



Community Engagement

September 2011

Aim of presentation

To give a flavour of how we built relationships & confidence to deliver a better census and to show you some of the results of that engagement

Our aim

To focus on harder to reach population groups within England and Wales that may be unwilling, or unable, to complete the census questionnaire

- To help to improve understanding of the purpose of the census and the benefits to their families and communities
- To encourage involvement and support


...to positively impact response rates

Two key strands of community engagement programme

2005


Aug 2010

June 2011



- A national engagement programme encompassing national representatives down to on-the ground local partnerships

- Set the groundwork and get buy-in at executive / leadership level in good time to allow cascading down to grassroots level and incorporated into partner activities during operational period



- Area managers & community advisers carry out community engagement working with our local authority and community partners to make the 2011 Census a success for every local area

National engagement programme

- Meetings and presentations to raise awareness - for example Ravidassia census road show, Board of Deputies of British Jews, British Iranian Business Association meeting, British Humanist Association
- Worked in partnership to identify and overcome community-specific politics & persuade affiliates to carry out proactive approach to members for awareness
- External consultations including road shows and Advisory Groups, from Autumn 2008 onwards
- Attendance at Appleby Fair, largest Gypsy & Traveller event

National engagement programme cont'd

- Representative panels established for in-depth consultation with specialist community networks, gatekeepers and umbrella organisations for advice, consultation and partnership regarding awareness and barriers. Results fed into design for solutions and interventions
- Banners in ports of entry in Polish & English reminding people to complete their census forms
- Census field staff trained on diversity issues (including elderly, literacy, etc)
- Translation of census questions into 56 languages (double the amount produced in 2001)

Bilingual information leaflets & posters produced



“We’ll do it to make a better future for **our family.**”
 “Waxaan u samayn doonnaa inaan u diyaarinno mustaqbal wacan qoyskeenna.”

The census takes place on 27 March 2011.
 Complete your census questionnaire and help build a better future for your family and community.

Tiro-koobku wuxuu dhacayaa maalinta 27-ka Maarso 2011. Buuxi foom-su’ aaleedkaaga tiro-koobka gacanna ka geysu u dhisidda mustaqbal wacan qoyskaaga iyo bulshadaada.



Help tomorrow take shape



“আমাদের পরিবারের জন্য একটি উন্নত ভবিষ্যত গড়ে তোলার জন্য আমরা এটি করব।”

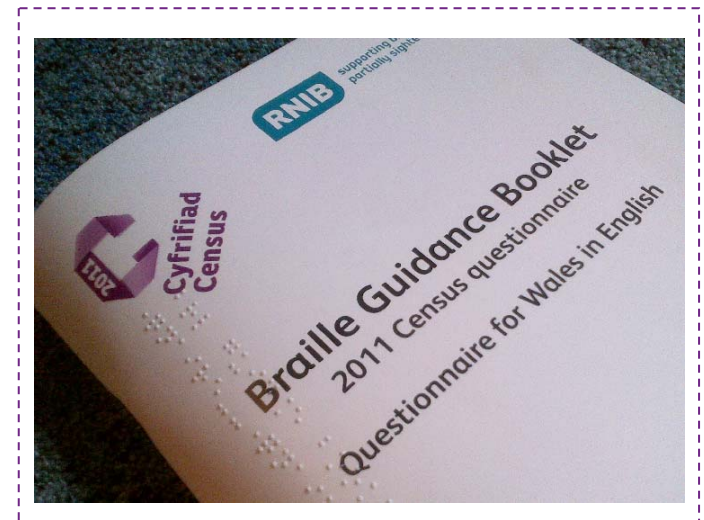
পঞ্চমী আবেদনকারী ২৭ মার্চ ২০১১ তারিখে অর্পিত হবে।
 আবেদনকারীর মাধ্যমে প্রতি লক্ষ্যে একটি বোঝা হ্রাস করা সম্ভব হতে পারে। এই আবেদনকারীর মাধ্যমে দেশে বসবাসকারী সকল এর মাধ্যমে আপনাকে পরিচালিত হবে। সেবা পান যেন - স্কুল, হাসপাতাল, অফিস, বাসস্টেশন এবং, একটি ইমার্জেন্সি সেবা - একটি পরিচালনা করে, এর সেবা সর্ব বিনামূল্যে করা সম্ভব হবে।
 আরও জানতে www.census.gov.uk তথ্যসহায়েতা দেখুন।



