

LOCAL AUTHORITY PARTNERSHIP PLAN (LAPP)

What is the Local Authority Partnership Plan?

The Local Authority Partnership Plan (LAPP) is a template designed to help the Office for National Statistics (ONS) work with the local authority.

Local knowledge and support are key to a successful census. This document will take into account local expertise and will be used to plan and record activity by the census engagement manager (CEM). It is to be completed in partnership with the local authority assistant census liaison manager (ACLM) and/or census liaison manager (CLM).

The CEM will use this plan to record the information that the local authority wishes to share with them, as well as the local authority's offers of support for the operational period. The LAPP is a living document that will be updated regularly by the CEM and shared with the local authority at each meeting.

HOW IS THE LAPP STRUCTURED?

The LAPP is structured around the Nine Strands of Partnership Activity (see the [Local Authority Partnerships Guide](#)), as well as providing space for other relevant details (such as key contacts). To access each of these sections, please see the buttons on the right hand side of this page.

Each page will provide information on how to complete. Once you have filled in the relevant detail, you will then be able to return home each time by clicking the home button.

Agreeing the LAPP

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"We confirm that the plan has been drawn up in partnership with the local authority and that we are content with the proposed priorities for engagement and partnership actions"

ACLM Digital Signature _____

CLM Digital Signature _____

Date: _____

Name of LA: _____

| | |
|--|--|
| <u>Key Contacts and communications</u> | <u>Local Priorities</u> |
| <u>Internal Census Promotion</u> | <u>Review and updating Area Profile</u> |
| <u>Local information and local challenges</u> | <u>Address Index</u> |
| <u>Community Planning</u> | <u>Community priorities</u> |
| <u>Community updates</u> | <u>Concerns raised by LA</u> |
| <u>Supporting Online Census 2021 Completion</u> | <u>Local Media Support</u> |
| <u>Field Staff Support</u> | <u>Quality Assurance</u> |
| <u>County Council Report</u> | <u>Local Authority partnerships Guide</u> |

Note: To help with completion, the form is pre-populated with some examples, shown in italics

key Contacts

In the table below, please input all the relevant and important census contacts for the local authority .

| Name | Email | Number | Organisation | Role |
|----------|------------------|--------|--------------|------------------|
| ████████ | ████████████████ | ████ | ████ | ████████████████ |
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Planned Communication Between Local Partners

In the table below, please record any recurring meetings that are agreed between the local authority and the census team, such as an agreement between the CEM and the ACLM to meet on a fortnightly basis to review and evaluate activities and record progress in the LAPP.

| Reason for meeting | Attendees | Frequency | Type of contact | Actions |
|--|-------------------------|---------------------------------|-----------------|--|
| LA and Census Engagement Team Introduction | CEM/CLM/ACLM | Introductory Meeting 21/10/2020 | Microsoft Teams | Introduction to LA & ONS Partnership |
| LA support for Census Development and Progress | CEM / ACLM | Fortnightly | Microsoft Teams | Prepare a copy of LAPP to send to ACLM |
| LA Census Communications Activities | CEM/Communications Lead | As Required | Microsoft Teams | Census Update and Communication |

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Internal Census 2021 promotion/training

CEM to assist LA in promoting Census 2021 to Councillors and LA front-line staff who will be promoting the census or census completion to local people

| Audience | Topics covered | Requested by | Date of Briefing | Outcome |
|---------------------------|--------------------------------------|--------------|------------------|---|
| Councillors Handbook | Councillors Participation | CEM | 29.October 2020 | Emailed Councillors Handbook to all |
| Meetings with Councillors | Ward Based Support/Local Information | CEM | 12/11/2020 | Meeting held with Cllr Ali. Further meetings to be arranged when requested by Councillors |

