



Advisory Group paper – CAGW (06) 02

## COMMUNITY LIAISON PROGRAMME UPDATE

### Introduction

1. This paper outlines progress on the Community Liaison Action Plan.

### Action requested of Census Advisory Groups

2. **Members are invited to note this progress update. Feedback is welcomed at the meeting.**

### Summary

3. **The advisory and steering role that community organisations have contributed to continues to be valuable and one-to-one meetings between ONS/community organisations mutually very useful.** We would like to take this opportunity to express our thanks for this help. However, there have been wide variations in timeliness and provision of information requested by ONS.

4. Since community organisations are limited in their capacity to provide the amount of information initially envisaged (although they are providing a helpful advisory role), we need to clarify where it is feasible and practicable to adopt particular elements of the plan for the 2007 Census Test for future evaluation. Overall, progress and written response to the actions requested of community organisations contained in the Community Liaison Action Plan has been, with one or two exceptions, of limited practical assistance in informing the enumeration intelligence.

5. Some operational issues have been identified and either addressed or noted for consideration during 2007 Test evaluation process after which, the plan will be revised for the Rehearsal and again (if necessary) for the 2011 Census.

### Background

6. Ron May, Local Authority and Community Liaison Manager, took up post full-time on 2 May, visiting a number of community organisations over the summer. Some 31, mainly national community organisations, have been directly contacted, 19 of which have been met with and two Strategic Community Partnership meetings held with two of the 2007 Test Local Authorities (list of communities at Annex A). Meetings were limited over the summer period partly due to leave absences (on both sides) and the operational need to spend the majority of available time on Local Authority Liaison during its most intense work period.

7. ONS are fully committed to working in partnership with minority and special interest groups in order to encourage their co-operation and participation in the 2011 Census.

Following on from the Special Populations Advisory Group (now Diversity Advisory Group - DiAG) meeting on 4 May and subsequent bilateral meetings with a number of key community stakeholders, the draft action plan and timetable for taking forward the 2011 Census Community Liaison Programme was presented to all Census Advisory Groups (May 2006). Comments received by 27 May were considered, the draft action plan revised and presented to the 2011 Census Operations Delivery Board (ODB) in July 2006. Long-term resources will be addressed to take forward Community Liaison work. ODB stressed the importance of maintaining relationships with groups up to and as far as, the 2011 Census, and that relevant information is passed back to these groups and they are kept informed of results.

8. The Board's attention was drawn to the issue of Race Impact Assessment (RIA) and it is proposed to bring in a consultant to lead in this work. RIA could impact on both field staff recruitment and questionnaire content.

9. ODB decided the Action Plan required further quality assurance within ONS and it was circulated in October for formal QA to key representatives of ONS, including Methodology, HR and the Diversity Officer (HR Policy), Social and Health Analysis & Reporting, Census Questionnaire Design and Content, Census Quality Management, Communications Division and Census Data Collection.

10. Responses are due by 12 December, after which an amended plan will be resubmitted to ODB and circulated to the Diversity Advisory Group (DiAG) and the Census Advisory Group for Wales (CAGW) for information. Further revision will follow from the 2007 Test evaluation.

11. For operational reasons, responsibility for the LA and Community Liaison was transferred from Communication and Census Legislation Branch Programme to Data Collection Branch within ONS on 18 September.

## **Progress Report**

### **Progress against Community Liaison Action Plan**

12. See **Annex B** for a table of progress against the **Community Liaison Action Plan**, **Annex C** sets out actions due at 1 June.

### **Publicity**

13. Due to the design of the Test areas, it is going to be difficult to communicate the participation messages other than by a direct leafleting approach without risking too much spread outside of the selected Enumeration Districts. However, with limited options for publicity, there is a risk the very people the Test is trying to target, within the hard to count groups, will not be sufficiently informed or encouraged to participate.

14. Publicity material will be produced wherever possible within the RNIB guidelines regarding font size and colour. The recommended minimum font size is 12pt which will be used for the Information Leaflet as space is limited. Other material will be produced in 14pt font where space permits.

15. Materials will be available in Braille and large print on request to the Contact Centre. Welsh Language or bilingual versions of the materials will be printed for use within Carmarthenshire. The Information Leaflet will list the ten languages for which assistance will be available. The Test Questions (without tick-boxes) and Information Leaflet will be published together in the form of a Translation Leaflet in the ten selected languages. This leaflet will be used as a guide for completing the English version of the questionnaire. The ten languages currently being considered are:

Albanian  
Arabic  
Bengali/Sylheti  
Cantonese  
French  
Polish  
Portuguese  
Punjabi  
Somali  
Urdu

16. Press releases will be targeted at local media outlets (radio and newspapers) within the local authority areas to inform people of the various stages within the Test programme and to act as a reminder of the importance of a Census.

17. Communication with community organisations will ensure they are kept informed of releases of publicity materials and the timetable of events.

18. A basic set of Frequently Asked Questions will be held on Census web pages with further information available via the Contact Centre. Fact sheets will be available in English and Welsh.