Help tomorrow take shape

National engagement programme cont'd

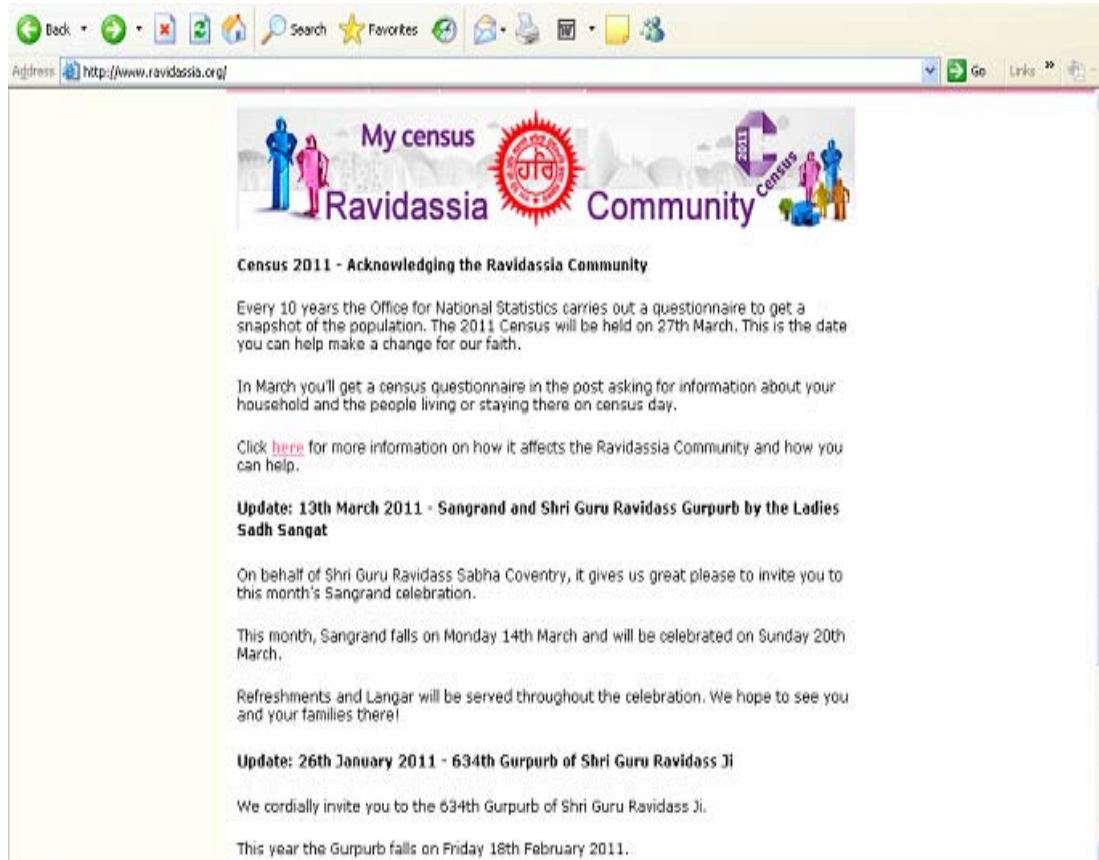
- Accessible materials including Braille and audio guidance, and large-print questionnaire developed with RNIB, and orderable online.
- Online census help met government accessibility standards (WCAG version 2.0 level AA). Online help achieved RNIB SurfRight accreditation.