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To complete this page, refer to the bespoke area profile of information sent in October. This area profile shared an overview of the demography of your local authority area compiled from ONS

| Section | Profile sections | Representative of | Record below any updated information including your reasons/justification/evidence to |
|---------|--|-------------------|--|
| 1 | Population | Yes | <p>Area Profile was assessed by [REDACTED] from the Coventry LA Insight Team. "Just to let you know that I have now completed looking through the document. I have compared the data with the data available which is again ONS data and everything looks fine. The document has the recent data like Mid population estimates 2018 etc updated already by them however just reiterating that we do not have other hard statistical data to update / augment the stats in their documents": [REDACTED]</p> <p>Same as above.</p> <p>Same as above.</p> <p>Same as above.</p> <p>Same as above.</p> <p>Same as above.</p> <p>Same as above.</p> <p>Same as above.</p> <p>Same as above.</p> <p>Same as above.</p> <p>Same as above.</p> |
| 2 | Hard to Count breakdown | Yes | |
| 3 | Age Groups | Yes | |
| 4 | Ethnic Groups - non white British/Irish Population | Yes | |
| 5 | Types of Dwelling | Yes | |
| 6 | Household spaces | Yes | |
| 7 | Top 5 languages spoken by electoral ward | Yes | |
| 8 | Top 5 ethnic groups by electoral ward | Yes | |
| 9 | Dwelling types by electoral ward | Yes | |
| 10 | Household spaces by electoral ward | Yes | |
| 11 | Missing information | No | |

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We want to ensure that all areas and communities are accounted for accurately. Building a profile of your community will ensure our publicity, community liaison work and field operations

[For more information on](#)

| Information update and potential use (include who CEM passed on to where relevant) | Priority | Shared by | Date |
|---|----------|--------------|------------|
| The Office for National Statistics ONS recognises Coventry as the fastest growing city outside of Greater London, with job creation continuing to grow and the city's two universities thriving. | Medium | CEM Research | 28/10/2020 |
| In 2011 Census, 33% of the population identified as people of Black & Minority Ethnic background, compared to 22% in 2001 and 20% for England as a whole. The largest minority ethnic group are Asian/Asian British communities, making up 16.3% of the city's population; including 8.8% with an Indian background. | Medium | CEM Research | 28/10/2020 |
| Foleshill is one of the most ethnically diverse Wards in Coventry. It is the only one of the 18 wards in Coventry where non-white form a majority of the population. According to the Deprivation Dimension measurement, Foleshill has the lowest proportion of households who are 'not deprived' in the whole City (21.6%). This is low compared to the City average of 38.4%. | Medium | CEM Research | 28/10/2020 |
| More recently people have arrived in Coventry from Syria, Afghanistan, Iran and a variety of African nations. Between 2012 and 2017, there has been a 20% increase in the total number of non-EU migrants, and 15% increase in the number of EU migrants (there have been year on year reductions in EU migrants since 2015). | High | CEM Research | 28/10/2020 |
| There has been a surge in concern about crime & violence, particularly knife crime, & consequential effects on perceptions of safety. The city has seen an increase in crime rates, however rates are still lower than other areas in the West Midlands. | Low | CEM Research | 28/10/2020 |
| The city is facing a huge challenge around homelessness, both in terms of financial costs and wider outcomes, associations with placements in temporary bed and breakfast accommodation | High | CEM Research | 28/10/2020 |
| At the start of COVID-19, some 14,282 individuals in Coventry had been identified as needing shielding with around 10-15% required support to acquire food, medication, or regular social contact calls. | High | CEM Research | 28/10/2020 |
| According to the extent measure, which measures the proportion of the local authority district's population living in the most deprived lower-layer super output areas in the country, Coventry is ranked 81st out of 317 local authorities, compared to 59th in 2015. | Medium | CEM Research | 28/10/2020 |
| Coventry is set to be one of the host cities for the Commonwealth Games in 2022 and was named the UK City of Culture 2021. To prepare for it, the city centre is currently undergoing major redevelopment – several older buildings are demolished, a new walkway and car park are introduced, and an extension to the railway station is underway. | Medium | CEM Research | 28/10/2020 |
| Coventry is home to the West Midlands' biggest university with 5,219 staff community and student population of about 30,000. | High | CEM Research | 28/10/2020 |

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In the table below are the first eight strands of partnership activity (the ninth being census outputs which is outside of the scope of this LAPP)

