



## **GLA Civic and Democratic Participation Programme** (June 2024 – June 2025)



**Evaluation Report**  
November 2025

**The GLA London Voter Registration  
Week 2024 and Voter ID public  
awareness campaign (phase three)  
community delivery partner**



**The Democratic Participation  
grants programme (phase three)  
delivery partner**



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This work would not have been possible  
without the support of our coalition of  
partners. For more information on our  
programme, including a list of our current  
partners, go to the GLA Democracy Hub at  
**<https://registertovote.london>**



# Contents

<b>Executive summary</b>	<b>4</b>
<b>Background</b>	<b>8</b>
<b>GLA Democratic Participation public awareness campaign</b>	<b>10</b>
<b>Community Engagement activity</b>	<b>12</b>
<b>London Voter Registration Week 2024</b>	<b>15</b>
<b>London Democracy Week 2025</b>	<b>17</b>
<b>Grants programme – phase three</b>	<b>20</b>
<b>GLA Democracy Hub</b>	<b>29</b>
<b>Future considerations</b>	<b>30</b>
<b>In their own words</b>	<b>31</b>
<b>Case studies</b>	<b>32</b>
<b>Annex 1: Grant-funded activity by borough</b>	<b>46</b>
<b>Annex 2: Grantees social media campaign metrics</b>	<b>48</b>

# Executive Summary

**The Greater London Authority (GLA) Civic and Democratic Participation programme was launched in 2019, with the pilot annual London Voter Registration Week (LVRW). Since then, the programme's unique model of co-design and co-delivery between a regional authority, statutory bodies, a broad civil society coalition, and under-registered and under-represented Londoners has delivered various projects and campaigns. These have helped to increase voter registration rates; and address wider barriers to civic and democratic participation across the capital.**

Across the globe, 2024 was a big year for democracy. In May, the Mayor of London and London Assembly elections were held; and in July, the UK had a snap general election. Over the course of the year, more than 50 countries engaged almost half the world's population in elections.

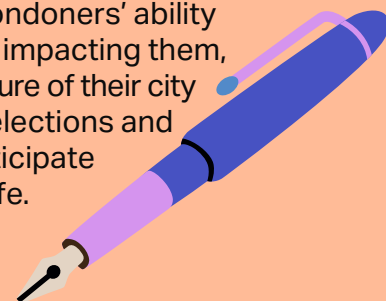
Between 2024 and 2025, the GLA brought together borough electoral services, civil-society organisations (CSOs), educational institutions and others across the capital to run the sixth edition of the annual LVRW; phase three of the impartial voter ID campaign; and the first annual London Democracy Week (LDW). It also delivered phase three of its Democratic Participation grants programme; this provided funding for equity-led organisations to support under-registered and under-represented communities to access their civic and democratic rights. This work is in line with the GLA's statutory powers to support social development in London; and builds on the legacy and best practice of the ongoing Civic and Democratic Participation programme.

As part of the programme's community engagement workstream, co-designed and accessible information packs were produced and disseminated. These aimed to help all borough councils, and hundreds of civil society partners and supporters, raise awareness across their online and offline channels. Additionally, throughout the year many pan-London events were delivered, both in person and online.

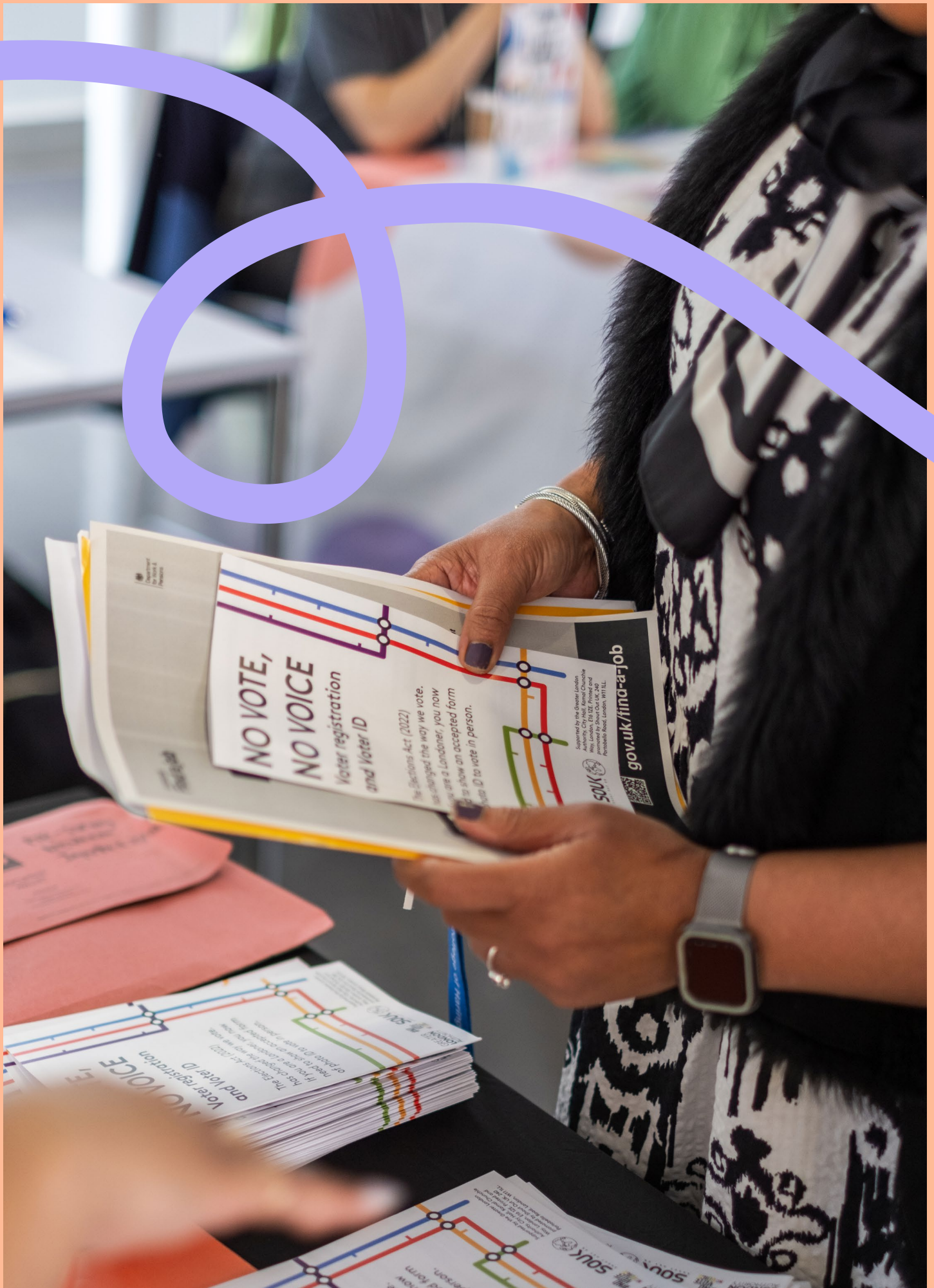
All materials and activity are shared on the GLA Democracy Hub ([registertovote.london](https://www.registertovote.london)), which has had a full revamp.

The grants programme workstream helped equity-led organisations to increase political literacy among their communities. This was through providing knowledge and tools; supporting Londoners overcome barriers to democratic participation; supporting communities to participate in wider civic life; and building capacity in CSOs to embed democratic participation in their ongoing work.

The GLA Civic and Democratic Participation programme is working in a context of increased misinformation and disinformation, and reduced trust in elected politicians and democratic institutions. Against this background, it will continue to build on lessons learned and good practice – as well as its coalition, its trust and its reputation. The programme will sit under the GLA Reducing Inequalities mandate. This is because it directly contributes to Londoners' ability to get heard in decisions impacting them, their communities, the future of their city and their country at key elections and beyond, as they fully participate in civic and democratic life.







A voter registration and Voter ID information stall and key information leaflet

**Together, the GLA, its delivery partners and the broad coalition achieved the following:**

**Awareness of the photo voter ID requirement rose by 56 percentage points**

between August 2022 and January 2025  
– from 33% to 89%.

**Over 25,000 under-registered and under-represented Londoners were directly reached by our grantees** through varied activity (not including social media).

**Over 18,000 Londoners were engaged in-person, and an estimated 5.4m people reached on social media** via our community delivery partner<sup>1</sup> and our grantees.

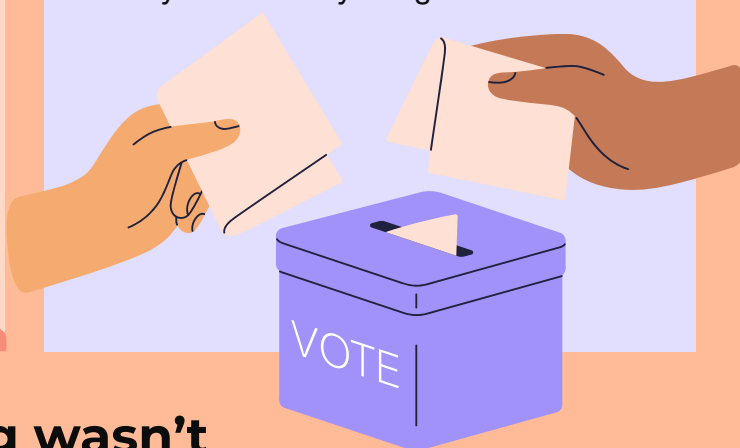
**Almost 20,500 Londoners registered to vote during LVRW 2024.** This is a 3%

increase, across all age groups, from the week before (when no campaign activity took place), and an increase of 9% among young Londoners.