Outcomes: some examples...

- **Communities became so motivated they resourced engagement themselves**
 - **Chinese community: sponsored Chinese media events; stalls at high level events (Chinese New Year); Chinese 'Purple Bus' to cities with highest Chinese populations**

Outcomes cont'd



- Indian Ravidassia: produced 10,000+ leaflets; national presentations (English & Punjabi); online videos and Facebook/Twitter campaigns; community TV debates; census engagement ceremony by national leaders at House of Commons; national “Be Counted” campaign. Ran Census Completion events at every Temple

Outcomes cont'd

- Disabled people: partnership with influential and strategic organisations including RNIB, Deaf Connections, People First, Scope and CAB at national and local levels resulted in targeted information campaigns and sign-posting to help-lines and facilities provided
- Orthodox Jewish community produced a large number of media adverts, blogs, internet information notes and printed articles

Outcomes cont'd

2011 Census and the Sikhs

Home
Downloads
F.A.Q.
Sikhs & Ethnicity
Complete Online
Contact

Tick the Sikh box

http://www.sikhcensus.org/index.php

Hindu Council of Birmingham

Home
About Us
HCB Youth
Census 2011
Latest News
Contact Us

Latest News
Volunteering
HCB Membership
Upcoming Events
View All

INCO Software Solutions
Proud Developers of the HCB & Birmingham Diwali Website

Census 2011
Census forms will begin landing on people's front door mats this month in preparation for the 2011 Census on the night of March 27. It is important that all Hindus completing the forms in and returning their forms accurately. Wrongly filled in forms and failure to return them could result in our community missing out on getting funding for essential services including everything from health and elderly care to parks and leisure facilities for residents. Importantly, when it asks for your religion (Question 20) make sure you tick Hindu. The census is held every 10 years. A lot of information changes in that time so it's essential that everyone in our borough fills out the census form. It's vital that Hindus help to make the 2011 census a success. The Office of National Statistics carries out this independent confidential census to find out more about the people who live in England and Wales and about the make-up of local neighbourhoods. The information they gather is only used to provide statistics - it's not used for any other purposes such as tax, benefits or the electoral roll. But it can make a big difference to you and your community. The result of the census determines the allocation of resources and funding given to councils and to health authorities. You can download the following translated information:

Outcomes cont'd

Islamic Centre of England :: - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print TV

Address http://www.ic-el.com/en/show_news.asp?idnum=39&state=article

ISLAMIC CENTRE OF ENGLAND

Home Programmes News Family Section Religious Question Digital Library

Let's Be Counted - The 2011 Census

Let's Be Counted - The 2011 Census

It has been ten years since the UK Government last conducted a survey of the whole UK population. This exercise is known as the Census. The term itself comes from Latin word *censere*, to assess, used by the Romans of 500 BC. However the Romans were not the first nation to do this kind of exercise, in fact records of census go as back to 4000BC.

In the modern times the census provides important information to understand the social and economic composition of society. It tells us, for example, how many young persons there are within certain age group, so that schools and colleges can be built in the right places. It also provides information on family size, health, employment and use of transport.

It is interesting to note that for the first time in the modern British history the 2001 UK Census included the question of "what is your religion?" The information collected also helped to provide an accurate and official statistics on the number of Muslims in UK.

In general past governments have been reluctant to include questions related to religious affiliation. This reluctance has worked against Muslims, first by denying official recognition of Islam as a religion and secondly by playing down the numbers, undermining the Muslims community of being considered an important numeric component of the UK society.

The Muslim community had to work very hard to ensure the Census included the religion question - it needed years of campaigning, lobbying and working together with other faith communities in the UK.

According to the 2001 census, 1.54 million Muslims lived in England and Wales, where they form 3.3% of the population.