Please rank the strands in their priority to the local area. You will need to rank them on a scale of high, medium, or low priority. The ranking is used to inform the level of activity required - please explain your reasoning in the notes column

| Partnership Strands | Local Priority | Notes / Comments |
|---|----------------|--|
| Address register (updates and changes to inform the field operation) | Low | Land and Property Gazetteer has been working regularly to update the address base product which accurately reflects the Coventry area. |
| Information to identify and target local challenges | Medium | Meeting organised by ACLM took place with LA contacts to identify key challenges. |
| Community liaison contacts and information (to support engagement) | High | All necessary contacts has been shared by ACLM and meetings held accordingly. |
| Support for recruitment of field staff | High | Featured job page @ LA Job Shop & promoted to 8 employment support providers. |
| Practical support for field operations (for example meeting rooms or parking) | Medium | Due to COVID-19, this is uncertain, but will be accessed later. |
| Support for online completion and ONS's Census Support Service | Medium | LA is committed to supporting the OCSS, once announced. |
| Support for local publicity and media relations activity | High | LA Media liaison has been established. No specific publication dates as yet – these will depend on what is happening in terms of coronavirus and any restrictions that will need urgent communications; it won't prevent LA from getting messages out, but dates may need to shift slightly. LA is also planning on issuing an edition of Citivision in January which goes to every household in Coventry. |
| Provision of local data to support quality assurance | Medium | Checklist completed by LA Insight team and sent to ONS. |

For more information on the 9 strands see the LA Guide 6.2

The Community Planning page is here to help you identify which Community groups are the highest priority for your local area. The ONS will provide you with a proposed top 10 communities list. It is expected that you will work with the local authority to determine whether this list represents the highest priority communities in the local area. If you and the local authority would propose a different top 10, you will need to list them below and include your reasons in a short justification.

For more information on Community Planning refer to your LA Area Profile and see the LA Guide 6.2.3 and

| ONS Top 10 Community Groups (CEM to | LA agree | Justification / reason |
|-------------------------------------|----------|--|
| Indian | Yes | Lack of awareness, misunderstanding, census myths, distrust or fear, accessibility or support required, not identifying or feeling included, |
| Black African | Yes | Lack of awareness, misunderstanding, census myths, distrust or fear, accessibility or support required, not identifying or feeling included, |
| Pakistani | Yes | Lack of awareness, misunderstanding, census myths, distrust or fear, accessibility or support required, not identifying or feeling included, |
| Eastern European | Yes | Lack of awareness, misunderstanding, census myths, distrust or fear, accessibility or support required, not identifying or feeling included, |
| Black Caribbean | No | Lack of awareness, misunderstanding, census myths, distrust or fear, accessibility or support required, not identifying or feeling included, |
| Chinese | No | Lack of awareness, misunderstanding, census myths, distrust or fear, accessibility or support required, not identifying or feeling included, |
| Gypsies/Travellers | No | Lack of awareness, misunderstanding, census myths, distrust or fear, accessibility or support required, not identifying or feeling included, |

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| Other groups in the area | Proposed | Justification / reason |
|-----------------------------------|----------|---|
| Bangladeshi | CEM | Lack of awareness, misunderstanding, not identifying or feeling included, |
| Adults 80+ | CEM | Lack of awareness, misunderstanding, not identifying or feeling included, accessibility or support required |
| Blind or Visually Impaired | CEM | Lack of awareness, misunderstanding, not identifying or feeling included, accessibility or support required |
| Deaf/Hearing Impairment | CEM | Lack of awareness, misunderstanding, not identifying or feeling included, accessibility or support required |
| LGBT+ Community | CEM | Lack of awareness, misunderstanding, not identifying or feeling included, |
| People Lacking Digital Skills 65+ | CEM | Lack of awareness, misunderstanding, not identifying or feeling included, accessibility or support required |
| Students | CEM | Lack of awareness, misunderstanding, not identifying or feeling included, |
| BAME (Other Groups) | CEM | Lack of awareness, misunderstanding, not identifying or feeling included, |
| Turkish | CEM | Lack of awareness, misunderstanding, not identifying or feeling included, |
| Low Income households | CEM | Lack of awareness, misunderstanding, not identifying or feeling included, accessibility or support required |

