



Six month goals (January to June 2017)

Data

This is the datasets we have and API services we provide.

Elections

100% coverage of local, devolved and parliamentary from 4 May onwards.
API used by 3 partners to reach 100,000.

Polling stations

75% coverage in Scotland
50% coverage in England and Wales
API used by EC's About My Vote page: 50,000.
API used by 2 partners to reach 25,000.

Candidates

100% of candidates.
API used by 3 partners to reach 50,000.
Datadump used by 2 partners to reach 50,000.

Results

Results data for 50% of FPTP local elections in England and Wales.
Try to model non-FPTP elections

Apps

These are the services we run for voters' direct use. And, perhaps in future, candidates' use too.

Who Can I Vote For?

50,000 users on 4 May.
5,000 take a call-to-action (e.g. 'Ask this candidate a question')

50% would recommend to a friend / 'found site useful'.
25% 'feel better informed'.
5% of candidates upload a statement.
0.5% of candidates upload a video.

Where Do I Vote?

10,000 users on 4 May.

(When Is The Next Election? / Election Alerts?)

This is a potential stretch goal: SMS/email alerts for elections in your area. Dependent on Every Election's API.

Labs

These are prototype projects built in-house or donated to us by others.

1 entirely new project (e.g. EU legislation crowdtagger?)
¿Adopt online register-for-a-postal-vote service?
¿Polling station finder widget?

Club

The 'club' is everyone involved in making stuff happen.

Funding

Secure £50,000/yr funding from the Electoral Commission.
Agree future funding from Cabinet Office.
Crowdfund £20,000 from organisations.

Donors

50 new monthly individual donors.

Members

100 new volunteers add data
500 new email subscribers

Web and brand refresh

Project greater authority and trustworthiness make better first impressions with new brand and clearer website. (Measure?)

Last year's goals for comparison (+ what happened)

Goals for May 2016

Polling stations:

- **B2C:**
 - 10 councils in Wales provide data for wheredovote.wales (covering 50% population of Wales) — goal met!
 - 100k people use wheredovote.wales — **woah, goal not met: <10,000 users. But 130k for EU Referendum on wheredovote.co.uk**
- **B2B:**
 - 5 orgs embedding the site (NUS Wales, a council, a media org) — goal not met (2 users: **NUS, Coventry Council**)
 - API users? **None!**
- **Club**
 - 500 more members — **no, some way, probably ~80 new emails pre-May, then another 40 between May-EURef; we average around 20-30 new subs per month**
 - 1k people asking for polling stations — goal ~met after EU referendum (c. 900)

Candidates:

- **B2C:**
 - 100% coverage of Wales, Scotland, London, Mayors, PCCs — **YAAAAAAS**
 - 1k local candidates - **YAAAAAAS smashed it — every candidate.**
 - User research and build WhoCanIVoteFor. - **Never did user testing, but hey the thing got built**
 - 100k people use WhoCanIVoteFor. - **YAAAAAS (170k?)**
 - WhoCanIVoteFor used to test 'Help, Volunteer, Hear from, Ask a qu' - **No, none of these. Wahhhh.**
- **B2B:**
 - 5 API users — **I think only DDash in the end?**
 - 3 Orgs paying for API endpoints (Crowdpac, 38 Degrees, BBC...). **D'oh. Zero.**
- **Club**
 - 500 New members — **no, some: probably ~80 new emails pre-May, then another 40 between May-EURef; we average around 20-30 new subs per month**
 - 10 new donations — **i think we gained one or two :')**

- 1k people adding data — [I don't know how to find this out...suspect less ~200?, amazing wombling though]

Results (subject to funding):

- **B2B**
 - Build results crowdsourcer — yes!
- **Club**
 - 100 volunteers in counts across country — not via the club, but good connections built with LGIU volunteers, and wombles were willing to have a crack
- **B2C:**
 - X people looking up results on election night? — a small number of users did give feedback after the election on WhoCanIVoteFor that they expected to find the results on the site.

General

- New website(s) or copy on website, explaining the above — yes! Thanks Tim!

Goals for afterwards

- [EU?] — well, yes...
- Fundraise for next [four] years for Data for Democracy — onwards...

Original view of goals for BGV!

LTD

- Establish the idea that is tested, researched
- Prototype of above
- Build business case and pitch for idea
- Form a new company + new name?

CIC

- One DC CIC application into a funder we haven't tapped yet.
- Ask to big charities (cash for 2016 projects)
- (SMART version of 'make progress')
- Email members list ~once a month

One year

- [co-design product with real customer]