Wednesday
18 May 2011

Opening
January 2010
Nasim Internet Cafe
Opening Hours: 10AM to 4PM
FREE ADMISSION TO ALL

Family Affairs

Religious Enquiries

Archive

ICEL's ...ing Islam

Internet

ANY IRISH ROOTS?
TICK THE IRISH ETHNICITY BOX
IN CENSUS 2011.
WWW.HOWIRISHAREYOU.COM

Federation of Irish Societies

Outcomes cont'd



Outcomes cont'd



KEHILLA CONCERNS OVER FORTHCOMING GOVERNMENT CENSUS

Since 1801 the nation has set aside one day every ten years for a census – a count of all people and households across England and Wales. The next census is to take place on 27 March 2011, undertaken by the Office for National Statistics (ONS), and will underpin the allocation of funds to local authorities, to provide community facilities such as care-homes, schools and transport.

Chanoch Kesselman, Executive Co-ordinator of the UOHC, spoke to Bahram Heydari (Communities Engagement for England and Wales - 2011 Census), to voice the concerns of the Ultra Orthodox Jewish Community.

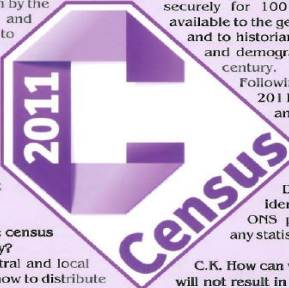
C.K. What evidence is there that the census brings real benefits to the community?
 B.H. Population estimates help central and local government make decisions about how to distribute finances for community resources. Information about the ages, sex and health of the population helps the government make informed decisions about what facilities might be needed. For example, if there are many young people living in an area more schools may be needed, or an ageing population might need more care facilities. Around £100 billion of central government funds each year is allocated to local areas in England and Wales, which amounts to £1 trillion over ten years. ONS is really keen to make sure each community receives a fair allocation of funding for the following ten years, by ensuring everyone fills in their form and is counted.

C.K. How do you plan to ensure confidentiality of personal data?
 B.H. The Office for National Statistics and its

predecessors have a 200 year track record of maintaining census confidentiality. Paper questionnaires are scanned into systems for analysis and then stored securely for 100 years – after which they become available to the general public to trace their family trees, and to historians to find out about the habits, health and demographics of those living in the previous century.

Following their transfer into secure systems 2011 Census statistics will be collated, analysed and released via a database which documents the ages, gender, type of residence, family set-up and health, among other demographics, of the population. Data does not contain names or any identifiable individual information and ONS protects individual anonymity before any statistical information is released.

C.K. How can we be assured that filling in the census will not result in the loss of benefits or unwanted bills appearing at the door?
 B.H. The aim of the census is to produce statistics about the population, not to focus on individuals. Census data is used solely to produce population trends in England and Wales in order to plan services and facilities. Unlawful disclosure of personal census information is a criminal offence, with ONS legally obliged (via the Statistics and Registration Service Act 2007) to protect the confidentiality of all respondents or local authority, nor will it be provided to commercial organisations for direct marketing activities. With the help and co-operation of community groups across England and Wales we can make this a very successful census – counting everyone so that all areas can then receive a fair allocation of funds. Together we can help tomorrow take shape.



Outcomes con't

BDA
BRITISH DEAF ASSOCIATION

Search the site...

Home | About Us | Community | Policy & Campaigns | BSL | News | Events | Forums | Join the BDA | Contact Us

2011 Census – making it accessible

The next census embraces a range of accessible formats

The 2011 Census is approaching. With a 200 year record of tracking the patterns of our ever changing society, the census is something of a national treasure. Programmes such as *Who do you think you are?* have fuelled the explosion of members of the heroes and the villain. The next census takes place on your doorstep questionnaire asks: "Who are you?" BSL users to write British Sign Language. The 2011 Census has consulted with deaf people for their assistance where needed

Census support for those with low literacy levels | National Literacy Trust - Microsoft Internet Explorer

http://www.literacytrust.org.uk/news/3313

National Literacy Trust Transforming Lives

Home | Contact us | Register | Login | Website | Projects | Resources

Schools and teaching | Early years sector | Communities and local areas | Libraries | Adult literacy | Health | Sport | Business & corporate partners

About | Policy & campaigning | News | Support us | Projects and networks | Research | Resources | Conferences and training | Donate

Home > News > Literacy news

Literacy news

Census support for those with low literacy levels

17 Mar 2011

Do you work with people who may struggle to complete their census forms due to low levels of literacy? Help is available.

