

CENSUS ADVISORY GROUP**AG (09) 07****2011 CENSUS COMMUNITY LIAISON****Summary**

- 1 Further to the Advisory Group Paper: AG (08)15, this paper updates members on actions taken and progress made in engaging with communities, national representative organisations and other stakeholders to support effective enumeration and reach all audiences in England and Wales.
- 2 Advisory Group members are invited to note progress on these issues and activities and to comment as necessary.

Community Engagement for 2011

- 3 The Community Liaison Strategy and Action Plan are based upon the need to work with community groups and ask for their support:
 - To identify how community groups can provide local intelligence into the Census programme;
 - To publicise the Census and underline its use and value;
 - To provide help and guidance to local community groups and individual members of the public;
 - To assist with the development of language and disability strategies, and in particular, the provision of language translation and interpreting materials and facilities; and
 - To help provide a source of potential field staff.
- 4 The ONS has met with a wide range of national representative groups and is engaging with them in order to raise awareness and understanding of census and of the role that community groups can play in supporting the project.
- 5 The Community Liaison Action Plan for 2011 includes a comprehensive community mapping and information-gathering process which will be carried out by Census Area Managers with the help of a range of local contacts within authorities, police, social services, NHS, and others. This process will develop a profile of each area which can then be used in order to inform enumeration and engage effectively with key local community groups.

- 6 This approach to community profiling was tested in the small scale tests carried out in Slough, Peterborough and Fenland, and some refinements have been made to maximise consistency as well as practicality of results.
- 7 ONS is developing additional toolkits such as information packs and targeted media messages (in various formats and languages) to assist communities and their representatives in understanding how they can help with the 2011 Census and to provide information about the process itself, the benefits derived from the Census and highlighting the security and confidentiality of census information.

Community Liaison for the 2009 Rehearsal

- 8 The development of working relationships with Local Strategic Partnerships and Local Services Board from the Rehearsal areas is progressing well, these comprising of:
 - The City of Lancaster
 - The London Borough of Newham
 - Ynys Môn - Isle of Anglesey.

Engagement between ONS and organisations likely to have influence and resources in these areas has started, and will be enhanced through working in partnership with Local Authority community networks.

- 9 The Community Liaison team is visiting each rehearsal area to meet the local authority community teams, as well as coordinating activities such as training and guidance for Census Area Managers.
- 10 Accessibility related activities planned for the rehearsal are dealt with in the Highlight paper.

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