

CENSUS ADVISORY GROUP

AG (09) 14 Local Authority Liaison

2011 Census Local Authority Liaison

Summary

1. Further to the Advisory Group Paper AG (09) 06, this paper updates members on the actions taken and progress made in engaging with Local Authorities (LAs) in England and Wales.
2. Advisory Group members are invited to note progress on these issues and activities and to comment where necessary.

Reaching all LA

3. **Census Regional Champions (CRCs)** All regional meetings have now taken place. Almost 500 local authority officers (including a significant number of Chief Executives) attended the events. Local authority feedback on concerns and opportunities has been collected to inform future plans and responses to questions raised have been circulated. The CRCs are now arranging CLM/ACLM meetings within their region and providing feedback to ONS on these discussions. Further regional events are planned for January/February 2010.
4. Almost 90% of LAs have responded positively and nominated staff to fill census liaison manager (CLM) or Assistant CLM roles. A number of visits to local authorities have taken place throughout 2009 to clarify the roles and answer any queries raised by authorities.
5. CLM and ACLMs coordinate their local authority's engagement with ONS and their census regional champion. They inform the local authority senior management team about progress to deliver the 2011 Census and take the lead within the authority in preparing for census (making sure relevant teams understand the need for cooperation and that relevant information is provided on time and in the correct format. Several counties, for example Essex, have created ACLM working groups, involving each ACLM from the county. LA Liaison have attended some of these meetings and given a presentation as well as gathering knowledge from ACLMs.

6. A number of county councils are also actively coordinating census discussions with district councils in their area. A number of meetings have taken place in the West Midlands, South East and East of England regions. ONS has attended these to provide an update on census preparations and progress. ONS met with representatives from county councils and the County Council Network to explore opportunities for counties to support census. The meeting was very useful and informed ONS's development of a local authority partnership guide (see paragraph 9). A further meeting will take place in the New Year.
7. A programme of engagement through third party communication channels has continued over recent months, with speaking engagements and conference attendance. This has included frequent engagement with the Local Government Association in both England and in Wales, Society of Local Authority Chief Executives (SOLACE) and SOLACE Wales, the Improvement & Development Agency, the Local Authority Research and Intelligence Association (LARIA) and the National Association of Local Authorities (NALC). This programme will continue over the next 12 months, raising awareness of the Census among local authority audiences before the awareness campaign for the general public begins. ONS has met with local authority councillors at these events and in response to feedback, it will be producing a councillor handbook to outline key census messages and outline its importance to local authorities and communities.
8. ONS is continuing to provide regular updates for CLM/ACLMs via the census regional champions and its online communities of practice. We are uploading answers to FAQs on the site as well as standard presentations and papers. A stakeholder website also went live in September and this is being populated with support materials for local authorities including the partnership guide. Census publicity materials will also be uploaded onto the site.

Local authority partnership guide

9. In response to feedback on the need for clear guidance on what ONS would like local authorities to do to support census delivery, ONS has produced a Local authority partnership guide for CLM/ ACLMs. This sets out seven strands of partnership working that ONS is asking authorities to support, including address register development, enumeration intelligence, identifying and developing community contacts, field staff recruitment support, publicity and media activity and support for quality assurance. The guide will help local authorities to plan and resource their census activities in partnership with ONS for 2010/2011 and 2011/2012. A consultation draft was uploaded onto the census website in October. ONS will incorporate comments on the draft and make it more interactive in January 2010. Advisory group members are asked to feed back any additional comments on the guide by 8 December 2009.

http://www.comms.census.gov.uk/en/controller.php?content_id=210

Local authority advisory groups

10. ONS set up a LA Communications Advisory Group for LA Communication Managers to advise us on our publicity and media strategy for 2011 Census. We discussed the formation of the group with Peter Norris of the LGA Communications team. The first meeting of the group took place in July and it is meeting again in November to advise ONS on the development of a communications toolkit for local authorities. The toolkit will include publicity and media materials and will be published in January 2010.
11. ONS has recently set up the 2011 Census LA Operational Management Advisory Group to provide local authority feedback and advice on 2011 Census preparations and field operations processes and procedures. The meeting is chaired by 2011 Census Head of Stakeholder Management and Communications and will meet quarterly. Membership includes representatives of: Westminster, Wandsworth, Lewisham, Birmingham, Southend-on-Sea, Southwark, Manchester, Harrow, Slough, Camden, Lancaster, Newham, Anglesey, Swansea and Poole. Representatives from a district council, county council and Yorkshire & Humberside, East Midlands and the North East will be invited to join the group. At the first meeting in October, the group provide excellent feedback on the partnership guide and ONS proposals for targeting follow-up staff and community advisers.

Address register development

12. Local authorities have now received address anomalies for resolution as work continues to develop a national address list for households and communal establishments for 2011 Census. ONS and the regional LLPG organised a number of address register development workshops in the summer to inform local authorities of our plans and how they could contribute to the development of an accurate address list.