



Framework for getting the count right for key target population groups

December 2010

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1.0 Overview

Groups within the population of England and Wales that are less likely to return a questionnaire have been identified as key population groups. The size of each group has been estimated using a range of data sources and anecdotal evidence.

The overall objective for the census is to maximise census participation and minimise variation between population groups (and geographic areas). In planning end to end activities for the census, the key population groups have been considered at all times with the overall objective in mind.

Within the context of those end to end activities, there is a particular focus on the series of possible interactions or combinations of interactions which could be undertaken before and during the census for each target population group. These targeted interactions include:

- general or special enumeration procedures
- communication activities including advertising, PR and media relations
- liaison through community groups and local authorities

Not all of these interactions will be used for all key population groups. In order to target activity with limited resources, population groups have been prioritised into those producing high, medium or low enumeration challenges. Also some interventions are only appropriate for certain groups.

In addition, population groups have been considered in relation to ONS's duties under equality legislation. The activities planned for relevant population groups should act to mitigate any differential impact on those groups. The relevant equality strand is listed for the population groups.

The initial prioritisation exercise carried out to produce a list of key population groups was supplemented by information from census local partnership plans and with information from equality impact assessments carried out across census. Equality impact assessments can be found on the Office for National Statistics website at: <http://www.ons.gov.uk/census/2011-census/2011-census-questionnaire-content/question-and-content-recommendations-for-2011/equality-impact-assessments-for-the-2011-census/index.html>.

Summaries of the activities planned in order to get the count right for each prioritised population group have been developed.

This report reflects the position in December 2010.

2.0 Key Population Groups

2.1 Criteria for prioritisation

Two lists of population groups were developed:

- those defined by evidence of size and imputation rate from the 2001 Census
- those assessed through anecdotal evidence

Each list was then prioritised against the following criteria:

- specific enumeration barriers have been identified for the group
- research and development work is required/planned for effective enumeration
- a multifaceted approach to targeting is required combining enumeration, communication and liaison work
- there is an outstanding risk of poor enumeration regardless of the targeting

2.2 Matrix of prioritised key population groups

KEY POPULATION MATRIX

Evidence supported groups - refer to Notes for detail

Enumeration Difficulty	Group	Census 2001	Imputation rate	Current estimate Year	Group Characteristics and reason for selecting group
High	Young Adults	6,557,220	11.90%	7,187,000 2007	Students, accommodation variety Contact timing, mobile population
	Students	2,648,991	13.40%	2,027,085 2008/9	Accommodation variety Contact timing, mobile population
	Short-term Migrants	64,979	No data	1,334,210 2007	Accommodation variety, students, transient population, asylum Engagement, languages, contact timing, mobile population
	Bangladeshi ethnic group	275,394	24.20%	360,400 2008	Concentrations in London, West Midlands Social and cultural perspectives, languages
	Black African ethnic group	475,938	29.10%	730,600 2008	Younger pop (34% young adults (2007)), 80% in London (2001) Social and cultural perspectives, languages
	Black Caribbean ethnic group	561,246	22.00%	602,900 2008	Younger pop, 61% of group reside in London (2001) Social and cultural perspectives, languages
Medium	Indian ethnic group	1,028,546	14.10%	1,329,600 2008	Younger population, geographic concentrations Social and cultural perspectives, languages
	Pakistani ethnic group	706,539	16.20%	916,700 2008	Geographic concentrations Social and cultural perspectives, languages
	Chinese ethnic group	220,681	17.60%	408,800 2008	Social and cultural perspectives, languages
	Long-term Migrants	172,000	No data	198,000 2009	Net migration - increase in population Languages, contact timing, accommodation variety, migration status
	Multiple-occupancy Dwellings	1,500,000	17.00%	No recent estimate	Large age range, migrants, low-income populations Identifying households, movers, non-compliance
Low	Pre-school	3,094,141	9.60%	3,297,500 2008	Inclusion Often have young adult parents
	Private Rented Accommodation	4,650,347	9.80%	No recent estimate	Mobile, young adults, students, migrants Identifying households
	One Person Household	6,502,612	9.70%	6,500,000 2007	Young adults, 50% elderly Contact timing
	Low-income Households	--	No data	21.6% 2008	Unemployed, young, elderly, migrants Contact timing, engagement
	Adults aged 80+	2,190,179	3.60%	2,837,800 2009	Accommodation variety Security, disabilities (age-related), engagement

Notes:

- > **IMPUTATION RATES:** 2001 Imputation Rates for England and Wales - i.e. estimated data to replace a combination of non-responses and invalid data
- > **CURRENT ESTIMATES:** All Mid Year Estimates - source ONS - unless otherwise stated below
- > **YOUNG ADULTS:** ages 20-29
- > **STUDENTS:** HESA data strips out 'other EU' and 'non EU' students, leaving UK only.
[HESA data source](#)
- > **SHORT-TERM MIGRANTS:** derived from 2001 Census "lived elsewhere outside UK"
More recent figures from:
* [Short term migration source](#)
- > **LONG-TERM MIGRATION:** Net immigration, figures for UK
http://www.statistics.gov.uk/downloads/theme_population/MN282001
<http://www.statistics.gov.uk/cpi/nugget.asp?id=260> 2009
- > **LOW-INCOME HOUSEHOLDS:** In each LA, an average of 21.6% of households fall below 60% of median income (after housing costs) source; Households in Poverty: Model Based Estimates at MSA Level, 2007/2008 (NeSS)

KEY POPULATION MATRIX

Anecdotal evidence supported groups - sources below

Enumeration Difficulty	Group	Current estimate Year	Group Characteristics and reason for selecting group
High	Gypsies / travellers	Unknown	Difficult to locate, accommodation variety Contact timing, mobile population, engagement
	Illegal immigrants	430,000 2001	Accommodation variety, transient, asylum Engagement, languages, contact timing, mobile
Medium	Boarders / lodgers	Unknown	Hard to count in correct place, inclusion
	People with more than one residence	241,000 2007	High income, children of separated / divorced families Verification, correct place
	Rough Sleepers	1,247 2010	Excludes people housed in temp. accommodation Contact timing, mobile, engagement
	Blind / visually impaired	310,000 2008	Older population Disability may restrict completion
	Hearing impaired	8,978,000 2008	19% of men, 13% of women, ageing population Disability may restrict completion
	Armed Forces	194,400 2010	High percentage aged 20-34 Location, usual address
	People living in prisons	85,227 2010	High percentage aged 20-34 Location, engagement, usual address
	Gated communities	Unknown	Increasingly popular trend Access
	Caravan dwellers	Unknown	Contact timing, mobile population, engagement
	Boaters	Unknown	Contact timing, mobile population, engagement
Low	Household visitors	Unknown	Inclusion, missed at usual address
	Physically impaired	2,691,000 2008	2.9m entitled to Disability Living Allowance High proportion aged 60+, disability may restrict

Gypsies / Travellers Figures in links relate to trailers / caravans - not person count. Trailer / caravan count approx 18,900
<http://www.communities.gov.uk/documents/statistics/xls/1788542.xls>
<http://wales.gov.uk/docs/statistics/2010/101124sdr2002010en.pdf>

Illegal Immigrants <http://rds.homeoffice.gov.uk/rds/pdfs05/rdsolr2905.pdf>
 Rough Sleepers <http://www.communities.gov.uk/publications/corporate/statistics/roughsleepingcount2010>

2.3 Checkpoint for review of key population groups

The prioritised list of key population groups was reviewed. This occurred on receipt and analysis of the 348 census local partnership plans which list local population groups that are considered high priority by the local partnership team (area managers, community advisors and local authority officers).

The process identified the need for further language translations of some marketing materials into Turkish, Tamil, Hindi and Kurdish. Additional activities have also been undertaken for the Polish community at airports and through a regional engagement tour.

3.0 Summary of planned activities

There are two phases of activity planned which impact directly on participation of key population groups in the census.

1. Engagement activities which will take place from August 2010 until the end of the field operation.
2. Activities designed to support the field operation phase, beginning at the start of 2011.

The range of activities covers advertising, PR, media, editorial, community liaison, and special enumeration procedures as described in the overview section 1.0.

3. In addition, there is a third set of activities listed which wrap around the engagement and field operations – these are the end to end census activities taking place before the operational phase (for example the address register) or after the operational phase (for example output coding).

Plans for the high priority population groups are more comprehensive, with a greater range of activities planned than for lower priority groups.

3.1 Activity plans for groups that are evidence supported

ACTIVITY SUMMARY FOR EVIDENCED BASED POPULATION GROUPS ENGAGEMENT ACTIVITIES

Aug 10 - May 11

Population group	Equality strand	A1 Editorial features produced	A2 Engagement with national organisations	A3 Liaison Materials Produced	A4 Community panels	A5 Community plan produced by Aug 2010	A6 Local Engagement Activities	A7 Local Community Advisers
Enumeration Difficulty: High								
Young adults	Age							
Students								
Short-term migrants	Race							
Bangladeshi ethnic group	Race							
Black African ethnic group	Race				Overall & Somali	Overall & Somali		
Black Caribbean ethnic group	Race							
Enumeration Difficulty: Medium								
Adults 80+	Age							
Long-term migrants	Race							
Indian ethnic group	Race							
Pakistani ethnic group	Race							
Chinese ethnic group	Rate							
Multiple-occupancy								
Enumeration Difficulty: Low								
Pre-school	Age							
Private rented accommodation								
One person households								
Low-income households								

FIELD SUPPORT ACTIVITIES

Jan 11 - May 11

Population group	Equality strand	A8 Language support (translation booklets and helpline)	A10 Local, regional and community media	A11 National advertising campaign	A12 PR activities	A13 Digital marketing activities	A14 General enumeration procedure	A15 Special enumeration bespoke procedure
Enumeration Difficulty: High								
Young adults	Age							
Students								
Short-term migrants	Race							
Bangladeshi ethnic group	Race							
Black African ethnic group	Race							
Black Caribbean ethnic group	Race							
Enumeration Difficulty: Medium								
Adults 80+	Age							
Long-term migrants	Race							
Indian ethnic group	Race							
Pakistani ethnic group	Race							
Chinese ethnic group	Race							
Multiple-occupancy								
Enumeration Difficulty: Low								
Pre-school	Age							
Private rented accommodation								
One person households								
Low-income households								

ACTIVITY SUMMARY FOR ANECDOTAL EVIDENCE SUPPORTED GROUPS

ENGAGEMENT ACTIVITIES

Aug 10 - May 11

		A1	A2	A3	A4	A5	A6
Population group	Equality strand	Editorial features produced	Engagement with national organisations	Liaison materials produced	Community panels	Community plan produced by Aug 2010	Local Engagement Activities
Enumeration Difficulty: High							
Homeless							
Gypsies / Travellers	Race						
Illegal immigrants	Race						
Enumeration Difficulty: Medium							
Boarders / lodgers							
People with more than one residence							
Physically impaired	Disability						
Blind/visually impaired	Disability						
Hearing impaired	Disability						
Armed Forces							
Prisoners							
Access controlled communities							
Additional population groups identified as high priority through census local partnership plans							
Turkish	Race						
Kurdish	Race						
Polish	Race						
Arabic	Race						
Kashmiri Sikh Ghurka Cornish English	Race/ Religion						

FIELD SUPPORT ACTIVITIES

Jan 11 - May 11

		A8	A9	A10	A11	A12	A13	A14	A15
Population group	Equality strand	Language support (translation booklets and helpline)	Accessible support materials	Local, regional and community media	National advertising campaign	PR activities	Digital marketing activities	General enumeration procedure	Special enumeration bespoke procedure
Enumeration Difficulty: High									
Homeless									
Gypsies/ Travellers	Race								
Illegal immigrants	Race								
Enumeration Difficulty: Medium									
Boarders / lodgers									
People with more than one residence									
Physically impaired	Disability								For residential
Blind/visually impaired	Disability								For residential
Hearing impaired	Disability								For residential
Armed Forces									
Prisoners									
Access controlled									
Additional population groups identified as high priority through census local partnership plans									
Turkish	Race								
Kurdish	Race								
Polish	Race								
Arabic	Race								

Further details of the activities listed are given in Annex A.

4.0 Getting the count right for priority population groups

For each priority population group a slide has been produced covering the detailed census phases and engagement activities. These are set out from page 36 and include:

- evidence of size of population group
- description of the population group and current estimated size
- the barriers to participation which the group may encounter
- the development of the address register with particular consideration to each group
- specific messaging if over and above the census completion messaging
- special public relations activities
- marketing activities
- media activities
- tools designed to aid people to complete the census independently
- special enumeration processes
- recruitment of key groups members to the census field staff (designed to aide the above activities)
- local liaison and what is happening at grass roots level
- census question considerations if applicable
- quality assurance of the results and the data sets likely to be employed to assure the accuracy of each group's count where relevant.

For each of the following groups:

Young adults
Students
Short term migrants
Bangladeshi
Black African
Black Caribbean
Adults 80+
Long term migrants
Indian
Pakistani
Chinese
People living in multiple occupancy dwellings
Pre-schoolers
Private rented accommodation
One person households
Low income households
People sleeping rough
Homeless
Gypsies and Travellers
Illegal immigrants
Boarders/lodgers
People with more than one residence
Physically impaired
Blind/visually impaired

Hearing impaired
Armed forces
People living in prisons
Access controlled communities
Ethnic group question campaigns

Annex A

Further details of each activity

A1 Editorial features

Articles and features about the 2011 Census will be disseminated to printed and online publications across England and Wales. Editorial is distinct from the media function (A10), and is the placement of feature stories about the 2011 Census in the press, and on radio, TV and web news sources.

Activity commenced in August 2010 and will continue to March 2011. The feature placement activities underpin communications to key population groups, as well as reaching wider audiences. The activities can be broken down into three main streams.

Work

This incorporates target publications of trade association and unions, and trade magazines, as well as internal and external magazines produced by organisations.

For example, targeting the over 80 year olds, involves offering features to magazines / websites for nurses, opticians and doctors – about the accessibility tools which are available, offering help, support and reassurance. For example, targeting the migrant population will include offering features to building trade press reflecting the changing face of the trade by geographic density and time (as in, the number of builders in Birmingham has developed this way according to the previous census statistics) and promoting the importance of the census within that.

This strategy looks at communicating with people around the key population group, so that they in turn communicate census key messages.

Play

This aims to reach people through specialist consumer hobby / interest magazines.

For example, features will be offered to young men's interest magazines – such as Men's Health – looking at the health question on the census questionnaire, and what it is used for and car / bike related features to appropriate media to talk about the uses of census data from the travel to work question.

This strand will also answer specific audiences questions, such as what do I do if I live on a boat (complex addresses), or if I have a second residence.

Consumer press

This strand targets general consumer publications such as women's magazines and listings guides. The aim is to take a 'front door' approach and to focus specifically on census day when selling in features to these types of publications.

A2 Engagement with national organisations

The census community liaison team has been carrying out direct consultation and engagement with national and strategic organisations whose networks include coverage of members of the population most likely to need assistance with overcoming barriers or motivational factors with regard to the 2011 Census questionnaires.

The face to face discussions have resulted in a number of coordinated strategies and practical supporting activities to ensure awareness and assistance campaigns complement each other and help to increase inclusion.

