

Register your workplace

A guide to engaging, educating
and registering people to vote
in your workplace

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Step 1

Why your vote matters – make it count!

The lack of registered voters in parts of Britain is skewing the way things are decided by our politicians in Westminster.

7 million people who are eligible to vote in the May 2015 general election are not registered to vote – that's 7 million people with no voice. But that's not all, it's predicted that around 10 million could fall off the electoral register because of recent changes to the way we register to vote. Millions not voting is a real threat to our democracy.

It's why Unite is working with the Mirror and others to get 1 million people registered and voting in the 2015 general election. But we need your help.

Voting is power

Voting is the most powerful tool we've got to keep those that govern us in check. When voters don't exercise their democratic right to vote, let alone register to vote, we get a government that doesn't represent our concerns. Think about it, some of this government's most damaging policies from the hated bedroom tax and welfare cuts to the hike in tuition fees and tax cuts for the rich have hit the young, disabled, women, unemployed, migrants and ethnic minorities hardest of all. The most underrepresented groups on the electoral register!

The next general election in May is your time to speak up on the issues that matter to you. Worried about the NHS? Vote for it! Fed up of falling wages? Vote for it! Is the lack of affordable housing an issue for you? Vote for it! **Your Vote. Your Voice. Your Power – Use it**

Why vote?

- If you want equality – Vote!
- If you want an end to discrimination – Vote!
- If you want your voice heard –Vote!

When using this guide to get your colleagues registered and voting remember this:

Young people, disabled people, migrants and ethnic minorities are the most largely under-represented groups on the electoral register. Just 44 per cent of people aged 18 to 24 voted in the last general election. Black and ethnic minority Britons are three times less likely to be registered to vote than white Britons.

Step 2

How can you register?

The way we register to vote changed in September. You now need to register as an individual. The good news is that you can now register online. It takes less than 5 minutes. Just have your national insurance number to hand (find it on your payslip) and you're ready to go.

- 1 Register to vote online using Unite's Vote booster tool at <http://votebooster.org/register/unite>

Or

- 2 You can register by completing and signing a paper application form, available from from the Gov.uk website at <http://tinyurl.com/pzb34fq>. Remember to return it to your local council. Find your council's address at: www.aboutmyvote.com

Not sure if you're registered?

Check it see if you are at:
<http://votebooster.org/register/unite>

Voters who could not be automatically transferred need to re-register before the **20 April deadline.**

What can you do?

Be a workplace voter registration champion:

- **Promote** Unite's drive to get **1 million people** registered to vote in the **7 May** general election
- **Use Unite's vote booster tool to register people online in your workplace** <http://votebooster.org/register/unite>. It only takes 5 minutes. You will need your national insurance number. Find it on your payslip.
- **Get active in your workplace** – speak to your colleagues about why their vote matters. Put up a poster. Hand out Unite's flyer
- **Print off some voter registration forms** at <http://tinyurl.com/pzb34fq> and leave them in your workplace
- **Get on Twitter and Facebook** using hashtag **#NoVoteNoVoice**. Share your actions and pictures on social media

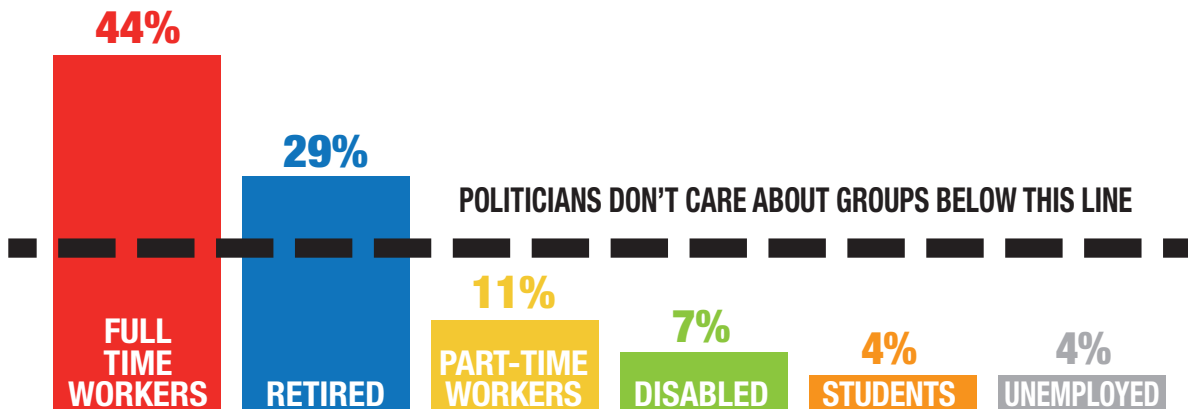
People may feel that politics is out of touch with their lives – that politicians don't speak for them. Use these facts to try to convince people that their vote matters and can make a difference.

Change won't happen overnight, but it won't happen at all if people don't vote

- At the election in 2010, **only 65%** of the electorate voted. Compare that to the 72.9% who turned out to vote in the 1945 election and won the welfare state or the 84% turnout in 1950.
- **Just 44 per cent** of people aged 18 to 24 voted in the last general election.
- **37%** of people on zero hour contracts are aged 16-24
- Over **900,000** of young people are **unemployed**. No vote means no influence
- Black and ethnic minorities were **three times less likely** to be registered to vote than white Britons in 2010.

GROUPS THAT POLITICIANS ACTUALLY CARE ABOUT

Voter turnout at the 2010 General Election



- **9.1 million women** didn't vote at the 2010 election, compared to 8 million men – that's 1.1 million missing women voters! Could explain why women have been hardest hit by the government's welfare and tax credit cuts with **70%** falling on women.
- Older people have more power at the ballot box, because they're more likely to vote. **68%** of people aged 65 + voted in the last election, compared to 39% of 18-24 year olds.
- **55% of working class people** voted in the 2010 election, compared to 64% of the middle classes – **that's a 1.89 million difference!**
- **83%** of people **with a mortgage** are registered to vote, compared to just 29% of renters. Little wonder the government's been reluctant to introduce rent caps to curb soaring rents.
- **The failure to build more affordable housing** is pushing ever greater numbers into costly privately rented accommodation. Private renters are set to make up **a fifth** of the population in England by 2040.

Policies brought in by this government that affect older people

- State pension protected
- Winter fuel allowance protected
- Free bus passes for older people protected
- Older people are excluded from the bedroom tax changes

Policies brought in by this government that affect young people

- Housing benefit cut for people aged 16-24
- EMA, educational maintenance allowance scrapped
- University tuition fees hiked to £9,000 a year

Policies that affect the rich

- Top tax rate cut from 50% to 45%
- The Help to Buy scheme has pushed up house prices – helping property owners

Policies that affect the poor

- Thousands have lost disability benefits
- The bedroom tax has forced families to relocate
- The rise in house prices has priced the less well off out of the housing market

Downloads

Spread the word using Unite's resources. Go to www.unitetheunion.org/nvnv to download and order a supplies of posters, stickers, flyers and more!

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