

CENSUS ADVISORY GROUP

AG (10) 09 Community Engagement

2011 CENSUS COMMUNITY LIAISON

Summary

- 1 Further to the Advisory Group Paper: AG (09) 15, this paper updates members on actions taken and progress made in engaging with communities, national representative organisations and other stakeholders to raise their understanding and promote their involvement in the 2011 Census in England and Wales.
- 2 Advisory Group members are invited to note progress on these issues and activities and to comment as necessary.

Community Engagement towards 2011

- 3 The Community Liaison Strategy and Action Plan are based upon the need to work with community groups and ask for their support:
 - To identify how community groups can provide local intelligence into the Census programme;
 - To publicise the Census and underline its use and value;
 - To provide help and guidance to local community groups and individual members of the public;
 - To assist with the development of language and disability strategies, and in particular, the provision of language translation and interpreting materials and facilities; and
 - To help provide a source of potential field staff.
- 4 The second phase of national level meetings continue to take place with 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.
- 5 Organisations directly consulted in this round include organisations representing Gurkha and Nepalese, Kashmiri groups as well as Sikh communities some of whom have offered active partnership to promote awareness and participation in the 2011 Census. More third sector groups including the LVSC are also being actively engaged.

- 6 Work has continued with Local Authorities to increase awareness, identifying barriers and motivational factors for communities in completing their census forms, and putting together documents, plans and working partnership structures to allow census field staff to hit the ground running once they are appointed.
- 7 Production of additional toolkits including translation booklets, information packs and targeted media messages (in various formats and languages) are nearing completion. These are designed to assist communities and their representatives in understanding how to complete the questionnaires, how they can help support the 2011 Census and provide information about the process itself, benefits derived from the Census and highlight the security and confidentiality of personal census data.

2011 Census community panels programme

- 8 As part of the 2011 Census communities engagement programme, a large number of separate community panels have been set up and are taking place in both London and Birmingham representing a number of specific minority groups.
- 9 Initial meetings have taken place in London with the Somali community, the Bengali community, the Indian community and the Black African community. In Birmingham panels have taken place so far for the Bengali, Chinese, Caribbean and Somali communities.
- 10 The 2011 Census programme's target population team (in conjunction with the special and general enumeration teams and the design authority) is to work with the advice of these community panels and with the specialist agency to produce:
 - An overall broadly agreed summary of the particular arrangements to be put in place for enumeration, communication and liaison activities for each ethnic minority target population group.
 - A general community plan to be used by all area managers for each ethnic minority target group
 - A bespoke local community plan for each of the top 10+ local authority areas for each ethnic minority population group to be implemented by community advisors.
- 11 It should be noted that these groups are not the only ones who get an additional focus in order to overcome barriers – all segments of the population will and do have targeted actions being carried out in order to overcome any barriers they may face in returning their questionnaires, supplementary to the national awareness campaigns planned for later on in the programme. However, for some groups research shows that this type of activity will prove more fruitful, whereas for other sectors of the population other activities will prove more effective.
- 12 There will be an additional team of Community Advisors appointed in August 2010 to engage with specific population groups and implement the community plans for those groups. They will have specialised skills and experience of specific issues and communities in order to provide additional support where needed.

Accessibility

- 13 Progress continues to be made regarding plans and resources for the accessibility aspect of the 2011 Census programme.
- 14 The team is working to establish tender requirements for accessible materials for 2011 in particular the British Sign Language DVD and website clips. We are also partnering with the RNIB to find solutions to downloadable PDFs on the Web Self Help.
- 15 We are in consultation with key national organisations like the National Literacy Trust to make them aware of the 2011 Census and seek their input into our plans for accessibility, and in particular accessible materials. The following additional help and materials will be available to the public at request :
 - Large print questionnaire and information leaflet,
 - Braille guidance booklet,
 - Audio cassette tape and CD,
 - British Sign Language DVD,
 - BSL and audio clips on the website,
 - Easy Read information leaflet,
 - Translation booklets in 58 languages
 - Help Telephone line
 - Text relay service
- 16 In addition, there will be the option for someone to request a visit to get help completing their Census questionnaire. The questionnaire can be completed on-line or on paper. We are working with the RNIB to ensure the website meets their accessibility guidelines.

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