Census Liaison Managers (CLM) & Assistant Liaison Managers (ACLM) monthly update for onward communication by CRCs

July 2010

Executive Summary

- **Address check.** Work to ensure that we develop an accurate address register is going successfully, with over 50 per cent of planned addresses checked. We are slightly ahead of schedule.
- **QA studies update.** Following the successful QA pilot exercise, ONS has invited an additional forty LAs to participate in further QA studies work. To date, 32 LAs have accepted and 2 have tentatively agreed to participate in the project.
- **Census Local Partnership Plans (CLPP)** Thank you for the excellent comments on the draft guidance and template. We are reviewing these and plan to produce final guidance by the end of July.

Five things you should do in July

- Comment on communal establishment lists by **9th July**
- Make yourself familiar with the final version of the CLPP and the guidelines for LA engagement, and prepare any information in advance of area manager starting on 2 August.
- Link to us: Almost one-third of our local authority partners have published a webpage and a link to www.census.gov.uk on their websites, and this is already having a positive impact on our search engine performance. The more LAs who do this, the more visible we are to the online public. And it's easy to do.
- Hold discussions across your authorities about the work you are doing on the census, in preparation for area managers starting.
- Send copies of the councillor handbook to your elected members

Recruitment

Applications for all area manager posts have now closed and the selection process is underway, together with the training of any successful applicants. Area managers are on schedule to start on 2nd August.

We received 3,484 applications for 157 area manager jobs. 143 of these jobs are at conditional offer stage.

The area managers will be managed by a Regional Management Team (RMT) in ONS. Members of the RMT will be attending the next round of regional events in the autumn, to give you the opportunity to meet them and listen to your feedback.

Applications for the community advisor posts have also closed and reached 3,330 for the 41 posts. The community advisors will be managed by ONS’ community engagement team.

Census Advisory Groups

The last of the 'Spring 2010 External Advisory Group Meetings' took place in June. This Spring, ONS met with academics, business professionals, diversity groups, CLIP (census sub-group), Welsh Advisory Group, central government and health representatives.
These groups were presented with a number of papers which summarised progress, discussed future direction and asked for the groups’ input to a number of topics.


A further round of advisory group meetings is planned for the autumn.

**Address check update**

Address checking is going well, with 53.3 per cent of address check record books completed, meaning we are slightly ahead of target.

Our headquarters team have now started to key in data from the books and the quality we are receiving is good.

Lists of communal establishments have now been sent out to all local authorities that have requested them. Local authorities still have until the 9th July to comment on these lists. We appreciate local authority assistance for this work and it will help inform our address checks in the field. Please send any feedback on the lists to ons.address.register@ons.gsi.gov.uk

**Census Local Partnership Plans**

Thank you for all of your comments on the draft version of the CLPP. We are working our way through these, and using them to produce a final version of the CLPP. We will be submitting this to the CRCs on the 22nd July, and publishing this shortly after this date.

Work is also taking place to produce a procedure for resolving any disputes that may arise with the area managers, and we will consult you on the procedure once it has been drafted, to seek your comments.

**LA engagement workshop**

We recently held a workshop with some of our advisory group members, to discuss the range and extent of local authority activities in the lead up to the 2011 Census.

The outcomes of the meeting are being drafted into a set of local authority guidelines to set out the activities that they can engage in and those that are restricted by census legislation. We also hope the guidance will give local authorities some ideas of what others are doing as part of their census activities.

The draft guidelines will be presented to CRCs on the 22nd July, and a final version issued to all local authorities shortly after this date.

**Marketing**

You can’t beat word of mouth recommendation! The digital marketing team is delighted to see so many LAs taking the initiative to put a web page up about the census, linking through to www.census.gov.uk. Almost one-third of the LAs in England and Wales - 98 - are now linking to us. All this is a great boost to all of us in terms of search rankings and the public visibility of the 2011 Census. If you’ve yet to follow the trend, we’ve made it really simple for you to do. Just go to our ‘link to us’ page on www.census.gov.uk and use
the template. It'll only take a few minutes to copy and paste, add your LA name in the space provided in the copy and upload. By all means adapt to your house style, but please include the census logo and our web address. Here's the link...


Councillor handbooks

Councillor handbooks have now been distributed to all local authorities who requested them. If you require additional handbooks, or if your are yet to arrive, then please contact victoria.sims@ons.gsi.gov.uk stating the number of handbooks you require, and the address to send them to, and we will arrange for them to be sent out to you.

Community panels outcomes

Community panels have been taking place, and we are very pleased with the outcomes we have received from them. Having looked at the responses we have gathered, it is obvious that there are many frank and candid comments from participants which, although are tremendously useful for engagement purposes with the hardest to reach elements of these communities, cannot really be passed onto third parties as they may breach our promises on confidentiality of personal information - in most cases the comments/views could well be traced back to organisations or individuals who clearly made the comments with a view to genuinely assist engagement with the hardest to reach.

The decision has been taken therefore to share an overall summary report with partners such as local councils once all panel meetings are complete.

A further round of community panels has commenced (due for completion in July) and these will help support the development of specific community plans for community advisors.

2011 Census quality assurance studies update

Following the successful QA pilot exercise, ONS has invited an additional forty LAs to participate in further QA studies work. The forty were selected as those which are likely to be among the most difficult to enumerate in 2011. To date, 32 LAs have accepted and 2 have tentatively agreed to participate in the project. An introductory meeting for the QA study LAs is scheduled for the 7th July 2010.

Alongside working closely with local authority experts, ONS are continuing to develop QA methods in line with the published strategy. This includes identifying appropriate checks and comparator sources and determining the approach for setting tolerances.

BME schools outreach

A member of our diversity agency, Linstock, or a trained member of ONS field staff (e.g. area managers, community advisors), equipped with relevant posters and leaflets, will visit school parent evenings.
The focus is on schools with children with a high concentration from ethnic backgrounds. The school’s parent evening is an opportunity to have a captive audience where BME parents can learn how the 2011 Census will benefit them and their family.

This activity will gear up from autumn 2010. ONS will contact those local authorities where activity is planned.

Keeping in touch
ONS will continue to produce monthly census updates and communicate these via the CRCs.

We have launched a new census website with dedicated sections for local authorities. Please visit http://www.census.gov.uk

ONS will continue to upload relevant information, including these updates onto our 2011 Census Community of Practice for CLMs and ACLMs at http://www.communities.idea.gov.uk/c/1265149/home.do

We ask that you subscribe to this on-line community and use it to share ideas with ONS and local authority colleagues. We will continue to answer your questions on the communities and post FAQs.

We will update the local authority partnership guide on a frequent basis and notify what and when changes have been made.

Further information
Paul Brown: Local authority liaison manager: paul.brown@ons.gsi.gov.uk
Karen Bateman: Local authority liaison officer: karen.bateman@ons.gsi.gov.uk