To date these organisations include:

African Voice
Age Concern (now Age UK)
An-Nisa Society
Association of Muslim Professionals
Association of Show & Agricultural Organisations
BC Project
Big Issue
Board of Deputies of British Jews
British Deaf Association
British Gurkha Welfare Society
British Humanist Association
British Iranian Business Association (BIBA)
British Ravidassia Society
British Sikh Foundation
Cabinet Office Social Exclusion Unit
Carers UK
Centre for Research in Ethnic Relations
Church of England
Citizens Advice Bureau
Communities First (Wales)
Community Cohesion Network UK
Council of Black Led Churches
Council of Ethnic Minority Voluntary Sector Organisations
DCLG Cohesion and Faiths Division
DCLG Equalities Unit
DCLG Gypsy and Travellers Unit
DimSum UK
Equality & Human Rights Commission
Federation of City Farms & Community Gardens
Federation of Irish Societies
Federation of Poles in Great Britain
Friends Family & Travellers
Friends, Families and Travellers (Network for Gypsies, Roma, Romani and Traveller organisations)
Greater London Authority
Gypsy and Traveller Exchange (Leeds)
Harrogate and Area Council for Voluntary Services
Hindu Cultural Society

Hindu Forum for Britain
Interfaith Network for the UK
Interlink Foundation
Irish Traveller Movement in Britain
Irish Women's Centre
Karimia Institute
London Civic Forum
London Voluntary Service Council
Merseyside Disability Federation
MIND
Muslim Council of Britain
Muslim Women's Association
National Association of British Arabs
National Association of British Pakistanis
National Association of Councils of Voluntary Organisations
National Association of Gypsy and Traveller Officers
National Centre for Languages* (CiLT)
National Federation of the Blind
National Hindu Students Forum (UK)
National Literacy Trust
NHS Direct
Operation Black Vote
People First
Polish Catholic Mission
Refugee Council
RNIB
RNID
Roma National Coordination Centre
Safeguarding In Madrasahs
Scope
SEVA (Manchester)
Shelter
Shri Guru Ravidass Cultural Association (Birmingham) UK
Sikh Organisations UK
The Chinese in Britain Forum
The Gurkha Welfare Trust
The Gypsy Council for Education, Culture, Welfare and Civil Rights
The Polish Centre POSK
The Polish Educational Society
The Runnymede Trust
Union of Orthodox Hebrew Congregations of Great Britain and The Commonwealth
Welsh Assembly Government
Welsh Language Board

Ministry of Defence (armed forces)
Home Office (prisons)

Most of these organisations have agreed to set up web site links and to include census details in their newsletters to their members at key milestone

dates and provide assistance and resources for the census programme and its field force.

Many have also agreed to provide manpower to assist members of the community to overcome any barriers such as literacy, language, motivation and fear (of forms) at their national outlets, offices or places of worship across England and Wales. Plans for these activities should be firmed up in early 2011.

Guidance about the legalities of these completion events was issued by ONS late 2010. This gives clear guidance about the actions that supporting organisations can offer to people, working within legal parameters, such as the implications associated with posting back a questionnaire for a third party.

A3 Production of liaison materials

Various information materials (leaflets, posters) have been produced for key populations including many black and ethnic minority population groups and these are available from the census website. Community advisors, area managers and local authorities promote this source of reference and encourage their key population groups to print the materials and to promote the census within their communities.

The following materials have been produced for dissemination by community advisors, area managers and local authorities.

Audience / group	Language	Translation	Type
African/Caribbean	English	None	Leaflet
African/Caribbean	English	None	Poster
Arabic	Arabic	Bi-lingual	Leaflet
Arabic	Arabic	Bi-lingual	Poster
Bangladeshi	Bengali	Bi-lingual	Leaflet
Bangladeshi	Bengali	Bi-lingual	Poster
Chinese	Cantonese	Bi-lingual	Leaflet
Chinese	Cantonese	Bi-lingual	Poster
Gypsy/Traveller	English	None	Leaflet
Gypsy/Traveller	English	None	Poster
Indian	Gujarati	Bi-lingual	Leaflet
Indian	Gujarati	Bi-lingual	Poster
Indian Punjabi	Punjabi Gurmul	Bi-lingual	Leaflet
Indian Punjabi	Punjabi Gurmul	Bi-lingual	Poster
Pakistani Punjabi	Punjabi Shahm	Bi-lingual	Leaflet
Pakistani Punjabi	Punjabi Shahm	Bi-lingual	Poster
Pakistani	Urdu	Bi-lingual	Leaflet
Pakistani	Urdu	Bi-lingual	Poster
Polish/Migrants	Polish	Bi-lingual	Leaflet
Polish/Migrants	Polish	Bi-lingual	Poster
Somali	Somali	Bi-lingual	Leaflet
Somali	Somali	Bi-lingual	Poster
Hindi	Hindi	Bi-lingual	Leaflet
Hindi	Hindi	Bi-lingual	Poster
Tamil	Tamil	Bi-lingual	Leaflet
Tamil	Tamil	Bi-lingual	Poster
Turkish	Turkish	Bi-lingual	Leaflet
Turkish	Turkish	Bi-lingual	Poster
Kurdish Kurmanji	Kurdish Kurmar	Bi-lingual	Leaflet
Kurdish Kurmanji	Kurdish Kurmar	Bi-lingual	Poster
Kurdish Sorani	Kurdish Sorani	Bi-lingual	Leaflet
Kurdish Sorani	Kurdish Sorani	Bi-lingual	Poster
Arabic	Arabic	Bi-lingual	Leaflet
Arabic	Arabic	Bi-lingual	Poster
Somali	Somali	Bi-lingual	Leaflet
Somali	Somali	Bi-lingual	Poster
Pakistani Urdu	Urdu	Bi-lingual	Leaflet
Pakistani Urdu	Urdu	Bi-lingual	Poster

A4 Community panels

Community liaison is vital to the success of the 2011 Census. Two rounds of community panels were held to gain advice from local community members to enhance guidance for staff in the field.

Community panels were facilitated by Linstock Communications and ONS. The panels and documentation were vital to generate intelligence to feed into the following products within the census:

- guidance material on engagement with each of the six black and minority ethnic key population groups by geography which was produced for use by community advisers

- general guidance materials (in the form of hints and tips) on engaging with the six BME key population groups and Gypsies and Travellers and East European Communities and short-term migrants. These materials were produced for area managers.

A supplementary aim of the panels was to make communities aware of the importance and benefits of the census, its confidential nature, its value to the community and what assistance there is to help people complete the questionnaire.

Two meetings of each community panel were held. The first identified barriers and challenges and the second provided an opportunity for the panel to comment on proposed solutions. Panels took place with the following communities and groups in the following locations in the spring of 2010.

- Somalilander¹ community – London
- Bengali community – Birmingham
- Hindu Forum of Britain – London and Birmingham
- African community – Birmingham and London
- Chinese community – Birmingham and London
- Somali Youth Organisation – London
- West London Somali Land – London
- Caribbean community – London
- Pakistani community – London

Two separate workshops (with the same format as the panels, but more verbal discussions) were carried out, one to represent each of:

- East European Communities and Short-term Migrants
- Gypsies and Travellers

Questions were asked of the panellists including:

- Main barriers to participation for their community – for example general literacy, English literacy, lack of awareness, possible mistrust of information gathering
- What are the relevant 2011 Census questions for this community – for example, number of bedrooms (needed to estimate overcrowding), time spent in country, ethnicity, language and how to use this information effectively
- Representative groups/contacts – for example national networks that work, likely keywords that area managers / community advisors should look for to identify networks for that community
- Most effective ways of engaging locally – for example public libraries and internet cafes at weekends
- Positive messages to encourage inclusion in the census
- most effective ways, means and media for communicating with hardest to reach in the community
- Publicity actions which are likely to communicate with this group

¹ Somali groups were held as this community forms part of the Black African key population group

- Recruitment advertising methods which are likely to be most effective
- What can be done, in addition to the above, that would make a significant difference to completing, returning and collection of the questionnaires?

Reports on each of the community panels have been produced. The information has been fed into engagement strategies for community advisors and area managers. As a result of the fact that participants could be identified, these reports are for internal use only, although a summary report has been published.

The insights from the community panels also fed into other key population groups, where they overlap. For example, where the panels talked about engaging with young adults and students, the information was fed into appropriate outreach strategies for those audiences.

A5 Community plans

Tying all the community engagement strands together for the 2011 Census – with so much in place – could be challenging. A census local partnership plan (CLPP) for each local authority has been developed in order to coordinate and prioritise community engagement activity. These are a result of collaboration between the census area manager, the local authority's assistant census liaison manager and the census community advisors.

Knowledge sharing

Within the census local partnership plan sits a community plan (or plans where pertinent) which is the responsibility of the community advisor and area manager to develop and implement in their area, for each identified key population group.

Community plans cover the following specific areas:

- identifying intermediary organisations relevant to each key population group – for example voluntary organisations, community and faith groups, local community media, local authority organisations, public groups
- identify local authority mechanisms
- media
- general public

Community plans have been included in CLPPS for the key population groups identified in each local area as providing a particular enumeration challenge. Plans have been created for older people and students, Gypsies and Travellers, Eastern Europeans, black and minority ethnic groups etc.

Community plans will be kept updated with any new information and any new engagement activities that are going to be undertaken.

A6 Local engagement activities: Area Managers

The census local partnership plan in each local authority area sets out a programme of local census activities to be taken forward by area managers/community advisors, local authorities and community partners to maximise return rates. Each local plan will cover the sections of the population that are a greater challenge to enumeration, for example students, over-80s, short-term migrants.

Area managers set out how they will engage with councils and local community groups and these are agreed with each district and unitary council.

Day-to-day engagement with community groups and members of the public to explain and promote the census is carried out by area managers with the support of community advisors.

Area managers and community advisors will deliver local level engagement through meetings with strategic and national key population organisations.

This will achieve the following aims:

- publicise the census and explain its value
- provide help and guidance to local communities
- help overcome language and disability barriers
- provide a source of potential field staff

Where area managers are responsible for more than one authority, joint meetings may be organised and resources shared, to save time and improve communication. Where appropriate, area managers will engage with county councils, as well as town and parish councils.

Local completion activities

Local authorities and community groups have expressed keen interest in running local completion events. These are designed to offer help, facilities and support to residents who may benefit from assistance. While requests can be made for census collectors to visit householders to assist them, completion events are being actively encouraged by ONS.

Guidance has been issued about the legal parameters for conducting completion events. Pragmatic approaches are being sought, balancing the essential and driving need for confidentiality and the legal responsibility of handling completed questionnaires.

It is anticipated that completion events will play a central part in helping individuals – and population groups – to return census questionnaires and thus increase the return rate from some traditionally hard to count groups.

Journey of a nation engagement tour

A purple bus stars in the national advertising campaign and represents the transport services which can be effectively planned using census data.

The purple bus will follow an 11 city route around England and Wales in February/March 2011, visiting areas of high black and ethnic minority population. Census representatives on the bus will be able to speak a variety of languages in order to effectively engage with the local community.

Fill it in now tour

In the weeks before and after census day, the purple bus will visit London boroughs with diverse populations and high proportions of non-English speakers. Staff on the bus will provide language support for the public to complete their questionnaire there and then.

A7 Local engagement activities: Community Advisors

Among the population groups identified as having been under-counted in 2001, are many black and minority ethnic (BME) groups.

These groups have been categorised into six key population groups:

- Black African / Somali
- Black Caribbean
- Asian India
- Asian Pakistani
- Asian Bangladeshi
- Chinese

Previous census research has indicated these groups may have concerns or misunderstandings about the census, so focused communication activities with relevant messages and specific engagement activities are needed to help overcome any reservations these groups may have, and to inform them of census benefits to them and their communities.

Community advisors are matched to one specific key population group and are responsible for engaging with members of this group within a particular area. Acting as ambassadors for the census, they encourage participation within their key population groups.

The areas chosen for community advisor support were based on high geographic density of the key population – based on evidence from 2001 and other administrative sources.

Community advisors also promote census jobs to encourage applications and secure offers of support for the field operation from intermediary organisations.

Community advisors work as part of one or more census local partnership teams together with:

- the local area manager
- representatives appointed by the local authority

- any other community advisors working with communities in the area

Community advisors also carry out media promotion with community BME media outlets including carrying out broadcast interviews, in languages other than English where appropriate.

Community advisors' community plans are included within the census local partnership plan – agreed by the local authority and area managers – to make sure that a clear and agreed strategy of communication and engagement is in place.

COMMUNITY ADVISORS

Community Group	Area description – Borough/Local Authority
Bangladeshi	Manchester and Oldham
Bangladeshi	Birmingham
Bangladeshi	Luton
Bangladeshi	Tower Hamlets
Bangladeshi	Camden, City of London and Westminster
Bangladeshi	Hackney and Islington
Bangladeshi	Newham and Redbridge
Black African – Somali	Ealing, Hillingdon and Hounslow
Black African – Somali	Brent, Hammersmith and Fulham
Black African – Somali	Camden, Enfield and Haringey
Black African	Hackney and Waltham Forest
Black African	Southwark
Black African	Barking, Dagenham and Newham
Black African	Croydon and Lambeth
Black African	Greenwich and Lewisham
Black Caribbean	Birmingham
Black Caribbean	Lewisham and Southwark
Black Caribbean	Hackney and Haringey
Black Caribbean	Brent
Black Caribbean	Enfield, Newham and Waltham Forest
Black Caribbean	Croydon and Lambeth
Chinese	Liverpool and Manchester
Chinese	Birmingham
Chinese	Leeds and Sheffield
Chinese	Camden, Kensington and Chelsea, and Westminster
Chinese	Barnet, Islington, and Tower Hamlets
Indian	Birmingham and Wolverhampton
Indian	Leicester, Oadby and Wigston
Indian	Slough
Indian	Ealing and Hounslow
Indian	Barnet, Brent and Harrow
Indian	Newham and Redbridge

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

A8 Language support

2011 Census materials have been designed in order to encourage response from the population across England and Wales and to take into account a range of potential barriers that the public may face.

To support people who may not speak English as a first language, the census questionnaire and information leaflet have been translated into 56 languages with dedicated helpline numbers. These are designed to help people complete the English questionnaire – in English – using the translation tools.

Data sources used to determine the languages for translation included:

- 2008/09 School Census data from the Department for Children, Schools and Families (DCSF) for England. Data on 'first language' is collected from pupils
- 2008 to 2009 Translations data for Great Britain provided by translations agencies (Language Line and The Bigword) utilised by government organisations and private organisations.
- 2009 Census Rehearsal list of 'top 30' languages most widely used in England and Wales
- Community languages and Modern languages provided by the National Centre for languages
- Discussion with members of the census Diversity Advisory Group which represents a range of voluntary organisations.

Translated guidance booklets (census questions and information) will therefore be available in the following languages:

- Urdu
- Punjabi (Gurmukhi)
- Bengali (Sylheti)
- Gujarati
- Polish
- Somali
- Arabic
- Portuguese
- Tamil

- French
- Slovak
- Czech
- Russian
- Lithuanian
- Romanian
- Mandarin Chinese
- Turkish
- Kurdish (Kurmanji)
- Persian/Farsi
- Italian
- Yoruba
- Panjabi (Shahmukhi)
- Spanish
- Filipino (Tagalog)
- Albanian (Shiqp)
- Pashto
- Hungarian
- Bulgarian
- Tigrinya
- German
- Akan
- Hindi
- Malayalam
- Nepalese
- Shona
- Swahili
- Vietnamese
- Cantonese Chinese
- Latvian
- Kurdish (Sorani)
- Korean
- Amharic
- Sinhala
- Dutch
- Greek
- Lingala
- Igbo
- Thai
- Swedish
- Japanese
- Malay
- Serbian
- Bosnian/Croatian
- Luganda
- Ulster Scots
- Irish Gaelic
- Yiddish
- Pahari

Every attempt will be made to help callers in other languages who ring the general helpline number.

The language telephone helplines open on 4 March 2011. The numbers are as follows.