Government to ban use of phrase "Every Child Matters"

Celebrities star in poster campaign to promote reading research reveals widening gender gap in boys' and girls' attitudes towards reading and writing

CILIP Chief Executive Bob McKee

Local engagement

- Aug 2010 - 157 area managers and 41 community advisers start community engagement activities across England & Wales
- Community advisers, speaking community languages, specialise on 6 key ethnic population groups: Chinese, Black African, Bangladeshi, Black Caribbean, Indian, Pakistani in urban centres

Local engagement cont'd

Community advisers and area managers:

- Promote the census and communicate its value
- Secure offers of help and guidance for members of the public
- Secure offers of language and interpretation support
- Facilitate potential sources of field staff representative of local communities

Outcomes

- Community advisers and area managers achieved substantial engagement

Womens' groups
Housing associations
Retail outlets
Community groups





Places of worship
Support groups
Language schools
Clubs & associations

Including publicity (radio, press & TV, websites)

Outcomes cont'd

- Secured offers of practical help from community groups who used their own precious resources to: place articles on community websites, run information events; host completion events; and provide volunteers to assist in raising awareness and helping at completion events



Ithaad is proud to be supporting the 2011 Census and has organised the following events for the local community of Pendle.


DATE	TIME	TYPE OF EVENT	VENUE
Thursday 24 th March 2011	1.30pm – 3.30pm	Completion Event	Unity Centre, Vernon Street, Nelson
Saturday 26 th March 2011	11.00am – 3.00pm	Completion Event	Unity Centre, Vernon Street, Nelson
Thursday 31 st March 2011	1.30pm – 3.30pm	Completion Event	Ithaad Offices, Cross Street, Nelson.

For information regarding the 2011 Census and any questions you may have, please contact us or just bring your **Census Questionnaire** to the **Completion Events**:

Shakeel Butt on
01282 611104 or

Amer Bokhari 2011 Census Community Advisor
on **07801 331614**.

** There can be a fine of up to £1000 if you do not fill your Questionnaire in **

Help tomorrow take shape 

Outcomes cont'd

Help is needed to spread word about census (From Bradford Telegraph and Argus) - Windows Internet Explorer

http://www.thetelegraphandargus.co.uk/news/local/localbrad

Bradford Telegraph and Argus - News - Local - Bradford -

BRADFORD

Help is needed to spread word about census

5:44pm Tuesday 25th January 2011

By Tanya O'Rourke +

Bushra Javed, and Martin Day, who will be explaining to people the impact of the census

Done, but with errors on page.

Census bus rolls into Church Street - Westminster Chronicle - Windows Internet Explorer

http://westminster.londoninformer.co.uk/2011/03/census-bus-rolls-into-church-st.html

Categories: welcome to your local community website...

Census bus rolls into Church Street

Posted by Juliet Eysenck on Mar 25, 11 11:56 AM in News

A double-decker bus filled with helpers rolled into Church Street to offer advice about completing the Census.

People were able to stop by with their questionnaires and receive help from a team on board, including translators, on Thursday.

The Census is an estimate of the population of England and Wales, carried out by the Office for National Statistics every 10 years.

Information gathered is used by central and local government to help plan and deliver services to meet the needs of the population.

A questionnaire should have been delivered to each household, which can be completed and posted back in a pre-paid envelope or filled in online at www.census.gov.uk.

Further drop-in sessions will be held over the coming weeks.

For information about dates and times, see here.

