

Report title: **Census 2011 Update**

Report to: Overview and Scrutiny
From: Kevin Gordon
Date: 1st July 2010

Focus: Progress report on preparations for the Census 2011

1. Purpose

This paper provides an update on planned preparations for the Census in 2011 and progress to date.

2. Recommendations

- Members asked to note the contents of the report
- Members are asked to consider ways to further engage Overview and Scrutiny in the work for preparing for the Census.

3. Background

Preparations for the Census have started at both the local and national level. Initial calculations suggest that cumulatively the public services in Slough will receive approximately £22 million over ten years for every 1000 additional people that complete the Census. Given the substantial undercount of local population numbers, Slough as a whole could gain in excess of £150 million over the next 10 years.

The paper below provides both a short review of the work planned by the Office for National Statistics ONS and an outline of how this is to be driven locally in the council . The latter includes a summary of the estimated costs, the potential benefits, proposed governance arrangements, terms of reference for the project Board and details of the delivery teams.

4. Outline and Projected work plan

Summary of the project

The purpose of the project is to prepare Slough for the Census in 2011. The Census Rehearsal in October 2009 achieved a lower than normal response rate in Slough. The ONS have begun their work and require some support from us. This project brings this work together with additional activity to assist the ONS to increase the response rate in Slough.

There are 3 main strands of work – designing how we support and inform the delivery of the census, increasing engagement with the census and implementing that support when the census is being carried out.

Costs and Benefits

Benefits

We anticipate that Slough will receive about £22 million pounds over 10 years for every 1000 additional people that complete the census. Slough's current population is about 7000 more than official estimates meaning that there is the potential to gain over £150 million over the 10 year period.

Figures for revenue spending by Berkshire LSP public sector partners (excluding spending on schools) in 09/10 show that councils are responsible for 35% of spending, the PCT for 61%, the Police for 3% and the Fire Service 1%.

Based on the above figures, this means that the council could receive an additional £40million, the PCT an additional £72million, the Police an additional £3million and the Fire Service an additional £1million.

Costs

Total costs are estimated at just under **£250,000**.

Activity	Details	Estimated Cost
Census Project Manager	Until end July 2011	£60,000
Marketing and lobbying	Specific expertise to supplement expertise that we currently have is required to design an effective marketing campaign and provide advice about lobbying.	£5,000
	Estimate of activity based on scaling up previous campaigns	£90,000
Community Engagement	To host workshops and other confidence raising activities to build strong relationships with key communities	£20,000
Seconded to Census Area Manager	Secondment of a staff member into the role of Area Manager working directly for ONS. We have agreed this option with the ONS to allow Slough to benefit from an Area Manager who is familiar with the town and understands existing issues/challenges.	Top up to ONS salary of £28,000 if we seconded a post at grade 7 Policy officer equivalent £7,000
Supporting local people to be recruited as ONS local field staff	Advertising and recruitment campaign to help raise awareness of Census opportunities	£5,000
	For the Economic Development unit to	£5,000

	host positive action workshops to raise skills levels to enable local residents to access jobs	
Providing supplementary support	To supplement support being made available from the ONS – the local authority may wish to recruit into key roles. From the published list the roles of Address checker, census distributor, census collector and special enumerator would appear as critical for the success of the Census. Address Checker – £10,596 Census Distributor – £6,859 Census Collector – £6,859 Special Enumerator – £16,416	A number of variables exist here which will influence the final cost of providing supplementary support. However using median wage levels and a staff ratio linked size of the challenge the following costs are suggested Total – £40,730
Providing Local Intelligence	To use external experts to prepare a detailed dossier of local evidence of population levels. Indicative costs of commissioning a rewrite of the 2006 'There's No Accounting for Some People' report	£15,000

Governance arrangements

Project delivery is being managed through 3 supporting teams – communications and marketing, ensuring delivery and data collection.

The project itself has 3 main phases:

- Designing how we deliver the census:
- Working with community organisations to increase engagement; and
- Delivering the census effectively.

