



Advisory Group paper – CAGW (06) 03

LOCAL AUTHORITY LIAISON PROGRAMME UPDATE

Introduction

1. This paper outlines progress on the Local Authority (LA) Liaison Action Plan.

Action requested of Census Advisory Groups

2. Members are invited to note this progress update; feedback is welcome at the meeting.

Summary

3. Although there have been some variations in timeliness of information provision between the five 2007 Test LAs, progress against the LA Liaison Action Plan has been generally very good.

4. The LA teams and, in particular, the Assistant Census Liaison Managers (ACLMS) are committed and working hard to collect and provide area profile data.

5. Overall and in practice, actions requested of LAs have proven to be realistic and of practicable benefit both for LAs and ONS.

6. 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

7. Following comments received from the LA Workshop in March and Advisory Group meetings in May, the LA Action Plan was revised and then approved by the 2011 Census Operations Delivery Board in July 2006.

8. Ron May, Local Authority and Community Liaison Manager, took up the post full-time on 2 May, and over the summer work period visited each LA (Census Liaison Managers and ACLMS) with regular contact being maintained. For operational reasons, responsibility for LA and Community Liaison was transferred from Communication and Census Legislation Branch (Ian White) to Data Collection Branch (Penny Mayson) on 18 September.

9. The ONS **LA Liaison Steering Group** met on 3 August and considered:

- Action Plan progress reports
- Selected Enumeration Districts
- Area profile template for Census Area Manager(s)
- Field Staff appointment Timetable Paper LALSG(06)05
- Mini Workshop 29 September 2006 Paper LALSG(06)06
- Service Level Agreement ONS/LA Partnership Paper LALSG(06)08
- Stakeholder Management
 - SOLACE Census Sub Group
 - Association of London Government's (now London Councils) Census Working Group
 - Discussions with Sir Howard Bernstein and others

10. Papers can be provided on request.

11. Endorsement was given to the generic Service Level Agreement and the proposal for a working level ONS/LA workshop at the end of September.

12. The ACLMs from the 5 Test LAs attended an **ONS/LA mini workshop** in London on 29 September along with 9 ONS managers, covering data collection, data capture, methodology, publicity and LA liaison.

13. As well as an update on Test developments and a media/publicity presentation, the meeting provided an opportunity for a mid-term assessment to hear from LAs at a working level and to exchange views and share experience, particularly to report on progress, what the issues/problems have been and lessons learnt, to seek best practice solutions from the group, and to discuss evaluation. Communal Establishments will not be included in the Test. Ten languages will be supported in the Test areas.

14. The workshop covered:

- Update on Test developments
- Collection and supply of Area Profile data
- Address Intelligence
- Clarify role of Area/Team Managers, including how Field Managers relate to ACLMs
- Recruitment process and timing

- Press and Publicity
- Sharing of Council Tax data
- Evaluation process and key questions
- Early June 2007 Evaluation meeting

Progress Report

Progress against LA Action Plan

15. See **Annex A**, for a table of progress against the LA Action Plan and one showing progress on area profile data collection by LA.

Mini-Workshop LA feedback

16. **Carmarthenshire** reported that Council Tax (CT) data was difficult to obtain. Community networks are being established. Welsh Assembly Government will provide a translation service. Some departments within the LA were very forthcoming, others more reticent. The Census Liaison Manager (CLM) had to intervene to request data from the Council Tax department. Planning provided lists of new build and proposed new build (20 plus units); this took them some time to disseminate. Prior to advertising the address checking jobs; all details had to be posted bi-lingual, which caused a delay. Some people who asked about address checking jobs were put off by the hours, even part timers found the times too restrictive. However, some of those expressed an interest in being enumerators. Hays have made personal contact and a good working relationship has been established with them. The geography of Carmarthenshire also has its problems, areas can be very rural. Contact has been made with the community network officers to attend local forum meetings.

17. **Camden** had no problems obtaining CT, NLPG and electoral data. Not all Houses in Multiple Occupation (HMO) are licensed by DCLG yet. Definition of HMO is to be decided. The ACLM met with one of the address checkers within Camden. Data gathering has gone well, with some problems to overcome internally to LAs of using differing formats. ONS quality assuring address data and giving helpful feedback. Test EDs provided as a GIS layer to LAs identified as a useful tool. Re-conversions of flats being turned back into family housing noted. Second homes are more of an issue. Usual residence is difficult to determine with some households

18. **Liverpool** has experienced some difficulty gathering information from neighbourhood areas. A lot of ACLM time has been spent on Communal Establishments (CEs) and publicity. ACLM felt it would have been better to have met with address checkers sooner.

19. Following legal advice in respect of Data Protection, **Bath & North-East Somerset** has risk-assessed each data set before release to ONS.