2011 CENSUS LANGUAGE HELPLINE TELEPHONE NUMBERS

Akan/Twi-Fante	0300 0201 102	Malayalam	0300 0201 136
Albanian (Shiqp)	0300 0201 103	Mandarin Chinese	0300 0201 137
Amharic	0300 0201 104	Nepalese	0300 0201 138
Arabic	0300 0201 106	Pahari	0300 0201 139
Bengali (Sylheti)	0300 0201 107	Pashto	0300 0201 141
Bosnian/Croatian	0300 0201 108	Persian/Farsi	0300 0201 142
Bulgarian	0300 0201 109	Polish	0300 0201 143
Cantonese Chinese	0300 0201 110	Portugese	0300 0201 144
Czech	0300 0201 111	Punjabi (Gurmukhi)	0300 0201 146
Dutch	0300 0201 112	Punjabi (Shahmuki)	0300 0201 147
Filipino (Tagalog)	0300 0201 113	Romanian	0300 0201 148
French	0300 0201 114	Russian	0300 0201 149
German	0300 0201 115	Serbian	0300 0201 151
Greek	0300 0201 116	Shona	0300 0201 152
Gujarati	0300 0201 117	Sinhala	0300 0201 153
Hindi	0300 0201 118	Slovak	0300 0201 154
Hungarian	0300 0201 119	Somali	0300 0201 156
Igbo	0300 0201 121	Spanish	0300 0201 157
Irish Gaelic	0300 0201 122	Swahili	0300 0201 158
Italian	0300 0201 123	Swedish	0300 0201 159
Japanese	0300 0201 124	Tamil	0300 0201 161
Korean	0300 0201 126	Thai	0300 0201 162
Kurdish (Kurmanji)	0300 0201 127	Tigrinya	0300 0201 163
Kurdish (Sorani)	0300 0201 128	Turkish	0300 0201 164
Latvian	0300 0201 129	Ulster Scots	0300 0201 166
Lingala	0300 0201 131	Urdu	0300 0201 167
Lithuanian	0300 0201 132	Vietnamese	0300 0201 168
Luganda	0300 0201 133	Yiddish	0300 0201 169
Malay	0300 0201 134	Yoruba	0300 0201 171

A9 Accessible support materials

It is important that the 2011 Census is accessible to people across England and Wales. With this in mind, great care has been taken developing a range of tools and help materials to support the overall aim of enabling people to be able to complete their census questionnaire independently.

Accessibility partnerships with national organisations began in 2009. This partnership, combined with work with community groups, central government and local authorities – as well as the consultation groups set out below – has proved instrumental in designing the accessibility tools for the census.

Consultation on accessibility has taken place and continues with the following key national representative groups:

- Royal National Institute of Blind People
- Royal National Institute for the Deaf
- British Deaf Association
- Age Concern (now AgeUK)
- Help the Aged
- National Literacy Trust
- SCOPE

There have been supplementary meetings with Equality 2025 (the UK advisory network for disability equality), People First and other national representative groups.

This consultation has assisted ONS to make the best provision possible for accessibility within the limits of the resources available.

Accessibility workshops have provided further important feedback and information.

Help in completing and returning the 2011 Census questionnaire includes:

- online help centre
- online questionnaire completion
- telephone helpline
- language lines
- field visits
- completion events

In addition to these sources of help, the following specific accessible formats are being provided:

- audio cassette tape, CD and clips on the website
- large print questionnaire and information leaflet
- Easy Read information leaflet
- Braille guidance booklet
- British Sign Language DVD and clips on the website (census.gov.uk)
- translation booklets in 56 languages
- audio version of the information leaflet in the top ten most widely spoken languages as listed below:

Urdu
Punjabi (Gurmukhi)
Bengali (Sylheti)
Gujarati
Polish
Somali
Arabic
Portuguese
Tamil
French

- the census website has been designed to be receptive to screen readers
- Text Relay service (English only)

Promotion of the accessible formats will be comprehensive and form a blended approach:

- partner organisations will be encouraged to promote the census and the tools available, with editorial copy supplied
- a national news release will detail the help available
- appropriate websites will be encouraged to link to the census website
- editorial features will be disseminated to relevant media around those who may need help accessing the formats, for example, to optician and nursing trade publications
- a poster and leaflet are available detailing the accessible formats and this is being offered to relevant organisations and charities to disseminate
- local authorities have access to text to include in local newsletters about the census and the tools available
- community advisors and area managers will talk about the accessibility tools if it is pertinent to their audience

A10 Local, regional and community media

Local, regional and community media are integral to the key population strategy as these channels are trusted sources and talk directly to the relevant population groups. Combining local census staff with local communication channels will be effective in spreading the census messages. With this in mind, all area managers and community advisors have been trained to handle media interviews confidently. This will enable them to go on local radio and speak to local press about the benefits of the census to their area using real examples that the key population groups can relate with. In addition, community advisors will be interviewed in a variety of languages, further extending the communication strategy's length and depth.

Census news will be promoted through the following channels and tools:

- news releases (including audio news releases for radio and web)
- news updates
- video news releases
- web position statements
- background media notes
- media briefing events
- press conferences
- area manager local liaison with regional papers / radio stations
- community advisors non-English language interviews with radio and print

Area managers are empowered to actively liaise with local and community press and radio media through meetings and phone calls and to participate in interviews as spokespeople for the census operation in their area.

Regional TV liaison and interviews and national media liaison will be carried out by the census media relations team and key census senior leadership team personnel.

A select number of area managers have received enhanced training to carry out for example regional TV interviews. Community advisors have been trained to deliver both community radio and TV interviews, sometimes for non English language, to support the work to target messages to black and minority ethnic groups.

A11 National advertising

By definition, the 2011 Census includes everyone and every household in England and Wales is required by law to complete a census questionnaire. The national advertising campaign will aim to reach the entire population in order to ensure high census awareness and to promote the questionnaire completion.

The population in England and Wales is diverse and there have also been several societal changes since the last census. There is no single media channel that can reach the entire population. For example, different population groups can have different media channel preferences such as young adults favouring online media. Similarly, some key population groups have a strong preference to receive any communication via their community media channels.

Consequently, the national advertising campaign will have to use a broad mix of media channels via adverts on TV, online, targeted print and magazine advertising and outdoor advertising.

National advertising campaign phases

The national advertising campaign will be the face of the 2011 Census to the general public and will play an important part in creating goodwill towards the 2011 Census, to help maximise census participation. The national advertising campaign will have a universal appeal, avoid sensitivities and address any concerns the general public might have. During the development of the national advertising campaign, all designs were regularly user tested to ensure user understanding and acceptance. This regular market research also identified the need for three distinct phases within the overall national advertising campaign.

Phase 1: Educating people about the 2011 Census and census benefits

The first phase will educate the general public about the upcoming 2011 Census, its benefits, requirement by law and relevance to individuals and communities. Across all population groups, a lack of knowledge and understanding of the census as well as a lack of perceived relevance was cited as the main reasons for not participating in the census. This phase will kick start the national advertising campaign on 21 February 2011 and will end on 17 March 2011.

Phase 2: Call-to-action to complete the census questionnaire

The second phase will advise the general public that it is time to complete their census questionnaires (as required by law) and builds on the goodwill/understanding created during the first phase. This phase has clear and instructional messages and will start on 18 March 2011 and end on 6 April 2011.

Phase 3: Reminder and enforcement

Not everybody will have completed and returned their census questionnaire by this phase. This phase will remind the general public that the 2011 Census is mandatory and outline the consequences of non-compliance. This phase will commence on 7 April 2011 and end on 1 May 2011

A12 National PR activities

Four Communications has been contracted to provide national PR support for the 2011 Census. The agency's activities will include:

General public:

- National events – launching the recruitment and main 2011 Census campaigns
- Working with suitable TV programmes to promote the census in story lines and/or product placements
- Supporting the 2011 Census press office and delivery of news schedule to national and regional media in both England and Wales

University students:

- Campus events and competitions
- Engagement with NUS, students unions, student media and accommodation managers
- Recruitment of volunteer student census teams
- Dedicated student area of census website with information, news and promotional tools for students and universities

Other audiences:

- Promotion of census materials and accessible formats available to help those with visual or hearing impairments or literacy difficulties
- Poster/screensaver campaign and competition in relevant media to promote census to low socio economic groups

- Promotion of census to new mums, over 65s and young adults via appropriate stakeholders and media

Schools' projects

The classroom is the perfect place to encourage school children, who will benefit significantly from the 2011 Census, to learn more about it. Furthermore parents will learn, via their children, how census information helps to shape education and this is a key motivator for them to take part in the next census. The 2011 Census will run and support two school projects to help promote the 2011 Census: one aimed at primary schools, the other at secondary schools:

1. *CensusAtSchool*: ideal for secondary schools
ONS has been supporting the *CensusAtSchool* project since 2000 and over the last ten years over 1,500 schools in England and Wales have taken part in it. The *CensusAtSchool* project is run by the Royal Statistical Society Centre for Statistical Education (RSSCSE) and this existing educational project is being used to raise awareness for 2011 Census among school children and their parents in England and Wales.

Visit the *CensusAtSchool* website www.censusatschool.org.uk

2. *Me and My Community*: ideal for Key Stage 2/Age 7 - 11
The 2011 Census has teamed up with Kids Connections, who specialise in educational programmes and marketing, to bring lively and interactive teaching materials into the classroom for the younger children to explore the census.

Visit the website www.census.gov.uk/2011meandmycommunity

A13 Digital marketing activities

The 2011 Census is the first England and Wales census which can be completed online. This facility will be heavily promoted through the internet, on partner sites and in all media work, both print and online. This is particularly relevant to some key population groups as the paper questionnaire has space for six household members. The online questionnaire has a higher capacity, suitable for those in large families, or who house-share (for example, students in large privately-rented houses).

Digital marketing to key population groups will take a variety of forms, combining online public relations (utilising social media sites such as youtube, facebook, twitter and flickr), search engine optimisation (careful use of relevant search words) and partnership marketing (such as local authorities and other organisations linking to the census website).

YouTube: background footage to the census – including previous advertising campaigns – can be accessed here. Ghetts – the grime artist who has released a single and video supporting the census – has a large presence on YouTube with a particular appeal for young, male BME. The census has linked into many university media courses and creative work that is produced from these will also appear on YouTube.

Facebook: there are three main strands of work with Facebook. The first is a genealogy page, where visitors can share their family stories. The second is a

general census page, for all those interested in census and the third is for students, explaining the relevance of the census to them in language that they can relate to.

Flickr: is being used to host a Family Stories photography competition. Contestants are asked to supply two pictures – one historical, one current – which tell a story of their family in England and Wales and supply a short written piece to explain the connection.

Twitter: will have two strands of engagement. The primary use will be as a media outlet resource, letting journalists know when new content has been added to the media centre on the census website. The second will feed information about website updates to a wider audience in the run up to the operational period – again to engage and raise awareness.

Linking to the census website is being heavily promoted through any contact with key population groups. While over 250 local authorities across England and Wales have done this (Nov 2010), further community groups and other organisations are also participating (link text is included on the census website), with around 1,000 other sites linked in. The census website acts as a reference resource including downloadable materials for engaging key population groups and on 4 March the site also becomes the portal for online help and internet completion.

Further to this, the editorial strategy pushes relevant content to magazine websites – including the website link – to develop engagement in the census online. Early examples include coverage by Age Concern and Mature Times and a variety of religion-based channels. Each of these has contained links to the site – and consequently links to online completion.

The census website (www.census.gov.uk) is at the heart of the digital campaign. It is from here that information, advice and engagement activities will stem, and it is to here that people will come to complete their census questionnaires. Furthermore it contains:

- up-to-date census information for the general public
- the 2011 census media centre: all the information and contacts needed by journalists
- information, toolkits and materials for local authorities to support the 2011 Census
- information and materials for community organisations to support the 2011 Census
- information and materials for student and youth organisations/groups and universities; and
- information recruitment details for 2011 Census field staff

A14 General enumeration

Field staff have been allocated to geographical areas according to estimated non-response rates, with more staff allocated to areas where return rates are expected to be low (without extra intervention from staff). Determination of how difficult areas will be is based on the make-up of the area and so includes factors such as age, proportion of non-English speakers and accommodation type. This means that key populations will get more visits/assistance from field staff.

Return rates will be monitored during the operation and resources will be moved to areas where difficulty is being encountered. This may be areas with key population groups and/or particular groups that are responding in fewer numbers than expected.

The recruitment strategy for field staff aims to ensure members of key population groups are well represented in the work force.

A15 Special enumeration

While the majority of the population will return their census questionnaires online or through the postal system, special provision is being made for a number of key population groups. The following is a breakdown of the special enumeration procedures in place which will positively affect them.

Communal establishments (covering prisons, armed forces establishments, halls of residence, managed accommodation (care homes), bed and breakfasts (if 10 or more spaces for residents), hotels, hospitals and more).

Managers of communal establishments will be given a pack by a special enumerator. Included within this will be enough individual questionnaires, information leaflets and privacy envelopes for likely number of residents (as ascertained in the address check).

The role and the responsibility of the manager will be explained and a collection date agreed. This is standard procedure into which care homes, B&Bs, hotels etc fall under.

Special enumeration bespoke procedure

Bespoke procedures have been developed for other communal establishments which are outlined below.

UK forces living on establishments will be enumerated by census coordinators.

The Ministry of Defence has agreed a Defence Instruction Notice which will be distributed to all UK military. This will outline the need to complete and return the census questionnaire, will outline the responsibilities of all parties and give advice on completing the questionnaire. Those in Single Living Accommodation will complete an I (individual) questionnaire, while others living in household accommodation will complete a household questionnaire. The coordinator will have the responsibility of ensuring that the appropriate questionnaires for living arrangements are distributed and collected. This bespoke work covers those living 'within the wire' – actually on an establishment. Those living 'outside the wire' in households will fall under the same collection processes as other households and accommodation.

Relevant armed forces media will be contacted in January 2011 to promote the census benefits and encourage awareness and engagement.

US forces living on establishments will be subject to the 2011 Census.

The census has worked very closely with the United States Forces (USAF) to agree the terms of an instruction to be issued to all USAF bases early 2011. It will be a similar document to that of the UK Forces, but will have more details on the completion of the questions in the census questionnaire. There will also be information for those personnel and families that live off base in private residences.

USAF bases are the responsibility of the census coordinators who have a base in their area. They will make contact with the liaison officer of the base in their area, to arrange the delivery and collection of the census questionnaires.

Persons sleeping rough will be enumerated at day centres. This decision was taken after much consultation with charitable organisations who work with persons sleeping rough – such as Homeless Link (in 2001, enumeration of people sleeping rough took place by walking the streets on census night). Enumeration in 2011 will take place in a secure, familiar environment with census field staff on hand to facilitate the process.

Gypsies and travellers, like all other population groups, will be encouraged to apply for special enumerator roles as anecdotal evidence suggests that a familiar face may be more compelling when collecting questionnaires. Legal sites will be enumerated by a special enumerator and local authority gypsy and traveller liaison officers expertise will feed into the collection process.

Illegal sites will be approached – based on local authority intelligence – prior to census day and questionnaires distributed.

Students in halls of residence will be enumerated in two separate streams because of term time dates and the Easter break.

There are seven universities whose end of term dates fall during the enumeration operation. These universities will be enumerated by ONS staff and not special enumerators. This applies to students living in halls of residence only. Students living in the community will have questionnaires delivered to their residence by post, in the same way as all other households.

The seven universities involved are:

The University of Oxford
The University of Cambridge
The University of Warwick
University of Durham
The University of Sussex
The University of Teesside
The University of Buckingham

Others will be enumerated post-census.

