

2011 CENSUS – SUMMARY LIST OF ACTIONS FOR LOCAL AUTHORITIES FROM “LOCAL AUTHORITY PARTNERSHIP GUIDE” (draft April 2011)

ANNEX 2

No.	ACTION by COUNCIL (eg County, District, Unitary)	WHEN	Information sources/notes
<i>Engaging with local authorities</i>			
0	LAs to nominate CLMs and ACLMs to coordinate census activity within LAs and engaging with other partners:	March 2009 onwards – August 2010 at latest	Glen Watson (ONS) letter to LAs January 2009 & March 2010. NB. CLM/ACLM are asked to agree Census local partnership plans with area manager
	0.1 CLM as senior decision maker to inform senior management and councillors about Census delivery	Ongoing	
	0.2 ACLM to be responsible for day to day liaison at operational level	Ongoing	
	0.3 ACLM to be main contact in developing a Census Local Partnership Plan with Area Manager	August 2010	Suggest Census Liaison Manager provides sign-off of partnership plan for LA. Local authority (as well as any relevant county council) will review plans on a regular (eg monthly) basis.
<i>Developing the address register</i>			
1	Maintain and improve address data quality (including classifications) to contribute to an accurate national address register through:	Ongoing	
	1.1 Liaison with other council teams such as environmental health, planning, licensing, building control, social services, etc.	Ongoing	For example, address and household information and updates from environmental health, planning, licensing and building control teams. This may include information on caravan sites, hostels, hotels, houses in multiple occupation, residential care homes, etc

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	1.2 Continue to send regular LLPG updates to Intelligent Addressing	March 2010 onwards	By LLPG Custodians
2	Help ONS quality assure lists of communal establishments. Provide additional information on number of residents, contact telephone numbers, managers' names where these are available	May/June 2010	The QA work is likely to be required around May/ June 2010 – subject to licensing agreement
3	Continue to provide feedback to improve the development of the national address register	ongoing	
<i>Developing enumeration intelligence</i>			
4	Provide ONS and area managers with any additional information and intelligence about the local area profile to support them and assist enumeration.	August 2010 onwards	
	4.1 The proportion and areas of single person and student households (by enumeration district or LSOA as appropriate).	August 2010 onwards	Council Tax records and other sources. If possible it would be helpful if the information includes the total number of residential households (to calculate proportions), the number of households claiming student discounts and the number of households claiming single adult occupancy discounts
	4.2 The number of vacant and second homes (e.g. holiday homes). As vacant properties may change usage, it would be useful to provide this data close to census day*	August 2010 onwards	Council Tax records, etc
	4.3 Data sources on the first languages spoken and areas of greater proportions of non-English speakers and ethnic communities*	August 2010	This information will form part of the Community Profile that area managers will complete with LAs assistance. Information from school census/other.
	4.4 Households in multiple occupancy (where more than one questionnaire might be required) and large households (where continuation questionnaires might be required) in their area from August 2010	August 2010	

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	4.5 Details of any gated communities where there may be particular access difficulties	August 2010 onwards	
	4.6 Areas with recent population or residential property change (such as new housing or structural changes)	August 2010 onwards	
	4.7 Details of any travelling fairs, gypsy and traveller groups in their area and provide details of the local authority liaison officer for these groups*	August 2010 onwards	
	4.8 Contact details for sites associated with mobile accommodation, e.g. caravan sites, camping sites	August 2010	
	4.9 Areas where there may be garden annexes and high proportions of rented, converted and shared housing	August 2010	E.g. “Beds in sheds”, garage conversions
<i>Developing community contacts</i>			
5	Provide intelligence to Capita, ONS and area managers about local community and population groups, their willingness to participate in local initiatives and any sensitivity associated with them*	August 2010	Many community contact lists have already been provided to Capita. Capita will share these with area managers in August. LAs may wish to inform area managers about the key community contacts in August
	5.1 Local strategic and community first partners	August 2010 onwards	Community engagement teams
	5.2 Voluntary groups and community volunteer action groups	August 2010 onwards	
	5.3 Town and parish council contacts who engage with any specific communities	August 2010 onwards	
	5.4 Resident associations, neighbourhood watch groups, rotary clubs or other local organisations	August 2010 onwards	
	5.5 Local rough sleepers, Gypsies and Travellers, residents of waterways, as well as any circuses and travelling shows in the area at census time	August 2010 onwards	
6	Engage with your community to inform them about census, explain its importance and communicate key messages		

