

2011 CENSUS LOCAL AUTHORITY LIAISON**Summary**

- 1 Further to the Advisory Group Paper (08) 15, this paper updates members on actions taken and progress made in engaging with local authorities in England and Wales.
- 2 Advisory Group members are invited to note progress on these issues and activities and to comment as necessary.

Reaching all local authorities

- 3 During the last quarter of 2008 a network of Census Regional Champions was established. The geography of the network follows the Government Office regional structure for England, together with Wales, and comprises 10 senior representatives of local authorities.
- 4 These Census Regional Champions (CRCs) act as ambassadors for the Census among their peers, providing a communication channel with all local authority chief executives. A list of CRCs is attached at Annex A.
- 5 This communication channel was used in January 2009 to commence direct contact with all local authorities in preparation for 2011. A joint letter from CRCs and the Census Director introduced the role of the CRCs, explained the importance of the census to local authority funding, the vital role of an accurate address register and finally asked all local authorities to nominate a senior Census Liaison Manager and Assistant at working level.
- 6 Over 60% of local authorities to date have responded positively and nominated staff to fill these roles. A number of visits to local authorities have also taken place in the early months of 2009 to clarify the roles and answer any queries raised by authorities.

- 7 Each CRC is hosting a regional meeting in Spring 2009 for all authorities within the area (See Annex B for details). Feedback from the events held to date has been positive, providing the opportunity for LAs to hear from ONS and from rehearsal and test authorities about how they can contribute to a successful Census in their area, and also to ask questions, raise issues and provide suggestions.
- 8 Forums have been set up on the IDeA community of practice website <http://www.communities.idea.gov.uk> in order to communicate with our various local authority audiences and to encourage questions and debate.
The communities of practice set up to date are
 - 2011 Census – open to anyone in local government with an interest in Census
 - 2011 Census Regional Champions – dedicated site for CRCs
 - 2011 Census LLPG Custodians – dedicated site for Local Land and Property Gazetteer Custodians
 - 2011 Census CLMs and ACLMs – dedicated site for Census Liaison Managers and Assistants
- 9 A programme of engagement through third party communication channels has continued over recent months, with speaking engagements, conference attendance and exhibitions including the SOLACE conference, SOLACE Wales, the LARIA conference and a LG Communications event.
This targeted programme will continue over the next 12 months, raising awareness of the Census among LA audiences before the awareness campaign for the general public begins.

Rehearsal and test local authorities

- 10 Liaison with rehearsal, test and pilot address register authorities has continued with good relationships built with many of these authorities.

Address Register Liaison

- 11 The progress of the development of an Address Register for enumeration and the pilot project carried out in 24 local authorities (and rehearsal areas) is outlined in CAG paper AG (09) 03. Engagement with LLPG custodians has taken place through attendance at regional meetings in many areas of England and Wales. Regional workshops are planned between July and September for LLPG custodians from all authorities.

Liaison with Local Authority Communication Teams

- 12 Plans are in place to set up a LA communications advisory group to help to tailor Census publicity materials for use by LA communication teams through their own communication channels with the general public.

The LGA and LG Communication networks have been used to ask for volunteers from LA communication teams to contribute to this work, and there has been a good response from a varied cross section of LAs. The first meeting of the LA communications advisory group will be held in early summer and materials will be made available through a new IDeA community of practice for those who are not able to attend in person.

ONS
May 2009

Annex A List of all Census Regional Champions

East Midlands - Charles Poole from Leicester City Council

East of England - David Monks from Huntingdonshire District Council

London - Barry Quirk from Lewisham Council

North East - Dave Smith from Sunderland City Council

North West - Sir Howard Bernstein from Manchester City Council

South East - Mark Heath from Southampton City Council

South West - Paul Morris from Borough of Poole Council

Wales - Bryn Parry-Jones from Pembrokeshire County Council

West Midlands - Stephen Hughes from Birmingham City Council

Yorkshire & Humber - Paul Rogerson from Leeds City Council

Annex B List of Spring Regional Events

2009 - Regional Spring Events for CRC Members

2009 - Regional Spring Events Date	Region	CRC Member	Venue
3 April	West Midlands	Stephen Hughes	Birmingham Rep
27 April	East of England	David Monks	Newmarket Racecourse
27 April	South West	Paul Morris	Exeter – Golf & Country Club
7 May	North West	Sir Howard Bernstein	Guildhall, Preston
14 May	South East	Mark Heath	Hilton, Gatwick
28 May	Yorks & Humber	Paul Rogerson	Central Leeds
12 June	London	Barry Quirk	The Guildhall
23 June	East Midlands	Charles Poole	Leicester Racecourse
24 June	North East	Dave Smith	North East – Venue TBC
26 June	Wales	Bryn Parry-Jones	Powys County Council, County Hall
17 July	London	Barry Quirk	Science Museum, London