Students are counted at their term time address. Historically students have proven to be a hard to count group. The census has been working closely with the universities with the largest number of students in halls of residence to develop procedures which will ensure a higher response rate. To date (Dec 2010) bespoke enumeration discussions have taken place with:

University College London
Royal Holloway
The University of Warwick
University of Leeds
Sheffield Hallam University
University of Newcastle
University of Southampton
University of Lancaster
Ravensbourne College
University of Cambridge
Aberystwyth University
University of Nottingham

King's College London
LSE
Coventry University
University of Durham
Leeds Metropolitan University
University of Teesside
Buckingham University
University of Cumbria
University of Oxford
University of Sussex
Birmingham City
Nottingham Trent University

Loughborough University
 Liverpool John Moores
 University of Hertfordshire
 University of Manchester
 De Montford
 University of Wales
 Bath Spa

Lincoln
 University of Liverpool
 Canterbury Christchurch
 Bolton
 Cardiff University
 Lampeter
 University of Exeter

Universities can choose one of four methods of enumeration, the most appropriate to suit the complex living arrangements which halls of residence have. The four methods are outlined below. Universities choose between students receiving their questionnaire from a central location / pigeon hole, or a delegated person (either the special enumerator or the student halls manager - SHM) distributing the questionnaires on a room by room basis. Similarly, universities choose the manner in which questionnaires will be returned. By working closely with the hall managers, who understand the pattern and flow of the students, a comprehensive return rate is anticipated and – more importantly – returns from individual students can be tracked via the documentation which is provided to special enumerators to link each room to each questionnaire. This means that the special enumerator will know which rooms have – and which haven't – returned a questionnaire. This will then inform their follow-up priorities.

Delivery/Collection	Students drop off questionnaires at a central secure point, or other bespoke method	Special enumerator given access to flat/door
SHM arranges for students to collect from central point or named pigeon hole	Procedure A	Procedure B
SHM or special enumerator delivers to each flat/door or post box	Procedure C	Procedure D

Executive summary (annexes)

Previous censuses have demonstrated that some groups in society are less likely to complete and return their census questionnaires. These groups have become the basis for the 2011 Census's key population groups.

In order to achieve maximum response from all members of society a programme of work has been put into place to support each of these key groups – as well as every citizen in England and Wales. This programme includes making sure that each householder / household receives a questionnaire through the development of a comprehensive address register, that they have the tools and materials to be able to complete the questionnaire (such as assistance in many languages), that they know about the census via advertising, and that they are empowered to return their questionnaire – whether online, through the postal system or via a census collector or special enumerator. Over and above this – which is the minimum standard of 'care' – a package of bespoke measures has been created for each group. The following annexes detail these bespoke measures. The annexes also detail work being done for the 'extended' key populations – those which have been added to the list as the 2011 Census has progressed.

The questionnaire is straightforward to complete. It incorporates clear instructions – on paper and online. The leaflet which accompanies it has details of the language helpline numbers and accessibility help details.

Overlapping communications and key groups

It is important to remember that the activities fall into the broader advertising and marketing campaign which will also have many touch points for each key population group. Nothing should be seen in isolation. So, for example, the student and young adult work will engage students and young adults across each of the black and minority ethnic groups and so on.

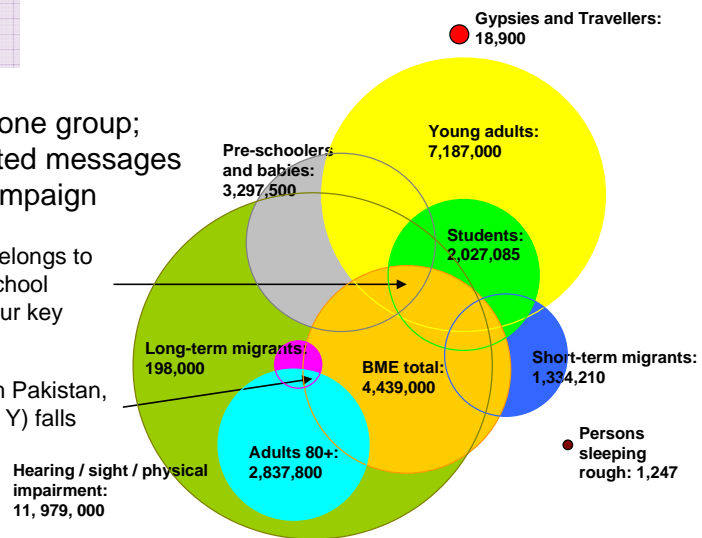
Understanding overlaps

(diagram not to scale)

People rarely belong to just one group; they will receive many targeted messages in addition to the national campaign

A young person who is a student, belongs to a key ethnic group and has a pre-school child (example X below) falls into four key groups

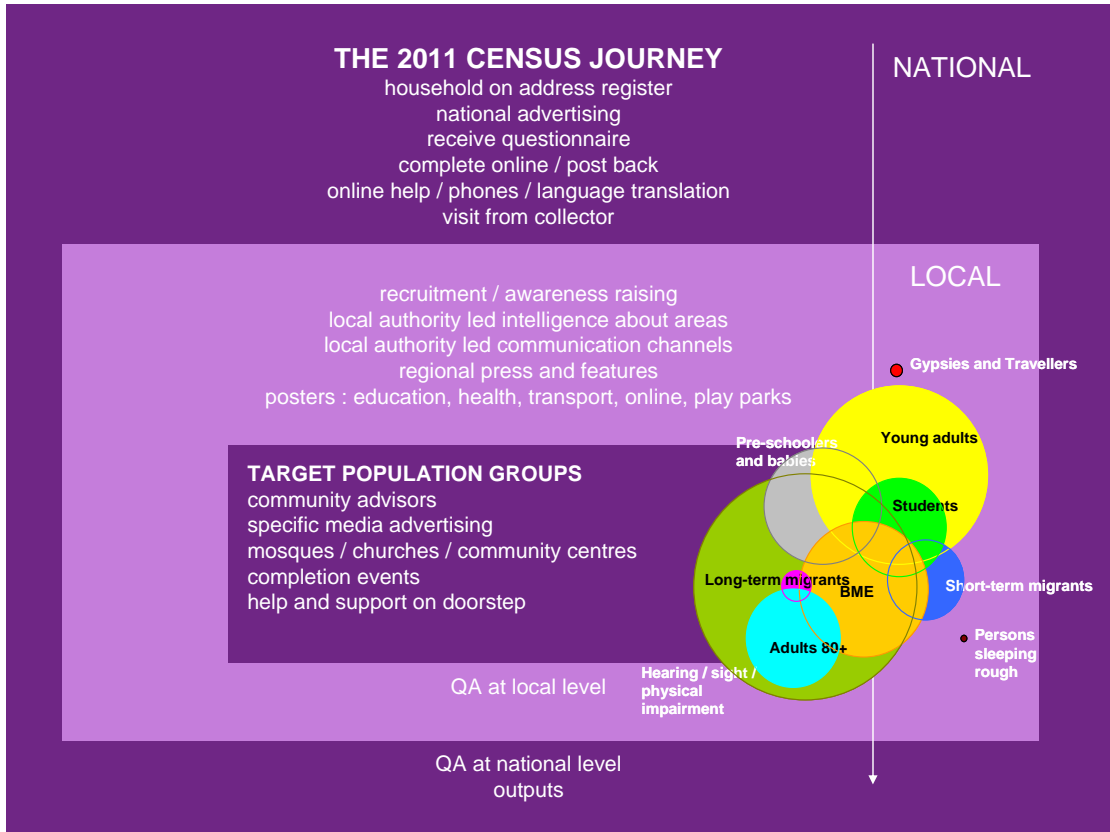
An elderly long-term migrant, from Pakistan, with a sight impediment (example Y below) falls into four key groups



targeted communication / activities	students	short term migrants	Bangladeshi	Black African	Black Caribbean	long term migrants	Indian	Pakistani	Chinese	Gypsies / Travellers	people sleeping rough
age 0-5 babies +	X			X				Y			
age 6 - 17											
age 18-29 young adults	X	X		X				Y			
age 30-79											
adults 80+						Y		Y			
accessibility						Y		Y			
property types	X										

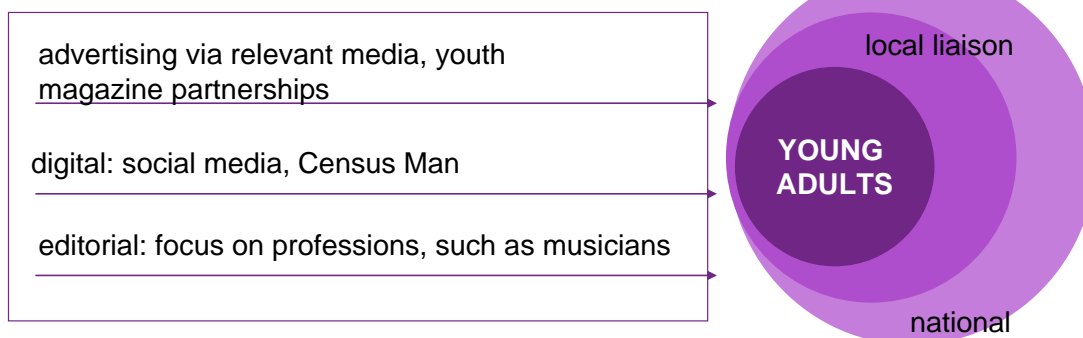
NOTE: community advisors are split by ethnicity, not by religion. So work will influence wider key population groups than those that they are primarily employed to engage with. This also holds true for all engagement activities carried out by area managers which are likely to be cut across several key groups.

So, for example, a community advisor approaching a Mosque to distribute recruitment information, talk about the census, engage the congregation will likely be talking to elements of other key population ethnicity in addition to their own.



EVIDENCE SUPPORTED
Enumeration challenge: HIGH

YOUNG ADULTS (20-29) 7,187,000 (2007)	message: tangible benefits to your life, fine
▶ address register: conventional, for example general households, flats	
▶ media / marketing: strong online presence to click-through complete	
▶ Ghettos grime artist song, youth magazine partnerships	
▶ collectors carrying individual forms in areas with high numbers of young adults renting private accommodation	



Young adults – population 7,187,000 (2007) (ages 20-29)

There are two distinct groups within young adults: 15-18 year olds generally live with their parents. The older part of the age range traditionally live with others: some are students, some live in shared housing / flats, some with their parents (the 2011 Census will be able to confirm / deny the current anecdotal evidence which suggests that young adults are now living with their parents until well into their 30s). A barrier to participation could be motivation as the questionnaire could be seen as a bureaucracy burden.

Young adults are traditionally hard to enumerate due to their accommodation variety (particularly students), and because they are a mobile population. The digital era has opened up many possibilities in the case of young adults.

It is important to note that young adults span an age range – and this is what they have in common. They are not bound together by ethnicity, or interest, or anything in particular, which makes the challenge of communicating with them more difficult. ONS has not identified any more that it could effectively do to engage with young adults over and above what is listed below.

Messaging

- raising awareness is essential as the younger adults are less likely to remember the last census
- timing of communications around March to keep it timely and relevant

Address register

- the majority of young adults will probably be in conventional housing on the address register, so they will receive a questionnaire and a follow-up visit if they don't return the questionnaire.

Marketing

- Online activities include viral game: Census Man – shared by Facebook and twitter
- Youth Magazine partnerships – advertising and advertorial including Nuts, NME, Heat and More
- Ghettos – grime artiste – raise awareness among young men
- Online and mobile display advertising

Media

- features push to relevant media – particular emphasis on trades such as building, hairdressers, electricians, musicians etc
- radio: target area profile statistics for broadcasters to cover, for example, Leeds – which is Chris Moyles's hometown (Radio 1 breakfast show)

Local liaison

- editorial copy supplied to local authorities for appropriate media
- area managers / community advisors contacting youth groups

Enumeration

- online / paper completion or collectors. Offer of individual questionnaires for flat shares in areas identified by local authorities as appropriate. Many young adults will be included in student enumeration of halls of residences

Recruitment

- part of student campaign and general, access to opportunities via local channels (job centres)

Quality assurance

- key part of age / sex distribution and other population sub groups such as students. Data sources for this group include mid-year population estimates and the patient register
- additional checks on household size and tenure may also help to validate the estimates for this group

Imputation rate in 2001 (estimated data to replace a combination of non-responses and invalid data)

- 11.90 per cent

STUDENTS

2,027,085 (2008/9)

message: £1,000 fine



address register – checked halls of residence
number of questionnaires needed for each room, flat etc known



high level partnerships with universities and national union of students
recruitment focus on boosting income

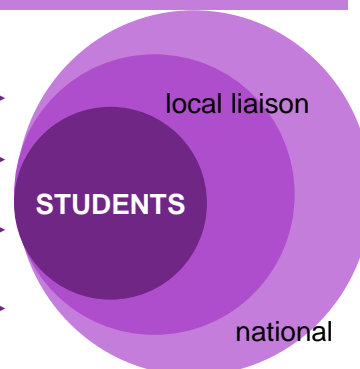


bespoke enumeration packages to suit term dates at universities



collectors carrying individual forms in areas with high numbers of
students renting private accommodation

digital: competitions, social media, Census Man	→
courses: census linked to course materials	→
origami master-class on YouTube	→
student ambassadors on campus	→



Students – population 2,027, 085 (HESA 2008/09)

Students are traditionally hard to count because they are a mobile population living between two residences (parental and university). In addition, the accommodation variety at their place of study (halls of residence on / off campus, private rentals etc) have previously caused enumeration difficulties. Similar to young adults, timing of contact with students is of paramount importance.

There are 154 universities in England and Wales. National engagement has taken place with the National Union of Students to gain buy-in to census promotion (and dissemination of the message) at the highest levels. Universities are being liaised with across England and Wales to choose their preferred method of enumeration for halls, out of four options.

