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Coverage
England and Wales

Theme
2011 Census

Linstock Communications awarded 2011 Census Diversity PR contract

Specialist agency Linstock Communications has been awarded a contract to work on the 2011 Census.

Linstock will design and implement diverse communication activities to promote the 2011 Census and census rehearsal to black and ethnic minority groups in England and Wales.

The agency's work will form part of a nation-wide targeted PR campaign to raise awareness about the 2011 Census and encourage people to complete and return their census questionnaires on Census Day on 27 March 2011.

Linstock was awarded the three year contract by the Office for National Statistics (ONS) after a six way pitch that was managed by the Central Office of Information (COI).

One of the core objectives of the census is to provide accurate population statistics for small areas and small population groups. These underpin the funding that local authorities are allocated from central government and so it's important that all communities get involved to ensure a fairer society.

Jon Bennett, Director at Linstock Communications, said: "We are proud to be working with the ONS on such an important campaign. The Linstock team is very experienced in communicating with the UK's diverse communities and this was a key factor in our appointment.

"The census is the single most valuable source of data for shaping public services. If people aren't counted properly then future services won't meet their needs.

Issued by
Office for National Statistics
Cardiff Road
Newport
NP10 8XG

Contact
Alex Barfield
2011 Census Media Relations
01329 447 859
Media Office
0845 6041858
Media Office on-call
07867 906553

Email
alex.barfield@ons.gsi.gov.uk

www.statistics.gov.uk

2011 Census Head of Marketing Oliver Doerle said: “The Linstock team’s particular expertise and experience speaking to diverse communities in England and Wales will be a great asset to our campaign.

“We are very pleased to have them on board.”

BACKGROUND NOTES

1. A census is a survey of all people and households in the country. It provides essential information from national to neighbourhood level for government, business, and the community.
2. The 2011 Census will take place on 27 March 2011. The census occurs every 10 years and involves everyone in England and Wales filling in a questionnaire about themselves and where they live.
3. The ONS is responsible for gathering and interpreting all the data from the census and turning it into helpful information, as well as using it to estimate the number of people and households in each area across England and Wales.
4. The census is confidential and safeguarded by law.
5. **National Statistics** are produced to high professional standards set out in the Code of Practice for official statistics. They undergo regular quality assurance reviews to ensure that they meet customer needs. They are produced free from any political interference. © Crown copyright 2009

ABOUT LINSTOCK COMMUNICATIONS

Linstock Communications is a public relations and public affairs consultancy. The company helps clients make compelling arguments that change minds and alter behaviour. Practice areas include financial services, regeneration and economic development, education, the third sector, and communication with harder to reach groups including Black Asian and Minority Ethnic Communities and older people.