**Understanding of the democratic system rose by an average of 59%**

as reported by the beneficiaries of the activity delivered by our grantees.



**“I always thought voting wasn’t for people like me. Now I understand my rights. I felt proud and equal.”**

**Deaf Londoner, participant of grantee Empowering Deaf Society**

<sup>1</sup>Our community delivery partner, Shout Out UK, reached 5.2m people, if you combine their reach across social media channels. Their estimation of overall online reach is much higher, at 9.6m. This is based on statistics provided by analytics platform Brand 24, which scans the web for content about the campaign.





**“This project made me realise I have a voice even if I am not yet a citizen. I can still talk to decision-makers and be part of the change.”**

Young Afghan refugee, participant of grantee, Kosovar Albanian Youth Against Violence

**“You’ve really changed my mindset – I never wanted to register to vote, but I will.”**

Student at Capel Manor College, participant in our in-person activity at education institutions

# Background

According to the Electoral Commission report into the state of the 2023 electoral registers in the UK, London still has one of the lowest voter registration rates in England. This is due to the make-up and churn of its population – 82% of Londoners are registered to vote, compared to 86% in the rest of England (Electoral Commission, 2023<sup>2</sup>). Despite this, since the launch of the GLA LVRW model and annual activity in 2019, London has seen England's biggest increase in voter registration rates (Electoral Commission, 2025<sup>3</sup>).

**Furthermore, the breakdown across different demographics shows that certain groups are less likely to be registered to vote. The GLA's Survey of Londoners 2021-22 (GLA Datastore<sup>4</sup>) makes the following findings:**

70% of Londoners aged 16-24 are registered to vote, compared with 96% of Londoners aged 65 and over

82% of Londoners from a Black, Asian or Minority Ethnic background are registered, compared to 95% of White British Londoners

81% of non-UK-born Londoners are registered, compared to 91% of UK-born Londoners

88% of social renters, and 81% of private renters, are registered to vote, compared with 94% of homeowners-occupiers.

The Elections Act (2022) implemented the voter ID requirement; changes to the voting rights of EU Londoners; and other voting system changes. These placed further barriers on under-registered and under-represented Londoners – many of whom were already disproportionately affected by the COVID-19 pandemic and the ongoing cost-of-living crisis.

These include young Londoners aged 18 to 25; Black, Asian and Minority Ethnic Londoners, especially Black Londoners; migrant Londoners, especially EU Londoners; D/deaf and disabled Londoners; low-income Londoners; social and private renting, and homeless Londoners; LGBTQIA+ Londoners, especially trans and non-binary Londoners; and older Londoners (60 and over). These communities were therefore prioritised in the co-design and co-delivery approach of the GLA Civic and Democratic Participation programme and its workstreams.



<sup>2</sup>Electoral Commission: 2023 report – Electoral registers in the UK. [www.electoralcommission.org.uk/research-reports-and-data/electoral-registration-research/2023-report-electoral-registers-uk](https://www.electoralcommission.org.uk/research-reports-and-data/electoral-registration-research/2023-report-electoral-registers-uk)

<sup>3</sup>Electoral Commission: Size of the electoral registers in 2024. [www.electoralcommission.org.uk/research-reports-and-data/electoral-registration-research/size-electoral-registers-2024](https://www.electoralcommission.org.uk/research-reports-and-data/electoral-registration-research/size-electoral-registers-2024)

<sup>4</sup>GLA Survey of Londoners 2021-22. <https://data.london.gov.uk/dataset/survey-of-londoners-2021-22-2gj5n/>



**Before and during its public awareness campaign, the GLA commissioned regular research into voter ID awareness levels; ownership of accepted forms of photo ID; and other key changes to voting rights brought in by the Elections Act (2022). This research, carried out by YouGov (GLA Datastore, January 2025<sup>5</sup>), found the following:**

**By January 2025 photo voter ID awareness had reached 89% – an increase of 56 percentage points since tracking began in August 2022. The highest rate of awareness was registered in the run-up to the July 2024 snap election (93%), but it has reduced a little since then.**

**White Londoners are still most likely to be aware (80%), compared with Black Londoners (75%) and Asian Londoners (68%).**

**Londoners aged 65+ (89%) are significantly more likely to be aware than those under 25 (61%).**

**Those earning £70,000 and over per year are still more likely to be aware (80%) than those earning under £20,000 (77%).**

**Over nine in ten (93%) of Londoners report holding an approved form of voter ID.**

**The proportion of Londoners that have heard of the Voter Authority Certificate remains very low. In the aftermath of the July general election it was 32%, but has since declined to 22%.**

**Understanding of the changes to proxy voting remains lower (24% of Londoners are aware) compared to knowledge of the changes to postal voting (41% aware).**

**Almost three in ten Londoners (29%) thought that their education helped them to understand very well or fairly well how UK elections work. This was higher amongst those aged 18-24 (43%) than other age groups. In the absence of an updated, mandatory curriculum offer, this finding reinforces the approach of the programme and the renewed need to co-produce and co-deliver, with partners, democratic education materials on political and media literacy.**

**Awareness that the current legal voting age is 18 in England (and thus London) was 87%. This is much higher than awareness that eligible voters can register to vote in England (and thus London) at 16 (34%). Knowledge that you can only vote from age 18 was lower among low-income Londoners, and Deaf and disabled Londoners.**



<sup>5</sup>GLA Poll Results 2025. <https://data.london.gov.uk/gla-poll-results/2025-2/>

# GLA Democratic Participation public awareness campaign

Make sure you have one of these accepted forms of photo ID if you want to vote in person, at the next election.

 UK, Channel Islands or EEA driving licence	 Blue Badge scheme card	 National identity card issued by an EEA state
 60+ Oyster photocard or a Freedom Pass	 Veteran Card	 Biometric Immigration Document (including eVisas)
 PASS card issued by the National Proof of Age Standards Scheme bearing the PASS hologram	 UK, Commonwealth or EEA passport	 Free Voter Authority Certificate

**GREATER LONDON AUTHORITY** **#NO VOTE NO VOICE** **SOUK** SHOUT OUT UK

Supported by the Greater London Authority, City Hall, Kamal Chunchie Way, London, E16 1ZE. Printed and promoted by Shout Out UK, 240 Portobello Road, London, W11 1LL.

Phase three of the impartial GLA Democratic Participation public awareness campaign took place between June 2024 and March 2025. The third phase built on lessons from phases one (January – March 2023) and two (June 2023 – February 2024). It was informed by GLA City Intelligence data; GLA-commissioned YouGov polling; regular updates with the Electoral Commission and borough electoral services; and insight from communities themselves.

**In line with its duties, the GLA continued to coordinate with statutory bodies and the broad, pan-London coalition of support to deliver phase three. This consisted of:**

**Community engagement** delivered with our civil society partner, Shout Out UK (SOUK).

A pan-London and community-focused **communications campaign**.

The GLA continues to share best practice with colleagues in London borough councils, the Electoral Commission, funders and democracy teams in the devolved nations and in Europe. The snap general election has reconfirmed that under-resourced and under-staffed electoral services professionals across the country remain the ultimate safeguards of a democratic process that is almost at breaking point.



**Make sure you have an accepted  
photo ID to vote in:**



General/parliamentary  
elections



Local/borough  
elections



Mayor of London and  
London Assembly elections

**Your voice matters, so get heard.**

GREATER  
LONDON  
AUTHORITY

#NO  
VOTE  
NO  
DIE

SOUK  
SHOUT OUT UK

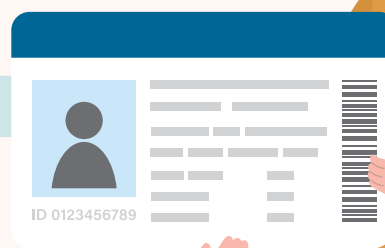
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240 Portobello Road, London, W11 1LL.

The GLA Civic and Democratic Participation team is particularly proud to have an ongoing collaboration with and the support of the Association of Electoral Administrators (AEA). In the last few years, working with London AEA colleagues and our broad coalition, we've ensured London has had the biggest increase in voter

registration rates across Great Britain. The latest Electoral Commission report into the 2024 annual canvass (Electoral Commission, 2025<sup>6</sup>) shows London has the biggest increase in voter registration rates among local authorities in England.

**“The approach of the Greater London Authority is one to watch... A coalition supporting the work includes our own AEA London Branch, covering every London borough election team, plus civil society groups and education institutions.”**

**Peter Stanyon, Chief Executive of AEA (Evidence session, House of Lords' Constitution Committee, 2023)**



<sup>6</sup>Electoral Commission: Size of the electoral registers in 2024. [www.electoralcommission.org.uk/research-reports-and-data/electoral-registration-research/size-electoral-registers-2024](https://www.electoralcommission.org.uk/research-reports-and-data/electoral-registration-research/size-electoral-registers-2024)

# Community Engagement activity

**This year-round programme of work includes two key GLA-coordinated events:**

- London Voter Registration Week (LVRW), held annually in September
- London Democracy Week (LDW), held for the first time in March 2025.

