

## **CENSUS ADVISORY GROUP**

### **AG (10) 19 Report on local authority and community engagement**

#### **2011 Census: Report on local authority and community engagement - autumn 2010**

##### **Summary**

1. Further to the Advisory Group Papers AG (10) 08 Local Authority Engagement and AG (10) 09 Community Engagement, this paper is a combined update on the actions taken and progress made in engaging with local authorities and community groups in England and Wales.
2. Advisory Group members are invited to note progress on these issues and activities and to comment where necessary.

## Local Authority engagement update

### Reaching all local authorities

3. **Census Regional Champions (CRCs)** Following on from the very successful events in 2009 and early 2010, a further round of regional events for local authority census liaison managers (CLMs) and Assistant CLMs took place this Autumn. These focused on: progress on preparations for the 2011 Census; recruitment & training; field operations and resource allocation; and address register development; communications with local authorities; development of census local partnership plans; quality assurance; and coverage adjustment. The meetings were also attended by our census area managers and community advisors and this encouraged the sharing of good practice at local and regional level. ONS continues to meet with CRCs every 1-2 months and they continue to provide us with excellent feedback to help us refine our plans.
4. Almost all local authorities have responded positively and nominated staff to fill CLM and/or ACLM roles. We are continuing to keep these officers informed of our plans through our frequent census newsletter and consultation workshops for specific subjects such as quality assurance and coverage adjustment. Since August, the newsletter has been sent out fortnightly. It is disseminated via our area managers to help place them at the heart of ONS/LA communications. We continue to post key documents for local authorities onto the census website as well as the library area in the census communities of practice.
5. A programme of engagement through third party communication channels has continued over recent months. This has included engagement with the Local Government Association in both England and in Wales, Society of Local Authority Chief Executives (SOLACE) and SOLACE Wales, the County Councils Network, the Local Authority Research and Intelligence Association (LARIA) and the National Association of Local Authorities (NALC). This programme will continue to further raise awareness of the 2011 Census among local authority audiences and to highlight the contribution they can make.

### **Local authority census local partnership plans (CLPP)**

6. With the appointment of area managers from 2 August, the focus for local authority engagement has been at a local level. A census local partnership plan has been developed for all district and unitary councils. County councils will contribute to all the CLPPs for their districts. The CLPP sets out the engagement, promotion and enumeration activities that census field staff are carrying out in partnership with local councils and community partners. The plans are reviewed by ONS to help monitor progress and share good practice between area managers and our local partners. To date, we have been pleased with the local engagement activities and we are collecting some of the more innovative approaches and ideas. Local authorities are playing a key role and many of these initiatives have been developed by them. A significant number of local authorities have developed communications plans and many more have set up census working groups. Our specialist community advisors are contributing to the CLPPs and their activities are described in greater detail in paragraphs 12 - 16.
7. ONS and our area managers have provided a number of presentations to local councillors to raise their understanding of our 2011 Census preparations and to set out how they can support our plans. Area managers have also been engaging with local media teams to help promote recruitment for census jobs. ONS has achieved a significant amount of coverage – nationally, regionally and locally – and the exposure has been very positive.

### **Guidance on local authority and community support**

8. ONS has responded to a request from local authorities for additional guidance on the activities that they can and cannot carry out to support the 2011 Census. Following a workshop with key local authority representatives (including CLIP and Wales Census Advisory Group members), ONS has further developed this guidance to set out additional advice for local authorities and community groups on running local events to help householders complete their questionnaire. A training package, including guidelines for volunteers, a presentation and draft press release will be published in the week commencing 22 November. In addition, a carers' protocol is under development. This will set out an unequivocal position on questionnaire completion for those householders in full time care or who need support to fill in their questionnaire.

### **Local authority advisory groups**

9. ONS held a further meeting of the Operational Management Advisory Group (LAOMAG) in November. The group has advised ONS on a range of issues including: field force allocations; guidance for local authority and community support; development of the census local partnership plans; and quality assurance. Membership of the group has been extended to include representatives from CLIP and the Wales CAG. With the completion of the LA communications toolkit, the LA Communications advisory group no longer meets.