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	6.1 Reinforce census messages about data confidentiality and that personal census data will not be shared with the local authority, such as for council tax	Ongoing	
	6.2 Through council magazines, newsletters, website and other local publications		
<i>Promoting the census in your area</i>			
7	Engage with all local councils (e.g. district, county, town and parish) to help take forward a joined-up programme of census publicity activities	August 2010 onwards	Coordinate County/District communications as appropriate.
8	Support census publicity through local communication channels, such as; newsletters, papers, websites, libraries, council facilities and amenities	August 2010 onwards	Use communication materials available on ONS census stakeholder website and in LA communications toolkit.
	8.1 Register on the IDeA website for the community of practice: 2011 Census LA Communications Teams	January 2010 onwards	
	8.2 Place a link to www.census.gov.uk on your website	January 2010 onwards	
	8.3 Assist in phase: Educating the public eg brief community leaders, develop community plans	From March 2010	
	8.4 Assist in phase: enlisting field staff eg using LA communication vehicles, advice on accessing community groups	From March 2010 (in phases)	
	8.5 Assist in phase: engaging the public eg help inform residents of importance of taking part & encourage completion of census questionnaire	From January 2011	National campaign launches February 2011
9	Advise ONS and area managers on the timescales involved in placing and running local campaigns and which local communication channels and approaches (tailored messages) work best for local communities and population groups such as young people and students	Ongoing	Establish copy deadline dates for any central LA publications

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10	Provide ONS with details of a local authority communication/media team contact and details of any local authority spokespeople to support census communication activities	January 2010 onwards	One off requirement. Likely to be Councillors, so need to engage with early.
11	Redirect enquiries to your call centres to ONS’s Census Helpline (contact centre) or web self help online support	From February 2011	All staff. www.census.gov.uk List of FAQs contained in LA communications toolkit. Public enquiries likely to increase as publicity increases and as census forms delivered.
<i>Recruiting local census field staff</i>			
12	<p>12.1 Provide lists of local intermediary community organisations that may be useful for publicising messages about census recruitment. Useful types of organisations include:</p> <ul style="list-style-type: none"> • Ethnic minority groups • Faith groups - churches, synagogues, temples and so on • Employment and training services • Parent groups, including childcare providers • Voluntary and charitable groups • Business groups • Housing associations • Parish and town councils 	March 2010 if possible	Lists would ideally include full contact details. Capita have provided a template for this information on the CLM/ACLM community of practice
	12.2 In circumstances where local authorities may not wish to divulge the details of their community contacts, you are asked to consider whether the authority may wish to contact these organisations to promote census publicity and recruitment directly. If you do, please let Capita know which groups have been contacted	In phases – particularly from March 2010	

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13	Use the online information recruitment pack provided by Capita to publicise messages about census recruitment to local community groups and similar organisations	In phases – particularly from March 2010	Use Capita recruitment pack. See also LA communications toolkit containing key messages that feed into recruitment materials. Local strategic partners, through a range of direct channels including: Newsletters; Emails; Local authority buildings, such as libraries, leisure facilities; Community centres; Council website; community publications, such as council magazine or community flyers; Posters in public offices; Meetings with community groups; Council open days
14	Use the Capita online recruitment information to publicise census recruitment and opportunities to present and past local authority employees.	In phases – particularly from March 2010	Ideal candidates include electoral canvassers, regulatory staff (for compliance role) and people with previous census experience. In previous censuses, local authorities have advertised the roles in several ways, such as: Online: local authority website and intranet; Local authority magazine (internal/external) Information on payslips; posters on notice boards in local authority premises and other buildings they own or manage; Internal emails; Staff bulletins
15	Encourage the involvement of local authority staff, for example, by allowing greater flexibility within their local authority contract, secondment opportunities or providing unpaid/paid special leave to allow them to undertake census work	From Jan/Feb 2010	

