

# 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 Sheffield College Students' Union and their #SheffieldStudentsVote campaign.

## Activity

Sheffield College Students' Union planned a strong push of activity in the weeks leading up to the voter registration deadline. They launched a branded campaign using digital and physical resources as well as face-to-face discussions to promote their message. Specific activities included:

- 'pick 'n' mix' policy sweet stall
- Election photo booth
- Internal college discounts/concessions once registered
- 'goodie bags' offered to those who registered
- distribution of postcards which contained key registration information
- material also distributed to those under voting age to explain then importance of voting once they were 'of-age'

## Impacts

Over 1000 students from Sheffield College engaged with this campaign which was run alongside a wider piece of work which looked to build momentum and gain engagement in a number of further activities on specific issues affecting young people.

The Students' Union reported that the most significant impact of this campaign was the registration of approximately 1250 students for the 2015 General Election.

Furthermore, their efforts received engagement from local PPCs and they were complimented on their efforts by a number of Party Leaders, thus raising their own profile in the political sphere.