Ahead of these milestones in the campaign, the GLA and SOUK share co-designed, accessible information packs with all borough councils and the broad civil-society coalition. This coalition is made up of hundreds of civil-society partners and supporters who share these resources across their online and offline channels, and help run in-person and online events. The campaign uses content co-designed with communities at risk of disenfranchisement, and balances pan-London and community-specific engagement. All the co-designed resources can be found on the GLA Democracy Hub at <https://registertovote.london>.

**Key deliverables and activity in 2024-25 included:**

**In-person awareness-raising** community-engagement events for under-registered and under-represented Londoners, and information stalls in educational institutions

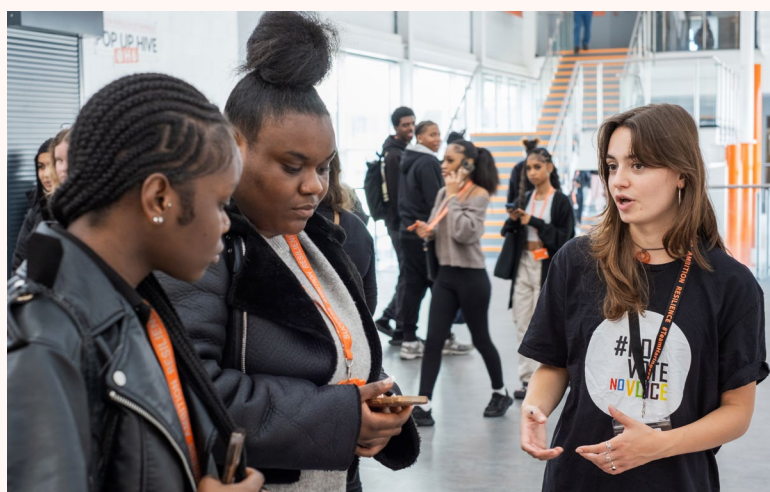
**Static and dynamic social media resources**, provided with alt text and in community languages, for accessibility

**Explainer videos** and video content from in-person events

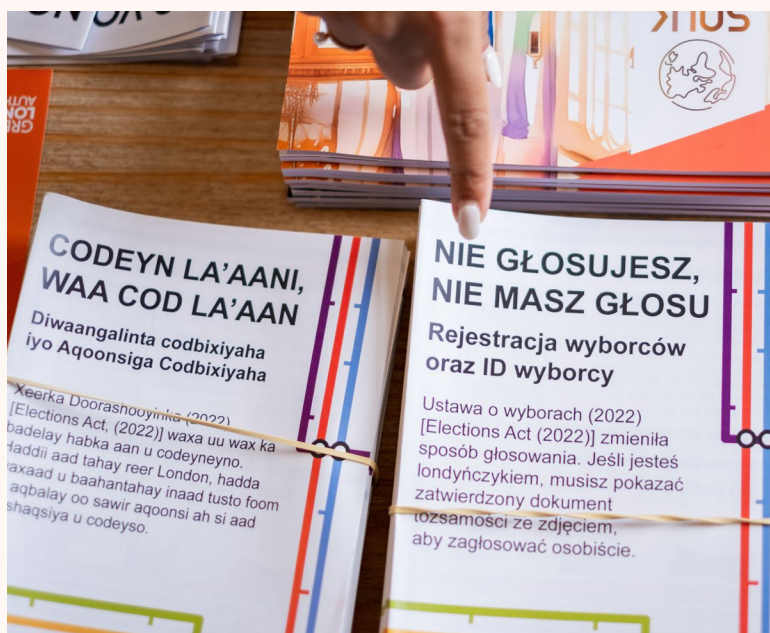
**Print information materials** to address digital inequality, including distribution to foodbanks and libraries

**An FAQ on democratic rights** and key information on voting available in Easy Read, British Sign Language (BSL) and 15 community languages

**An animation** in BSL and 15 community languages.



A voter registration and Voter ID information stall at Haringey Sixth Form College, LVRW 2024



Key voting information leaflets in Somali and Polish



## Metrics for the SOUK and coalition of support activity

The following figures represent our overall reach and impact for this workstream (June 2024 – March 2025):

**Over 7,000 Londoners engaged** through 61 in-person events in various settings across London, including education institutions, community festivals and workshops with coalition partners.

**1,476 Londoners registered to vote on the spot**, or committed to register at home/later.

**Over 400 interactions** with the GLA WhatsApp Democracy Chatbot.

**Over 300 followers** for the GLA #NoVoteNoVoice WhatsApp Channel, offering key information on civic and democratic rights, and related calls to action.



The coalition of partners and supporters grew to **over 300 members** across civil society and educational institutions.

**6,235 leaflets and 261 posters distributed to 74 libraries and 40 foodbanks across the capital.**

According to Brand24 analysis, an estimated 5.2m people were reached, and there were over 10m impressions, via SOUK paid and organic social media activity (reach measures the number of unique people who have seen your content, while impressions measure the total number of times your content was displayed, including repeat views by the same person).



**“I found the presentation engaging and learned a lot about the significance of voting. This workshop highlighted why it [voting] truly matters. It will definitely benefit us in the long run.”**

Student (Y12), Harris Academy Falconwood, Bexley





**“University students are driven to create change. Shout Out UK [workshopping] makes politics relevant, showing students how to effectively participate and make students’ voices heard, beyond just casting a vote, but understanding that they hold the power to bring about change.”**

**Staff member, UCL Innovation and Enterprise**

**A voter registration and Voter ID information stall during LVRW 2024**



## London Voter Registration Week 2024



Delivered for the sixth year between 18 and 24 September 2024, LVRW brought about an increase of voter registration rates in London – particularly among young people – while rates across the UK dropped in the same period. The timing of LVRW in September is key. It's held during the electoral canvass period (the annual voter-registration process carried out by electoral services to publish the December electoral rolls), and at the start of the academic year, to maximise engagement with young people. LVRW is the UK's biggest democratic participation partnership model between a regional authority and a broad civil-society coalition, delivered in coordination with borough electoral services.

The sixth LVRW was delivered under the established #NoVoteNoVoice slogan. Ahead of the week, we shared static and dynamic digital, video and animation assets, and education resources (including new media and political literacy resources

and materials in community languages). While most of the resources were made for online sharing, a third were produced for offline amplification and in-person events. All LVRW resources were co-designed via workshops with under-registered and under-represented Londoners; and further refined via focus groups.

All the assets are hosted on the GLA Democracy Hub at [www.registertovote.london/](https://www.registertovote.london/). As in previous years, the LVRW 2024 resources pack (including print and social media assets and suggested impartial copy for social media posts) was shared with all our partners. All other public communication has continued to be shared via the impartial [@LDN\\_gov/](https://twitter.com/LDN_gov/) London City Hall social media channels. Online and offline impartial activity was amplified by borough councils and our coalition through their social media channels and at in-person events with education partners.



Two students posing for their photo during LVRW 2024

## Metrics on reach and impact

The impact of LVRW is demonstrated in voter-registration data supplied by the Ministry for Housing, Communities and Local Government, and analysed by the GLA City Intelligence team. Key findings include the following:

**During LVRW 2024, 20,479 people registered to vote in London. This is a 3% increase from the week before**

when no campaign activity took place. Across the whole of the UK during LVRW 2024, and in the week before, registrations increased by 1%. So, registrations in London had increased by a larger proportion than across the UK.

**During LVRW 2024, 4,729 young people registered to vote in London. This is a 9% increase from the week before**

when no campaign activity took place.

The figures below show our reach during LVRW 2024 specifically (please note, this has been included in the overall 'metrics for the SOUK and coalition of support activity' shared in the previous section):

**Over 3,300 Londoners were engaged through 23 in-person events**

in various settings across London, including education institutions, community festivals and workshops with coalition partners.

**Over 600 leaflets and over 60 posters**

with voter registration and voter ID information distributed to libraries and food banks.

**668 individuals registered to vote on the spot**

or committed to register at home/later.

**Over 1.9m reach, and over 4.1m impressions**

via SOUK paid and organic social media activity.

**LVRW 2024 was organically covered in online news source, London Loves Business.<sup>7</sup>**

<sup>7</sup>[https://londonlovesbusiness.com/london-unites-for-the-sixth-london-voter-registration-week/?fbclid=IwY2xjawFUw9JleHRuA2FlbQlxMQABHUh\\_-GincQruEMRGN\\_-UJ1zSMkmvCs0OPQp7mPddj1pEWx\\_A3tlk1o83aWA\\_aem\\_fCnnpUotbWsRILKm4BC3uw](https://londonlovesbusiness.com/london-unites-for-the-sixth-london-voter-registration-week/?fbclid=IwY2xjawFUw9JleHRuA2FlbQlxMQABHUh_-GincQruEMRGN_-UJ1zSMkmvCs0OPQp7mPddj1pEWx_A3tlk1o83aWA_aem_fCnnpUotbWsRILKm4BC3uw)



# London Democracy Week 2025



The first ever LDW took place from 10 to 16 March 2025. The aim of the week was to equip Londoners with the tools and knowledge they need to actively participate in the democratic process and wider civic life, through elections and beyond.

