

Appendix B: The Seven Strands of Local Authority Census Activity

Strand	Purpose	Leading Local Delivery	Proposed support to local delivery	Census staff / organisation(s) leading delivery	Major local authority activities	Timescale	Comments
Developing an address register	95% of census forms will be posted out so an accurate address list is vital	ACLM / GMIS Unit	GMIS Unit	ONS / Intelligent Addressing	Check household address anomalies Provide household address change updates Check "final" household address list	Completed Jan 2010 - Jan 2011 Sep 2010	Dudley in a strong position from previous investment in GIS development
Developing enumeration intelligence	Data on the characteristics / location of different population groups will inform activities to reduce the variation in response rates	ACLM	CPR / GMIS Unit / Revenues / Directorate data providers	CAM	Compile enumeration intelligence Check communal establishments address list Supply enumeration intelligence to CAMs Provide enumeration intelligence updates	Feb-Aug 2010 June 2010 Aug 2010 Aug 2010 - Mar 2011	CPR has existing data exchange and skills to meet this requirement; data expected to include BME, elderly, second / vacant / temporary homes etc
Developing community liaison contacts	Identify and provide additional support and assistance to target population groups and boost response rates	ACLM	All Directorates / Marcomms / CPR / Dosti / DCP / DCVS	ONS / CAM / CA	Identify second languages spoken and sources of language assistance Agree and initiate a programme of community liaison in conjunction with CAM Engage with community groups to highlight the census and its importance	Apr-Aug 2010 Aug 2010 Aug 2010+	More clarity needed from ONS on how the national top-down approach to this strand sits against local bottom-up approach
Promoting the census	Support the sharing of national campaign messages at a local level to highlight the importance of the census and explain how and why people should take part	ACLM / Marcomms	All Directorates / Marcomms / Dosti / DCP / DCVS / Partner Agencies	ONS / CAM	Develop community promotion plan and agree in conjunction with CAM Present census activities to partner organisations comms departments Identify local organisations who may be willing to include census text in their publications Prepare local news releases for spring Intensive promotion period - support national advertising campaign through local vehicles / PR / media	Jun - Aug 2010 Sept 2010 Oct 2010 Dec 2010 Jan - Apr 2010	ONS released a "Communications Toolkit" at the end of January which is providing direction; ONS will provide electronic versions of marketing materials; Local campaign will aim to find the most effective but least cost approach, but tie in to national campaign is crucial

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Recruiting local census field staff	Help publicise recruitment for census roles to people in local authority and local community groups, who can utilise local area / community knowledge in delivering census activities	ACLM	Marcomms / HR / Partner Agencies	Capita / ONS	<p>Compile list of community groups who might support volume recruitment and forward to Capita</p> <p>Establish how to best utilise existing mechanisms to publicise census posts</p> <p>Carry out publicity of CAM / CA census posts</p> <p>Carry out publicity of census volume recruitment posts</p>	<p>Completed</p> <p>Mar - Jul 2010</p> <p>Mar - Jun 2010</p> <p>Sep 2010 – Jan 2011</p>	Census staff roles are outlined in Appendix A; Local authority sourced field staff have proved excellent in previous censuses; a specialist national website has been set up to handle the recruitment process
Supporting local census field operations	Provide office accommodation for census staff meetings / training, and secure storage for census materials	ACLM	CPR / Directorate Resources	CAM	<p>Identify resources to support field operations</p> <p>Provide meeting / storage space to support field operations</p>	<p>Feb 2010+</p> <p>Feb - Jul 2011</p>	Ideally accommodation would be based near CPR; Information on meeting rooms holding 15+ has been collected
Providing data for quality assurance	Local authority data sources can be used to quality assure census estimates, and local intelligence can highlight issues that impact on census quality, both of which can be factored in to final census results	ACLM	CPR / GMIS Unit / Revenues / Electoral Services	ONS	<p>Feedback on mid-year population estimates</p> <p>Gather quality assurance data and provide to ONS</p>	<p>Mid-2010</p> <p>Jun-Sep 2010</p>	Working relationships and data exchange amongst local delivery agents is already established

KEY

ACLM = Assistant Census Liaison Manager

CPR = Corporate Policy and Research, Chief Executive's Directorate

ONS = Office for National Statistics

CAM = Census Area Manager (ONS employee – see Appendix A)

CA = Community Advisor (ONS employee – see Appendix A)