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16	Provide Capita and area managers with details of local media that can help to promote and publicise census recruitment, such as newspapers, community bulletins and radio stations	March 2010 onwards	
<i>Supporting local census field operations</i>			
17	Where possible, provide office accommodation where census managers can train field staff and hold meetings	January-June 2011	<p>Census managers will be home based, however they will need to hold regular team meetings at a convenient location for field staff, and also store supplies for distribution at those meetings.</p> <p>Census managers will liaise with the LA as to the timing and frequency of their meetings and include the details in the census local partnership plans.</p> <p>For discussion between LA and Area Manager</p>
	17.1 Meeting rooms should accommodate 15 - 20 people, meetings may be held weekly for approx 1-2 hours during census operations, monthly for non-compliance.		
	17.2 For team meetings the room should be an enclosed, private area Where a census manager covers more than one LA they may not need to use facilities in all Las.	24 January -June 2011	
18	Where possible, provide (if requested by the CCS team) meeting rooms for training venues	24 January – June 2011	Room for approx 16 staff on weekly basis for 1 to 1.5 hour meetings
	18.1. 3 training sessions - a room for 16 – 25 people, from		

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	8am – 6pm		
	18.2 With Internet access		
	18.3 A room for CCS managers to carry out 2 team meetings and a debrief session (9am – 2pm)		
	18.4 A room for CCS team managers to meet with field staff 3 times per week (9am – 2pm)		
19	Provide secure storage space for local supplies of materials and equipment.	24 January – June 2011	Storing blank census questionnaires, equipment etc – approx space needed equates to 30-100 paper boxes.
	19.1 Secure storage space, with access control, should be accessed only by census managers		
	19.2 Wherever possible we would hope facilities might be free of charge. If that is not possible, rates and room bookings should be agreed in advance.		
20	Where possible, provide census staff with car parking facilities and passes	24 January – June 2011	
<i>Providing data for quality assurance</i>			

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21	The Census QA Team are currently engaging with local authorities to develop the best possible understanding of each authority's population ahead of the Census, local councils are invited to provide:		The authorities listed are currently working with the Census QA team to pilot the QA study approach. An evaluation of the pilot will take place in March 2010, with plans to select and engage with a wider group of 40 local authorities in April 2010. <u>10 pilot local authorities</u> Camden Cambridge City Ceredigion Hackney Kensington & Chelsea Manchester Newcastle Upon Tyne Nottingham Oxford Westminster
	21.1 Survey/administrative data sources that they might use to quality assure census estimates for ONS to consider as comparator data sources for the census	September 2010	
	21.2 Feedback on local issues, concerns, expectations and observations about issues that might impact population estimates for their areas	June 2010	
	21.3 Local feedback on significant issues that might impact on census quality	September 2010	
	21.4 Provide any updated and additional administrative data to help quality assure census estimates	March 2011	

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<i>Managing and agreeing a Census Local Partnership Plan</i>			
22	Identify the key personnel across the council (and other councils, eg county council) who should contribute to the development and delivery of the plan	August 2010	
23	Identify what activity you will carry out to work with and support area managers (using the seven partnership strands) and record these in the Census Local Partnership Plan (CLPP) with appropriate milestones	August 2010	
24	Agree the CLPP and disseminate it to relevant people within and outside the council	Mid-September 2010	CLPP guidance and a template to record agreed actions will be available for LAs and area managers from June 2010.
25	Monitor and report on progress to deliver the CLPP. Carry out reviews and implement changes as required.	September 2010 onwards	
26	Determine the communication arrangements between area managers and the authority (eg frequency of meetings/progress reports, methods of communication, named persons, etc) and record in CLPP.	August 2010	