



HILLINGDON  
LONDON



# Corporate Services and Partnerships Policy Overview Committee

## Councillors on the Committee

Richard Lewis (Chairman)  
Michael White (Vice-Chairman)  
Robin Sansarpuri (Labour Lead)  
Raymond Graham  
Anita MacDonald  
Carol Melvin

**Date:** WEDNESDAY, 13  
OCTOBER 2010

**Time:** 7.30 PM

**Venue:** COMMITTEE ROOM 6 -  
CIVIC CENTRE, HIGH  
STREET, UXBRIDGE UB8  
1UW

**Meeting  
Details:** Members of the Public and  
Press are welcome to attend  
this meeting

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<http://modgov.hillingdon.gov.uk/ieListDocuments.aspx?CId=243&MId=668&Ver=4>

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# Agenda

- 1 Apologies
- 2 Declarations of Interest
- 3 Minutes of meeting held on 7 September 2010 (**Page 1-5**)
- 4 Exclusion of Press and Public  
To confirm the items of business marked Part I will be considered in public and that the items marked Part II will be considered in private.
- 5 Major Review - Census 2011 - To Look at How This Council Can Contribute to Improving The Population Data For The Borough - Witness Session 2 (**Pages 7-34**)
- 6 Work Programme 2010/11 (**Page 35-38**)
- 7 Cabinet Forward Plan (**Pages 39-45**)

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# Agenda Item 3

## Corporate Services & Partnerships Policy Overview Committee

7 September 2010

### Minutes



HILLINGDON  
LONDON

	<p><b>Members Present:</b> Councillors Richard Lewis (Chairman), Lynne Allen, Raymond Graham, Carol Melvin, Robin Sansarpuri and Michael White.</p> <p><b>Apologies:</b> Councillor Jazz Dhillon (Councillor Lynne Allen substituting)</p> <p><b>Officers:</b> Kevin Byrne (Head of Policy, Deputy Chief Executive's Office), Emma Marsh (Deputy Head of Communications, Deputy Chief Executive's Office), Pam Nash (Strategic Information Officer, Deputy Chief Executive's Office) and Khalid Ahmed (Democratic Services Manager).</p> <p><b>Witnesses:</b> Amanda King (Area Manager for Office for National Statistics) and Nick O'Donnell (Head of Stakeholder Management for Office for National Statistics)</p>	
17.	<p><b>DECLARATIONS OF INTEREST</b></p> <p>None.</p>	
18.	<p><b>MINUTES OF THE MEETING HELD ON 22 JULY 2010</b></p> <p>Agreed as an accurate record.</p>	
19.	<p><b>EXCLUSION OF THE PRESS AND PUBLIC</b></p> <p>It was agreed that all items of business were considered in public.</p>	
20.	<p><b>MAJOR REVIEW – CENSUS 2011 – TO LOOK AT HOW THIS COUNCIL CAN CONTRIBUTE TO IMPROVING THE POPULATION DATA FOR THE BOROUGH</b></p> <p>Members were provided with a report which gave background to the Census for 2011, together with the scoping report for the review.</p> <p>Nick O'Donnell, Head of Stakeholder Management and Amanda King, Area Manager for Office for National Statistics (ONS) attended the meeting and provided the review with the following information:</p> <ul style="list-style-type: none"><li>• Census population estimates were vital in helping to</li></ul>	<p><b>Action By:</b></p>

