

Andrew Boff AM

Chair of the London Assembly

AssemblyChair@london.gov.uk

Our Ref: MGLA280224-7676

Date: 27 June 2024

Dear Andrew,

I write in response to Assembly motions in February and March in relation to GLA communications around voter registration.

In March, I shared information with the Chair of the Assembly and Group leaders regarding the use of GLA-owned communication channels to promote key messages relating to voting requirements in the run up to the 2 May Mayor of London and London Assembly elections.

GLA Officers have shared consistent, impartial awareness raising message across all GLA – owned social media channels (Mayor of London, London Assembly and London City Hall/ @LDN_gov), which were approved by the Chief Officer and GLA Monitoring Officer.

These communications started on 21 March. In line with Monitoring Officer advice, they continued up to and including the voter registration deadline for those elections, which was 16 April 2024.

In parallel, on 18 March, the London Elects team, which reports to the Greater London Returning Officer, launched a public awareness campaign regarding the GLA Elections which was delivered digitally and physically, via London Elects' own channels. As members will know, the Greater London Returning Officer can have no role regarding encouraging active voter registration, as this is the statutory responsibility of borough registration officers.

GLA Officers, with the steer of the Monitoring Officer, have shared awareness raising communication on London City Hall/ @LDN_gov channels (Facebook, Instagram and Snapchat) between 4 and 18 June, the deadline to register to vote for the 4 July general election.

As the Senior Responsible Officer for the Democratic Participation programme, I look forward to continuing to keep the London Assembly regularly informed.

Yours sincerely,

Tunde Olayinka

Executive Director, Communities and Skills

Drafted by / or on behalf of: and Date of Draft:	<i>Dr. Elisabeth Pop, Principal Officer – Active Citizenship and Democratic Participation, CSP, C&S (22 May 2024)</i>
Cleared by:	<i>Rory McKenna, Monitoring Officer (11/06/2024)</i> <i>Tunde Olayinka, Executive Director, Communities & Skills and Senior Responsible Officer (SRO) for the Democratic Participation Programme (20/06/2024)</i> <i>Alex Conway, Greater London Returning Officer (26/06/2024)</i>
NOTE	<i>The GLA Democratic Participation programme is strictly impartial, hence it cannot be linked to the Mayor of London.</i> <i>All related correspondence is signed off and shared on behalf of the SRO, and, if relevant, reviewed by the Monitoring Officer.</i>