Building on the LVRW model, LDW was delivered with a coalition of partners to disseminate information, as widely as possible, to London's under-registered and under-represented communities. Together, we shared static and dynamic assets (including new explainer videos on the role and make-up of the GLA and other democratic institutions), education resources and accessible materials in BSL and 15 community languages. This year, LDW also coincided with the Electoral Commission's Welcome to Your Vote Week, but went beyond this to focus on the full journey to participation in London's civic life and democracy.

Throughout the week, SOUK delivered workshops and assemblies across schools, colleges and universities.

These sessions provided students with accessible and impartial information on registering to vote, voter ID, voting eligibility and more. Students received on-the-spot support to register to vote, as well as guidance on how to apply for a free Voter Authority Certificate. To support ongoing access to campaign information, business cards featuring a dedicated QR code were distributed at these events. The QR code directed attendees to the campaign's dedicated GLA #NoVoteNoVoice WhatsApp channel and Chatbot, offering Londoners updates on our campaign, as well as instant, personalised information and resources related to the campaign.

During LDW, on 12 March, the phase three grantees were brought together for an event at City Hall. This event was an opportunity to celebrate the impact of their work to date; to encourage information-sharing across organisations; and to reaffirm our collective and individual duty to make civic and democratic participation more accessible for all Londoners.

## Welcome to the first London Democracy Week

Your voice matters all year round, so get heard!



GREATER  
LONDON  
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#NO  
VOTE  
NO VOICE

SOUK  
SHOUT OUT UK

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GLA Democratic Participation Grants event at City Hall during London Democracy Week, March 2025

## **Metrics on reach and impact**

This workstream had the following reach and impact (please note that these figures are included in the overall 'metrics for the SOUK and coalition of support activity' shared in the previous section):

**Over 850 Londoners engaged through seven in-person events in educational settings**

across London, including colleges and higher education institutions.

**283 individuals registered to vote on the spot**, or committed to register at home/later.

**Over 900,000 views of the flagship animation** via SOUK paid activity on Meta.

**Over 100 mentions of LDW** through our coalition of support across social media platforms







A voter registration and Voter ID information stall at a community outreach event



# Democratic Participation Grants Programme – phase three

In July 2024, the GLA launched a community grants programme aimed at organisations led by under-registered and under-represented communities. Phase three builds on lessons learnt from the two previous phases (January to March 2023; and August 2023 to February 2024).

**It also marks an evolution in our approach – we moved beyond raising awareness of the specific voting system changes covered in previous phases, to support broader impartial civic and democratic participation. The aims of this phase were to:**

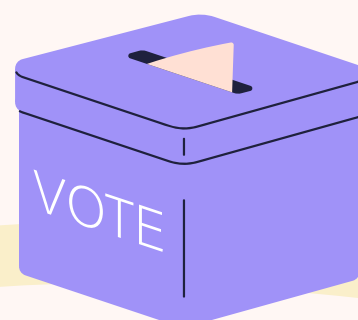
- Support Londoners and civil society to increase their political literacy, by equipping them with the knowledge and the tools they need to uphold their democratic rights.
- Support Londoners to access their democratic rights by addressing barriers to participation (voter registration, Voter ID, proxy and postal voting, etc.)
- Support Londoners to get heard on decisions impacting them and their communities, beyond elections, including through deliberative and participatory democracy at local level, and other mechanisms to participate in civic life.
- Grow the number, capacity, and resilience of civil society organisations in the democracy/ social justice sector by ensuring civil and democratic participation is embedded in their business-as-usual activity and future work.

**Grants of between £10,000 and £25,000 were awarded to 11 equity-led CSOs. Projects started delivery from September 2024, and ran until the end of June 2025. The 11 successful grantees were:**

- |   |  |
|---|--|
| • Age UK East London                      | • Partnership for Young London                 |
| • Disability Action Haringey              | • Romanian Culture and Charity Together        |
| • Empowering Deaf Society                 | • Southeast and East Asian Women's Association |
| • Faiths Forum for London                 | • The Politics Project                         |
| • Kosovar Albanian Youth Against Violence | • Voice4Change England.                        |
| • LGBT HERO                               |  |

**Grantee organisations undertook a range of activities to raise awareness and support under-represented Londoners to access their civic and democratic rights. These activities included:**

- in-person information sessions
- online information sessions
- sharing awareness-raising materials, i.e., leaflets and posters
- one-to-one support to register to vote, or to apply for an accepted form of photo voter ID or Voter Authority Certificate
- sending newsletters to mailing lists, and emails to partner networks
- social media campaigns, including sharing information on WhatsApp groups (numbers reported below)
- running pop-up information stalls in community spaces



**“If you had just said ‘here is the website, go ahead and do it’, I would have just left it.”**

**Participant, aged 70+, Age UK East London**



- attending or delivering large-scale community events
- embedding information into existing services
- disseminating information and providing training to other community organisations
- providing opportunities to see democracy in action through visits to Parliament and meetings with local representatives.

## **Lessons learnt from this phase of the grants**

Grantees shared reflections on their project delivery in their final reports, highlighting key lessons learnt and considerations they would make if running a similar project in the future. The main points they raised are detailed below.

### **Trust and credibility:**

- Building trust – Grantees found that delivering project activities in community spaces is crucial for building trust and increasing the impact of civic and democratic engagement, especially with under-represented groups. Having an awareness of cultural sensitivities, providing materials that remove language barriers, and having project staff from the community were identified as important factors in trust building.
- Impartiality – Grantees found working with the GLA to ensure and highlight the impartiality of their projects was important in building credibility with their participants.

### **Effective engagement:**

- Embedding work into business as usual – Some grantees embedded political literacy activities into their existing, business-as-usual programme. They found that this made sessions more approachable and relevant to their participants, as some individuals may not have engaged with special or one-off events focused solely on political literacy.
- In-person engagement – Most grantees found that in-person activities and events outperformed digital outreach. Face-to-face engagement allowed for meaningful discussion and overcame digital exclusion for participants.
- Creative youth engagement – Some grantees delivered specifically to young Londoners; they found that training youth leads or champions to disseminate information to their peers was an impactful method of political engagement. One group also found that using games, role-play and other creative approaches was more successful with younger participants

**“I wish I had learned more about this at school, it wasn’t talked about at all. I feel like I understand it more now.”**

**Participant at a workshop for trans people, LGBT HERO**

**“I never really thought about, nor know I had a right to speak to my local councillors.”**

**Young workshop participant, Faiths Forum for London**

- Impact of world events – Groups found that some participants' engagement was impacted by wider political events, both domestically and internationally. They found that such issues could cause confusion, apathy and disillusionment and would need to be knowledgeable and sensitive throughout the project delivery to overcome this.

### Accessibility

- Appealing and accessible resources – Grantees found that participants appreciated, and were more engaged by, resources that were visual and tailored to their community or group. However, the participant survey is mentioned as off-putting to some participants, even with the flexibility given to grantees to adapt the survey.
- Project design – Grantees delivering their projects to Londoners with additional/alternative needs noted that participants felt respected and more empowered to engage with the project, because activities had been designed with their needs in mind. This includes, for example, providing BSL interpreters.

### Partnerships and networks

- Collaboration and local partnerships – Grantees found that partnering with trusted and local community groups was an effective way of engaging participants that they would not have been able to reach otherwise. Some found that co-branded activity and material increased trust and engagement amongst participants.
- Capacity building – Several grantees found that training other CSOs and disseminating information and materials through their networks could assist in reaching new audiences and sustain impact beyond the project delivery period.

**“I was delighted to discover a project that tackles an important topic for us Romanians in the diaspora: the right to vote and civic engagement. “**

**Romanian participant, Romanian Mothers in the UK**



At the Table toolkit youth practitioner training with The Politics Project



## Metrics for the grants programme activity

### Overall reach

The awarded organisations delivered a total of 230 in-person events across the capital and delivered 83 online events to a pan-London audience, from the target, under-represented groups. In total, 11,430 Londoners attended in-person awareness-raising events and activities, while 940 attended online events, such as democratic education/ political literacy workshops.

When taking all engagement methods into consideration (excluding social media reach), projects engaged with approximately 25,800 under-represented Londoners.

Collectively, grantees had an impact in every London borough. In certain boroughs, there were no in-person activities delivered. In these cases, projects reported that target beneficiaries had travelled from their borough of residence to another borough, to take part in project activity. For a map and full report of grantee activity by borough, see Annex 1.

Furthermore, nine projects delivered pan-London awareness-raising social media campaigns, reaching a combined total of 256,557 people. For a detailed report on grantees' social media activity, see Annex 2.



### In summary:

**230 in-person events**

**83 online events attended by 940 underrepresented Londoners**

**11,430 Londoners** attended in-person awareness-raising events and activities

Nine projects delivered **social media campaigns, reaching 256,557 people.**

**Grantees had an impact in every London borough**

In total, (excluding social media reach) engaged with approximately **25,800 under-represented Londoners**



## **Aim 1: to increase political literacy by providing knowledge and tools**

Projects administered a combined total of approximately 1,350 participant surveys to people engaged through their projects to collect the data presented in this section. Not all grantees' projects responded to all four programme aims, which is why some grantees have not collected data on these questions.