Address register

- all university owned communal accommodation has been address checked – which has given a guide number of residents for each residence. Other addresses – with students sharing – will generally be on the address register as a residential property, so collector will pick them up if a questionnaire is not returned

Messaging

- the census is good for you – banks on campus, favourite restaurants, cinemas (benefits led through making their lives easier)

Advertising

- Online and mobile display advertising
- Magazine partnerships – advertising and advertorial including Nuts, NME, Heat and More
- Advertising in Student Union, university bars and wash rooms

Special activities (PR)

- the census is being interwoven into appropriate course materials course themed projects – design, photography, advertising, marketing, pr, digital media with work loaded and shared on YouTube
- student snapshot competition (census themed photo with loads of bodies), promoted virally and on campus
- student census teams – volunteer ambassadors recruited on campus to promote and stage census events
- student identity – competition based on submitting a piece of work based on 'identity'
- origami masterclass – tutorials on YouTube, promoted virally, competition element for best origami video by student

Marketing

- viral census online game: Census Man – shared by Facebook and twitter
- specific area on 2011 Census website dedicated to students
- engaging with ESOL to disseminate census message to foreign students (English for Speakers of Other Languages)

Media (March 2011)

- as for young adults

Enumeration

- halls will be enumerated (individual questionnaires delivered and collected by hand) based on one of four principles agreed in advance between census and hall managers. In areas with high student presence, renting shared accommodation, collectors will carry multiple I (individual) forms
- the following universities will be enumerated earlier than census day due to term time dates: Oxford, Cambridge, Durham, Teesside, Sussex, Warwick, (University of) Buckingham

Recruitment

- based on 'boost your income' and experience for the future

Tick box

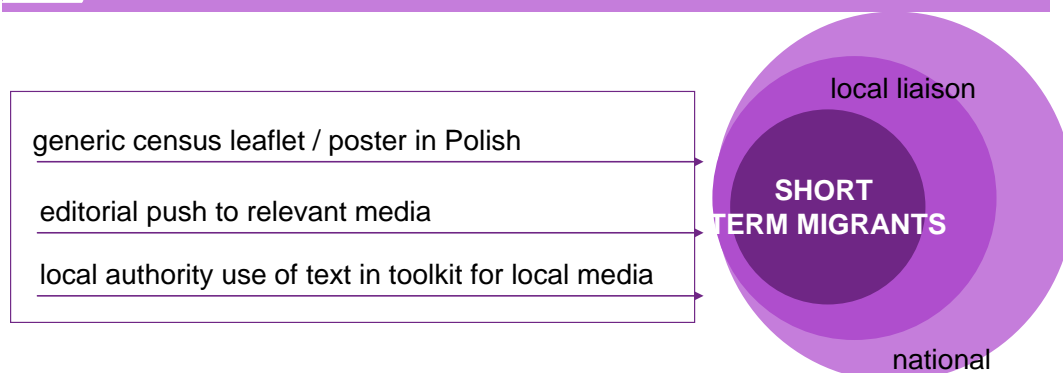
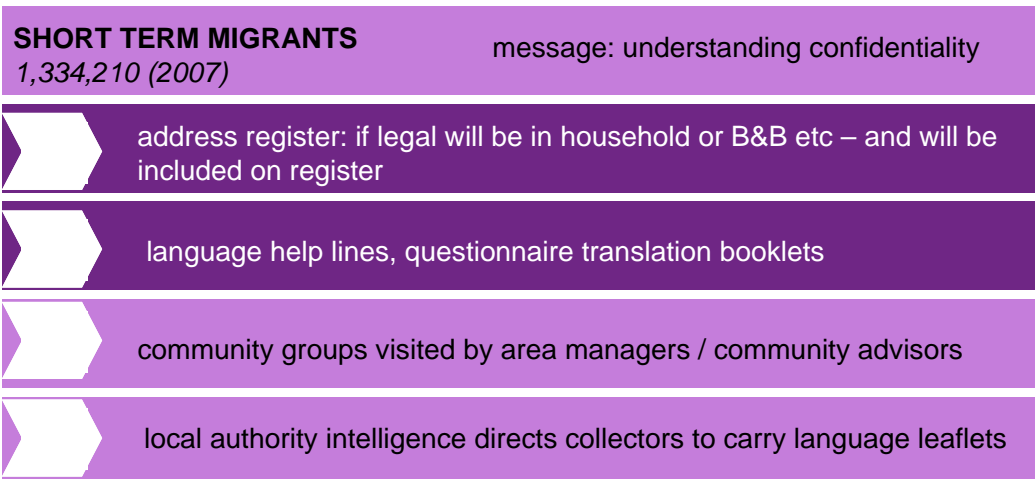
- yes

Quality assurance of results

- overall number of students and those in university owned accommodation can be quality assured against HESA – Higher Education Statistics Authority – data
- second address question will provide useful information on the term time address of those students enumerated by their parents at their home address. This information may be used to make adjustments if necessary

Imputation rate in 2001 (estimated data to replace a combination of non-responses and invalid data)

- 13.40 per cent



(Legal) Short term migrants – population: 1,334,210 (2007)

The distinction is made here between legal and illegal short term migrants – see address register below. Short term migrants are thought to be hard to count because of the temporary nature of their living arrangements, being a transient population. They may lack understanding that they are included and are legally obliged to take part in the census. Language difficulties may prove a barrier to participation as well as understanding the nature of the census – which is why the confidentiality message is heavily emphasised in all literature. A heavy emphasis is being placed on counting ‘everyone’.

Address register

- short term migrants will potentially be short term renters, so it follows that they may be in residential properties on the address register. Maximum numbers staying at Bed & Breakfasts have been address checked by a field staff visit, or a phone call, so that sufficient numbers of questionnaires will be delivered
- the 15 per cent of postcodes address checked were mainly in inner city areas, with additional emphasis on identifying complex flats – spotting duplicate addresses and ones missing from the register, looking for basement flats etc. The address checkers knocked on doors where it was not obvious what the structural household arrangements were

Messaging

- confidentiality, language helplines and translation booklets

Local liaison

- local authorities have supplied details of relevant groups to engage with via the census local partnership plans (for example community groups and first points of contact) for area managers and community advisors to work with to overcome barriers and disseminate key messages

Marketing

- a generic census leaflet and poster in Polish has been produced to supply via groups and points of contact as well as literature in other languages designated for key population groups
- print advertising in Polish Express, Polish Times, Nowy Czas and Cooltura

Media

- feature editorial directed to supporting these communities placed in areas around them, so for example, building, cleaning and restaurant press emphasising the language tools available (premise one worker will tell another)
- community advisors on community radio giving interviews in language where appropriate

Tools to help

- language help lines, questionnaire translations, locally recruited collectors where possible

Enumeration

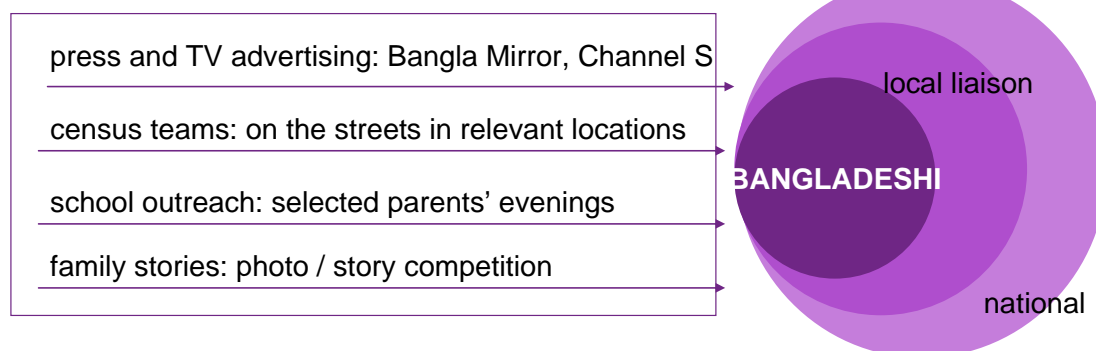
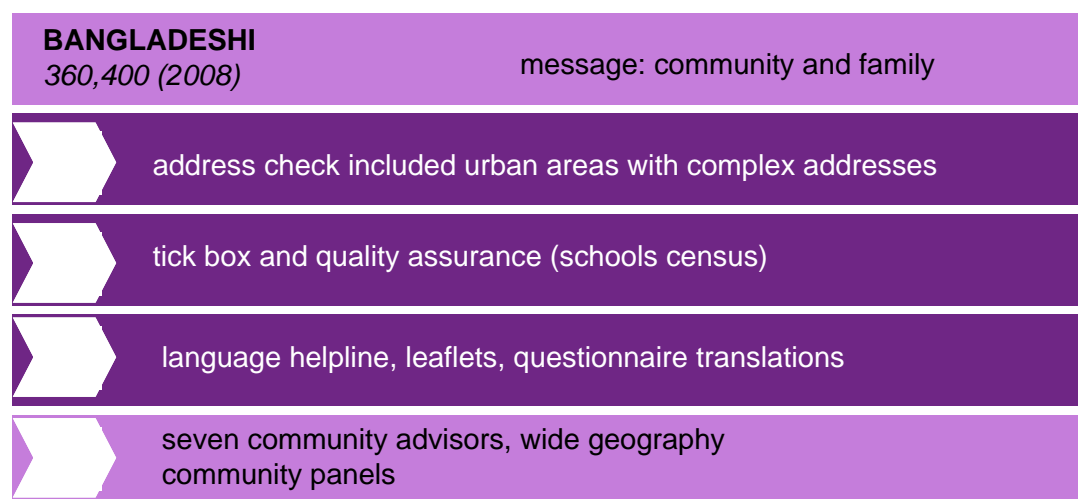
- local authority intelligence will direct collectors carrying appropriate language leaflets in specific areas when collecting questionnaires

Quality assurance

- the age / sex distribution of short term migrants will be included in the international migration check
- the key data source to be used for comparison is the ONS short term migrant estimates which are modelled using the International Passenger Survey and the lifetime labour market database. This source provides estimates of short term migrants that are students and those that are working

Imputation rate in 2001 (estimated data to replace a combination of non-responses and invalid data)

- no data available



Bangladeshi - population 360,400 (2008)

As with many of the BME key population groups, one of the main reasons for non-participation is a lack of general awareness about the importance of the census and what it can deliver for a community, coupled with language barriers. The Bangladeshi community has, therefore, seven dedicated community advisors to work within it to disseminate the census message. Area managers will also engage with this community / population group in other areas (where a census local partnership plan has identified the need to engage).

Messaging

- make the community better for your family

Marketing

- census leaflet / poster in language with appropriate images distributed by area managers and community advisors at relevant points of contact. The first version of the leaflet is to engage and explain the benefits of the census with a second iteration – a call to action – being distributed in Jan 2011
- community groups and local authorities can download promotional material and disseminate

Advertising

- Press (Surma, Bangla Mirror) and TV (ATN Bangla, Channel S) and many more

Special activities (PR)

- census teams (3) to engage with the community on street corners – offering guidance and assistance in appropriate languages and pointing the community to further assistance if needed
- parents' outreach – piggybacking onto parents' evenings with census messaging / info points being staffed by community advisors, area managers and Linstock
- family stories photography competition – raising awareness of the census via promotion in relevant media and online activities

Tools to help

- language help lines, questionnaire translations, locally recruited collectors where possible

Local liaison

- community advisors
- area managers
- community panels fed into process for messaging and outreach which has been shared with area managers across England and Wales and includes tapping into communication channels such as mosques, community centres and restaurant networks

Tick box: yes. Asian / Asian British, Bangladeshi

Quality assurance

- the ethnicity check will help to make sure the census has not under-enumerated Bangladeshis by comparing census data with the mid-year estimates by ethnicity and the Integrated Household Survey. School Census Data will check the ethnic distribution of school children

Imputation rate in 2001 (estimated data to replace a combination of non-responses and invalid data)

24.20 per cent

Community advisors for the Bangladeshi community are working in:

Manchester and Oldham

Birmingham

Luton

Tower Hamlets

Camden, City of London and Westminster

Hackney and Islington

Newham and Redbridge

BLACK AFRICAN
730,600 (2008)

message: community and family



address check included urban areas with complex addresses



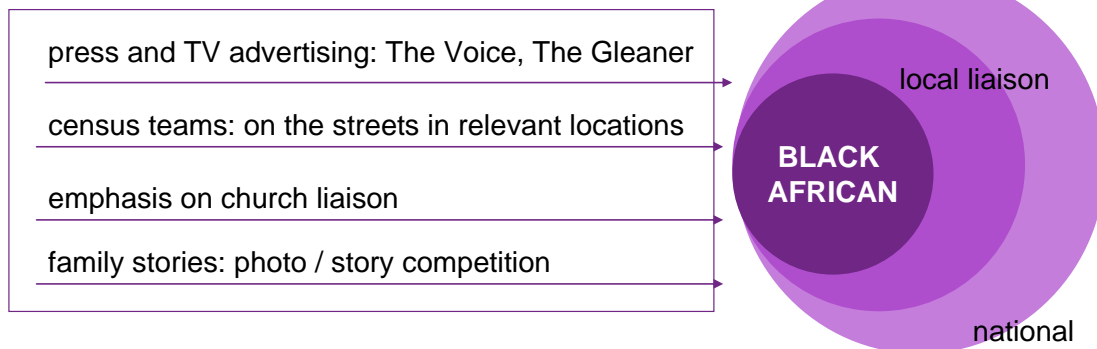
tick box and quality assurance (schools census)



language helpline, leaflets, questionnaire translations



eight community advisors in London, three of these Somali, community panels



Black African – population 730,600 (2008)

78 per cent of the Black African population in England and Wales resides in London. This key population group benefits from eight community advisors, three of whom have a specific remit to engage with the Somali population. Area managers will also engage with this community / population group in other areas (where a census local partnership plan has identified the need to engage).

Messaging

- make the community better for your family
- confidentiality of the census – personal information is not shared with other government departments

Marketing

- census leaflet / poster in language with ethnicity appropriate images

Advertising

- Press (including The Voice, The Gleaner etc) and more

Special activities (PR)

- census teams (3) to engage with the community on street corners – offering guidance and assistance in appropriate languages and pointing the community to further assistance if needed
- parents' outreach – piggybacking onto parents' evenings with census messaging / info points being manned by community advisors, area managers and Linstock
- family stories photography competition – raising awareness of the census via promotion in relevant media and online activities
- Ghettos

Tools to help

- language help lines, questionnaire translations, locally recruited collectors where possible

Local liaison

- eight community advisors within London boroughs (including Croydon)
- community panels fed into process for messaging and outreach and prioritised channels for communication
- community dominated by church, so work heavily influenced by working with church organisations and groups

Tick box: yes, including write in option

Quality assurance

- the ethnicity check will help to make sure the census has not under-enumerated Black Africans by comparing census data with the mid-year estimates by ethnicity and the Integrated Household Survey. School Census Data will check the ethnic distribution of school children

Imputation rate in 2001 (estimated data to replace a combination of non-responses and invalid data)

- 29.10 per cent

Community advisors for the Black African community are working in:

(Somali) Ealing, Hillingdon and Hounslow

(Somali) Brent, Hammersmith and Fulham

(Somali) Camden, Enfield and Haringey

Hackney and Waltham Forest

Southwark

Barking, Dagenham and Newham

Croydon and Lambeth

Greenwich and Lewisham

BLACK CARIBBEAN
602,900 (2008)

message: community and family



address check included urban areas with complex addresses



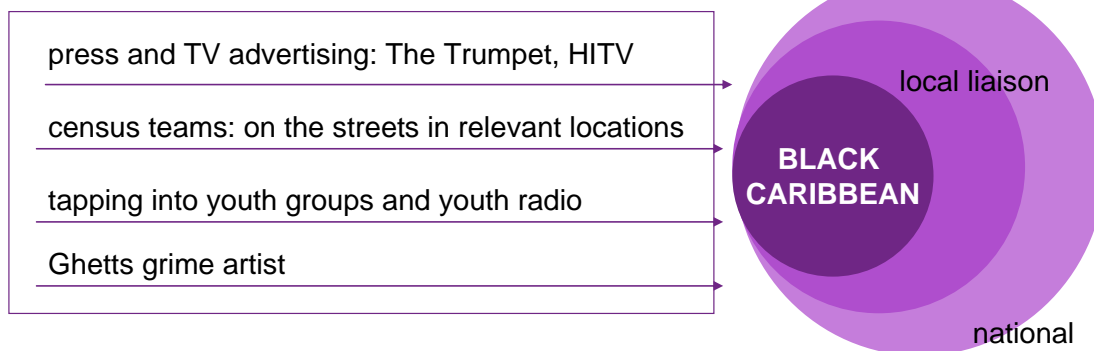
tick box and quality assurance (schools census)



language helpline, leaflets, questionnaire translations



six community advisors, five London area, one Birmingham
community panels



Black Caribbean – population: 602,900 (2008)

The majority of the Black Caribbean population live in London or thereabouts (61 per cent), so five community advisors are in place in the London area, and one in Birmingham. Early intelligence gathered suggests that differing social and cultural perspectives are a barrier to participation.

