



ARTICLE NO: 1E

**CORPORATE OVERVIEW AND
SCRUTINY COMMITTEE:**

MEMBERS UPDATE 2010/11

Article of: Acting Executive Manager Planning

Issue: 2

Relevant Portfolio Holder : Councillor Ian Grant

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SUBJECT: 2011 Census

1.0 PURPOSE OF ARTICLE

1.1 To inform Members of the Council's participation in 2011 Census.

2.0 BACKGROUND

2.1 Every ten years the Office for National Statistics (ONS) carries out a census to find out more about the people who live in England and Wales, and about the make-up of local neighbourhoods. The next census will take place on Sunday 27 March 2011, when ONS will be sending out questionnaires for around 25 million households to complete.

2.2 The census asks about work, health, national identity, citizenship, ethnic background, education, second homes, language, religion, marital status and so on. These statistics are then used to build a picture of today's society.

2.3 ONS recognises the importance of working together with local authorities in the 2011 Census operation in order to achieve mutually beneficial, high quality results and would like to develop this partnership, particularly in the areas of:

- Address Register development to ensure fullest coverage;
- Enumeration intelligence for targeting of delivery methods and follow-up resources;
- Supporting the recruitment of field staff;
- Logistical support e.g. provide rooms for meetings;
- Facilitate access to local community groups;
- Assisting with local publicity, and

- Provision of local information to support Data Quality Assurance.
- 2.4 Following the 2001 Census consultation and evaluation of the 2007 Census Test it was recommended that local authorities should each appoint Liaison Managers to work with the ONS.
 - 2.5 Ian Gill has been appointed Census Liaison Manager (CLM) and Sylvia Mason Assistant Census Liaison Manager (ACLM). The main task of the CLM role is to be able to inform the senior management team about the implications for supporting ONS in the delivery of the Census, to make key decisions and to ensure sufficient resources are made available within the authority, working closely with the Census Regional Champion for their area.
 - 2.6 The main task of the ACLM role is to be the designated conduit for communication between ONS and the authority. All on-going working level contact will be through this channel, including Census Technical Leads and other Census Managers who will contact the ACLM direct for information and assistance. This liaison channel also applies to Census Area Managers and Census Coordinators who contact the ACLM for area profile, safety information and logistics information.

3.0 PROPOSALS

Issues

- 3.1 Like all local authorities in England and Wales, West Lancashire relies on census population statistics to get the government funding we need for public services. How much we get is directly related to how many, and what kind of people, the census says live in our area. So even if the census were to end up just a few households short, it could make a very real difference to our income. The census needs to include everyone, everywhere – and that's why everyone has to take part.
- 3.2 Our aim is to raise awareness of the Census, its impact on local government finance and service planning and the importance of preparing for it.
- 3.3 One of the aims of the Census programme is to work to help improve the overall rate of return in the authority area, minimise the differential return rates for specific population groups and geographies, and minimise any risk that the authority may not have confidence in the results and consequently suffer financially.
- 3.4 The exercise will involve input from various departments within the authority e.g. PR and Communications with regard to publicity, Finance and Housing with regard to houses in multiple occupation and Customer Relations with regard to census related inquiries from the general public.
- 3.5 Councillor Handbooks are to be sent out in the near future in preparation for the Members' Update

4.0 SUSTAINABILITY IMPLICATIONS/COMMUNITY STRATEGY

- 4.1 There are no direct identified sustainability or Community Strategy implications. The outputs from the Census will assist with the development of future strategy.

5.0 FINANCIAL AND RESOURCE IMPLICATIONS

- 5.1 If not supported and carried out rigorously, people will be missed with consequent loss of revenue. The overall count of population helps determine the funding allocation from Government for a 10 year period.
- 5.2 It is possible that Census staff could occasionally require the provision of meeting rooms and have requested that some storage space be made available.
- 5.3 Liaison between communications section and external agencies will be required - e.g. supporting census publicity through local communication channels, such as newsletters, papers, websites, libraries, council facilities and amenities using the communication materials available on the census stakeholder website and in the communications toolkit. We may need to consider whether specific resources will be required to support local campaigns, such as printing and distribution of census posters and leaflets. The census area managers will be carrying out community engagement and publicity work from August 2010, and will also engage with local authority communication and media teams to identify and target local media outlets and contacts. Local authority communication teams are to be provided with a regularly updated, detailed communication schedule outlining planned 2011 Census advertising, PR and media activity including timelines, activities and key messages.
- 5.4 Staff time will be required in terms of the CLM and ACLM to undertake various pieces of work in the lead up to the Census. The ACLM has already spent considerable time checking and cross matching the LLPG to the ONS address data. This data will be updated regularly until the Census is complete.
- 5.5 Where necessary, census staff will need to be provided with car parking facilities.

6.0 RISK ASSESSMENT

- 6.1 If not supported and carried out rigorously, people will be missed with consequent loss of revenue.

7.0 CONCLUSIONS

- 7.1 The Census is important for the future information it will provide to assist with strategic planning and it is crucial that we inform all residents as to the importance of completion as this will determine future financial settlements for the authority.

Background Documents

There are no background documents (as defined in Section 100D(5) of the Local Government Act 1972) to this Article.

Equality Impact Assessment

There is no evidence from an initial assessment of an adverse impact on equality in relation to the equality target groups.

Appendices

None