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| Agreed Top 10 | ONS or proposed | Justification / reason |
|------------------|-----------------|--|
| Indian | ONS | Lack of awareness, misunderstanding, census myths, distrust or fear, accessibility or support required, not identifying or feeling included, |
| Black African | ONS | Lack of awareness, misunderstanding, census myths, distrust or fear, accessibility or support required, not identifying or feeling included, |
| Pakistani | ONS | Lack of awareness, misunderstanding, census myths, distrust or fear, accessibility or support required, not identifying or feeling included, |
| Black Caribbean | ONS | Lack of awareness, misunderstanding, census myths, distrust or fear, accessibility or support required, not identifying or feeling included, |
| Eastern European | ONS | Lack of awareness, misunderstanding, census myths, distrust or fear, accessibility or support required, not identifying or feeling included, |
| students | LA Proposed | Lack of awareness, misunderstanding, census myths, distrust or fear, accessibility or support required, not identifying or feeling included, |
| Arab | LA Proposed | Lack of awareness, misunderstanding, census myths, distrust or fear, accessibility or support required, not identifying or feeling included, |
| Sri Lankan | LA Proposed | Lack of awareness, misunderstanding, census myths, distrust or fear, accessibility or support required, not identifying or feeling included, |
| Roma | LA Proposed | Lack of awareness, misunderstanding, census myths, distrust or fear, accessibility or support required, not identifying or feeling included, |
| Afgans | LA Proposed | Lack of awareness, misunderstanding, census myths, distrust or fear, accessibility or support required, not identifying or feeling included, |

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This page is dedicated to providing the local authority with regular relevant updates on engagement work in the field. The CEM will complete the following table with short updates on each group before each meeting. Below this is a table for the local authority to highlight their concerns in. This will act as a record of local concerns raised, actions taken and will help to monitor any necessary mitigation/resolution..

| Date | Community | Engagement activity update including | What is going well | What challenges are there | Suggestions/ |
|----------|------------------------------------|--|--------------------|-----------------------------------|--------------|
| 1/1/2021 | Indian | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |
| 1/1/2021 | Black African | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |
| 1/1/2021 | Pakistani | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |
| 1/1/2021 | Black Caribbean | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |
| 1/1/2021 | Eastern European | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |
| 1/1/2021 | Students | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |
| 1/1/2021 | Arab | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |
| 1/1/2021 | Sri Lankan | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |
| 1/1/2021 | Roma | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |
| 1/1/2021 | Afgans | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |
| 1/1/2021 | Bangladeshi | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |
| 1/1/2021 | Adults 80+ | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |
| 1/1/2021 | Blind or Visually Impaired | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |
| 1/1/2021 | Deaf/Hearing Impairment | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |
| 1/1/2021 | LGBT+ Community | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |
| 1/1/2021 | People Learning Digital Skills 65+ | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |
| 1/1/2021 | Students | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |
| 1/1/2021 | BAME (Other Groups) | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |
| 1/1/2021 | Turkish | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |
| 1/1/2021 | Gypsy/Travellers | Please refer to the Area Engagement Plan For engagement activity with the Community. | | Ground Engagement due to COVID-19 | |

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Record below concerns or areas needing action that are raised by the local authority in the table below together with actions taken to resolve or mitigate

| month | Community/Group | Concern raised | Action taken | Next steps | Resolved? |
|-------------|-----------------|--|---|------------|-----------|
| December 20 | Asylum Seekers | Group recently arrived and put in local housing - no English language skills, some local tensions, group is very insular | CEM identified group as another community in plans , begun engagement and notified HQ | | |