We'd like to hear from you. Send your stories, pics and videos >

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Service updates: Transport for London

Line	Last Update	This Weekend
Central	Good service	Good service
Central	Good service	Good service
District	Good service	Good service
Edinburgh & City	Good service	Good service
Edinburgh	Good service	Good service
North Queens	Good service	Good service
Piccadilly	Good service	Good service
Victoria	Good service	Good service
Westminster & City	Good service	Good service
DLR	Good service	Good service
Overground	Good service	Good service

start Microsoft PowerPoint... Community Plans Final FW: dissertation, C... Census bus rolls into ... Play and the relations... EN 09:49

2011 Census, 27 March 2011 - Office for National Statistics | Population statistics - Windows Internet Explorer

http://www.statistics.gov.uk/census_2011.php

COMMUNITY

UK Census 2011

Help tomorrow take shape

2011 Census, 27 March 2011

The Office for National Statistics (ONS) carries out a census to find out more about the people who live in England and Wales and about the make-up of local neighbourhoods.

The next census will take place on 27 March 2011. ONS will be sending out questionnaires for around 25 million households to complete, asking about work, health, national identity, citizenship, ethnic background, education, second homes, language, marital status and so on. The answers will be turned into statistics used to build a picture of today's society.

- ARTS
- BEAUTY
- BOOKS
- BUSINESS
- CARNIVAL
- DANCE
- FASHION
- FOOD
- HAIR
- HEALTH
- HISTORY
- MUSIC
- TRAVEL

2011 Census, 27 March 2011

Real Jamaica In A Bottle

AVORM Hair Salon

With This!

start Microsoft PowerPoint... Advice Account... Community Pla... MCO Desktop... Main Menu... 2011 Census... 8% 100% 09:49

Outcomes cont'd- completion events

Over 6,000 census completion events organised - often by the communities themselves

Hindu Council of Birmingham Temples hosted a day surgery helping anyone having problems completing their forms

**您需要人幫助
填寫人口普查
表格嗎?**

倫敦地區

3月27日(星期日)12點-3點 查寧格圖書館, 4 Charing Cross Road, WC2H 0HF
3月28日(星期一)11點-下午5點 華人諮詢資料中心,
Lower Ground Floor, Chinatown Market, 71-73 Charing Cross Road, WC2H 0NE
3月29日(星期二)4點到7點 查寧格圖書館, 4 Charing Cross Road, WC2H 0HF
3月30日(星期三), 下午2點-5點 華人基督教中心, Christian Outreach
Centre, Newton Institute, Longs Court, Leicester Square, WC2H 7EL
3月31日(星期四), 11點-5點 倫敦中華基督教會蘇家福音堂, 166a
Shaftesbury Avenue, WC2H 8JB
4月1日(星期五) 10:30 — 2 pm 何明華會督協會: The Lower Crypt, St.
Martin-in-the-Fields Church, Trafalgar Square, WC2N 4JJ

除此之外, 還有其它的地方提供幫助和建議, 包括: 倫敦基督教華人循道會
39 Birkenhead Street, WC1H 8BB; 甘頓華人小區中心, 9 Tavistock Place, WC1H
9SN; 華人社區中心, 2nd Floor, 28-29 Gerrard St, W1D 6JP; 福音戒賭中心,
(地鐵) 59 Birkenhead Street, WC1H 8BB; 倫敦華語電台將設立網頁專欄, 提
共給您更詳細的幫助指南。網頁地址是: www.londonhuayu.co.uk

伯明翰地區

3月28日(星期一) 上午11時至下午3時
伯明翰華人循道會 Birmingham Chinese Methodist Church
208 Corporation Street, Birmingham, B4 6QW
(在伯明翰市中心、Aston 大學附近)

3月29, 3月30日, 4月5, 4月6日上午10時至下午4時
伯明翰華人統籌協會 Birmingham Chinese Society,
11 Abbeok Street, Digheth, Birmingham, West Midlands B9 4DY

3月31日(星期四) 中午12時至下午3時
伯明翰華人小區中心 Birmingham Chinese Community Centre,
99 Bradford Street, Birmingham, West Midlands B12 0NS

4月5日(星期二) 中午12時至下午3時
伯明翰華人基督教會 Court Oak Methodist Church, Earls Court Road,
Lichborne, Birmingham, West Midlands, B17 9AH.

