

## Stakeholder Management

### Introduction:

As is noted in the Highlight Report [AG(08)02], ONS recognises the critical importance of the involvement and engagement of Local Authorities (LAs) and their Local Strategic Partnership (LSP) members and relevant community groups, to help achieve the overall strategic aims and objectives of the 2011 Census. Their role will be critical to maximise overall response rates and minimise non-response in specific areas and among particular population sub-groups.

This paper sets out how the involvement and engagement of LAs/LSPs/community groups will be facilitated, how improved communications with LAs, at Chief Executive level, will be promoted, ONS' requests for assistance from LAs and CLIP members and how key stakeholder groups will be prioritised with LA assistance. It also provides brief details on the Census Rehearsal

### Action:

- For information purposes, CLIP members are asked to note the following report on stakeholder management.
- CLIP members are asked to note and support the plans to work jointly with LAs/LSPs (outlined in points 4 to 15 of this paper), in order to bring about a successful Census.

### Census Regional Champions

1) It is planned to use Census Regional Champions (CRCs) as an integral part of ONS' communications network and plans. The CRC network is based upon the Regional Returning Officers for each of the 9 English Local Government Regions and the Returning Officer for Wales.

Broadly, the role of the CRCs would be to use their expertise and networks to:-

- Create awareness of the 2011 Census amongst LAs and their strategic partners and community groups
- Assist ONS in creating effective partnership working with local authorities
- Effect introductions and facilitate meetings and the staging of events
- Generate a mutual understanding of what constitutes a successful Census
- Encourage the mutual benefits of working with Census to help engender LA management buy-in and engagement.
- Advise ONS on communications strategies and engagement plans with LAs
- Share best practice across regions and with other CRCs – providing expertise, advice and guidance to help resolve difficulties LAs may encounter.
- Assist ONS in communicating ONS' approach and methodology with LAs

2) To date, two meetings have taken place with the Electoral Leadership Forum. The members of the Forum - the potential CRCs – recognise that the appointment of the CRCs is

an excellent way to progress and also that the function of the CRCs should be an inherent part of the role of RROs for the next three to four years.

3) The next meeting with the potential CRCs is now likely to take place in mid May, by which time it is hoped that they will have been confirmed in their roles as the RROs and hence as the CRCs for their respective regions.

The communication with and from LAs via the CRCs will be in addition to the use of other LA related bodies such as SOLACE, LGA, WLGA and GLA.

As part of ONS's consultation and communications programme a number of regional Roadshows is currently planned for Autumn 2008.

### **Local Authority Support for Census**

4) To deliver a successful Census, ONS would appreciate assistance from LAs (and their LSPs). This assistance includes:

- the verification of address lists
- the appointment, by LAs, of Census Liaison Managers (CLMs) and Assistant Census Liaison Managers (ACLMs)
- LAs help with the identification of potential recruits for Census staff
- the provision of local Census related publicity
- the provision of information, accommodation and logistical support and
- the provision of community contacts.

5) Address Checking – Address Register Development paper [AG (08) 04]

6) CLMs & ACLMs – Following development and recommendation by the LA Liaison Steering Group (LALSG), the LAs involved in the 2007 Census Test appointed CLMs & ACLMs. The Test highlighted the importance of these appointments by LAs and, for Census, ONS would like LAs to have CLMs/ACLMs in post in April 2009, if possible. ONS asks for support from CLIP members to underline with LAs the importance of appointing CLMs and ACLMs and of having these in post for April 2009.

7) Recruitment - Knowledge of the area and the communities within it, are an important requirement for Census staff and the successful delivery of Census. ONS will ask LAs and their LSPs to identify suitable candidates for Census work. The first of these requests for potential candidates for Census work will be during 2009. The assistance of LAs and their LSPs will be sought in identifying potential candidates for roles in community liaison, enumeration and field operations.

8) Publicity - ONS would like the help of LAs and their LSPs in providing publicity and places to site publicity in support of the Census and Census activities, commencing in March 2010 with local publicity regarding Address Checking.

9) Accommodation and logistical support – Census staff including field staff and enumerators will need accommodation to work from and in which to store materials and any help or support that LAs are able to provide would be most useful. Currently, it is envisaged that accommodation for staff will be needed from February 2010. ONS would also be grateful for any support that LAs are also able to provide in terms of identifying and providing local Drop-in Centres

10) Information & Community contacts – as the best source of up to date knowledge about their area, LAs help in providing information on the local area would be invaluable, particularly in the identification and prioritisation of key stakeholder groups.

11) Given the scale of the operation, the diversity of the population and limited resource, it is necessary, at both a local and a national level, to prioritise stakeholder groups, in order to concentrate efforts on contacting those that are the hardest to reach.

13) There has been much anecdotal evidence, both at LA level and nationally, that since 2001 there have been significant additions, changes and concentrations in the number and type of ethnic groupings within local areas, often in Local Authority areas not previously identified as having large immigrant communities

14) At a national level, from internal figures and information supplied by LGA & WLGA, ONS is currently seeking to identify these new hard to count population sub-groups, their numbers and relative importance, so that their representative organisations can be prioritised and engaged with.

15) At LA level, ONS will ask LAs for information, i.e. the make up and number, of those groups that are significant to them, to identify and prioritise the relative importance of these groups to individual LAs and from this, any LAs with significant numbers of these hard to count population sub-groups within their local populations, can be identified.

LAs & their LSPs will also be asked for details of contacts within their local community groups.

This request for information will commence in November 2008.

### **Census Rehearsal**

16) The date of the Rehearsal has been confirmed as 11 October 2009 with the LAs involved being Newham, Ynys Môn – Isle of Anglesey and Lancaster. Positive responses to ONS' request to conduct the Rehearsal in their area and for LA assistance have been received back from all three LAs.

ONS LA/Community Liaison is holding first meetings with the LAs concerned on 17<sup>th</sup>, 18<sup>th</sup> and 24<sup>th</sup> April.