

CENSUS ADVISORY GROUP

AG (09) 15 Community Liaison

2011 CENSUS COMMUNITY LIAISON

Summary

- 1 Further to the Advisory Group Paper: AG (09) 07, this paper updates members on actions taken and progress made in engaging with communities, national representative organisations and other stakeholders to raise their understanding and promote their involvement in the 2011 Census in England and Wales.
- 2 Advisory Group members are invited to note progress on these issues and activities and to comment as necessary.

Community Engagement towards 2011

- 3 The Community Liaison Strategy and Action Plan are based upon the need to work with community groups and ask for their support:
 - To identify how community groups can provide local intelligence into the Census programme;
 - To publicise the Census and underline its use and value;
 - To provide help and guidance to local community groups and individual members of the public;
 - To assist with the development of language and disability strategies, and in particular, the provision of language translation and interpreting materials and facilities; and
 - To help provide a source of potential field staff.
- 4 Delivery of the community liaison strategy is being taken forward through a programme of face to face meetings with representatives of key population groups over the last 6 months. These include:
 - The Union of Orthodox Hebrew Congregations,
 - Various representative Muslim groups,
 - National local government representatives on gypsy/traveller issues and chair of the National Association of Gypsy and Traveller Organisation,
 - National Farmer's Union,
 - Rural Services Network - Association of Show and Agricultural Organisations

- 5 The 2011 Census community liaison team have worked with our diversity PR contractors, Linstock Communications, to encourage a number of these representative organisations to promote census awareness and involvement amongst their communities. We have communicated the message that the needs and aspirations of these communities will be identified and evidenced by completion and return of their 2011 Census questionnaires.
- 6 We continue to work closely with local authorities to help maximise awareness and minimise the barriers to communities returning their census forms. For example, communication officers from Cornwall Council are advising us on our plans for rural communities.
- 7 Our template and procedures for mapping local communities has been shown to deliver a consistent and scalable end product, and has helped us to identify the key local community organisations and characteristics of the area. It is now being shared with various Government departments, local authorities and other relevant bodies. Census area managers will use these procedures to help develop a local partnership plan with each authority in August 2010. This plan will set out how the area manager will work in partnership with the local authority to take forward the census including community engagement and publicity.
- 8 ONS is proceeding to develop additional toolkits such as information packs and targeted media messages (in various formats and languages) to assist communities and their representatives in understanding how they can help support the 2011 Census and provide information about the process itself, the benefits derived from the Census and highlighting the security and confidentiality of personal census data.
- 9 A number of presentations and workshops were arranged and attended on reaching young black men with regard to the Census, resulting in a meeting with a mixture of Black focus groups at Race On The Agenda (ROTA) offices in London.
- 10 There will be an additional team of Community Advisors appointed in September 2010 to provide advice and assistance to ONS and area managers and their teams on engaging with specific population groups. They will have specialised skills and experience of specific issues and communities in order to provide additional support where needed.

Community Liaison for the 2009 Rehearsal

11 The 2009 Census Rehearsal was carried out in:

- The City of Lancaster
- The London Borough of Newham
- Ynys Môn - Isle of Anglesey

Engagement between ONS and community organisations likely to have influence and resources in these areas was initiated by the area managers. During their first 4 weeks of operation, the area managers concentrated on developing an understanding of the local communities and building relationships with key community contacts. This helped them to deliver an evidence-based action plan for the communications, recruitment, field operations and enumeration work ahead.

12 The Community Liaison team visited each rehearsal area to meet the local authority teams involved in the rehearsal, as well as coordinating activities such as training and guidance for Census Area Managers.

13 As a result of the above, a corresponding timetable has been developed for Community Liaison and associated activities (including recruitment) for the 2011 Census. Lessons learned from the evaluation of the 2009 Rehearsal will be incorporated into the planning of the 2011 Census itself.

14 Various census communications and publicity material, as well as community packs were produced for the rehearsal to help facilitate and raise awareness. These have taken account of feedback from various community focus groups.

15 Accessibility related activities planned for the rehearsal are dealt with in the highlight report.

Outstanding example of partnership

- 16 Our community partners are increasingly planning independent (though coordinated with 2011 Census timelines), practical, well considered actions and interventions to try to maximise opportunities and to identify and reduce barriers to completion from the segments of the population they represent.

- 17 One example of this is a series of national presentations that the British Ravidassia Society have organised through their British leadership including their associated networks. These involve presentations, discussion and Q&A sessions for their community as well as specific community related media communications. The meetings are being carried out in various regional temples in combination with the community's traditional strategic activities.

- 18 The community has further plans to open their local temple doors for the two weeks prior to Census day 2011, to enable assistance with language, literacy or any other possible barriers the community might face, as an add- on to what the ONS will already be providing. Clearly this will enhance their reputation and profile and strengthen their inclusion strategy.

**ONS
2011 Census Stakeholder Management and Communications
November 2009**