**Through the participant survey, people taking part in the project were asked about the project's impact on their understanding of civic and democratic participation. Their answers showed their level of understanding on:**

- the different tiers of government (e.g. local, regional, national)
- who their elected representatives are and what they do
- the different voting systems used for elections in London
- who is eligible to vote
- the accepted forms of photo voter ID.

**Of the options available, most respondents stated that they had an increased knowledge of the types of accepted forms of photo voter ID (64.8%), followed by who is eligible to vote (59.6%).**

**Across the other topics, 57% of respondents reported an in an increased understanding.**



This highlights the importance of activities focused on increasing political literacy and awareness, especially those aimed at under-represented groups – many individuals may not have known, if it were not for these projects run by trusted community organisations.



## Aim 2: to help Londoners overcome barriers to democratic participation

As a result of the direct support provided by grantees, the project resulted in:

- **198 applications** for accepted forms of photo voter ID
- **161 applications** for the free Voter Authority Certificate
- **342 Londoners** registering to vote with direct help from grantees.

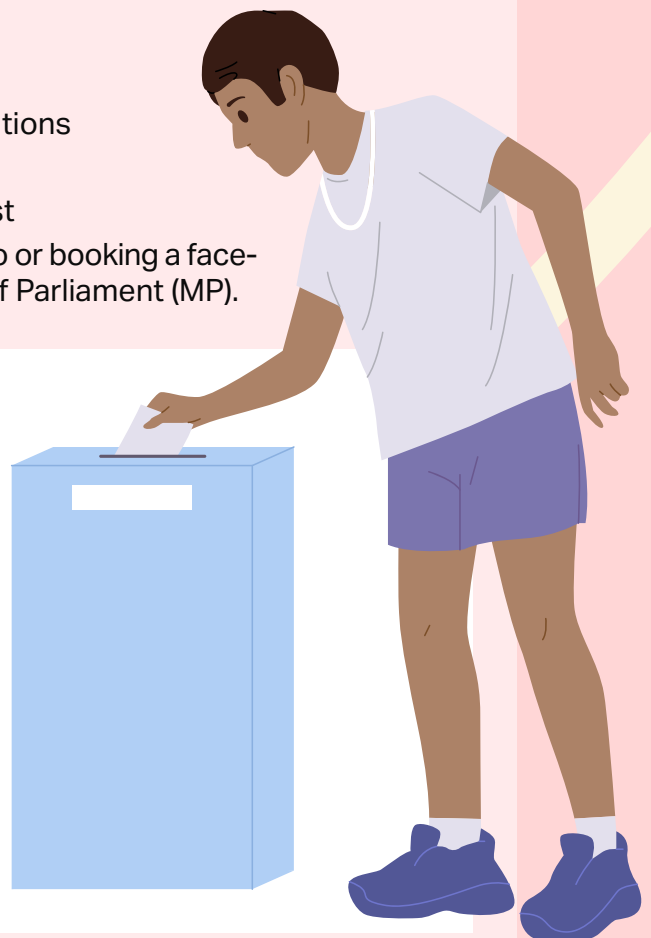
These metrics include those that have been directly supported to register to vote/apply for voter ID, or that have reported doing so because of this project. This is because some of the settings did not lend themselves to immediate support with requisitions/applications. It doesn't include those who may have done so in their own time, as a result of online or in-person awareness-raising activity.

## Aim 3: to support communities to participate in civic life

In support of the third aim of the programme, individuals were asked about which of their civic and democratic rights they were likely to exercise after the project. Individuals were able to report on:

- voting at the next opportunity
- volunteering
- taking part in community events or consultations
- signing or starting a petition
- taking part in a campaign or peaceful protest
- engaging with an elected official, e.g. writing to or booking a face-to-face meeting with a councillor/Member of Parliament (MP).

**Respondents were, on average, most likely to vote at the next opportunity (56.3%); and least likely to take part in volunteering (29.4%). Across the other topics, and according to their answers, respondents were, on average, 45% more likely to take part in these activities related to civic participation.**





Respondents were, on average, most likely to vote at the next opportunity (56.3 %); and least likely to take part in volunteering (29.4 %). Across the other topics, and according to their answers, respondents were, on average, **45% more likely to take part in these activities related to civic participation.**

Participants' change in levels of democratic literacy appears to be stronger than their desire to take part in wider civic and democratic activities. This suggests that the barriers to democratic participation are larger than those preventing engagement in activities aimed at increasing political literacy. It also suggests that it is not straightforward to convert increased understanding into participation in the current social, economic and political context. Grantees stated several potential reasons for this through their reporting.

**For example:**

- Romanian Culture and Charity Together (RCCT) and LGBT HERO stated that their participants held distrust in wider politics, making them less likely to take part in political processes.
- Age UK East London noted that some of their audience held caring responsibilities, and lacked free time – meaning they would be less likely to take part in democratic activity, such as volunteering.
- Some also noted that democratic engagement was difficult without an upcoming election to motivate people to take part.

## **Aim 4: to build capacity in CSOs to embed democratic participation in their work.**

**In relation to the fourth aim, all 11 grantees stated the following:**

- They felt more comfortable running civic and democratic participation activities after delivering their project.
- They would include civic and democratic activities in their ongoing project delivery and campaigns.
- They (and their partner organisations, if applicable) had improved relations with their local community and partners through this GLA grant activity.
- Their own knowledge of impartiality and political literacy had increased due to taking part in the grant programme and the support provided.

Grantees engaged and/ or trained 410 community and CSOs, in order to build capacity in the sector and further cascade information aimed at improving political literacy or democratic participation. All 11 projects engaged/trained at least one community group and/or CSO. The table below breaks down the CSOs and community groups trained by each grantee.



<b>Grantee organisation</b>	<b>Community groups/CSOs engaged/trained</b>
Age UK East London	34
Disability Action Haringey	43
Empowering Deaf Society	5
Faiths Forum for London	11
Kosovar Albanian Youth Against Violence	7
LGBT HERO	47
Partnership for Young London	20
The Politics Project	36
Romanian Culture and Charity Together	14
Southeast and East Asian Women's Association	7
Voice4Change England*	186
<b>Total</b>	<b>410</b>

\*Voice4Change England is an umbrella organisation providing training, networking and resources to members. This explains the higher number of CSOs engaged/trained.

### **Grantees' reflections on the programme's impact on their capacity and confidence**

**“As a result of the programme, we now feel more confident in supporting older people to understand their rights around voting, the different ways they can cast their vote and how to ensure they are correctly registered, encouraging older people to become more involved in local groups, forums, and consultation events.”**

**Age UK East London**

**“We now feel prepared to continue delivering civic education as part of our future outreach and projects.”**

Southeast and East Asian Women's Association

**“Through practical experience, we have deepened our understanding of how to engage diverse communities in accessible and inclusive ways. We've developed adaptable resources, refined our facilitation skills, and built trust with participants, particularly those previously disengaged or facing access barriers.””**

Disability Action Haringey



SEEAWA led Democratic Participation workshop with Newham Chinese Association



# GLA Democracy Hub

The GLA Democracy Hub is a trusted, reliable, accessible, safe and secure source of information and unique resources in the sector regarding civic and democratic rights. It provides information on who can vote, and how to vote; and hosts hundreds of digital and print campaign assets and education resources. It also tells the story of the Democratic Participation programme's reach and impact. This includes good practice and lessons learned from its projects – such as the annual London Voter Registration Week; London Democracy Week; the voter ID public awareness campaign; and the three rounds of community grants.

**A rebuild was needed to transition from WordPress to the GLA's digital estate, enhancing user experience, security and long-term sustainability. This included:**

**Improving the user journey, using the three steps to voting** – this supports the flow of information to improve accessibility and the prominence of key information

**introducing a site-wide and resource keyword search function**

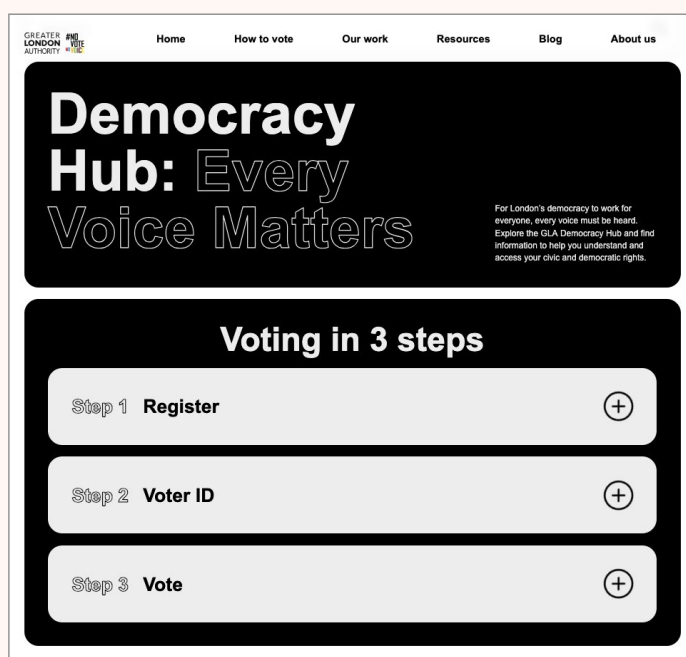
**adding a site-wide translation tool.**

This project was being developed in the background from October 2024, and the new site launched in March 2025. This will have had an impact on the metrics shared due to the restructure of the user journey.

