

# Demonstrating Impacts: General Election 2015

## Introduction

The 2015 General Election provided students' unions across the UK with the opportunity to *ENGAGE* their members, *DEVELOP* their activities and demonstrate the *IMPACTS* they could have on their learners, their college and wider society. Below is an example of such activity from Bradford College Students' Union and their *Registering to Vote* campaign.

## Activity

Bradford College Students' Union led a campaign to drive up the proportion of their membership who were registered to vote in the 2015 General Election.

A wide variety of activities were set up to engage members in the project such as:

- general election debates
- face-to-face discussions
- hosting voter registration stalls
- online registration activity
- ad-hoc in-class talks
- recruitment of student ambassadors to promote voter registration

## Impacts

Approximately 200 students and a large proportion of college staff attended one of the three General Election debates that the Students' Union organised. These debates drew out a high number of conversations among students on a wide variety of subjects relevant to the local community and wider society – a more successful impact than was anticipated.

In collaboration with other local students' unions a total of more than 1,500 students were registered to vote in the 2015 General Election, thus ensuring that these people would have a say in the future of their local community and the governance of their country as a whole.

A great deal of the activity was delivered on a face-to-face basis with approximately 1000 students discussing the General Election with the Students' Union. In addition to this face-to-face activity, the online activity of the Students' Union also resulted in over 400 combined 'views' and 'shares'.

Students' Union officers were also contacted directly by college tutors to deliver ad-hoc in-class talks. Through these talks, student reps discussed the reasons why young people should be registered to vote, and why they should vote in the election itself. This resulted in a large proportion of students registering to vote.