### **Local authority quality assurance studies**

10. ONS has continued our local authority quality assurance studies to help us improve the accuracy of census population estimates and to consider administrative data sources held by local authorities. Following the QA pilot earlier this year, a further 30 local authorities have been working with us. We invited those local authorities that have experienced the largest demographic change since 2001 and for which enumeration is anticipated to be most difficult, to understand the complex issues in these areas to an earlier timeframe. Further guidance on what administrative data would be helpful for quality assurance will be provided to all local authorities this month.

### **Regional partnership plan for London**

11. ONS is working with London Councils and the Greater London Authority (GLA) to agree and take forward activities across London in support of the 2011 Census. A pan London partnership plan will set out the regional engagement and publicity activities and make use of our collective strengths. The GLA have indicated that the Mayor wishes to play an integral part and there are opportunities to communicate census messages through their links with Transport for London. A draft plan has been developed and shared with London boroughs for comment.

## Community engagement update

### Community Advisors Working with Hard to Reach Communities

12. Forty one Community Advisors were appointed in August 2010 to engage with selected Black and Minority Ethnic communities in various urban areas in England. The six ethnic groups to which Community Advisors have been appointed are Black African, Bangladeshi, Chinese, Indian, Black Caribbean and Pakistani. Twenty four of the appointments were in London. A full list is attached as Annex1. Where there is not a Community Advisor the Area Manager takes responsibility for engagement.
13. The role of the Community Advisors is to raise the profile of the 2011 Census, support recruitment of field staff by publicising job vacancies and to encourage and support community organisations to hold completion events.
14. In furtherance of these objectives Community Advisors have been producing Community Plans identifying organisations within their designated communities which can help in one or more of the following ways:
  - inviting the Community Advisor to make a presentation to their membership
  - leaders making addresses to their audiences/ congregations endorsing the Census and its value to them
  - agreeing to display posters or leaflets
  - sending out messages via their newsletters/community radio/newspapers etc
  - promoting recruitment
  - providing translation and language support
  - running or helping with completion events
  - offering assistance with completion
  - logistical support - meeting rooms etc
  - case studies of using census info
15. In the coming weeks Community Advisors will firm up these offers of help.
16. The Community Liaison Team is performance managing the production of the Community Advisors' Community Plans to ensure that engagement is maximised.

## **Community engagement towards 2011**

17. National level meetings continue to take place with strategic organisations to include as many diverse population groups and communities as possible, such as the British Humanist Association, those supporting disabled people as well as faith groups, housing associations and so on. The meetings are now concentrating on awareness campaigns and completion events, and where possible milestones for both to coordinate census related activities nationally where appropriate.
  
18. Work on accessibility is on target, and is planning to deliver products as outlined in previous reports.
  
19. Further engagement work has continued with the more complex communal establishments such as student halls of residence, secure establishments, military bases, hostels, residential care homes, children's homes etc. to establish the arrangements for enumerating these.

## **Annex1: List of Areas Covered by Community Advisors**

### **Black African Community:**

- Hillingdon, Ealing, Hounslow( Somali)
- Hammersmith and Fulham, Brent( Somali)
- Haringey, Enfield, Camden(Somali)
- Hackney, Waltham Forest,
- Southwark
- Barking and Dagenham, Newham
- Lambeth, Croydon,
- Greenwich, Lewisham

### **Bangladeshi Community:**

- Tower Hamlets,
- Camden, Westminster, City of London
- Islington, Hackney
- Newham, Redbridge
- Manchester, Oldham,
- Birmingham
- Luton

### **Chinese Community:**

- Camden, Westminster, Kensington and Chelsea
- Tower Hamlets, Islington, Barnet
- Birmingham
- Manchester, Liverpool
- Leeds, Sheffield

### **Indian Community:**

- Slough
- Ealing, Hounslow
- Harrow, Brent, Barnet(x2)
- Redbridge, Newham
- Birmingham, Wolverhampton
- Leicester, Oadby and Wigston

**Black Caribbean Community:**

- Lewisham , Southwark
- Haringey, Hackney
- Brent
- Newham, Waltham Forest, Enfield
- Croydon, Lambeth
- Birmingham

**Pakistani Community:**

- Newham, Redbridge and Waltham Forest
- Slough
- Birmingham
- Luton
- Manchester
- Rochdale
- Bradford, Leeds
- Sheffield, Kirklees
- Blackburn with Darwen, Hydburn, Pendle