During phase three of the campaign, the hub received at least **42,000 visits** from almost **7,000 unique users**. There was a clear peak around LVRW 2024.

This figure does not reflect the total number of visitors to the GLA Democracy Hub during phase three. This is because Google Analytics, the dashboard used to record the data, cannot track every user, as some may opt out of tracking cookies.

From March to June 2025, the pages with the most visits were the new site search and resource pages.



# Future considerations

The GLA Civic and Democratic Participation programme will continue to build on its best practice and lessons learned from previous phases. Its principles of accessible, representative and impartial co-design and co-delivery of civic and democratic participation resources and activity will inform the seventh annual LVRW (15 – 21 September 2025); the second LDW (March 2026); and the ongoing year-round programme activity.

**The programme will:**

**Continue the GLA collaboration and coordination with the Electoral Commission and borough electoral services**

**Build on best practice, and continue to be informed by GLA City Intelligence data and GLA-commissioned YouGov polling**

**Use community insight in the co-design and co-delivery of all resources and activities.**

**Launched in July 2025, this next phase includes:**

- the seventh LVRW (15-21 September 2025)
- the second LDW (March 2026)
- ongoing collaboration with the GLA community delivery partner and our broad, pan-London coalition of support, to amplify GLA messaging and disseminate information resources (part of our annual community engagement workstream)
- a review and potential update of activity, in response to further changes to democratic rights or the voting system.

This phase will continue to raise awareness of, and support access to, civic and democratic rights and the voting-system changes brought in by the Elections Act (2022). In the context of the government's strategy on democratic reform published in July 2025, we will monitor legislative developments, including the introduction of votes at 16; the review of accepted forms of photo voter ID; and the potential transition to automated voter registration. We will review the best ways to continue to deliver our statutory role in collaboration with other strategic bodies and our broad civil society coalition.

**To find out more or get in touch with the GLA Civic and Democratic Participation team, you can contact us at [democracy@london.gov.uk](mailto:democracy@london.gov.uk).**



# In their own words

## **Matteo Bergamini, CEO/ Founder, Shout Out UK:**

"As we gear up for the sixth annual London Voter Registration Week, I am thrilled to once more be a part of our city's collective effort to empower every Londoner to fully engage in our democracy. Throughout the years, we, at Shout Out UK, have been working with the Greater London Authority to provide updated resources and the support needed to ensure that every single voice is heard. This year's focus on post-election engagement is crucial – after all, democracy doesn't end at the ballot box, it starts there."

## **Phil Stevens, CEO, Disability Action Haringey:**

"At Disability Action Haringey, we believe the annual pan-London activity is a crucial initiative for promoting inclusivity and ensuring that every voice, particularly those of D/deaf and disabled individuals, is heard and that they are fully informed about civic and democratic processes. This coordinated effort is essential in dismantling the barriers many face in accessing and participating meaningfully in democratic life. Only through a unified and impartial approach can we create a truly inclusive society, where everyone can actively engage in shaping the future of not just of our great city, but country."

## **Ian Howley, Chief Executive, LGBT HERO:**

"LGBT HERO is proud to support London Voter Registration Week 2024. For the LGBTQ+ community, civic engagement is especially important, as our rights and freedoms are shaped by those in power. By addressing the unique barriers our community faces in accessing democratic participation, we aim to ensure that LGBTQ+ voices are counted. Together, we can help create a more inclusive, equal society for all."

## **Laura Pearcey, Associate Director of LaSWAP Sixth Form Consortium:**

"It is more important than ever that young people feel like they are both a part of and can impact the democratic process. LVRW does a brilliant job of demystifying voting, bringing information directly into schools to not only help students register to vote, but also understand that their voice matters and give them the tools to take part."

## **Anthony Robinson, Head of Learner Experience and Industry Placements, College of Haringey, Enfield and North East London:**

"London Voter Registration Week is an outstanding initiative that not only raises awareness about the importance of voting, but also empowers our students with the knowledge and tools they need to actively participate in the democratic process. By learning how to register and understanding the impact their vote can have, students are better equipped to engage as informed citizens and contribute to shaping the future of their communities."



# Case studies

## Age UK East London

**Age UK East London's 'Speak Up, Sign Up Project' helped older East Londoners to understand and act on changes to voting requirements, including photo voter ID, through information stalls and digital-inclusion sessions.**

This project expanded its scope to support the needs of carers to engage with their civic and democratic rights. It also built on existing community meeting forums to engage older East Londoners in civic participation.

At one of these sessions, the project worker met 'A', a British Indian woman born in the 1950s. 'A' has lived in East London since 1970 and is currently a full-time unpaid carer for her husband. 'A' was particularly interested in switching to postal voting as she stated that she was not skilled at using



**Voter registration support session with Age UK East London**

computers, and that it was difficult to visit the polling stations in person with her husband.

Following their discussion, the project worker arranged a follow-up meeting to complete the postal voting application together. This personalised support was crucial for 'A', who agreed that she would not have proceeded if she was left to undertake this task independently. Now, both 'A' and her husband are registered for postal voting, and she was pleased at how quickly the process was completed.

**“Postal voting had been on my mind, but I didn’t know how to do that sort of thing as I am not very good with computers, so I put it off.**

**“If you had just said, ‘Here is the website, go ahead and do it,’ I would have just left it.**

**“The next local votes are 2026, and the next General Election in a few more years. Nobody knows what’s going to happen in four years’ time, so postal voting means that I don’t have to worry about how we get to vote.”**

## **Disability Action Haringey**

**Disability Action Haringey's (DAH's) 'Empowering Voices: civic engagement for all' project enhanced political literacy among D/deaf and disabled Londoners. Their workshops, advice sessions and social media activity supported participants to better understand their democratic rights. DAH worked in partnership with Ruils, Disability Action in Islington and Inclusion London to increase their reach and impact.**

One of their participants, a Deaf woman in her 30s, had lived in Haringey for over a decade, but had never voted in a local or national election. While she was politically aware, she often felt excluded from civic life due to language barriers and a lack of accessible information, as well as previous negative experiences with public services. She felt, like many

other D/deaf and Disabled residents, that democratic participation was not designed with her in mind.

She connected with DAH by watching an awareness-raising video they had produced. She then joined one of their voter-awareness sessions, which removed the language barrier and taught participants how to influence local decisions through consultations and public forums. She participated actively and asked questions about how to provide feedback on local transport services, which directly affected her independence and mobility.

Following this session, she registered to vote using the postal voting option, and was supported by DAH to do so. This is an example of how targeted, accessible and inclusive engagement can empower individuals to overcome longstanding barriers to civic participation.

### **Democratic rights workshop with Ruils**





## Empowering Deaf Society



Parliamentary Process and London's Democracy event with Empowering Deaf Society

**Empowering Deaf Society's 'Your Vote, Your Voice' project helped Deaf Londoners to register to vote and to apply for Voter Authority Certificates. Political literacy workshops provided opportunities for deaf people to understand and engage with civic and democratic life in BSL, including visits to Parliament, meeting local representatives and presentations on London's Democracy.**

At one of these events, they engaged Participant A, a Deaf woman in her 40s who uses BSL. She had never voted in a UK election due to the language barrier, compounded by a lack of accessible information in BSL and a fear of making mistakes at the polling station.

At the workshop, she learned about voter registration, the voter ID requirements, and the voting process, through BSL interpretation. Project staff were able to support her to register to vote for the first time, and received her photo voter ID.

**She provided the following testimony of her engagement with the project:**

**"I always thought voting wasn't for people like me. Now I understand my rights. I felt proud and equal."**



**“I had never been to Parliament before and didn’t know Deaf people could ask questions. Seeing Deaf people inside such a big place asking about health services made me feel seen. Now I want to learn more and speak up.”**

Attendee of visit to Parliament

**“I learned how to register for voting and about the voter ID rules. I didn’t know any of this before. They showed me step by step in BSL. Now I’ve helped my family register too.”**

Attendee of civic confidence-building workshop

**“Thanks to the support from Empowering Deaf Society, our local Deaf group attended the GLA [presentation on London’s Democracy and UCL’s presentation on white and] green paper consultation. We wouldn’t have known about it otherwise. We now plan to regularly join local consultations.”**

Partner organisation representative



## **Faiths Forum for London**

**Faiths Forum for London's Faith in Democracy project supported young Londoners to understand how they can engage with democracy and influence local decision-making. The project engaged students at Freshers' Fairs and developed a youth forum.**

The youth forum created a programme of workshops so they could share their knowledge in places of worship and content creation for social media.

The workshops initiated discussions amongst community groups about local issues, and provided practical knowledge about democratic processes. Following this, one group planned a visit to the local council chamber to meet elected representatives and observe the decision-making process in local government.



**Faiths Forum for London's Youth Forum members combined democratic participation workshops with visits to places of worship**

This project removed barriers to civic engagement by embedding democratic learning into spaces the young people trusted and attended regularly.