	<p>shape communities by underpinning policy making and Council funding allocation from central government and providing information to help plan and prioritise service delivery.</p> <ul style="list-style-type: none"> <li>• The 2001 Census succeeded in achieving a 94% questionnaire return rate overall, although return rates in some areas had been as low as 63%. The target for 2011 was to achieve around 94% again with the minimum target being 80%.</li> <li>• A number of local authorities felt that their populations had been undercounted which had affected the amount of government funding received.</li> <li>• For the 2011 Census there would be a centralised system for tracking questionnaires. This would detect pockets of low returned questionnaires.</li> <li>• There would be a newly developed national address register which would support the delivery of questionnaires, completion, tracking and follow up for all households.</li> <li>• Questionnaires would be posted out and posted back, with questionnaire tracking making sure that the Census reached as many people as possible and ensured that addresses where questionnaires had not been returned were followed up by the Census field team.</li> <li>• The Census field team would be a flexible team which would carry out intensive follow up work which would target areas where there were low returns.</li> <li>• There would be an on-line questionnaire and help centre, and a telephone helpline providing advice and guidance in many languages.</li> <li>• The Census questionnaire would have to be completed in English and would be available in Braille if required. However there would be a translation in 56 languages of the Census questions.</li> <li>• A crucial factor in the success of the Census would be working closely with local councils in improving public awareness and addressing the accuracy of the register.</li> <li>• Local Councils had appointed Census Liaison Managers and assistants who would support the Census and be the single point of contact for the Census planning and activity.</li> <li>• An important role that the Council would have would be helping to get the Census message across to communities. Reference was made to communicating the message to children and Members were informed that work would take place with schools to enable children from ethnic backgrounds to communicate the message to their parents.</li> <li>• Information sharing would take place between ONS and local Councils to identify where there were demographic anomalies with returned questionnaires. However, it</li> </ul>	<p><b>Action By:</b></p>
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	<p>would be stressed that Census information would not be shared and was confidential.</p> <ul style="list-style-type: none"> <li>• Field checks had already taken place on 15% of the country.</li> <li>• It was estimated that there would be 2.7million hours of field check activity.</li> <li>• With the help of local Councils, engagement would take place with those sectors of the population who were reluctant or found it difficult to take part in the process.</li> <li>• The local knowledge which Ward Councillors possessed would be an important resource.</li> <li>• Local Councils would assist in the recruitment of local field staff, identifying suitable candidates with appropriate experience, such as electoral canvassers and people who worked on the last Census. Field staff would be representative of the community areas they would be covering to encourage participation.</li> <li>• The safety of field staff would not be compromised and staff would be reminded not to put themselves in danger when on people's doorsteps.</li> <li>• Reference was made to the difficulty in engaging with people who were lease holders and who sub-let their properties and the additional issue of properties with houses built in back gardens. The clear message which would need to be communicated was that Census information was confidential and would not be shared with other organisations</li> <li>• The national advertising campaign would re-enforce the message that Census information was confidential and could not be accessed by other public authorities.</li> <li>• Included in the advertising campaign would be the message that the penalty for failure to fill in the Census questionnaire would be a £1,000 fine. In 2001 up to 500 people were prosecuted for not filling in Census questionnaires.</li> <li>• Reference was made to the many uses of Census data and the increased amount of genealogy research which now took place.</li> <li>• As Census data underpinned the planning and funding of Council services and healthcare, the Census was subject to a comprehensive quality assurance strategy. This would ensure that a number of key checks would take place to compare Census population figures with information from other sources.</li> <li>• 6 weeks after Census day on 27 March 2011, a doorstep survey would take place on around 4% of the population.</li> </ul> <p>Members were informed that this Council's Communications Strategy for the Census was drafted, having worked closed with ONS. An article had been published in Hillingdon People</p>	<p><b>Action By:</b></p>
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	<p>but the main publicity push would be at the beginning of next year. There would be events, presentations, poster campaigns and the Council's website would promote the Census.</p> <p>Reference was made to a meeting which was taking place with community groups, interfaith networks and residents associations etc on 29 September 2010 and it was asked that all Members of the Council also be invited to this. It was also agreed that a representative from a community group be invited to this review's next meeting.</p> <p>Members were informed a Councillor's Census toolkit had been produced which would provide Members with information to help them engage with their constituents on the Census. This would be sent to Members.</p> <p>The Chairman thanked witnesses for the information provided.</p> <p>Members asked that for the next meeting of the review evidence be received from the Primary Care Trust on the implications of undercounting population data on health services, from an officer from Finance on the loss of government grant caused by undercounting the population of the Borough, and from an enforcement officer on the issue of homes in back gardens. In addition Members felt it would be useful to contact other local authorities to look at the communications and engagement methods they would be using for the Census.</p> <p>Reference was made to contacting local authorities such as Kent County Council and other Port authorities to look at how they would be dealing with the issue of refugees, in relation to the Census.</p> <p><b>Resolved –</b></p> <ol style="list-style-type: none"> <li>1. That the information provided from the witnesses form part of the evidence for the review.</li> <li>2. That approval be given to the actions outlined above.</li> </ol>	<p><b>Action By:</b></p> <p><b>Khalid Ahmed / Pam Nash</b></p> <p><b>Emma Marsh</b></p> <p><b>Khalid Ahmed</b></p> <p><b>Khalid Ahmed</b></p>
<p><b>21.</b></p>	<p><b>WORK PROGRAMME 2010/11</b></p> <p>The report was noted.</p>	
<p><b>22.</b></p>	<p><b>CABINET FORWARD PLAN</b></p> <p>The report was noted.</p>	
	<p><b>Meeting closed at 8.45pm</b>  <b>Next meeting: 13 October 2010 at 7.30pm.</b></p>	