Completion events listed in Chinese Business Gazette

Introduction

Address
Register

Engagement
& Comms

Field
Operations

Online
Services

Data
Processing

Estimating the
Population

Census
Outputs

Summary

Stand up and be counted

We are all required by law to complete our Census Questionnaire Form. If you are unsure what the Census is, these questions and answers will help you.

What is the Census?

The Census provides an estimate of the population in England and Wales on Sunday 27 March 2011.

Why do we have a Census?

The information collected on the questionnaire is used to plan services and resources, such as transport, housing, healthcare and education.

When is the Census?

Census day is on Sunday 27 March 2011.

What will I have to do?

You will need to complete the paper questionnaire, which will be delivered to you this month and return it by post in the pre-paid envelope provided. Alternatively, you can fill it in online.

When should I complete my questionnaire?

You should complete and return your questionnaire before, on or as soon as possible after 27 March 2011. Just make sure your answers refer to that date.

Will I have to complete my questionnaire?

Yes. Every household must, by law, complete and return a 2011 Census questionnaire. A household is the main person(s) who own or rent the property and is what is or partly responsible for paying household bills.

What happens if I don't complete my questionnaire?

You could face prosecution, a fine (up to £1,000) and a criminal record for failing to complete your questionnaire or providing false information.

Will I be able to do it online?

Yes. Your paper questionnaire will include an internet access code to enable you to do this easily.

How can I get help to complete my questionnaire?

Come to one of our **Fill It In Days**. These are an opportunity to ask any questions about the Census, or bring along your form and we will help you fill it in. Alternatively visit www.census.gov.uk/csd/00000001_01.

Harrow is the most religiously diverse borough in London. Shamim Ibrahim is a Community Advisor in Harrow and it is her job to engage with and inform Harrow's Indian community about the Census.

"Community Advisors were introduced for the Census due to the low return rate of some of the minority ethnic groups at the last Census. There are over 10 different types of Indian communities in Harrow and it is my job to communicate with these groups, promoting the Census and answering any concrete people may have.

"Over the last six months I have been meeting and speaking at a number of groups in Harrow, including the Ahalana, Dharma and Sri Sasthi groups.

"The feedback I have received from all the groups I have been working with is that some people just don't know what the Census is and may not have a Census in their home country and others are confused as some ethnic and religious groups are not specifically listed on the form. Though in the majority of the Census is a concern for many, but I reassure them by

explaining how the Census data is strictly confidential and how each response is just translated into data and no names or addresses are captured.

"The Census is extremely important for everyone to fill in and I hope the work that I have been doing with the Asian community will raise the importance for everyone to take part."

Dinner Mulla, aged 54, has lived in Harrow for 18 years and is a Jain. Jainism is not listed as a religion on the Census questionnaire but members of Harrow's large Jain community are being encouraged to write or 'Jainism' in the space provided. He spoke to Dinner about the Census and why it's important to fill it in.

"I feel that the Census is a difficult thing as it keeps going for the next 10 years. Without it we would not get a proper view of the borough as funds can be allocated in Harrow to provide services for the next decade.

"I would strongly recommend that Jains, or any other religious or ethnic group, not listed on the form, use the space provided to write in their religion or ethnicity. It is easy as we will get a 2-Digit and accurate picture of our diverse community and you never know, if more people do it this, it could be included in the next Census."

Census 'Fill It In' days

If you're unsure how to fill in your Census Form, filling it along to one of our 'Fill It In Days' is one of the best ways to get the message across the borough.