**"I never really thought about, nor knew I had a right to speak to my local councillors. Now I want to bring up serious concerns around young people are being labelled as anti-social and questioned by neighbours – because we like to meet outside the centre. If there was more youth spaces, we would go elsewhere!"**

**Al-Khoei Foundation youth group participant**

**"At our church, we're often hesitant to talk about politics or the democratic process – it just isn't something that's usually brought up. But after taking part in this programme, I felt much more confident. I spoke to members of our church management committee and suggested we do more to raise awareness about political literacy, especially for young people like me. This is the first time I've ever felt equipped to start that kind of conversation, and it felt empowering to be taken seriously."**

**Young participant, church youth group**

## **Kosovar Albanian Youth Against Violence**

Kosovar Albanian Youth Against Violence's (KAYAV's) 'Change Makers' project provided democratic participation support to the Albanian-speaking communities in London through regular drop-in sessions and workshops. The project connected communities to local decision-making through local events and visits to Parliament. It also delivered training to grassroots partners across London on impartiality; and co-designed accessible, culturally rooted activities to build political literacy and community engagement.

A single mother and refugee from Albania joined the Change Makers project through KAYAV's ESOL class.

Initially, she did not understand how decisions were made around housing and education in her community. Before joining the project, she felt excluded from political conversations and believed that civic participation was something that happened for other people, not her.

Through the project activities such as workshops, visits to Parliament and

Westminster City Hall, she gained knowledge about how local and national government systems work, how to register to vote, and how decisions on public services are made.

She became more engaged with civic and democratic processes. As a result of this project, she felt empowered to write a letter to her local councillor about housing conditions in her area, and encouraged others to join her. She is now considering joining her local residents' group, and has started translating political information for other Albanian single mothers in her community.

**“For the first time, I understood who makes decisions about my children’s school and the housing support I receive. I used to feel invisible. Now I feel like I can ask questions and be heard.”**

### **Democratic participation workshop and voter registration support with KAYAV**





This sentiment is also reflected in testimonials from other participants, underlining the importance of tailored culturally rooted information from trusted sources.

**“I didn’t even know I had the right to vote. Now I understand not just how, but why my vote matters.”**

Participant from Albania

**“This project made me realise I have a voice even if I am not yet a citizen. I can still talk to decision-makers and be part of the change.”**

Young Afghan refugee

**“Our mosque was invited to a political literacy session for the first time. It helped us understand how policies are shaped and how we can be more involved as a community.”**

Community leader from a local Albanian mosque

## **LGBT HERO**

LGBT HERO’s ‘Empowering LGBTQ+ Voices: Civic Engagement and Voter Participation’ project expanded their online ‘Voter ID hub’ to support LGBTQIA+ Londoners to engage more in democratic processes and local decision-making. Their outreach sessions and social media activity had a particular focus on transgender and non-binary Londoners. This work helped participants to better understand their civic and democratic rights, including how to contact local representatives.



Civic and democratic participation information and awareness raising activity with LGBT HERO

Through their outreach in community spaces, they talked with thousands of LGBTQ+ people with dynamic conversations that helped them understand their rights and really engage with the democratic process.

**“It was good to learn about how to contact my local MP/ find out who they are, and how to find out what petitions are going on both in and out of my local area”**

Attendee at outreach event

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**“This session was AMAZING, I have learned so much even though I thought I already knew most of it (I didn’t). I’m so excited to share everything I have learned with as many people as possible. Thank you so much for coming to speak to us Sam!”**

Attendee at outreach event

They also provided workshops aimed at increasing trans democratic participation, which featured a detailed presentation on the different ways that trans electors can engage. Workshop attendees reflected on how valuable the learning was.

**“It was good to have space to talk about this, and useful to consider the things I can do beyond putting a cross in a box. I always thought that contacting my MP or writing letters was a bit of a waste of time, but this has highlighted that it can be an important part of our activism.”**

Attendee at trans workshop

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**“I wish I had learned more about this at school, it wasn’t talked about at all. I feel like I understand it more now, although I don’t feel very inspired by the political choices currently on offer!”**

Attendee at trans workshop

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**“Thank you for an interesting presentation and discussion. Lots to take back to the team. It is getting increasingly difficult to engage our young people in this, because they think what is the point and sometimes it is hard to disagree. Every time it feels like we have some politicians on our side, the rug gets pulled out again.”**

Attendee at trans workshop

## **Partnership for Young London**

Partnership for Young London's 'Care Leaders' project was tailored to the needs of care-experienced young people and supporting them to overcome barriers to registering to vote and applying for photo voter ID. A network of 'Care Champions' were trained to deliver political literacy workshops and connect young people with decision-making mechanisms to get heard on issues that matter to them.

Information was also cascaded to key practitioners in local authorities to embed in their local offer.

Through these activities they found that their attendees felt empowered and were more likely to participate in civic life. They said they would consider actions such as signing petitions, voting, contacting elected officials and attending protests or campaigns.

**Testimonials from attendees of their sessions highlight the importance of having a care-experienced facilitator, who made the participants feel represented.**

**"Thanks so much for attending the session on Tuesday, I was with some of our forum members yesterday and they mentioned that they enjoyed the session and thought it was great that it was facilitated by someone who is care-experienced as well!"**

**"Louisa delivered an absolutely excellent session Tuesday evening. She is always so professional, and such a joy to have around. Our Bexley young adults love seeing her, and we are really looking forward to another in person Children in Care Council soon."**





## **Romanian Culture and Charity Together**



**Democratic participation workshop and voter registration support with RCCT**

**RCCT's 'Voting and Representation for Romanian and Romanian Roma Community' supported Romanian and Romanian Roma Londoners to register to vote; apply for accepted photo voter ID; improve their political literacy; and build trust in civic and democratic participation.**

Their outreach, in partnership with Romanian Mothers in the UK, the Romanian Support Network and Roma Voice included information sessions, social media meetups and tailored community information videos.

**"I was delighted to discover a project that tackles an important topic for us Romanians in the diaspora: the right to vote and civic engagement. The information was clearly presented, understandable to everyone and adapted to the reality in the UK. This initiative is welcome in our community. Providing such information in an accessible and easy to understand way helps to increase voter turnout and thus makes everyone's voice heard. I thank the organizers for their involvement."**

**Attendee of an event organised by Romanian Mothers in the UK**

Feedback from other project participants highlights the importance of receiving information from trusted sources, using tailored messaging to and overcome language and cultural barriers.

**“I found the project well thought [through]. The flyer has all the information and, in a few steps, answers the most common questions about voting/registering to vote. Irina answered all my questions clearly and quickly and made me understand my civic rights and how the vote of each one of us is important.”**

RCCT project participant

**“Due to the information given, I have decided to vote at the next elections to help the community I live in.”**

RCCT project participant

**“A great project with lots of impact in the Romanian community living in the UK. Raising awareness and empowering people to take action and help themselves to achieve independence is a key element to the civic engagement of people reluctant to engage otherwise.”**

RCCT project participant

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## **Southeast and East Asian Women’s Association**

**Southeast and East Asian Women’s Association’s ‘Vote for Rights for Women from East and Southeast Asia (ESEA)’ project addressed the barriers that migrant women face when engaging with democracy and local decision-making.**

It does so through interactive community outreach information sessions, partnership collaborations and tailored social media posts. The project also shared opportunities for the ESEA community to engage in civic participation, including volunteering.

The workshops and resources were translated to Chinese by in-person interpreters, who ensured that participants could fully understand the content. It was the first time that many felt they had a clear explanation of how UK government structures work, their voting rights, and why civic participation matters.

Between the first and second events they delivered several information sessions. They found that participants began actively engaging in discussion, sharing concerns about local issues such as

housing, transportation and safety. They also became aware that participants were more confident in engaging in democratic participation – i.e., by registering to vote and reaching out to their councillors.

They attributed the success of these workshops to the accessibility and comfort of holding these events in a familiar setting with trusted community leaders. They stated that the workshops demonstrate how intentional, inclusive engagement can help individuals overcome structural and emotional barriers to participation. They also show how embedding civic education within cultural and social contexts can significantly boost impact.

### SEEAWA led Democratic Participation workshop with Newham Chinese Association



## The Politics Project

### At the Table toolkit youth practitioner training with The Politics Project



**The Politics Project's 'At the Table' project focused on the development of a toolkit for youth practitioners to support political literacy discussions in informal youth settings. The aim of the toolkit is to encourage learning through play with activities that connect young people with mechanisms for getting their voices heard on issues that matter most to them and to address low levels of social trust.**

It includes facilitation advice and easy-to-use short games (nine in total) that make discussion accessible and engaging. The activities are designed to be fun while allowing space for meaningful discussions. They support youth practitioners and young people to explore their right to participate in civic and democratic life; and support participants to develop confidence in expressing their views.



During the road-testing phase, The Politics Project team found that, at these sessions, young people expressed a willingness “to keep an open mind and partake in political conversations” and demonstrated political agency.

**“[This was] engaging, fun and thought-provoking training! Probably my favourite training I’ve ever done – will be taking away so much from this.”**

Youth practitioner who attended training

**“Today’s ‘At The Table’ training session delivered by the team at The Politics Project has left me inspired. We were able to look through and even trial out some of the games during the session, and I’m excited to run them in real life. Impactful work.”**

Youth practitioner who attended training

## Voice4Change England

Voice4Change England’s ‘Your Voice Your Democracy’ project delivered activity online and offline to engage Black and Minoritised Ethnic communities and increase access to reliable information on civic and democratic participation.

