors and Age Friendly project sub groups and Valuing Older People (VOP) Groups Extra facility could be provided through Southway Housing Trust Age Friendly project.
Key Messages

Headlines

- The Electoral Registration system in Great Britain changed on 10th June.
- The household based registration system has been abolished and in future, every individual will be responsible for registering themselves to vote every time their details change, for example when they move house.
- In order to register, a citizen must provide details including their name and date of birth.
- For the first time, citizens can register online www.gov.uk/register-to-vote

![Register to vote](image)

- Everybody who is registered to vote at the moment will get a letter in late July/Early August telling them if they have automatically transferred onto the new system or if they need to reregister.
- Any person who does not respond to an Invitation to Register is liable for a fine of up to £80 (FPN)

What does it mean for Manchester?

- A lot of our citizens are from traditionally under registered groups or groups less likely to match – 16-24 year olds, those in private rented accommodation and students.

- Approximately 75% of those on the register will transfer across to the new system automatically. But this means that around 90,000 residents across the city will need to reregister.

- However low registration levels have a wider impact for the city – the register is used by the various boundary commissions to determine representation, it is used to select Jurors, and as the register is published annually it also demonstrates Manchester’s current population in terms of numbers, distribution and trends.

Why is registering to vote important for citizens?
If a person is not registered, they cannot vote. Being registered doesn’t mean you have to vote but it means that the citizen can choose to vote if they want at election time.

More generally, Credit Reference agencies use the electoral register to check on names and addresses so people who aren’t registered may have difficulty getting credit - mobile phone contracts or mortgages for example.

**What happens next for people who are already registered to vote?**

- We have checked the current electoral register against DWP and council records.

- Three quarters of Mancunians match on the register and these other records and so will passport automatically onto the new register and won’t need to take any action to stay registered – they will get a letter to tell them they don’t need to do anything, unless their details change e.g. they move house.

- People who don’t passport automatically need to reregister and will get a letter and a green registration form in early August. They need to go online to [www.gov.uk/registertovote](http://www.gov.uk/registertovote) to fill in an application or alternatively complete this paper form and send it back in the freepost envelope that will be provided.

- Registering online is quick and easy – it only takes five minutes, as long as the person has their National Insurance number to hand.

- There is a separate process for anybody who doesn’t have an NI number e.g. overseas students.

- Any person who doesn’t respond to the form we send will get a reminder, and if they don’t respond to that a Council Inspector will visit them in September/October to collect the information to register them.

- If after our visit a person still doesn’t respond, they can be liable for a fine of up to £80.
Postal Voters who need to reregister have to do so by 1 December 2014 or they will lose their postal vote and will have to either reregister or will have to vote in a polling station at the general election in May 2015

What about people who aren’t registered at the moment?

- Only people who were registered to vote in June 2014 will get a letter. We know that some people, especially young people and those living in private rented accommodation, are less likely to be on the register in the first place.

- Anyone who isn’t registered can go straight to the online portal to register to vote – they don’t need to contact the Council to ask for a form. More information is available on the website.

- We need to get the message out to as many people as possible about why it’s important to register and how to do it.

- The Elections Office has leaflets, posters and other materials and can attend meetings to talk about electoral registration – just get in touch

Where to go for more information

Register online: www.gov.uk/registertovote

More information about changes to electoral registration www.gov.uk/yourvotematters

Information about voting and the democratic process www.aboutmyvote.org.uk

Electoral Registration in Manchester www.manchester.gov.uk/electoralregistration or 0161 234 1212
Election and Registration contact details

Kate Brown, Head Of Electoral Services.
Email: k.brown3@manchester.gov.uk

Lesley Spencer, Canvass and Registration Programme Manager.
Email: l.spencer@manchester.gov.uk

Sue Davison, Canvass and Registration Project Manager.
Email: s.davison@manchester.gov.uk

Canvass & Registration Coordinators

Blackley and Broughton constituency: Leon Phillip.
Email leon.phillip@manchester.gov.uk

Manchester Central constituency: Tony Jefferson.
Email tony.jefferson@manchester.gov.uk

Manchester Gorton constituency: Gemma Walsh.
Email gemma.walsh@manchester.gov.uk

Manchester Withington constituency: Salima Jones.
Email salima.jones@manchester.gov.uk