### **Address Intelligence**

19. Early analysis of the pre-Test areas addresses has indicated that 9,000 new household addresses have been identified, the greatest number being in Camden (6,000), most of these being subdivisions (flats and bed sits) within existing known addresses but new addresses were found in all areas. The exercise has also yielded a number of operational findings. Estimates about how long the check would take in rural areas were too short and in Carmarthenshire the exercise was more resource intensive than anticipated.

### **Health and Safety information**

20. LAs were concerned about sensitivities around local problem areas. Community safety teams and Police authorities have given verbal briefings to field staff on local areas.

### **Taking forward the programme and emerging issues**

21. ONS will consider whether DiAG might be better served, divided into two groups with very broadly similar interests covering i) disability groups and the elderly and ii) ethnic minority, religious and other groups. One obvious drawback would be for organisations that

straddle both group types (i.e. Commission for Equality and Human Rights – CEHR from autumn 2007) but on the positive side, it may help for more focused and relevant discussion.

22. ONS will consider re-focusing the Community Liaison Action Plan and relationship with communities to be primarily on the advisory role, where it has so far been of most practical benefit. In particular one-to-one meetings between ONS/community organisations have proved to be mutually very useful indeed.

23. ONS will continue to develop the use of local community networks, wherever they exist for practical assistance, to help ensure fullest possible coverage of previously under-represented population groups.

24. ONS need to continue to firmly establish from communities what they want to get from the Census generally and, more specifically, from the Test. ONS aims to demonstrate what we are doing to meet community organisations' requests, to reassure their concerns/issues are taken seriously, that they are being properly considered/addressed and to determine how communities can best help.

25. ONS will consider whether some area profile or address data might be better derived from national sources, partly for consistency and ease of collection. Formats for data interchange between ONS/community organisations to be standardised, wherever possible.

26. ONS will take fully into account the general duty to promote equality of opportunity between disabled persons and other persons; and the need to take steps to take account of disabled person's disabilities, even where that involves treating disabled persons more favourably than other persons.

27. Finally, ONS will prioritise key national and local communities to identify the needs to be addressed to further develop strategies to:

- facilitate enumeration and ensure fullest possible coverage;
- help to publicise the Census and underline its use and value;
- provide help and guidance to local community groups;
- provide assistance with the provision of language and disability strategies, and in particular, the provision of language translation and interpreting materials and facilities;
- help provide a source of potential field staff; and
- provide intelligence, guidance and support to field staff locally

## **Key dates**

**28. May 2008:** Final Community Liaison strategy presented to DiAG and CAGW.

**June 2008-March 2009:** Local community contacts established in Rehearsal areas.

**October 2008:** White Paper sets out Government's proposals for the 2011 Census including plans for local and community liaison.

## **Evaluation following the 2007 Test**

29. Some of the questions and issues that will be addressed evaluating the 2007 Test include:

How many national community organisations were contacted?

How many community organisations had local networks in the test areas?

Which organisations provided practical help to community members?

What percentage of field staff were of non-white ethnic group?

Did ONS identify those languages prevalent in the test areas?

How many census forms were requested in:

(a) Braille?

(b) large print format?

(c) in foreign languages?

Was the data helpful to Field or of little value?

How much better than from central sources?

How much effort to provide data?

Standard approach

Is there a standard way to get data?

What are we going to ask community organisations to provide for 2011?

Streamline process

Best format for supply?

Capture lessons learnt

Evaluate different sources of data

How can community liaison be improved?

How effective were the National community organisations?

How well did we engage the local community and gain co-operation?

Ensure fitness for purpose, challenge assumptions

Effective prioritisation, better at stopping things to make room for doing more

What elements of Action Plan have worked?

Identify faults with plan

Is it the sort of information we need and collected in right way?

Amount of effort required to bring data in

Evaluate process

Scalability, added value

Timeliness of data

**Ron May**

**2011 Census Community and Local Authority Liaison**

**ONS**

**October 2006**

**Community Liaison Organisations**

Action for Blind People  
Age Concern  
Big Issue  
Board of Deputies of British Jews  
British Dyslexia Association  
British Institute of Learning Disabilities  
British Ravidassia Society  
British Sikh Federation  
Carers UK  
Carmarthen Chamber of Commerce  
Carmarthenshire Association of Voluntary Organisations  
Citizens Advice Bureau  
Commission for Racial Equality  
Communities First (Wales)  
Disability Rights Commission  
DWP Language Unit  
Ethnic Researchers Network  
Federation of Irish Societies  
Federation of Poles in Great Britain  
Foundation for Assistive Technology  
Gypsy Council for Education, Welfare and Civil Rights  
Help the Aged  
Henshaws Society for Blind People  
Hindu Forum for Britain  
Home Office Racial Equality Unit  
Homeless Link  
Human Rights for Race Equality  
Interfaith Network for the UK  
Joint Council for the Welfare of Immigrants  
Liberty  
LinkAge  
Lord Lieutenant's Association  
Making the Connections (Wales Assembly Government)  
MENCAP  
MENCAP Wales  
Mind  
Minority Press  
Muslim Council of Britain  
Muslim Council of Wales  
Nat Association of Councils of Voluntary Organisations  
National Association of British Arabs  
National Association of Local Councils  
National Centre for Languages  
National Federation of the Blind  
National Literacy Trust  
National Talking Newspapers and Magazines  
NHS Direct