Messaging

- make the community better for your family

Marketing

- census leaflet / poster in language with ethnicity appropriate images

Advertising

- Press (including The Trumpet)
- TV including HITV, OHTV, KICC TV, BET and Channel AKA

Special activities (PR)

- census teams (3) to engage with the community on street corners – offering guidance and assistance in appropriate languages and pointing the community to further assistance if needed
- parents' outreach – piggybacking onto parents' evenings with census messaging / info points being manned by community advisors, area managers and Linstock

- family stories photography competition – raising awareness of the census via promotion in relevant media and online activities
- Ghettos

Tools to help

- language help lines, questionnaire translations, locally recruited collectors where possible

Local liaison

- community advisors to tap into church and library networks to disseminate the census message – and to reassure the community that personal census information is not shared with other government departments
- working with youth groups, gaining access to support networks and tapping into local youth radio
- utilising communication networks such as barbers, restaurants and lunch clubs
- area managers engaging with groups

Tick box: yes

Quality assurance

- the ethnicity check will help to make sure the census has not under-enumerated Black Caribbeans by comparing census data with the mid-year estimates by ethnicity and the Integrated Household Survey. School Census Data will check the ethnic distribution of school children

Imputation rate in 2001 (estimated data to replace a combination of non-responses and invalid data)

- 22 per cent

Community advisors for the Black Caribbean community are working in:

Birmingham

Lewisham and Southwark

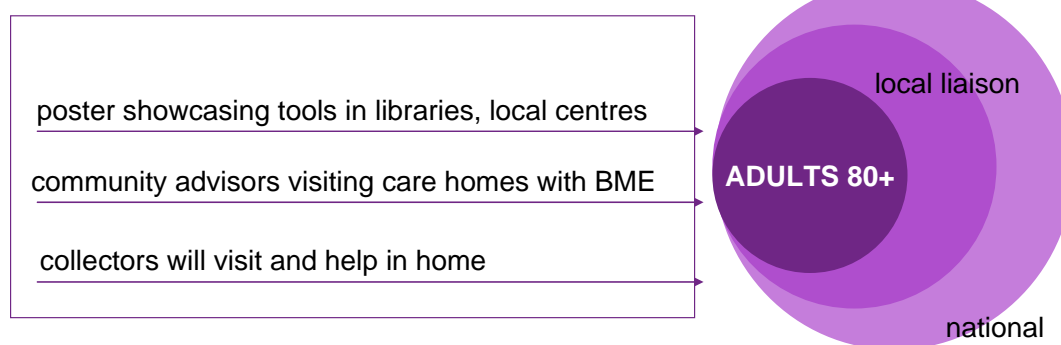
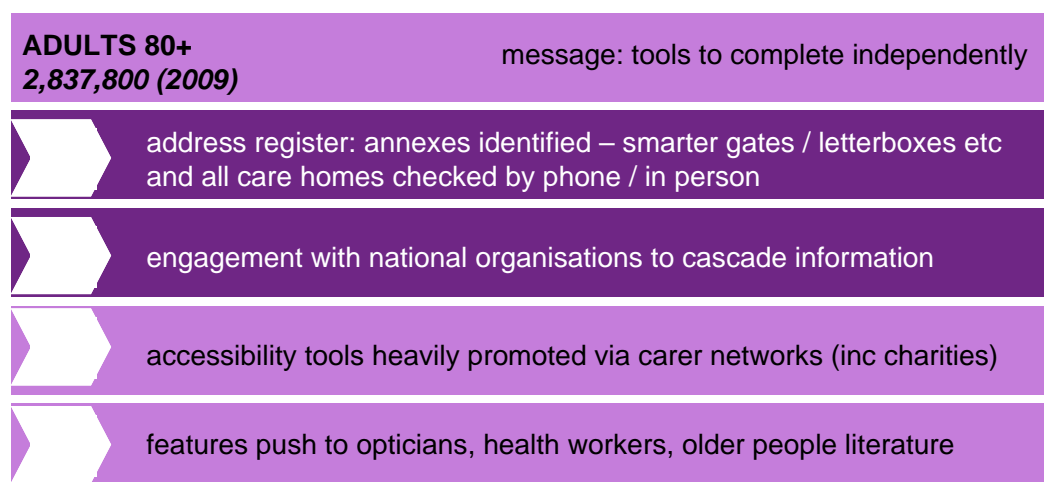
Hackney and Haringey

Brent

Enfield, Newham and Waltham Forest

Croydon and Lambeth

Enumeration challenge: MEDIUM



Adults 80+ - population: 2,837,800 (2009)

Similar to many other population groups, one of the key characteristics of this group which makes them a key population, is the variety of accommodation they live in, some in communal establishments such as care homes, others in their own homes (where concerns about who is knocking at their door become paramount). Further to this, the physical act of completing a questionnaire may be daunting dependent on ability.

Messaging

- services and facilities for everyone dependent on population characteristics
- clear instructions on the 2011 Census website and within the LA communications toolkit about identifying census collectors and ascertaining their validity

Address register

- Granny / Grandpa annexes were identified by address checkers within the sample, by looking for back access to properties, gates that looked smarter than average 'garden gates', painted letterboxes, more than one bin etc.
- care homes have been checked by phone or in person to get overall number of maximum spaces

Marketing

- materials promoting accessible formats
- distribution of guidance about formats via Post Office counters network

Special activities (PR)

- publicity register will promote accessibility tools via Doctors surgeries, libraries, advice centres, charitable groups
- engagement with national organisations by Four to disseminate relevant messages and promotes tools for independent completion (such as Meals on Wheels, Carers UK and Community District Nurses Association)

Media

- features push to carers, health workers (opticians, health visitors, nurses etc) to promote help tools and enabling vulnerable to complete questionnaires

Tools to help

- see accessibility tools for full breakdown including Braille, British Sign Language etc
- pre-arranged collector visits to help with completion
- telephone helplines

Local liaison

- area managers visiting community groups

Enumeration

- collectors will visit people at home to help with completing the questionnaire, appointments can be booked in advance
- comprehensive guidance being issued by ONS for carers giving help with completing questionnaires

Quality assurance

- part of key age / sex check
- data sources for this group include mid year population estimates, patient register and pensions data

Imputation rate in 2001 (estimated data to replace a combination of non-responses and invalid data)

- 2.90 per cent

LONG TERM MIGRANTS

198,000 (2009)

message: family benefits



address register: will likely be in residential properties on register



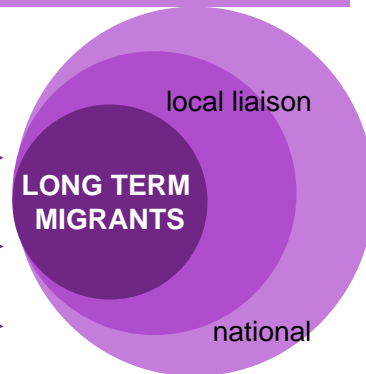
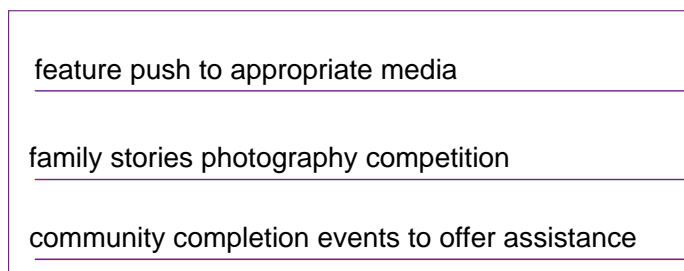
language help lines, questionnaire translation booklets



local liaison / engagement inc. area managers / comm advisors



local authority intelligence directs collectors to carry language leaflets



Long term migrants – population: 198, 000 (2009)
(long term migrants – intend to stay for 12 months or more)

10 per cent of the UK population was born overseas which means that languages and migration status will potentially affect the attitudes of long term migrants toward the census and what it stands for – so effective dissemination of the census message is of paramount importance. Additionally, accommodation variety – where the long term migrants are living and the associated enumeration difficulties – could impact on the response rates.

Messaging

- family benefits, language and accessibility tools

PR

- Long term migrants will have touch points throughout all of the BME campaigns and wider promotional materials

Local liaison

- community advisors and area managers speaking to groups and organisations to raise awareness of and purpose for census
- local authorities using tools in the LA Communications Toolkit
- completion events potentially being organised in local communities

Marketing

- generic census language leaflets distributed via community advisors at census events as well as poster and leaflet for short and long term migrants who speak / understand Polish
- information provided in LA comms toolkit to download and disseminate in citizenship packs
- additional parents' outreach targeted at schools as for BME key population groups
- print advertising in Polish Express, Polish Times, Nowy Czas and Cooltura

Media

- feature editorial supplied to local authorities to publicise in newsletters and other channels of communication

Tools to help

- language help lines, questionnaire translations, locally recruited collectors where possible

Enumeration

- LA intelligence directs collectors carrying appropriate language leaflets in specific areas when collecting

Quality assurance

- The age / sex distribution of long term migrants will be included in the international migration check
- The data sources that will be used to check this group include the patient register and the migrant workers scan

INDIAN
1,329,600 (2008)

message: community and family



Address check included urban areas with complex addresses



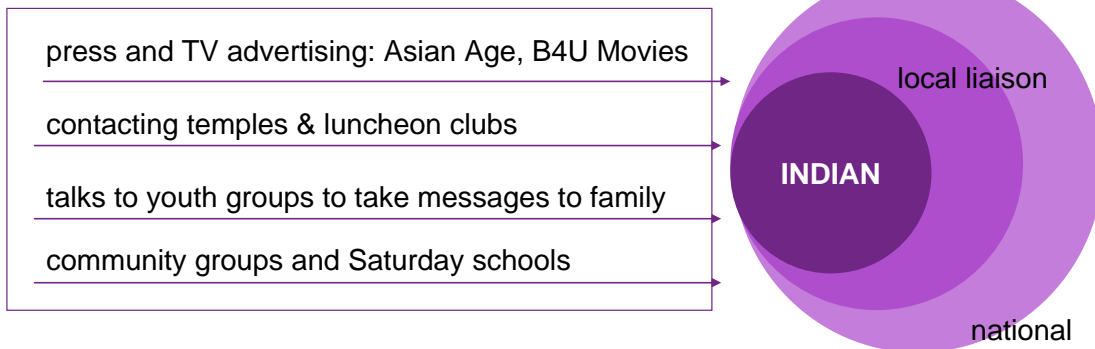
Hindu Forum of Britain and Hindu Students Forum supporting census plus other national organisations (for example Ravidassia community)



language helpline, leaflets, questionnaire translations



seven community advisors, wide geography
community panels



Indian - population: 1,329, 600 (2008)

Seven community advisors have been put in place to engage with the Indian community. Anecdotal evidence suggests that the Indian community is a younger population and reside in tight geographic densities.

Messaging

- make the community better for your family

Marketing

- census leaflet / poster in language with appropriate images distributed by area managers and community advisors at relevant points of contact. The first version of the leaflet is to engage and explain the benefits of the census with a second iteration – a call to action – being distributed in Jan 2011
- community groups and local authorities can download promotional material and disseminate

Advertising

- Press (Asian Age, Asian Voice, Eastern Eye), TV (B4U Movies, AAG TV, ZEE TV), Online (facebook) plus more in each category

Special activities (PR)

- census teams (3) to engage with the community on street corners – offering guidance and assistance in appropriate languages and pointing the community to further assistance if needed
- parents' outreach – piggybacking onto parents' evenings with census messaging / info points being manned by community advisors, area managers and Linstock
- family stories photography competition – raising awareness of the census via promotion in relevant media and online activities

Tools to help

- language help lines, questionnaire translations, locally recruited collectors where possible

Local liaison

- community panels fed into process for messaging and outreach
- temples will be utilised as a primary communication channel, as will community groups, luncheon clubs and Saturday schools where appropriate

Tick box: yes

Quality assurance

- the ethnicity check will help to make sure the census has not under-enumerated Indians by comparing census data with the mid-year estimates by ethnicity and the Integrated Household Survey. School Census Data will check the ethnic distribution of school children

Imputation rate in 2001 (estimated data to replace a combination of non-responses and invalid data)

- 14.10 per cent

Community advisors for the Indian population are working in:

Birmingham and Wolverhampton
Leicester, Oadby and Wigston
Slough
Ealing and Hounslow
Barnet, Brent and Harrow
Newham and Redbridge

PAKISTANI
916,700 (2008)

message: community and family



address check included urban areas with complex addresses



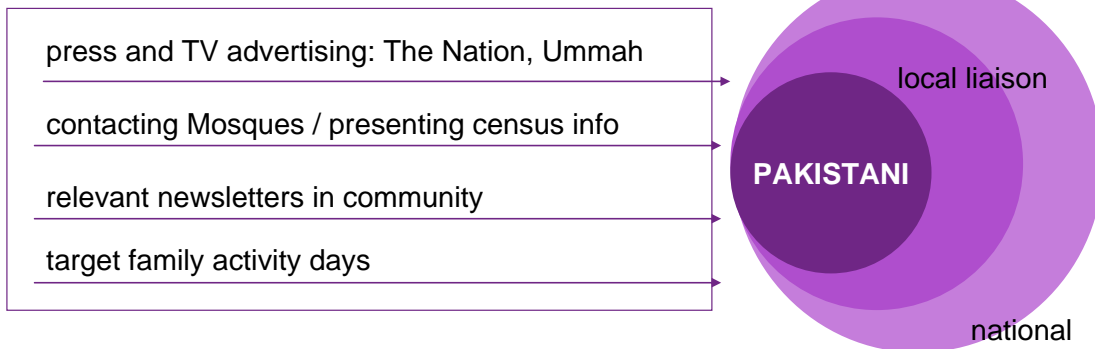
tick box and quality assurance (schools census)



language helpline, leaflets, questionnaire translations



eight community advisors, wide geography
community panels



Pakistani - population: **916,700 (2008)**

The Pakistani community which is made up of secular and religious elements, has eight dedicated community advisors. Engagement activities will take into account that it is likely to be the men in the family who complete the census questionnaires. Discussions with the community found that, unlike many of the other BME groups, that the possibility of legal action and a fine, might be a good motivator to encourage people to participate in the census.

Messaging

- make the community better for your family

Marketing

- census leaflet / poster in language with appropriate images distributed by area managers and community advisors at relevant points of contact. The first version of the leaflet is to engage and explain the benefits of the census with a second iteration – a call to action – being distributed in Jan 2011
- community groups and local authorities can download promotional material and disseminate

Advertising

- Press (The Nation, The Daily Jang, Muslim Times, Emel Magazine) and TV (Noor TV, Ummah Channel, Islam Channel) and more

Special activities (PR)

- census teams (3) to engage with the community on street corners – offering guidance and assistance in appropriate languages and pointing the community to further assistance if needed
- parents' outreach – piggybacking onto parents' evenings with census messaging / info points being manned by community advisors, area managers and Linstock
- family stories photography competition – raising awareness of the census via promotion in relevant media and online activities

Tools to help

- language help lines, questionnaire translations, locally recruited collectors where possible

Local liaison

- community panels fed into process for messaging and outreach
- the mosque network is a powerful communication channel for the Pakistani community – and details of the census provided this way could open the door to the community in terms of understanding and participation
- barber and fabric shops play a large part in the day to day activities of this community – communication via these networks

Tick box: yes

Quality assurance

- the ethnicity check will help to make sure the census has not under-enumerated Pakistanis by comparing census data with the mid-year estimates by ethnicity and the Integrated Household Survey. School Census Data will check the ethnic distribution of school children

Imputation rate in 2001 (estimated data to replace a combination of non-responses and invalid data)

- 16.2 per cent

Community advisors for the Pakistani population are working in:

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

CHINESE
400,800 (2008)

message: community and family



address check included urban areas with complex addresses



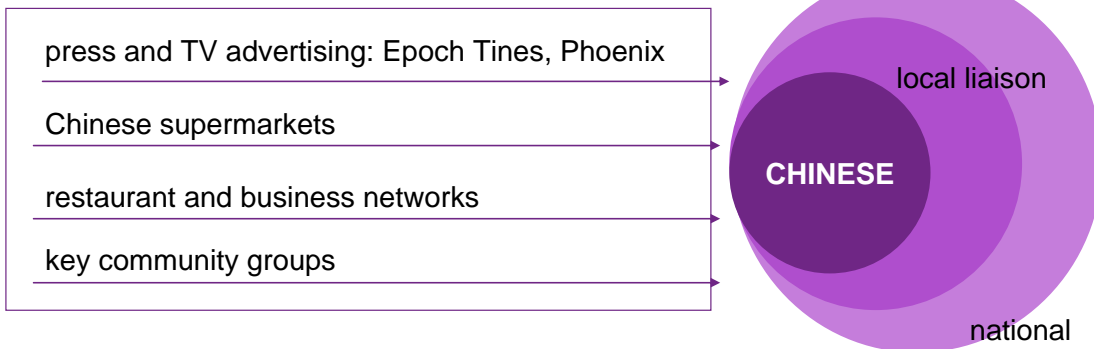
tick box and quality assurance (schools census)



language helpline, leaflets, questionnaire translations



five community advisors, wide geography
community panels



Chinese – population: **408,800 (2008)**

There are five community advisors for the Chinese population. Community research suggests that enumeration difficulties may be encountered on weekends as the entrepreneurial members of the community spend a high proportion of their time at their business premises.

