

# CASE STUDY

## Supporting East Park Gurdwara to deliver Voter ID election



### CHALLENGE

Sikhs have been settling in Leicester since the end of the Second World War. By 2011, the Sikh population of the city had risen to over 14,457 representing 4.4% of the city's population. Guru Tegh Bahadur Gurdwara was established as a place of worship for the Sikh presence in the City. The general management and administration of the Gurdwara is the responsibility of the Executive Committee. The members of the executive committee are appointed at elections which are held on a Sunday in September of each year.

East Park Gurdwara needed an experienced elections services provider to combat the following challenges:

- A highly sensitive ballot between 2 groups meant an anticipated high turnout. High risk of tension between candidates at the polling station venue
- With religious programme & events taking place simultaneously at the Gurdwara, high queues were likely to be formed and concerns over points of entry and exits at the polling station
- 16 votes on the ballot paper may lead to confusion for voters on how to cast their votes
- Implementation of Voter ID added with the above concerns. Elderly voters with language barrier

### OUR RESPONSE TO THE BRIEF

DC appoints a dedicated project manager to the election management service project. The project manager arranges the project kick off meeting with the client to establish all points of contact and election requirements to ensure the successful delivery of the project. We set out the project plan and timetable, defining our roles and responsibilities for the project and detailing which milestones are allocated to the client as well as to us. Notably from the meetings, we agree the timings, polling station procedure, count procedure, the polling station and count plan, and what equipment and resources will be required to administer the poll.

A similar project meeting is held internally to discuss arrangements and appointing designated staff roles for their expertise as part of the project to deliver a successful election service.

Guru Tegh Bahadur Gurdwara is the Sikh temple serving the heart of Leicester. It contains one of the best Sikh libraries within United Kingdom. Has a Punjabi school running since 1992.




## LESSONS FROM VOTER ID

Each voter had to present their membership card in order to vote. No other form of ID was acceptable. Each membership card contained a recent photo, their voter personal details including name and date of birth and expiry date. The lessons we have learnt from this experience are:

- > Ability to use digital solutions to scan the QR barcode helped ease the queue. 50% faster than the traditional process and scanned over 6000 ID cards by 3pm on polling day
- > Having a helpdesk table prevented the disruption of flow of the queue.
- > More staff on floorwalkers and poll staff was key to the success of managing the polling process

## WHY CHOOSE DC?

- ✚ Brings independence impartiality and integrity. You would rather have a team of election experts and experience to ensure your elections are delivered in the right way without any disputes
- ✚ Market led digital solutions. We have innovative solutions including tablets, laptops with barcode readers, high speed scanners to speed up count and election processes
- ✚ Multi channel communication with voters to maximise turnout

 **Speak to our elections team about our service delivery - call 01925 320888**  
email [sales@democracymcounts.co.uk](mailto:sales@democracymcounts.co.uk)  
or make an online enquiry

## SOLUTION

Our expertise in the business of providing electoral services to the public sector was evident. Our internal departments collaborated with their experience to deal with the challenges ahead. Printing department for example dealt with the artwork of the ballot paper of all 34 candidates in A4 sized.

The outcomes of the delivery of service are as follows:

1

### USE OF AUTHENTIC8

Early preparation and testing of our polling station management app ensured the smooth running of scanning barcodes, particularly testing expired IDs

2

### POLLING STATION SETUP

Polling station was successfully setup an hour before the poll. The right hall with good entry and exit points meant the religious events did not disrupt the election process

3

### COUNT SETUP

With the help of count design functionality within Elector8, helped us to erect the count layout within 30 minutes after the close of poll

4

### RO EXPERIENCE

Our RO experience helped us to successfully resolve tensions and disputes between candidates as well as with the adjudication process

5

### DIVERSITY IN TEAM

We have Punjabi speakers within our team which helped elderly voters. Voting instruction signs were made in Punjabi which resulted in less than 50 spoilt ballots

## RESULTS

The results are based on 8000 electorate 34 candidates in contest for the election.

**79%** **3hr**  
**Turnout** **Count**