The project teams have responsibility for tasks within each phase of the project and streams of work will not always be clearly separated – for example, engagement activity will run through the communications and marketing work and the delivery strand of the project. It's essential that the communication and marketing stream designs a robust and tactical social marketing plan

Project Board

Terms of Reference

1. To provide a strategic steer for the planning and delivery of a successful Census for Slough.
2. To ensure that sufficient resources as allocated as appropriate.
3. To inform and oversee the design of all elements of the project paying particular attention to the level so engagement amongst local communities.

4. To ensure that appropriate lobbying activity is designed and implemented
5. To ensure that we are working collaboratively with ONS and outside agencies in the run up to Census.
6. To agree a coordinated future programme of work and responsibilities for the analysis and delivery of information from the 2011 Census.
7. To ensure that the census project is aligned to and supported by the work of their agency they represent.
8. To report progress to the LSP board and their own management teams

Membership

Membership of the Project Board is drawn from across the key public sector organisations in the town with a further representation from the voluntary sector. Board members are to be in a position to undertake strategic decisions and commit/deploy resources accordingly. They are also drawn from an appropriately senior level with sufficient accountability. The composition of the Board is still being developed but currently has/ is envisaged to have

- Project Sponsor – Ruth Bagley Chief Executive, Slough Borough Council
- Project Manager – to be appointed. The Project Manager will also be the Census Liaison Manager – the primary contact with the ONS.
- Deputy LPA Commander, Thames Valley Police – Kate Ford
- Assistant Director PCT – Vicki Wadd
- Area Manager, RBFRS – Gene Ashe
- Representative from Slough Council for Voluntary Services – Ramesh Kukar
- AD Transformational Change, Policy and Performance, Slough BC – Kevin Gordon

Project Teams

Communications and Marketing team - Role

This team will be responsible for drawing up and coordinating an **overarching** communications plan. The focus of this activity will be about getting the *message* of the Census out in the community as far and wide as possible. Particular focus will be given to ensuring messages reach the hard to engage communities. This team will also continue to ensure the lobbying campaign for Slough continues and that the argument for additional resources into Slough continues to be made with the new coalition Government.

Suggested Membership

Membership of this team comprises communications leads across the LSP. Additional input will be provided by the two community advisors, Slough's Census Project Manager and the Census Area Manager – once these posts have been recruited. Current communications activity is being led by the Corporate Communications Team at Slough BC.

External advice will be fed in to assist with the development of a marketing campaign and effective lobbying.

Ensuring delivery team

Whilst the Communications team manage the overall message – the most important aspect of our work in preparing for the Census is through the practical actions that all partners can take in assisting local people in completing the census. Some of this will be through the direct actions of the LSP partners whilst a significant proportion will be through utilising support networks in the Third sector.

The focus for the Ensuring Delivery team is on developing the **Community Mobilisation Plan** – practical, on the ground steps to deliver the census in 2011. Much of the activity here will centre on

- Organising and holding workshops with key communities
- Working with the Third Sector to facilitate Census completion open days, language support and other advice drop in centres –
- To organise door knocking initiatives to improve census completion rates
- To actively assist the ONS in the recruitment of local field staff through providing advice/guidance on completing application forms
- Working with the ONS to help develop and deliver the Partnership Plan.
- Develop/deliver training to front-line staff within the appropriate partner organisations to ensure staff have sufficient knowledge of the Census, its requirements and how to complete the Census.

In addition to this the Ensuring Delivery team will have routine liaison with frontline staff from across the main partnership organisations to ensure that all existing resources at the disposal of the partners including GP surgeries, community wardens, customer service staff, community and diversity officers etc are geared to providing appropriate advice/support over the next nine months.

It is imperative that such 'on the ground' work will be carried out and that contact is made, as soon as is possible, with the people that matter – local residents. It is also important that links are made with organisations such as

- CAB
- Voluntary Organisations – PWA, Indian Welfare Society, Polish Club
- Religious Centres – Polish Church, Kingsway, Slough Methodists, St Pauls Church, the two Sikh temples, the four mosques
- Schools, libraries, MyCouncil, GP Surgeries
- Local shops, cafes hairdressers

Membership

The Ensuring Delivery team is still to be developed however any members that do comprise the team will need to have detailed knowledge of local communities and networks that can be used to promote the census. They must be able to feed in local knowledge from across their organisation and currently work with local community leaders. This body of work will be led by

the Census Project Manager, will involve the close involvement of the ONS' Census Area Manager and will have active contributions from front line officers from across the Partnership.

