



## WIMBLEDON AND PUTNEY COMMONS CONSERVATORS' ELECTION 2021 PUBLICITY PLAN

Mr Nigel Ware, Returning Officer for the 2021 Conservators' Election has the following stated aims:

- A. A fair and impartial election;
- B. Motivate the best candidates to stand, and
- C. Increase the turnout.

### INCREASING THE TURNOUT

Turn-out in the 2018 election was only 21%. The following Publicity Plan has been developed to raise awareness of the election among the circa 66,000 levy-payers in the hope that by increasing awareness of the election and its importance, turnout will be raised.

Publicity material has been developed and themed around the key words "**YOUR VOTE COUNTS**" and the publicity drive will start during the week commencing 8 February 2021. Civic Election Services will be posting out ballot papers to all eligible voters in the week commencing 8 February 2021.

The following are ways in which WPCC hopes to increase awareness:

1. Media Releases to newspapers, websites, stakeholders
2. Postcard drop to all eligible voters during election voting period
3. Posters and banners on the commons
4. Articles in local newspapers and other magazines
5. Statutory Notices in local newspapers, libraries and places of worship
6. Information on WPCC's website
7. Posters circulated as described below
8. Social Media (Facebook, Twitter and Instagram)
9. Meet the Candidates events organised by The Putney Society and The Wimbledon Society, either physically or virtually, depending on Coronavirus restrictions

The following organisations/individuals will receive information in hard copy and/or electronically:

- a. Local authorities
- b. Residents' Associations/Forum, Amenity Societies, Business Associations
- c. Clubs and organisations that use the Commons
- d. Primary, Secondary Schools, Nurseries and Parent & Toddler Groups
- e. Scouts, Guides and Cadets
- f. Residential Care Homes
- g. MPs and Councillors

h. Local libraries, places of worship (of all denominations), doctor's surgeries, dentists, large supermarkets, veterinary practices, pubs, sports and leisure facilities.

If you have any other cost-effective suggestions on how to improve awareness amongst levy-payers about the forthcoming election we would welcome these. Please e-mail [election@wpcc.org.uk](mailto:election@wpcc.org.uk).

Some Candidates may also prepare their own election fliers for distribution locally. Wimbledon and Putney Commons Conservators wish to make it clear that it accepts no responsibility for the views expressed in the Candidates' own election publicity which are the candidate's personal views. Any civil or criminal liability arising from the content of any statement rests solely with the author of the statement, not Wimbledon and Putney Commons Conservators.