Messaging

- make the community better for your family

Marketing

- census leaflet / poster in language with appropriate images distributed by area managers and community advisors at relevant points of contact. The first version of the leaflet is to engage and explain the benefits of the census with a second iteration – a call to action – being distributed in Jan 2011
- community groups and local authorities can download promotional material and disseminate

Advertising

- Press (Sing Tao, Epoch Times) and TV (Phoenix) and more

Special activities (PR)

- census teams (3) to engage with the community on street corners – offering guidance and assistance in appropriate languages and pointing the community to further assistance if needed
- parents' outreach – piggybacking onto parents' evenings with census messaging / info points being manned by community advisors, area managers and Linstock
- family stories photography competition – raising awareness of the census via promotion in relevant media and online activities

Tools to help

- language help lines, questionnaire translations, locally recruited collectors where possible

Local liaison

- community panels fed into process for messaging and outreach
- the Chinese community was said to be heavily influenced by the commercial community – so spreading the census message via cash and carries, restaurants and leisure venues (such as casinos in appropriate areas) could reap rewards

Enumeration

- less likely to be in the weekend – more successful during early week evenings

Tick box: Chinese and write-in option for 'any other Asian background'

Quality assurance

- the ethnicity check will help to make sure the census has not under-enumerated Chinese by comparing census data with the mid-year estimates by ethnicity and the Integrated Household Survey. School Census Data will check the ethnic distribution of school children

Imputation rate in 2001 (estimated data to replace a combination of non-responses and invalid data)

- 17.60 per cent

Community advisors for the Chinese population are working in:

Liverpool and Manchester

Birmingham

Leeds and Sheffield

Camden, Kensington and Chelsea, and Westminster

Barnet, Islington, and Tower Hamlets

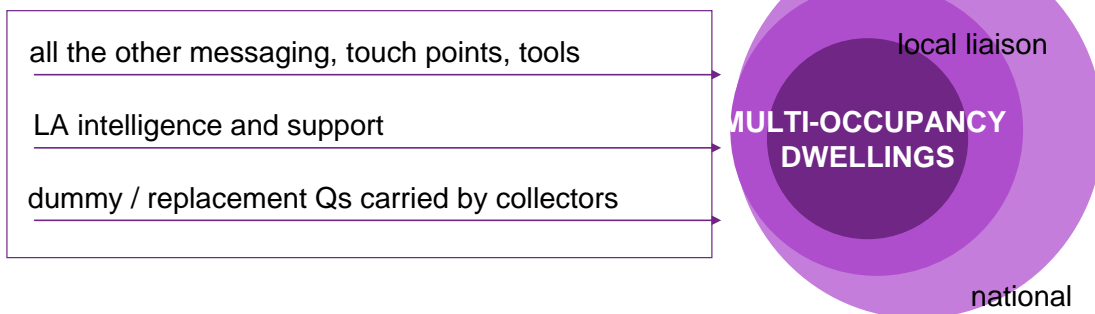
MULTIPLE - OCCUPANCY DWELLINGS
No recent estimate (previously 1.5m 2001)

message: benefits of census
use of individual forms

illegals: address checkers looked for signs – field work showed most covered. Potential to send additional questionnaires to 'likely' properties

boarders / lodgers: use an individual questionnaire

quality assurance: patient register numbers



People living in multiple-occupancy dwellings – no recent estimate

Households who live within a multiple-occupancy dwelling are classed as medium enumeration difficulty. Multiple-occupancy dwellings are properties with more than one household behind the front.

Anecdotal challenges which are foreseen with this key population group include, potential language difficulties (from migrant populations) and that many households who fall within this group are likely to be low-income (another of the key population groups) and their transient nature. However, these challenges are experienced by other groups and measures put into place to rise to them.

Address register

- the issue for questionnaire distribution is making sure that all sub-divisions are included on the address register – and therefore the correct number of questionnaires for each distinct household is sent
- field work on address register showed that we had 'most' covered by looking at the number of satellite dishes on roofs, number of doorbells etc

General communication

- this key population group does not have a specific piece of communication activity directed at them, however, they will receive the 'touch' points of many other communication activities

Tools to help

- language help lines, questionnaire translations, locally recruited collectors where possible

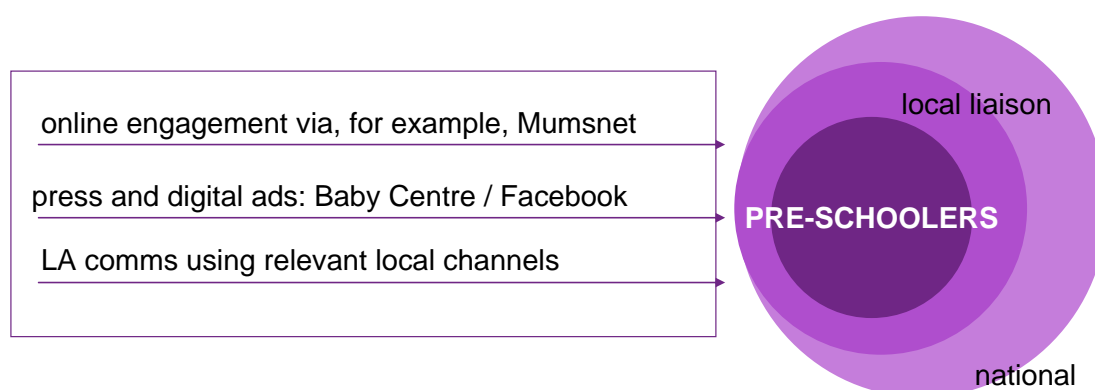
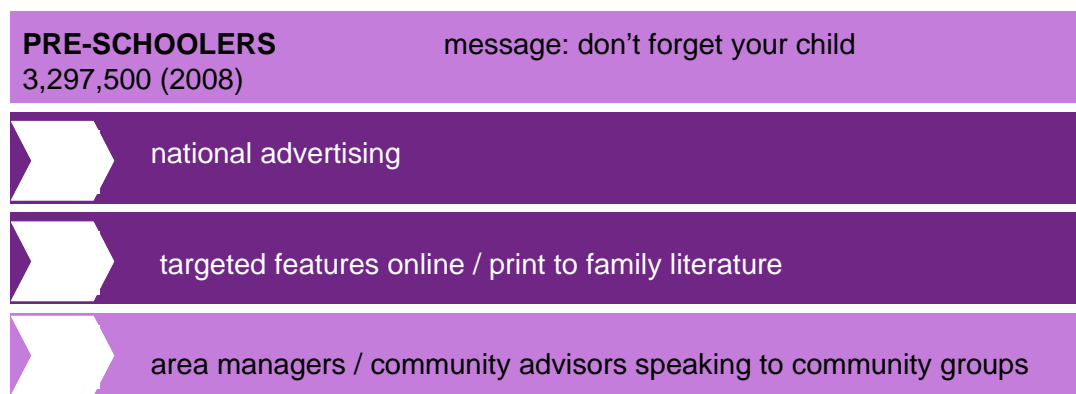
Enumeration

- early collection may be used in likely areas with multiple occupancy dwellings – using intelligence supplied by local authorities
- collectors carrying replacement questionnaires, individual forms and dummy questionnaires

Quality assurance

- the number of occupied houses are checked against the patient register, Gemserve (utility data) and household projections
- a separate check is made for household size using the patient register, integrated household survey and household projections derived from population and household projection

Enumeration challenge: LOW



Pre-school children – population: 3,297,500 (2008)

There are many 'touch' points in the campaign for the parents of pre-school children; the challenge is to remind them to include their children in their census questionnaire.

Messaging

- make the community better for your family

Media

- selling in features to relevant parenting magazines / literature

Advertising

- press and digital including Baby Centre and facebook
- all advertising has a strong focus on family and developing the future for families

Special activities (PR)

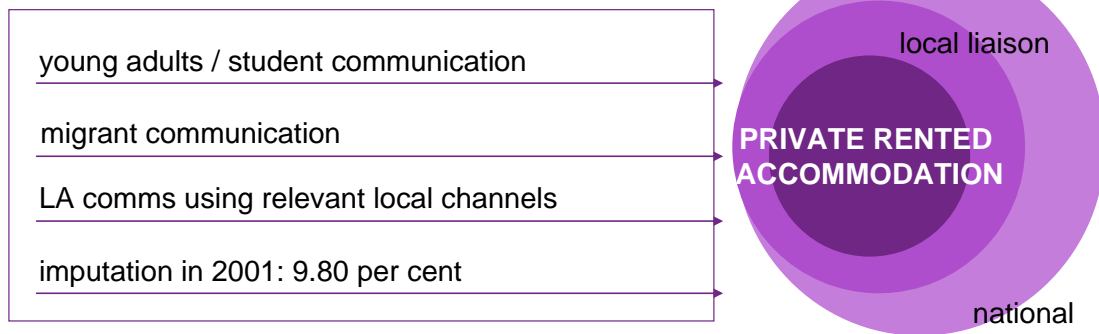
- creation of online group for those expecting on / around 27 March and then using the initiative in press, promoting those borne on census day
- facilitating negotiation between TV outlets and hospitals to gain coverage of those borne on census day
- primary schools project involving the census will help spread the message downwards to the younger members of the community

Local liaison

- reminder to hospitals / maternity wards to encourage census participation and recording baby by distribution of baby grows
- radio features for hospital radio on website to download – will remind ‘patients’ of what they need to do

Quality assurance

- key part of age / sex check
- data sources for this group include child benefit data, birth registrations, mid year population estimates and patient register



ONE PERSON HOUSEHOLDS

6,500,000 (2007)

message: benefits of the census



national advertising



address register: these are residential properties so will get questionnaire and collector visit (if necessary)



features / media online / print

- young adults / student communication
- elderly and accessibility communication
- LA comms using relevant local channels
- imputation in 2001: 9.70 per cent



LOW INCOME HOUSEHOLDS

21.6 per cent of GB population (2008)

message: benefits of the census



national advertising



area managers / community advisors speaking to community groups



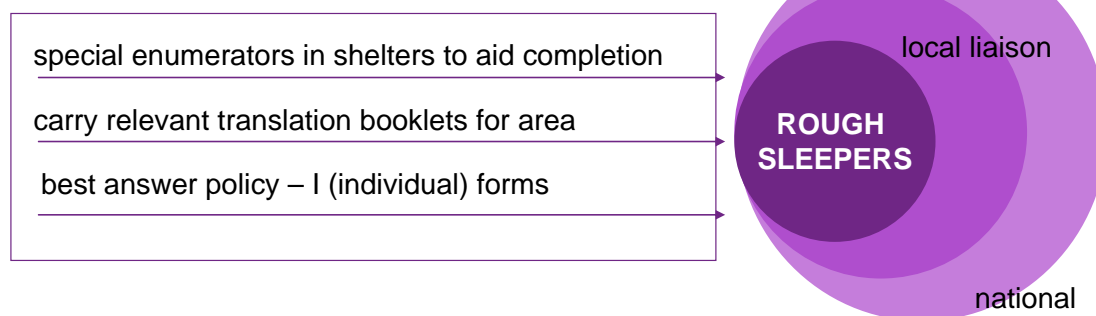
local liaison / engagement inc. field activities

- elderly and accessibility communication
- young adults / student communication
- migrant communication
- unemployed communication



ANECDOTAL EVIDENCE SUPPORTED GROUPS

Enumeration challenge: HIGH



People sleeping rough – population: 464 (2009)

People sleeping rough have no address to send their questionnaires to, so they're not on address register, although homeless shelters are. Their main barrier to participation is not getting a questionnaire, followed by difficulty with answering questions (language / literacy difficulties) and a general reluctance to participate.

Messaging

- how homeless and rough sleepers can be counted – at day centres. Messaging to those around the homeless to aid completion where they can

Tools to help

- language help lines, questionnaire translations

Local liaison

- Local authority led communication channels for area managers to utilise when talking to dedicated groups

Special activities (PR)

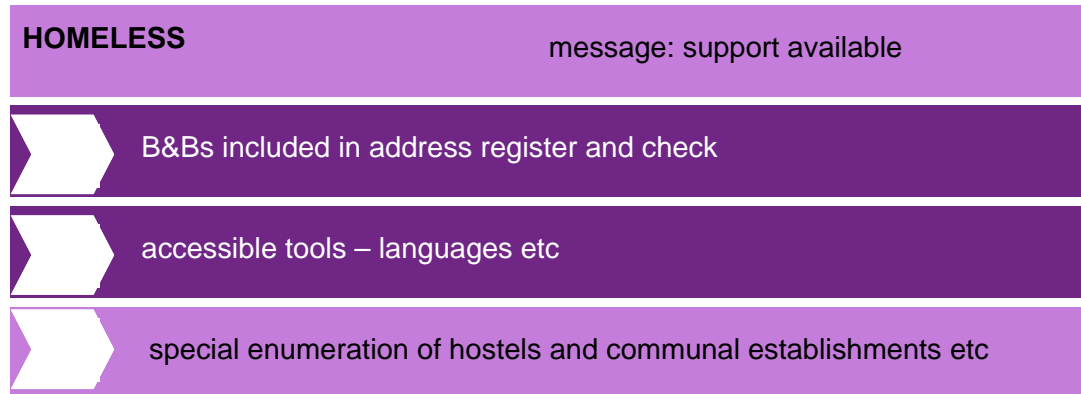
- working with national organisations with emphasis on helping the homeless to complete their questionnaires

Enumeration

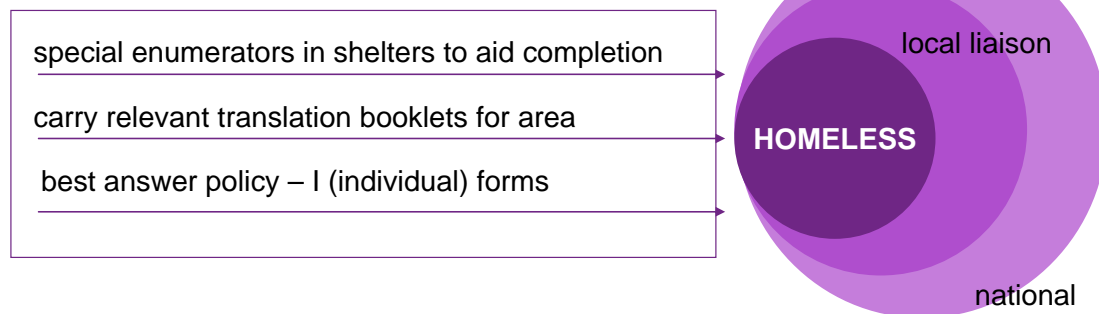
- special enumerators in homeless shelters to help people to complete questionnaire. Homeless being enumerated with individual forms. Best answer policy

Media

- feature push about homeless enumeration to relevant publications such as Big Issue (North, Wales, South West)



'homeless' are those with no other permanent address



For the purposes of the 2011 Census, the homeless are defined as those who have no other permanent address.