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| | Engagement | General | Top 10 | | | | | | | | | | Other | | | | | | | | | |
|---|-------------------|---------|--------|---------------|-----------|--------|---------|----------|--------|------------|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|--|
| | | | Indian | Black African | Pakistani | Black | Eastern | students | Arab | Sri Lankan | Roma | Afgans | Alevi | Group | Group | Group | Group | Group | Group | Group | Group | |
| Local intermediary organisations in the community | Citizens Advice | Low | Low | Low | Low | Low | Low | Low | Low | Low | Low | Low | | | | | | | | | | |
| | Voluntary | High | High | High | High | High | High | High | High | High | Medium | Medium | | | | | | | | | | |
| | Faith and belief | High | High | High | High | High | High | Low | Low | High | Low | Medium | High | | | | | | | | | |
| | Religious | High | High | High | High | High | High | Low | Low | Low | Low | Medium | Medium | | | | | | | | | |
| | Community | High | High | High | High | High | High | High | High | High | High | High | High | | | | | | | | | |
| Media | Community | High | High | Medium | High | Medium | Medium | Medium | Medium | Low | Medium | Medium | | | | | | | | | | |
| | Community | Medium | Medium | Medium | Medium | Medium | Medium | Low | Low | Medium | | | | | | | | | | | | |
| | Local | Medium | Medium | Medium | Medium | Medium | Medium | Low | Low | Low | Low | Medium | Low | | | | | | | | | |
| | Community | Medium | Medium | Medium | Medium | Medium | Medium | Low | Low | Medium | Low | Low | Low | | | | | | | | | |
| | Local | Medium | Medium | Medium | Medium | Medium | Medium | Medium | Low | Medium | Medium | Medium | Low | | | | | | | | | |
| Local authority communication mechanisms | Other (insert) | | | | | | | | | | | | | | | | | | | | | |
| | Local strategic | Low | Low | Low | Low | Low | Low | Low | Low | Low | Low | Low | Low | | | | | | | | | |
| | Schools | Medium | Medium | Medium | Medium | Medium | Medium | Medium | Low | Low | Medium | Medium | Medium | | | | | | | | | |
| | Libraries | High | | | | | | Medium | Medium | Medium | Low | Low | Low | | | | | | | | | |
| | Care workers | Low | Low | Low | Low | Low | Low | Low | Low | Low | Low | Low | Low | | | | | | | | | |
| | Call centre staff | Low | Low | Low | Low | Low | Low | Low | Low | Low | Low | Low | Low | | | | | | | | | |
| | Volunteer staff | Low | Medium | Low | Medium | Medium | Medium | Low | Low | Low | Low | Low | Low | | | | | | | | | |
| | Website | High | Medium | Low | Low | Low | High | Low | Low | High | Low | Low | Low | | | | | | | | | |
| Communication direct to public | Residents | Medium | Medium | Low | Low | Low | Low | Low | Low | Low | Low | Low | Low | | | | | | | | | |
| | Other (insert) | | | | | | | | | | | | | | | | | | | | | |
| | Leafleting | Low | | | | | | Low | Low | Low | Medium | Medium | Medium | | | | | | | | | |
| | Door-knocking | Low | Low | Low | Low | Low | Low | Low | Low | Low | Low | Low | Low | | | | | | | | | |
| | Shops, | Medium | Medium | Medium | Medium | Medium | High | Low | Low | Medium | Low | Medium | High | | | | | | | | | |
| Events | Medium | Low | Low | Low | Low | Low | Low | Low | Low | Low | Low | Low | | | | | | | | | | |
| Other (insert) | | | | | | | | | | | | | | | | | | | | | | |

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Strand 4 - Supporting the recruitment of field staff

We need local authority help to identify potential candidates and publicise messages about recruitment. Encouraging applications from local authority staff and those representative of the community will help us to

