

## **CENSUS ADVISORY GROUP**

**AG(12) 06 - Future plans for stakeholder engagement, media and Communications  
Spring 2012**

### **2011 Census Communication and Stakeholder Management March 2012**

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#### **1. Introduction**

- 1.1 The census field operation was a success. ONS is confident that it has met its response rate targets of 94 per cent nationally and over 80 per cent in every local authority.
- 1.2 During the collection and delivery phase we:
  - Recruited over 30,000 field staff
  - Handled 1.5 million calls to the public helpline
  - Assisted 3 million people via the online help on our website
  - Worked with partners and advisors to enable over 6,000 community awareness events
- 1.3 This census has relied very much on stakeholder engagement with various types of consultation to ensure maximum cooperation. The focus was on harder to reach communities and engagement has resulted in higher returns. This would not have been achieved without support from stakeholders and census partners.
- 1.4 The first release of data is scheduled for July 2012 and will comprise population by age and sex for all local authorities in England and Wales.

#### **2.0 Communications activity planned**

- 2.1 The role of the ONS communications strategy in the period July 2012 through to March 2014 is to promote the value of census, explain the 2011 Census results and encourage use of census statistics.
- 2.2 Census outputs will be of interest to a more targeted audience than was Census Day especially the second and subsequent release of information. The mass communication approach taken during 2011, during which the objective was to maximise census response rates by the public at large, necessitated paid-for advertising.

- 2.3 Targeted audiences with an interest in specific detailed results currently include decision makers in national and local government, business/commerce and academia. These audiences are more segmented and the messages will be more nuanced and detailed so editorial and new media will be more appropriate. Advertising is therefore not appropriate.
- 2.4 In addition ONS hopes to extend statistical usage and interest to the general public; particularly students and pupils. This will be incorporated in communication planning alongside the enhanced web access that will accompany the second and subsequent release.
- 2.5 We are planning broad reach media launch events in England and Wales for the first release in July. Subsequent data releases will require more regional and specialist media take-up along with new media support.
- 2.6 We will be providing comprehensive information on our website at each release stage including question and answer briefs. This will enable people to serve themselves to a large extent when seeking data and information. The material will also be shared with customer service staff to enable them to deal with internal and external enquires by telephone and email. The stakeholder relations team will support the provision of responses to any complex queries.
- 2.7 A communications toolkit will be produced for corporate users such as councils, commercial organisations and community groups. It will comprise a background to the census, questions and answers, key messages for key users, case studies about applications and benefits plus articles for inclusion in those people's online and printed publications.
- 2.8 We are also hoping to develop education packs to enable better student and pupil usage and will be working with members of the education community to make this the best we can.

### **3.0 Ongoing stakeholder engagement**

- 3.1 ONS is engaging with stakeholders and users to:
- Lead and coordinate effective communication to maintain interest, ownership and involvement in the census outputs and web data access tools.
  - Raise awareness and understanding of the web data access (WDA) project and the enhancements it will deliver for ONS data users
  - Ensure that a coordinated and consistent approach is adopted and delivered for engagement with ONS stakeholders.
- 3.2 A series of regional census stakeholder road shows are planned in York, London, Birmingham, Newport and Manchester in April 2012. This will update attendees on census progress and support the publishing of the outputs prospectus. We will also demonstrate the planned applications programming interface (API) and web tools for enhanced data access.

- 3.3 We will be attending third party conferences of bodies such as the Royal Statistical Society (RSS), British Society of Population Studies (BSPS) and the Local Area Research & Intelligence Association (LARIA).
- 3.4 There will be ongoing meetings and workshops with organisations such as Government Statistical Service (GSS), Market Research Society (MRS) and Census Geodemographic Group with bi-monthly census newsletters produced for multiple user groups and articles on ONS output news produced for third party newsletters.
- 3.5 In addition, ONS plans to run a series of statistical methodology tutorials in June 2012 aimed at census users who need an understanding of the process and methods used to produce census and high quality population estimates.