GYPSIES & TRAVELLERS

18,900 caravans (2009)

message: family, security, confidentiality



engagement with national organisations including Gypsy Council and attendance at events such as Appleby fair



address register: all authorised sites checked for numbers of questionnaires to send. illegal sites visited around census day

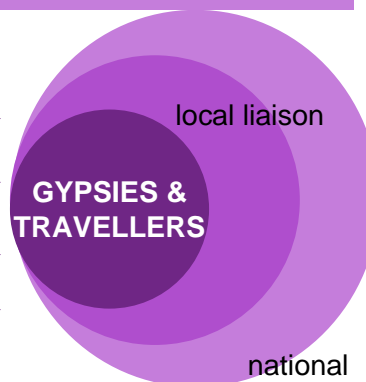


features push in specific media and on websites



local liaison via LA engagement officers

recruitment postcards via Travellers' Times	→
census leaflet specific to Gypsies and Travellers	→
special enumeration pre-arranged visits to sites	→
new tick box	→



Gypsies and travellers – population: 18,900 caravans (2009)

Messaging

- security, confidentiality, new tick box and online completion (anecdotal evidence that many households have wifi)

Marketing

- census leaflet / poster with appropriate images distributed by area managers and community advisors at relevant points of contact. The first version of the leaflet is to engage and explain the benefits of the census with a second iteration – a call to action – being distributed in Jan 2011
- community groups and local authorities can download promotional material and disseminate

Address register

- Authorised sites have all been address checked which means there is data to know how many questionnaires to deliver.

Media

- Editorial features (Gypsy History / Friends, Families and Travellers), on websites (Leeds Gypsy and Traveller) in newsletters

Special activities (PR)

- working with national / regional organisations (Gypsy Council, Ormiston Traveller Initiative, National Federation of Gypsy Liaison Groups), Planning Aid
- attendance at events (Appleby, Pride not Prejudice), leaflets distributed

Enumeration

- authorised sites will have pre-arranged visit to deliver questionnaires. Transit / temporary sites will also be visited

Recruitment

- recruiting directly to overcome issues of literacy, language and concerns over confidentiality with postcard via Travellers' Times

Local liaison

- All LAs have a liaison officer – the majority of whom are working with the census

Tick box: Yes – for the first time ever: Gypsy or Irish Traveller

Quality assurance

- local authority data (number of sites, but not necessarily number living on them)
- use of school census data on ethnicity (which includes a gypsy tickbox)



Illegal immigrants

The census outputs do not identify illegal immigrants, there is no tick box, however, as with all other key population groups, people within this specific 'community' will be touched by census messaging / advertising, collectors etc. Ironically, if illegal immigrants simply complete and send their questionnaire back, they become a number and are immediately 'hidden' in confidentiality / security layers. It's when they don't return a questionnaire due to, for example, concerns about their legal status, that a collector will visit.

Address register

- the address register check looked for newly built brick buildings at the bottom of gardens, and too many people coming and going for what was expected of that 'listed' property. If an address checker suspected found additional households at a residence, they would have added them to register

Tools to help

- language help lines, questionnaire translations, locally recruited collectors where possible

Tick box

- can not give results for illegal immigrants as the census does not ask for legal status

Local liaison

- community advisors are aware when talking to groups that these might include illegal immigrants. Focus on confidential nature of census within messaging

Messaging

- language, accessibility tools and illegal immigrants use local services too




Marketing

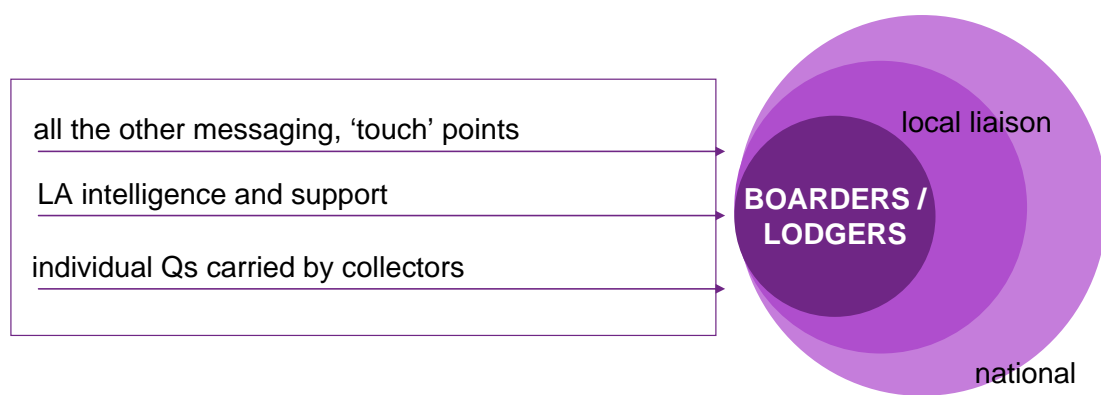
- will receive the same messaging as all other groups, including BME

Quality assurance

- there is no formal quality assurance of this group as they are not separately identified in the census outputs

ANECDOTAL EVIDENCE SUPPORTED GROUPS
Enumeration challenge: MEDIUM

BOARDERS / LODGERS <i>no data</i>	message: benefits of census
	although addresses on register, challenge to count them in the right place
	boarders / lodgers: included on household questionnaire or can request an individual questionnaire
	special enumeration working with boarding schools to develop understanding of census process and use of individual form



MORE THAN ONE RESIDENCE
241,000 (2007)

message: benefits of census

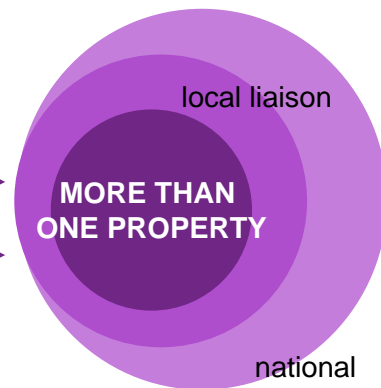


all national touch points of campaign



properties on the address register

LA intelligence and support
dummy Qs carried by collectors



PHYSICALLY IMPAIRED
2,691,000 (2008)

message: census benefits everyone



national engagement to define and refine tools, SCOPE; AgeUK; Equality 2025; National Literacy Trust and more



full details of resident numbers for care homes on address register

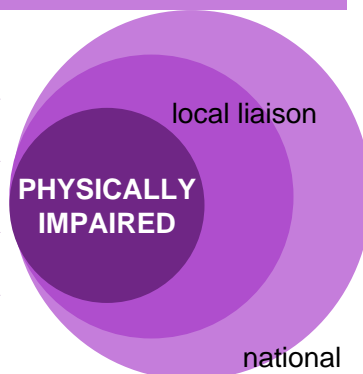


dissemination of literature at local level



pre-book appointment for collector visit

hearing tools: BSL footage
visually impaired: screen readers, Braille, large print
Easy Read leaflet
accessing carers' networks via LAs



National engagement with umbrella bodies has taken place to develop and refine the accessibility tools which support the 2011 Census and to cascade information about the tools and how to access them.

Physical disability: population 2,690,770

Blind / visually impaired population: 310,000

Hearing impaired population 8,978,000

Messaging

- complete your census independently by using the accessibility materials
- access tools on the website or from the telephone helpline

Address register

- communal establishments all address checked for maximum number of residents at census

Media

- targeted editorial to raise awareness of accessibility tools to doctors, opticians and care workers etc trade press
- features via national organisations communication channels

Special activities (PR)

- accessibility tools 'launched' to relevant organisations and charities – including posters to further promote tools – and cascade approach employed to spread the word

Enumeration

- collectors and special enumerators will offer assistance and help

Local liaison

- accessing carers networks via local authorities to encourage help and assistance and promotion of relevant tools
- carers' toolkit available detailing relevant information and options for completion as well as legalities of helping someone else complete their questionnaire and send it back

Quality assurance

- None specific

BLIND / VISUALLY IMPAIRED
310,000 (2008)

message: complete independently



national engagement to define and refine tools (RNIB)



promotion of tools to charities, organisations, press



dissemination of literature at local level

screen reader compatible 2011 Census website	→
Braille guidance booklet, large print questionnaire,	→
audio guidance	→
accessing carers' networks via LAs	→



Large print questionnaires

You can request a large print census questionnaire and information leaflet from www.census.gov.uk/Accessibility or by telephoning the census helpline. These come in English or Welsh.

Easy Read

An Easy Read information leaflet, in English or Welsh, is available from the website www.census.gov.uk/Accessibility or by telephoning the census helpline.

Braille

You can request a Braille guidance booklet (in English or Welsh) by telephoning the census helpline.

Screen readers

We have worked very hard to make sure that key information is compatible in our online help and other web-related products.

HEARING IMPAIRED

8,978,000 (2008)

message: complete independently



national engagement to define and refine tools with RNID, British Deaf Association, Deaf Connections and more



promotion of tools to charities, organisations, press

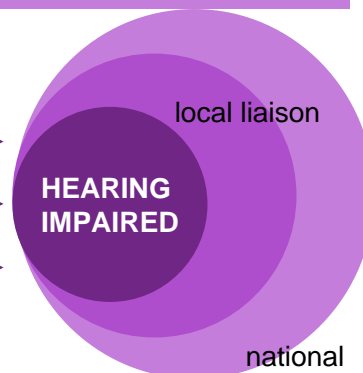


dissemination of literature at local level



promotion via doctors / nurses / audiologists etc

British Sign Language guidance	→
text relay (English only)	→
accessing carers' networks via LAs	→



Audio guidance

Audio guidance is available as a CD or a cassette tape free of charge in English and Welsh. Audio clips are on the website: www.census.gov.uk/Accessibility.

British Sign Language guidance

A video guide with British Sign Language (BSL) is available to view in high and low resolution formats at www.census.gov.uk/Accessibility. It will guide people through the questionnaire.

A DVD containing the BSL video guide can be requested via the website or by telephoning the census helpline.

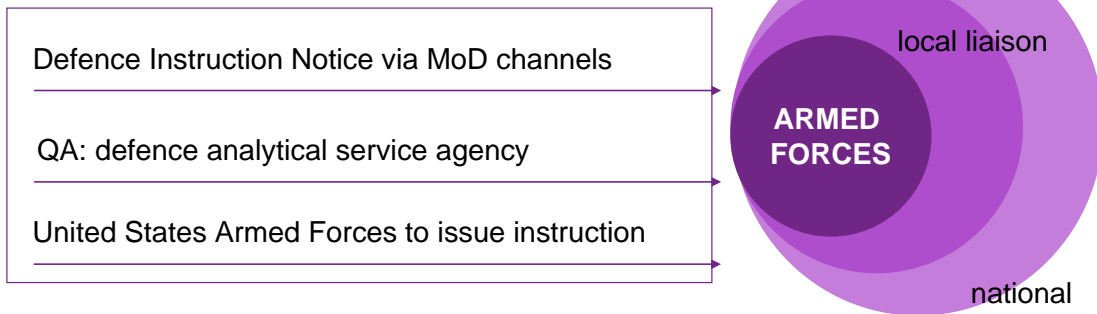
Text facility

Text Relay is available on 18001 0300 0201 160 (English language) to contact the census helpline for information and advice.

ARMED FORCES
194,4000 (2010)

message: benefits of the census, confidentiality, security

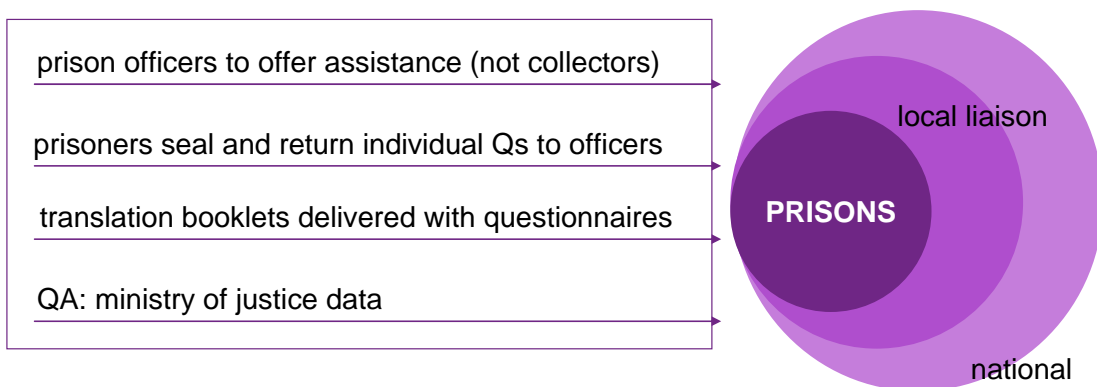
- work with Ministry of Defence on enumeration and messaging
- majority address checking of accommodation within the wire
- co-ordinator responsibility to enumerate
- features to relevant press and online avenues



PEOPLE LIVING IN PRISONS
85,227 (2010)

message: it's a legal requirement confidentiality

- address check: have maximum numbers for each establishment
- co-ordinator responsibility to drop off / collect questionnaires



ACCESS CONTROLLED COMMUNITIES

unknown

message: benefits of census



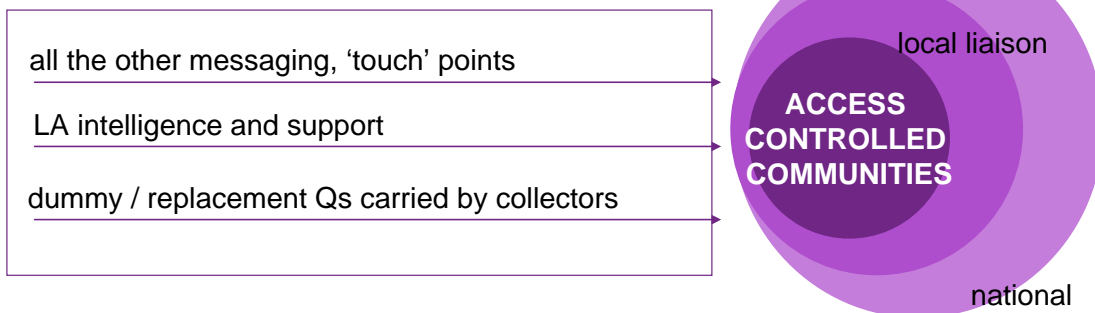
the postman / woman will be able to get the questionnaire in!



letter to concierge from census director requesting support for access



ONS email address for field staff to add gravitas when communicating



The following activities are also taking place. Although they are not part of the key population groups overall strategy, they are referenced within this document for interest.

Additional extras

Ethnic group questions campaign

- Communities encouraged to use write-in answers if do not have a tick box. Kashmiris, Sikhs, Nepalese and Cornish will be coded. This means that they may not appear as a standard output, but this information could be obtained if requested

Arabic

- posters and leaflets have also been developed