Data collection team – Role

This team will focus on the provision of robust data and intelligence about who to count and how to do it. The key activities will be:

- Identify local hard to reach populations and groups.
- Develop information from Council service departments and other external sources.
- Quality assure and, if need be, challenge outputs from the Census.
- To consider relevant technical matters relating to the use of Census statistics, and to share technical expertise and knowledge.
- To consider ways in which local administrative datasets and other data sources may be combined with Census data to produce value-added statistical information for the Council both before and after the 2011 Census.

Members of this group need to have detailed knowledge of data availability, analysis skills and use creative methods to build and quantify local intelligence. Members will need to have strong networks within their organisations to ensure that all available data and intelligence is brought to the project. The council will be nominating an officer who can feed in information that we have about customer access and information, the Local Land and Property Gazetteer and about HMOs. The focus of the Data Collection team will primarily relate to producing the local intelligence dossier ready for submission in September/October. This dossier will act as a local reference point for both the Communications Team and the Delivery Team (to ensure activities are targeting the appropriate communities in the right places and using the correct formats) whilst also enabling the LSP to direct the efforts of the ONS and lobby for extra resources.

Progress to date

- Recruitment of a Project Manager 0 the advert for this post is out and due to close on the 24th. Interviews are scheduled for the first week of July. The post has been advertised widely including The Guardian, Jobs Go Public and LGJobs.com. To maximise the number of applications received the job is also being advertised as a secondment opportunity within the LSP.
- LSP Forum – 18th May 2010 – the LSP hosted the first major event in may attended by approximately 65 local people. With Peter Benton, Deputy Director for the Census for the Office of National Statistics, providing a presentation and with the ONS' head of stakeholder relations also present, the event gave an excellent opportunity for local people to get a first hand view of the national picture relating to the Census and ask any questions.
- Launch of marketing campaign – March 27th saw the launch of the marketing campaign in Slough. This was marked to coincide with the 12 month countdown for the Census.
- Community workshops – following from the LSP Forum event – one of the recommendations by delegates was to have workshops for the community. The first of these working with the Polish community is planned for early July and will be held after

Sunday Mass at the Polish church to maximise turnout. A second workshop for Asian women is planned for July 24th. Thereafter targeted work will cover the 'hard to engage' communities including young people, older people and key sections within the minority communities including Somali, other eastern European, Roma Gypsy and Traveller communities.

- Members Workshop – preparations underway to book a briefing session for members to update members on the work of the Census and hot to involve Members in the work.
- Steps have been taken to begin forming the three teams to deliver the work. The Project Board is in the process of being finalised. Composition of the data team will mainly comprise staff from the Council's Performance team with additional membership being drawn from the data teams at the PCT and partners. The Ensuring Delivery team will be established once the ONS have recruited into key roles including the community advisors and the Area Manager. At present work is being delivered by the Policy team at Slough BC.

Furthering Member Engagement

A crucial element in the success of the Census Project is the active involvement and commitment of the communities. It is crucial that the LSP utilises all the possible networks that exist that will enable the partnership to build effective working relationships with communities. Not only will this improve awareness of the Census it could also go a long way in securing the commitment of communities.

It is widely recognised that Members will have an important role to play in this respect given their position within the community and their understanding of the town.

The LSP is particularly keen to engage members in the work of the Census and would welcome suggestions on the best way to achieve this.

Conclusion

This document sets out the broad action plan and progress to date for preparing for the Census in 2011. Given the historical inaccuracies associated with population counts for Slough, it is crucial that the Census in 2011 establishes a more accurate figure for population levels. Not only is this crucial in terms of statutory partners being able to provide the right services to the right people at the right time but there is up to £150 million at stake over the course of the next decade.

Crucial to the whole project is the active commitment and involvement of all our communities. It is imperative that that LSP is able to deliver an effective mobilisation strategy that reaches into the heart of all communities – especially those that are harder to engage – younger, older and members of the minority communities.