[For more information on](#)

| Proposed Help | Date needed | Confirmed | Note |
|---|-------------|-----------|--|
| Coventry City Council Job Shop https://www.coventry.gov.uk/info/153/employment_support/2777/job_shop_vacancies/2 | 19/11/2020 | Yes | Job shop has 1000's of residents registered seeking employment |
| Ambition Coventry | 17/12/2020 | | Works with anyone aged 16 - 29 who lives in Coventry and is not in any form of employment, education or training. |
| Routes2 | 17/12/2020 | | Works with people in Coventry aged between 15 and 24 who are unemployed or inactive and are looking for help to reach their potential. |
| Rethink Mental Illness | 17/12/2020 | Yes | Offers you an in-depth assessment of your skills, experience and support requirements leading to a personal action plan which sets out the steps to achieve your goals. |
| Coventry and Warwickshire Chamber Training | 17/12/2020 | | Building skills through short courses in various subjects, leading on to traineeships and apprenticeships. |
| Coventry Refugee and Migrant Centre | 17/12/2020 | | Supports to overcome self confidence, self motivation and other personal development issues and offers English language classes to help succeed in the world of work. |
| Disruptive Media Learning Lab at Coventry University | 17/12/2020 | | Supports to develop your communication, problem solving and creative thinking skills so you can engage with further training and the labour market. |
| Foleshill Women's Training (FWT) | 17/12/2020 | | Offers you a range of courses including English, Maths, ESOL and basic IT skills for employment and job support. FWT can support you with confidence building and access to childcare. |

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Strand 5 - Practical operations support

We'd welcome opportunities to use council premises, or information on suitable local alternatives, plus other offers of practical help and support for local field staff activities.

| Support Descriptions | Date needed | Confirmed | Note |
|--------------------------------------|--------------------------|-----------|---|
| Families for All Hub | 22nd March to 26th March | TBC | Provide a bookable Covid Safe meeting space to complete their forms |
| Aspire Family Hub | 22nd March to 26th March | TBC | Provide a bookable Covid Safe meeting space to complete their forms |
| Harmony Hub | 22nd March to 26th March | TBC | Provide a bookable Covid Safe meeting space to complete their forms |
| The Moat Family Hub | 22nd March to 26th March | TBC | Provide a bookable Covid Safe meeting space to complete their forms |
| Mosaic Family Hub | 22nd March to 26th March | TBC | Provide a bookable Covid Safe meeting space to complete their forms |
| Park Edge Family Hub | 22nd March to 26th March | TBC | Provide a bookable Covid Safe meeting space to complete their forms |
| Pathways Family Hub | 22nd March to 26th March | TBC | Provide a bookable Covid Safe meeting space to complete their forms |
| Wood Side Family Hub | 22nd March to 26th March | TBC | Provide a bookable Covid Safe meeting space to complete their forms |

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Census 2021 is taking a digital first approach, meaning people are primarily encouraged to complete their census questionnaire online. However, we understand that going online is not easy for everyone.

For more information on supporting online activity see the LA Guide

You can help us if you: can allow local residents to use any council public-facing IT facilities to complete their census signpost any community initiatives that could help with online pa


Record the details of the local ONS Census Support Centres below and share them with the LA - ask them to signpost these centres to residents and

| Census Support Centre | Date shared with LA | Notes |
|---|---------------------|--------------|
| Vanny Radio Community Broadcasters (Vanny Radio-Community Broadcasters) | 21/01/2021 | Acknowledged |
| Coventry Central Library (Coventry Libraries and Information Service) | 21/01/2021 | Acknowledged |
| Holbrooks Community Care Association (Holbrooks Community Care Association) | 21/01/2021 | Acknowledged |

| Record offers of help to promote the ONS Census Support Service and Census Support Centres | Action needed | Date |
|--|--|--|
| Via Social Media Promotion Via Information bulettins Via Key Community Contacts | Social Media Posting News Bulettins Email Contacts | March 2021 March 2021 March 2021 |

[To add another row right click on the last row of the table above and select 'add another row'](#)

The LA may share ideas or initiatives to support online completion - record these below and include what action you've taken

| Record details of help offered or ideas/initiatives and suggestions for online census completion | Linked contact Details | Action taken and who |
|---|---|----------------------|
| Help to connect with local authority contacts when needed. | ACLM | CEM |
| Family Hubs managed by the LA to provide 1-1 support to local residents with promotion and completion and promotional slided to be displayed across the 8 family hubs |  | CEM |