Saturday 26th March 14.00 - 17.00 Harrow Leisure Centre Chickadee Avenue, Harrow	Monday 13th March 14.00 - 18.00 Access Point on Chickadee Avenue, Harrow	Sunday 19th April 14.00 - 17.00 Harrow Leisure Centre Chickadee Avenue, Harrow
Tuesday 15th March 9.00 - 12.00 Harrow Working Group Chickadee Avenue, Harrow	Tuesday 22nd March 14.00 - 18.00 The South Club, West Street, Harrow on the Hill, Harrow	Tuesday 26th April 14.00 - 17.00 Harrow Coast Community Centre North Road, North Harrow
Wednesday 16th March 9.00 - 12.00 Beehive Centre North Crossway, South Harrow	Wednesday 23rd March 14.00 - 18.00 The Shedding, Harrow, Uxbridge Road, Harrow	Wednesday 27th April 14.00 - 17.00 Harrow Leisure Centre Chickadee Avenue, Harrow
Thursday 17th March 9.00 - 12.00 Harrow Leisure Centre Chickadee Avenue, Harrow	Thursday 24th March 14.00 - 18.00 The Shedding, Harrow, Uxbridge Road, Harrow	Thursday 28th April 14.00 - 17.00 Harrow Leisure Centre Chickadee Avenue, Harrow
Friday 18th March 14.00 - 17.00 Harrow Leisure Centre Chickadee Avenue, Harrow	Friday 25th March 14.00 - 18.00 The Shedding, Harrow, Uxbridge Road, Harrow	Friday 30th April 14.00 - 17.00 Harrow Leisure Centre Chickadee Avenue, Harrow
Saturday 19th March 14.00 - 17.00 Harrow Leisure Centre Chickadee Avenue, Harrow	Saturday 26th March 14.00 - 18.00 The Shedding, Harrow, Uxbridge Road, Harrow	Saturday 30th April 14.00 - 17.00 Harrow Leisure Centre Chickadee Avenue, Harrow
Sunday 20th March 14.00 - 17.00 Harrow Leisure Centre Chickadee Avenue, Harrow	Sunday 27th March 14.00 - 18.00 The Shedding, Harrow, Uxbridge Road, Harrow	Sunday 31st April 14.00 - 17.00 Harrow Leisure Centre Chickadee Avenue, Harrow



Outcomes cont'd- completion events



Completion Events were “...very useful because people received language support and somebody was available to fill their forms. Many people cannot read and write in English or their own language.” CA for Bangladeshi community, Islington and Hackney

“Completion events were extremely successful... We had people coming to us needing help with their questionnaires, lost questionnaires, etc. Drop in sessions worked well with my community.” CA for Bangladeshi community, Luton



What communities told us about our local engagement

“Asian people were impressed ONS had employed language speakers from communities and that the census brought different population groups together, and helped them understand the wider picture of how completing one form can help bring in the right level of funding and services”

“The Somali community received the CA role with open hands. They listened to us, asked us questions to gain more understanding about the Census and offered assistance where they could. They recognised...longer term benefits to integration and firmly believed getting involved is the best way to combat marginalisation and exclusion”

Black African community leader said, “this shows that they (ONS) recognised the important role we are playing within the community”

“The Indian community really appreciated that their needs were being understood and that ONS had put linguistically skilled staff to deal with issues. It was beneficial in understanding cultural and religious differences between the same communities”

Meeting our objective

- **Positive feedback** from many users and groups, along with positive comments from our strategic partners in various media
- **Partnerships arrangements** from venues for presentations, meetings, completion events, to interviews on radio and TV resourced by partners, to internet campaigns and volunteers
- **Greater participation** by communities, some who verbally informed us that they would simply have ignored the census form (not being aware of the importance of it), and would have otherwise been disconnected from any of the national advertising
- as a result of the large number of completion events organised and resourced by the community organisations (inc those structured through directives and guidance from national level leadership)
- by helping people to complete forms (inc providing language assistance) helped achieve **greater accuracy** of the returns

END