This was delivered through stakeholder engagement, round-table discussions, information stalls, tailored resources and social media campaigns, including newspaper articles to reach Orthodox Jewish households. They also delivered 10 workshops for Civil Society Organisations (CSOs) (six in person and four online), given their role as an umbrella organisation.

Civic and democratic participation workshop with Voice4Change England



Feedback from workshop attendees highlighted the importance of holding spaces for organisations to come together to discuss and reflect on the specific barriers faced by their communities and what meaningful engagement looks like in different contexts.

**“Today it has made me realise how important it is to get involved in voting, on how voting is very important and how my voice is very important when it comes to voting, and I think one take away from today was to get the youth involved, because they have not been involved in voting and democracy, because they are not really been interested in it, and this conversation doesn’t end here today, this conversation should continue because we need to let people know, how important it is, and how important their voices are.”**

Health and Wellbeing Development Officer, attended political literacy workshop and deliberative participatory discussion

**“It was really good to hear what we can do as individuals registering to vote and participate in our community.”**

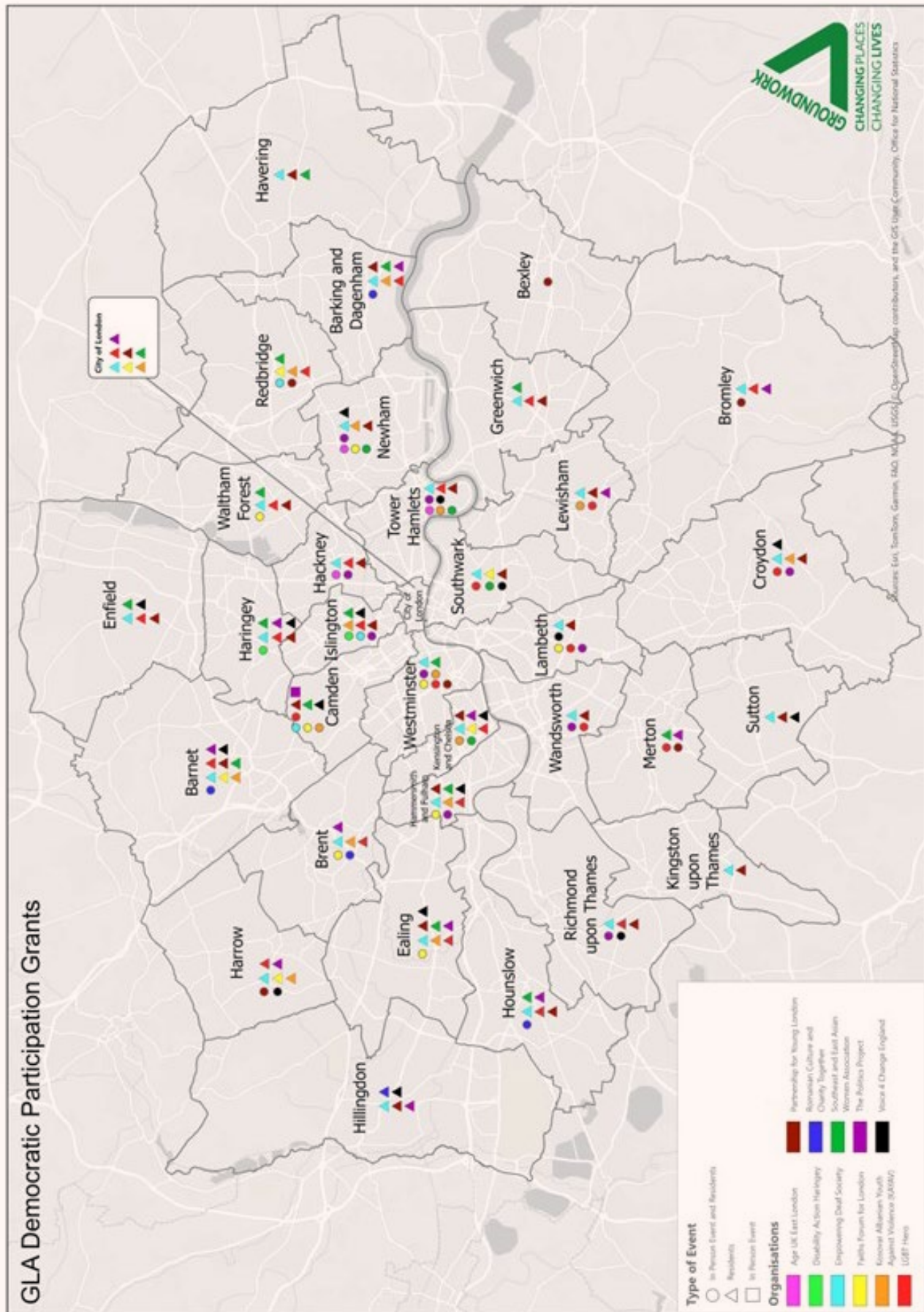
MA Student, St Mary’s University, attended political literacy workshop

**“I specifically appreciated the democratic engagement seminar. As part of Gen Z, I think we hear a lot of discussion about what’s the point of voting, why be engaged? But it’s always a privilege hearing reminders about why it is beneficial to be part of it, and that we do have power to make changes within the system.”**

MA Student, St Mary’s University



# Annex 1: Grant-funded activity by borough





**The map on the previous page demonstrates the funded projects' London-wide coverage by displaying the boroughs where in-person activities took place and reach of these activities from individuals residing in different London boroughs who attended them. It does not include Londoners reached through online activity or media.**

Projects delivered in-person activity in 26 London boroughs: Barking and Dagenham, Barnet, Bexley, Brent, Bromley, Camden, Croydon, Ealing, Hackney, Hammersmith and Fulham, Haringey, Harrow, Hounslow, Islington, Kensington and Chelsea, Lambeth, Lewisham, Merton, Newham, Redbridge, Richmond-upon-Thames, Southwark, Tower Hamlets, Waltham Forest, Wandsworth and Westminster.

In-person project activity did not take place in the City of London, Enfield, Greenwich, Havering, Hillingdon, Kingston-upon-Thames and Sutton. However, residents of these boroughs attended in-person events held by grantees in other boroughs.

Collectively, grantees had an impact in every London borough. In boroughs where there were no in-person activities delivered, projects reported that target beneficiaries had travelled from their borough of residence to another borough, to take part in project activity.

There is a fairly even spread across London, with more in-person activity taking place in Central, North and East London boroughs. Comparatively, more in-person events took place in Inner London boroughs than those in Outer London.

Many grantees delivered projects in areas where they had an established organisational presence and audience, or in boroughs where they understood their target participant groups to be located. For example, RCCT primarily delivered their project to Romanian Londoners and Romanian Roma Londoners in north and north-west boroughs (e.g. Barnet and Brent), where there is a large population of both groups.

Some projects worked with other partners to extend the reach of their projects. For instance, DAH, as the primary organisation, worked with both Disability Action Islington and Rulis to delivery activity in Islington and Richmond-upon-Thames, respectively.



# Annex 2: Grantees' social media campaign metrics

## X (Twitter)

<b>No. of projects</b>	<b>6</b>
<b>Total no. of posts</b>	<b>343</b>
<b>Total potential reach*</b>	<b>19,318</b>
<b>Total impressions**</b>	<b>23,342</b>

## Facebook

<b>No. of projects</b>	<b>9</b>
<b>Total no. of posts</b>	<b>331</b>
<b>Total potential reach**</b>	<b>81,879</b>
<b>Total impressions**</b>	<b>1,654,610</b>

## Instagram

<b>No. of projects</b>	<b>7</b>
<b>Total no. of posts</b>	<b>295</b>
<b>Total potential reach*</b>	<b>113,811</b>
<b>Total impressions**</b>	<b>660,942</b>

## LinkedIn

<b>No. of projects</b>	<b>6</b>
<b>Total no. of posts</b>	<b>101</b>
<b>Total potential reach**</b>	<b>4,731</b>
<b>Total impressions**</b>	<b>6,128</b>

## WhatsApp

<b>No. of projects</b>	<b>6</b>
<b>Total no. of posts</b>	<b>108</b>
<b>Total potential reach*</b>	<b>36,818</b>

## TikTok

<b>No. of projects</b>	<b>3</b>
<b>Total no. of posts</b>	<b>14</b>
<b>Total potential reach**</b>	<b>7,928</b>

\* It is not possible to track the reach of X and LinkedIn posts without certain software. Therefore, grantees were not asked to collect this data. Instead, we have included the potential reach of their campaigns, which is based on the number of grantees' followers on X and LinkedIn.

\*\*Faiths Forum for London were unable to provide some social media metrics for their project, regarding reach figures for Facebook, and impressions figures for Facebook and X.

These figures form an approximate representation of the impact of projects' social media campaigns. The number of impressions across platforms is likely to be higher. The most popular platforms were Facebook and Instagram, given their reach. However, WhatsApp has also seen an increase in usage as a way to engage with hard-to-reach individuals.



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