[To add another row right click on the last row of the table above and select 'add another row'](#)

Any offers of LA venues with an open walk in service that can be used for online completion should be noted in the table below

| Record LA Census 2021 completion facilities stood up (where / when / how often) | CEM briefed LA staff | Date |
|---|----------------------|------|
| To be reviewed subject to COVID-19 Restrictions | TBC | TBC |

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- **The support checklist** - A checklist of proposed ways to best support sharing Census messaging
- **Bespoke Communications Log** - please use this area to record ways the LA is supporting Census messaging with bespoke communications e.g. the bespoke articles and social media you will receive
- **Contacts suggestion box** - please use this area to suggest the best contacts for the CEM when engaging with local media

More information on the media campaign will be included in the second edition of the LA Guide, but for now the definitions of the three national campaign messaging phases below are:

Announce - Prime citizens that census is an important public event, and land the benefits of completion

Address - Drive motivation to complete and overcome emotional and functional barriers to completion

| Support checklist: | Announce | Address | Act Now | Next steps/actions |
|--|-----------------|----------------|----------------|---------------------------|
| Has the local authority: | | | | |
| Promoted Census 2021 on your website? | TRUE | FALSE | FALSE | Action from January 21 |
| Provided details of a local authority communications or media team contact? | TRUE | FALSE | FALSE | Yes |
| Shared details of any local authority spokespeople able to support census communication activities? | TRUE | FALSE | FALSE | Yes |
| Engaged with other local councils – district, county, city, town, borough and parish – to enable an integrated programme of census publicity activity? | TRUE | FALSE | FALSE | Action from January 21 |
| Shared which communication channels and approaches work best for your local communities and specific population groups? | FALSE | FALSE | FALSE | Action from January 21 |
| Suggested local organisations or people who may like to feature in case studies highlighting why the census is important? Can the LA introduce ONS to these contacts | FALSE | FALSE | FALSE | Action from January 21 |
| Used the press releases included in the local media pack provided by ONS? | FALSE | FALSE | FALSE | Action from January 21 |
| Sent ONS photos or case studies from their local area that can be used to promote the census? | FALSE | FALSE | FALSE | Action from January 21 |
| Directed any public enquiries to Census 2021 contact centre where we'll be offering help via phone, webchat, email, social media and text message? | FALSE | FALSE | FALSE | Action from January 21 |
| Told us about any campaigns you're running that we could link to and support by linking it with the census? | FALSE | FALSE | FALSE | Action from January 21 |

| Social media checklist | Announce | Address | Act Now | Next steps / actions |
|--|-----------------|----------------|----------------|-----------------------------|
| Has the local authority: | | | | |
| Followed @Census2021 / Cyfrifiad on Twitter, Facebook and Instagram? | FALSE | FALSE | FALSE | Action from January 21 |
| Shared some posts from these accounts? | FALSE | FALSE | FALSE | Action from January 21 |
| Posted some of the local authority social media content* that was shared with you by email? | FALSE | FALSE | FALSE | Action from January 21 |
| Mentioned @Census 2021 channels so that we can share your posts? | FALSE | FALSE | FALSE | Action from January 21 |
| Shared social media content posted by your CEM(s) and CAs? | FALSE | FALSE | FALSE | Action from January 21 |
| Directed public enquiries to Census 2021 contact centre where we'll be offering help via phone, webchat, email, social media and text message? | FALSE | FALSE | FALSE | Action from January 21 |
| Encouraged elected members to follow @Census2021 and share our content? | FALSE | FALSE | FALSE | Action from January 21 |
| Encouraged staff, via internal comms, to follow @Census2021 and share our content? | FALSE | FALSE | FALSE | Action from January 21 |

* bespoke resources and social media contact will be sent out to each local authority from November 2020

| Timescales - Lead in time and Media Type | Social media | Articles | Interviews |
|---|---------------------|-----------------|-------------------|
| communications campaign | January 2021 | February 2020 | March 2020 |

| Press Office Contact | Name | Role/position | Contact number and |
|-----------------------------|-------------|----------------------|---------------------------|
|-----------------------------|-------------|----------------------|---------------------------|