Nystagmus Network  
Pia - Accessible publishing solutions including Welsh translations  
POSK Polish Social & Cultural Association Ltd  
QAC Queen Alexandra College  
Refugee Council  
Refugee Council Wales  
RNIB  
RNID  
Royal National College for the Blind  
SCOPE  
Shelter/Shelter Cymru  
St Mungo's London Homeless Charity  
St Vincent's School for Blind and Partially Sighted Children  
Stonewall  
The 1990 Trust  
The Ligali Organisation  
Welsh Language Board  
Welsh National Centre for Religious Education

## ANNEX B

### COMMUNITY LIAISON ACTION PLAN: TIMETABLE FOR FUTURE ACTION AND EVENTS

When	What	Who	Update/comments
<b>2006</b>			
Throughout year		ONS	Strategy approved at ODB on 25/10/2006
April		ONS ONS	ONS requested data from LAs on 16/5 on-going Approved at ODB on 13/7/06
April-June		ONS	ONS System Design producing aggregate address counts. This should allow us to isolate areas where there may be a problem with address coverage.
3 May		SPAG (now DiAG)/CAGW	Presented at May round of Advisory groups, revision period closed end May
May		ONS	Completed - announced on 23 May: <a href="http://www.statistics.gov.uk/census2001/about/census/census2011/2007_test.asp">http://www.statistics.gov.uk/census2001/about/census/census2011/2007_test.asp</a>
May-June		ONS/Community organisations  Community organisations  LAs	Being addressed corporately.  Overall, very little data provision received in ONS.  Data from 3 LAs received to date.
June		Community	

When	What	Who	Update/comments
June-July		<p>organisations ONS</p> <p>ONS Board</p> <p>Community organisations</p> <p>ONS/ Community organisations</p>	<p>Data from 3 LAs circulated for QA. Completed: <a href="http://www.hays.com/jobs/ons/ops.html">http://www.hays.com/jobs/ons/ops.html</a></p> <p>Para 9 refers.</p> <p>Para 15 refers.</p> <p>Some useful offers, on-going with individual community orgs.</p>
June-Sept		<p>ONS</p> <p>ONS/ Community organisations</p> <p>ONS</p>	<p>Advice continues to be received.</p> <p>On-going.</p> <p>Some useful contacts given at meetings with individual community orgs.</p>
June-Dec		<p>ONS/local organisations</p>	<p>Limited resource available to do this on any significant scale.</p>
August		<p>ONS</p>	<p>Profile format decided, LA data nearing completion. Profiles due around Dec.</p>
Summer-Autumn		<p>ONS</p> <p>LAs</p>	<p>Address checking complete. <a href="http://www.hays.com/jobs/ons/">http://www.hays.com/jobs/ons/</a></p> <p>Ron May spoke to BaNES Strategic partnership meeting on 12 July. Stoke-on-Trent 5 September.</p>
September		<p>ONS</p>	<p>Published 31/10/06</p>
Sept-January 2006		<p>Community organisations</p>	<p>So far, little received in ONS.</p>

**Emailed to Community organisations 1/6/06**

**Actions from Community Liaison Action Plan - next steps**

The period for comments on the 2011 Census Community Liaison Draft Action Plan closed on 27<sup>th</sup> May. May I take this opportunity to thank those who have responded, in the next few weeks I will be issuing a revised version of the Action Plan.

There are a number of actions timetabled for May to Dec 2006.

I would be grateful for information, limited to the five 2007 Test Areas (Bath and North East Somerset, Camden, Carmarthenshire, Liverpool, and Stoke-on-Trent), by end June if possible on:

- lists of local community contacts; and
- locally-held available data sources; and
- local communication channels to serve as publicity outlets.

As well as contact name it would be helpful to have the full postal address, telephone, email and web address.

**Feed back on provision of data and information**

It would be useful to know how difficult it was for you to provide this data and the level of resources required to do this. This is to try and ensure that any requests made for the 2011 Census are realistic in terms of benefits to ONS with reference to burden to the individual Community organisations providing it.

If you could fill in the feedback form attached (*below*) to the covering email, it would be very useful, please note that we are not expecting any long answers.

**(Note- further request with attachments, sent 25/7/06 asking for help identifying main languages and reminding of outstanding actions due for completion)**

Community Organisation .....

Contact details: Name .....

Email address .....

Phone number .....

Information item	Can provide data			Cannot provide data	Would be happy to provide if required for 2011	Additional Comments
	Where data sourced from within organisation	Manual collection required	Resource required			
<i>Expected level of answer</i>	<i>Data source</i>	<i>None A little Lots e.g., person required to collate information for different sources</i>	<i>Low Medium High  Or  In terms of man hours</i>	<i>Not applicable Not available No resources Systems not set up to provide simply</i>	<i>Yes No</i>	<i>Feel free to add any other comments you may have about providing this information</i>
<b>lists of local community contacts</b>						
<b>locally-held available data sources</b>						
<b>local publicity outlets</b>						