Wythenshawe & Sale East constituency: Leon Phillip.
Email leon.phillip@manchester.gov.uk
<table>
<thead>
<tr>
<th>Priority</th>
<th>No.</th>
<th>WARD</th>
<th>CONSTITUENCY</th>
<th>Electorate</th>
<th>Matched</th>
<th>% matched</th>
<th>Require Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>32</td>
<td>CITY CENTRE</td>
<td>Central</td>
<td>13,912</td>
<td>6,970</td>
<td>50.10%</td>
<td>6,942</td>
</tr>
<tr>
<td>High</td>
<td>31</td>
<td>ARDWICK</td>
<td>Central</td>
<td>13,441</td>
<td>7,323</td>
<td>54.48%</td>
<td>6,118</td>
</tr>
<tr>
<td>High</td>
<td>30</td>
<td>FALLOWFIELD</td>
<td>Gorton</td>
<td>11,701</td>
<td>6,793</td>
<td>58.05%</td>
<td>4,908</td>
</tr>
<tr>
<td>High</td>
<td>29</td>
<td>WITHINGTON</td>
<td>Withington</td>
<td>11,289</td>
<td>6,555</td>
<td>58.07%</td>
<td>4,734</td>
</tr>
<tr>
<td>High</td>
<td>28</td>
<td>RUSHOLME</td>
<td>Gorton</td>
<td>10,988</td>
<td>6,384</td>
<td>58.10%</td>
<td>4,604</td>
</tr>
<tr>
<td>High</td>
<td>27</td>
<td>HULME</td>
<td>Central</td>
<td>13,135</td>
<td>8,106</td>
<td>61.71%</td>
<td>5,029</td>
</tr>
<tr>
<td>High</td>
<td>26</td>
<td>MOSS SIDE</td>
<td>Central</td>
<td>13,807</td>
<td>8,728</td>
<td>63.21%</td>
<td>5,079</td>
</tr>
<tr>
<td>High</td>
<td>25</td>
<td>LONGSIGHT</td>
<td>Gorton</td>
<td>11,460</td>
<td>7,584</td>
<td>66.18%</td>
<td>3,876</td>
</tr>
<tr>
<td>High</td>
<td>24</td>
<td>OLD MOAT</td>
<td>Withington</td>
<td>11,594</td>
<td>7,890</td>
<td>68.05%</td>
<td>3,704</td>
</tr>
<tr>
<td>High</td>
<td>23</td>
<td>LEVENSHULME</td>
<td>Gorton</td>
<td>11,338</td>
<td>7,947</td>
<td>70.09%</td>
<td>3,391</td>
</tr>
<tr>
<td>Medium</td>
<td>22</td>
<td>DIDSbury WEST</td>
<td>Withington</td>
<td>10,735</td>
<td>8,005</td>
<td>74.57%</td>
<td>2,730</td>
</tr>
<tr>
<td>Medium</td>
<td>21</td>
<td>ANCOATS AND CLAYTON</td>
<td>Central</td>
<td>13,609</td>
<td>10,176</td>
<td>74.77%</td>
<td>3,433</td>
</tr>
<tr>
<td>Medium</td>
<td>20</td>
<td>WHALLEY RANGE</td>
<td>Gorton</td>
<td>11,851</td>
<td>9,028</td>
<td>76.18%</td>
<td>2,823</td>
</tr>
<tr>
<td>Medium</td>
<td>19</td>
<td>CHEETHAM</td>
<td>Blackley and Broughton</td>
<td>15,636</td>
<td>11,953</td>
<td>76.45%</td>
<td>3,683</td>
</tr>
<tr>
<td>Medium</td>
<td>18</td>
<td>BRADFORD</td>
<td>Central</td>
<td>12,359</td>
<td>9,986</td>
<td>80.80%</td>
<td>2,373</td>
</tr>
<tr>
<td>Medium</td>
<td>17</td>
<td>CRUMPSALL</td>
<td>Blackley and Broughton</td>
<td>11,641</td>
<td>9,474</td>
<td>81.38%</td>
<td>2,167</td>
</tr>
<tr>
<td>Medium</td>
<td>16</td>
<td>GORTON SOUTH</td>
<td>Gorton</td>
<td>13,404</td>
<td>10,927</td>
<td>81.52%</td>
<td>2,477</td>
</tr>
<tr>
<td>Medium</td>
<td>15</td>
<td>CHORTON PARK</td>
<td>Withington</td>
<td>11,840</td>
<td>9,672</td>
<td>81.69%</td>
<td>2,168</td>
</tr>
<tr>
<td>Medium</td>
<td>14</td>