The ONS Press Office may need to make contact with your press office. Please record the name and contact details of the

Bespoke Communications

Bespoke Communications Log - please use this area to record ways the LA is supporting Census messaging with bespoke communications e.g. the bespoke articles and social

| Detail of bespoke communications | Link / evidence | Link / evidence | Date published / shared | Notes/Actions |
|---|-----------------|-----------------|-------------------------|---|
| <p>Add Census 2021 information to the Council's website (Coventry.gov.uk/census2021) and ensure this is updated with relevant information in a timely manner.</p> <p>Issue press release (based on that supplied from Census media pack) announcing that Census 2021 is coming soon – issued to local media list.</p> <p>Add to news bulletins for residents.</p> <p>Create article for internal messaging/staff, including encouraging them to stay up to date through Census 2021 social media and publicise in round up.</p> <p>Include piece in Members Bulletin (sent to councillors).</p> <p>Initial social media posts, copying in national accounts and directing people to CCC website and on to Census 2021 webpages for further information.</p> | | | TBC | Progress Slow due to COVID 19 messaging |
| | | | TBC | Progress Slow due to COVID 19 messaging |
| | | | TBC | Progress Slow due to COVID 19 messaging |
| | | | TBC | Progress Slow due to COVID 19 messaging |
| | | | TBC | Progress Slow due to COVID 19 messaging |
| | | | TBC | Progress Slow due to COVID 19 messaging |

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Suggested Channels and Contacts

Please use this area to suggest the best contacts for the CEM when engaging with local media

| Name of suggested channel | Justification | Contact details | Action taken |
|---------------------------|---------------|-----------------|---------------------|
| | | | Established Contact |
| | | | Established Contact |
| | | | Established Contact |
| | | | Established Contact |
| | | | Established Contact |
| | | | Established Contact |
| | | | Established Contact |
| | | | Established Contact |
| | | | Established Contact |


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Strand 8 - Provide local data to support quality assurance (QA)

The Census Quality Assurance Team want to build people's trust in census estimates so that people have confidence in using them. To quality assure census estimates

| Question | Answer |
|--|---|
| When census estimates are published, what checks will local authorities do to make sure the data are accurate? |  We didn't really – it's the most robust dataset we have so we take it as accurate and don't second guess |
| Aside from key administrative data sources, what other data sources will local authorities use to check census estimates? | I don't know – we usually do it the other way round and use Census Data to validate local sources |
| What data are particular to any local authority's circumstances that will help us understand them? | Student populations, Migration data |
| As well as the checks detailed in our initial quality assurance approach, are there particular rates, measures or distributions we need to consider? | Student populations, Migration data |
| What aspects of a local authority's population will need attention in our QA? | Student populations, Migration data |
| What challenges have local authorities faced that may impact their ability to undertake the checks used in previous censuses? | None |
| Are you working with ONS's Council Tax team to provide your Council Tax information to ONS | Yes |
| Please record any other comment you would like to make about ONS's approach to quality assurance in 2021 - add a link to the QA plans here | None. |

For more information on how you can help with QA see the LA Guide 6.2.8

ONS Quality Assurance Team Contact details
Census.Quality.Assurance@ons.gov.uk

ONS Council Tax Team contact details
Council.Tax@ons.gov.uk

Once completed, CEM to copy and paste table into an email and send it to the ONS Census Quality Assurance team - census.quality.assurance@ons.gov.uk

CEM Record Date sent to ONS Quality Assurance Team Sent 22/11/2020

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An accurate address register is vital for the census. This means it's important that local authorities continue to work with GeoPlace to resolve address anomalies and maintain and improve address quality.

[For more](#)

| Date Shared | Shared by | Action taken by CEM | Shared information? (with/when/how) |
|-------------|------------|--|-------------------------------------|
| 10/12/2020 | [REDACTED] | ACLM confirmed that the Land and Property Gazetteer has been working regularly to update the address base product which accurately reflects the Coventry area. □ | LA Update/Catchup Meeting |

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