20. **Stoke-on-Trent** reported problems with flats and gated communities. ALCM had difficulty getting information from developers about long term planning for site demolition. ALCM communicated with Hays about address checking jobs, electoral staff were not employed. Quality of Field Force recruited through Hays sometimes questionable. Senior management changes within council; David Neil is the new Census Liaison Manager (CLM) for Stoke.

Service Level Agreement (SLA)

21. The SLA underpins and details the ONS/LA partnership agreement and work schedule. Following endorsement of the generic SLA by the LA Steering Group, tailored copies were produced for each LA. Several LA Legal Advisors wanted to establish reciprocal rights and responsibilities over some sections of the standard terms and conditions. ONS Procurement was able to be flexible over the key issues and agreement was reached.

22. The SLA covers the Specification of Requirement, pricing schedule, contact points and extracts from ONS Standard Terms and Conditions, including, Data Protection Act, confidentiality, Intellectual Property Rights (IPR), Agreement Holders status & sub-contracting and the 2011 Census Local Authority Liaison Action Plan (as an Annex).

23. As of mid October, two LAs had signed their SLAs and submitted invoices for payment of the 2006-07 tranche of £4,000, for meeting the criteria for the first trigger point (provision of Communal Establishment data). Two further LAs have agreed in principle to sign and the fifth is continuing to seek legal advice, particularly around Data Protection concerns.

Address Intelligence

24. A significant number of new household addresses have been found, the greatest number in Camden, most of these being subdivisions (flats and bed sits) within existing known addresses. However in all areas new addresses have been identified. The exercise has yielded a number of operational findings. Estimates about how long it would take in rural areas were too short; the exercise has been more resource intensive than anticipated in Carmarthenshire. Comparability between address products is being investigated since there are differences in counts between OS and NLPG.

Health and Safety information

25. 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

- Whilst the programme has so far worked very well with a limited number of LAs, ONS will need to decide whether it could handle and effectively put to use the quantity of data arising from all LAs.
- ONS will consider a rolling programme of inducting LAs to Census Liaison, bearing in mind the long lead times. Suggestion has been made that all LAs within England and Wales get used to compiling information, including address information, for area profiles in preparation for 2011 Census.
- It is proposed to strengthen the ONS/LA partnership where it can be of mutual and practical benefit, such as recruiting Area Managers from LA staff on secondment, the role of Area Managers and their relationship to LAs being of fundamental importance to the process. The numbers of Area/Team Managers for the 2007 Test are to be decided; ONS are considering options for filling the posts.
- Would some area profile or address data be better derived from national sources, partly for consistency and ease of collection. Formats for data interchange within LAs and between LAs/ONS to be standardised.
- The 2007 Test does not involve two-tier Local Authorities, how can this best be addressed. Counties have a role to play with NHS and schools data.

26. An **Evaluation workshop** with LAs is to be held in June 2007. Some of the questions and issues that will be addressed in evaluating the Test include:

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 across LAs
Is there a standard way to get data?
What are we going to ask LAs to provide for 2011?
Streamline process
Best format for supply?
Capture lessons learnt
Evaluate different sources of data
Does our quality assurance of address lists with Local Authorities work?
Did the Local Authority partnerships work?
How can the partnership be improved?
How effective were the Census Liaison Managers?
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?
How did the recruitment process work?
How well have we worked with LAs?
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
LA Liaison
ONS
October 2006

PROGRESS

ANNEX A

When	What	Who	Update/Comments
2006			
27 March	FIRST WORKSHOP	ONS/LAs	Completed - 27 March 2006. LA (Mini) Workshop arranged for 29 September
April	Hard-to-count populations identified	ONS	See progress table by LA below (ONS requested data from LAs on 16 May)
April	Census Progress Board agrees Action Plan	ONS	Completed 13 July.
April-May	Legal framework for data sharing established	ONS/LAs	Legal advice being taken by ONS and LAs (see - separate paper to Advisory Groups).
April-June	Counts of addresses by type for each ED, re-aggregated at postcode level where there are significant differences	ONS	NLPG loaded which will allow us to produce the address counts for the selected EDs from both the NLPG and the OS product. These will be aggregate counts rather than individual addresses. This should allow us to isolate areas where there may be a problem with address coverage.
3 May	Census Advisory Group endorses Action Plan	CLIP Census SG	Completed - CLIP met 3 May
May	Test Area EDs decided	ONS	Completed - announced 23 May: http://www.statistics.gov.uk/census2001/./about/census/census2011/2007_test.asp
May	Locally-held available data sources and means of transfer identified and supply starts	CLMs/ ACLMs	See progress table by LA below (ONS requested data from LAs on 16 May)
May	Definition of household, multi-occupancy	ONS	There is currently not a cross-government harmonised definition of multi-occupied households. We have flagged this up with the harmonisation who will raise this at the next NS Harmonisation Group meeting. However, we suspect other departments will be happy to adopt the DCLG definition.
May-June	LAs identify local community contacts and forums and QA any ONS lists	CLMs/ ACLMs	ONS requested contacts and forums data from LAs on 31 May. See progress table by LA below.
May-June	Employment of LA staff by outsourced agencies as field staff agreed	CLMs	http://www.hays.com/jobs/ons/opps.html ONS informed CLMs of recruitment plans 23-26 June, subsequently contacted by Hays. ONS are not 'seconding' the LA staff & paying their LA salaries but giving them an opportunity to apply for the available jobs through Hays and they will be paid on the same basis as the other field staff.
May-June	Employment of LA staff by outsourced agencies as field staff agreed		The SOR issued to bidders on 10 Feb 2006 stated; 3.18 (M) The Authority is keen to appoint local authority staff who have knowledge of the Test areas. The Bidder must propose ways of achieving this, and resolving any related pay issues with their respective local authority employer. Hays know that we are particularly interested in recruiting LA staff because of their local knowledge.
1 June	SOLACE Census Working Group	ONS	Completed – Ian Cope & Ian White gave a presentation
June	Quarterly update of new	CLMs/	See progress table by LA below (ONS requested data