<td>HARPURNEY</td>
<td>Blackley and Broughton</td>
<td>12,835</td>
<td>10,504</td>
<td>81.84%</td>
<td>2,331</td>
</tr>
<tr>
<td>Medium</td>
<td>13</td>
<td>CHORTON</td>
<td>Withington</td>
<td>11,074</td>
<td>9,108</td>
<td>82.25%</td>
<td>1,966</td>
</tr>
<tr>
<td>Medium</td>
<td>12</td>
<td>GORTON NORTH</td>
<td>Gorton</td>
<td>11,751</td>
<td>9,668</td>
<td>82.27%</td>
<td>2,083</td>
</tr>
<tr>
<td>Medium</td>
<td>11</td>
<td>DIDSbury EAST</td>
<td>Withington</td>
<td>11,011</td>
<td>9,238</td>
<td>83.90%</td>
<td>1,773</td>
</tr>
<tr>
<td>Low</td>
<td>10</td>
<td>BURNAGE</td>
<td>Withington</td>
<td>11,147</td>
<td>9,625</td>
<td>86.35%</td>
<td>1,522</td>
</tr>
<tr>
<td>Low</td>
<td>9</td>
<td>MILES PLATTING &amp; N HEATH</td>
<td>Central</td>
<td>10,956</td>
<td>9,475</td>
<td>86.48%</td>
<td>1,481</td>
</tr>
<tr>
<td>Low</td>
<td>8</td>
<td>BAGULEY</td>
<td>Wythenshawe and Sale East</td>
<td>11,297</td>
<td>9,887</td>
<td>87.52%</td>
<td>1,410</td>
</tr>
<tr>
<td>Low</td>
<td>7</td>
<td>SHARSTON</td>
<td>Wythenshawe and Sale East</td>
<td>12,034</td>
<td>10,549</td>
<td>87.66%</td>
<td>1,485</td>
</tr>
<tr>
<td>Low</td>
<td>6</td>
<td>NORTHENDEN</td>
<td>Wythenshawe and Sale East</td>
<td>11,503</td>
<td>10,141</td>
<td>88.16%</td>
<td>1,362</td>
</tr>
<tr>
<td>Low</td>
<td>5</td>
<td>WOODHOUSE PARK</td>
<td>Wythenshawe and Sale East</td>
<td>10,585</td>
<td>9,369</td>
<td>88.51%</td>
<td>1,216</td>
</tr>
<tr>
<td>Low</td>
<td>4</td>
<td>CHARLESTOWN</td>
<td>Blackley and Broughton</td>
<td>10,502</td>
<td>9,319</td>
<td>88.74%</td>
<td>1,183</td>
</tr>
<tr>
<td>Low</td>
<td>3</td>
<td>HIGHER BLACKLEY</td>
<td>Blackley and Broughton</td>
<td>10,861</td>
<td>9,662</td>
<td>88.96%</td>
<td>1,199</td>
</tr>
<tr>
<td>Low</td>
<td>2</td>
<td>BROOKLANDS</td>
<td>Wythenshawe and Sale East</td>
<td>10,854</td>
<td>9,669</td>
<td>89.08%</td>
<td>1,185</td>
</tr>
<tr>
<td>Low</td>
<td>1</td>
<td>MOSTON</td>
<td>Central</td>
<td>11,624</td>
<td>10,358</td>
<td>89.11%</td>
<td>1,266</td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td></td>
<td></td>
<td>381,774</td>
<td>290,073</td>
<td>75.98%</td>
<td>91,701</td>
</tr>
</tbody>
</table>
Invitations to register: polling district

Annex 2
Invitations to register: Output Area

Invitations to register by Output Area (natural break)

- 590 to 2,360 (8)
- 180 to 589 (48)
- 80 to 179 (188)
- 40 to 79 (493)
- 0 to 39 (793)

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Public Intelligence, Performance and Intelligence (PRI), Chief Executive's Department. July 2014
Annex 4

Invitations to register:
Old Moat

Invitations to register by Output Area (natural break)
- 500 to 2,360 (8)
- 180 to 589 (48)
- 80 to 179 (188)
- 40 to 79 (493)
- 0 to 39 (793)

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