When	What	Who	Update/Comments
2006			
	buildings	ACLMs	from LAs on 16 May)
June	Lists of local community contacts QA'd	CLMs/ ACLMs	So far 3 LAs have supplied lists of local organisations for Community Liaison. These have been circulated to community organisations for quality assurance.
June	Identification of local community forums	CLMs/ ACLMs	See above
June	Recruitment and pay outsourced	ONS	Completed. Contract awarded to Hays. http://www.hays.com/jobs/ons/
June-Sep	LAs supply data to identify communal establishments	CLMs	See progress table by LA below
June-Sept	Local community contacts established	ONS	Contacts circulated within Data Collection Branch for sample selection.
June-Sep	Re-aggregations at postcode level where there are differences and LAs advised	ONS	On-going.
July	Intelligence provided to explain differences on addresses	CLMs/ ACLMs	See progress table by LA below
July	Area Profiles for Area Manager(s)	ONS	Template produced
July	LA Liaison Steering Group Meeting	LALSG	Complete; meeting held 3/8/06, next one 22/1/07.
August	Area Profiles for Team Managers	ONS	Timing to be decided – Dec 06/Jan 07
August	Main languages identified	ONS	10 proposed
August	Recruitment of Team Leaders and Address Checkers	ONS	Complete; Hays – see website - http://www.hays.com/jobs/ons/
Aug-Sep	Address Check Phase 1	Field Staff	To target
Summer-Autumn	Arrangements for Census Area Manager to speak to Local Strategic Partnerships	CLMs	Area manager and Deputy appointed late July. Ron May attended and spoke to BaNES Strategic partnership meeting on 12/7/06 and Stoke-on-Trent Community Partnership meeting 26/9/06.
September	Test questionnaire finalised	ONS	Published 31 October

Data	Camden	Liverpool	Stoke on Trent	Bath and NE Somerset	Carmarthenshire
Health and Safety information					
Are there any areas that we should be made aware of that we should warn staff about, for any reason? We would need to know the nature of the hazard, where these are whether this is relevant only at certain times of the day and if so when.	Received		Not readily available, able to provide contact for area/team manager to discuss with police	contact provided	2 areas where liaison required, not in test areas
Language Information					
2.1 Which language translation services are most required in your LA.	Received	Received	Received	Received	Not significant Not applicable
2.2 Geographically where in your LAD do the people that use these services live.	Received	Maps received	Received	no breakdown	Not applicable
2.3 Areas where asylum seekers are housed	not available	not available	not available	not available	not available
Other area information					
3.1 Areas with lots of holiday/2 nd homes	Received	Not providing	Received	Map and data received	Map and data received on Community wards (CW) - lookup table provided
3.2. Areas with lots of houses with student exemptions.	Received	Not providing	Received	Map and data received	Map and data received on CW
3.3 Areas with lots of single person Council Tax reductions.	Received	Not providing	Received	Map and data received	Map and data received on CW
3.4 Areas with lots of households in multiple occupation (HMOs).			Received	Stated as in CE data	Received
3.5 Locations of gated communities/access issues.			Council blocks? high rise	None that they area aware of	Noted as not applicable
3.6 Areas with lots of B&Bs/hotels	Received	Received		Part of CE data	Received

3.7 <i>Hard to count areas.</i>					
3.8 <i>Areas of structural change.</i>	Received	Received	Received	Map and data received	Received
3.9 <i>Communal establishments.</i>	Received	Received	Received	Received	Received
3.10 <i>Vacant/Unoccupied accommodation</i>	Received	Not providing	Received	Map and data received	Map and data received on CW
3.11 <i>Traveller Communities</i>	Received				Received
Data from Electoral office					
4.1 Information on areas with low response to electoral registration	Received	polling district requested more information and look up table	Received	Map, data on pdf by register - lookup table received	Received
4.2 Large Households with 7 or more people in them.	Received		Received		Received