These are the minutes of the above meeting. For more information on any of the resolutions please contact Khalid Ahmed on 01895 250833. Circulation of these minutes are to Councillors, Officers, the Press and Members of the Public.

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Updated 12 October 2010

## **Major Review - Census 2011 – To look at how this Council can contribute to improving the population data for the Borough**

### **Second Witness session**

**Contact Officer:** Khalid Ahmed

**Telephone:** 01895 250833

### **REASON FOR ITEM**

To enable the Committee to gather evidence as part of their major review into how this Council can contribute to improving the population data for the Borough.

### **OPTIONS AVAILABLE TO THE COMMITTEE**

1. Question the witnesses
2. Highlight issues for further investigation
3. To make a note of possible recommendations for the review

### **INFORMATION**

1. At this Committee's meeting on 22 July approval was given to Members undertaking a review on the 2011 Census and what the Council could do to encourage residents of the Borough to participate in the Census to ensure more accurate population data and greater funding from central government. The scoping report for the review is attached as **Appendix A** to this report.
2. The population information obtained from the Census is used to determine the level of grant support the Council receives from central government and helps the Council in terms of its strategic planning and service delivery. From the last Census which took place in 2001, in certain areas of London and amongst some population groups, a number of people failed to respond to Census questionnaires. Maximising the number of returned questionnaires will provide more accurate data.

### **BACKGROUND**

3. At the first witness session of the review held on 7 September 2010, the POC heard evidence from representatives from the Office for National Statistics and from officers from the Council who were involved in this Council's work on the Census.

## Updated 12 October 2010

4. Details of the information provided at the first witness session are included in the minutes of the previous meeting, which are attached to this agenda.
5. Part of the evidence provided included reference to the importance of the communications strategy to publicise the Census. The Office for National Statistics would be working closely with local authorities to improve the public awareness of the importance of the Census, and in particular to enable engagement with all communities in the local authority area.

### Community engagement

6. Members were informed of a meeting which was taking place with community groups, interfaith networks and residents associations on 29 September. The purpose of the meeting was to explain the Census process, to cover topics such as why the Census took place, the aims of the Census, challenges and opportunities.
7. Feedback from the meeting will be provided at the POC meeting from the Council's Census Liaison Officer and from a community group representative, Mohamud Ahmed.
8. Also attached as **Appendix B** to this report is a paper produced by Lambeth Council who have undertaken a series of focus groups which have looked at the reasons why Census participation rates were lower amongst some groups of residents and also which looked at what measures could be taken to improve responses in 2011.

### Communications

9. The review was informed at its last meeting that the Council has a draft communications strategy in place to support communication about the Census with Hillingdon residents. This would be finalised pending information from the Office of National Statistics regarding their national publicity plans. This will ensure that the local communications tie in with national activity and ensure value for money. Furthermore, the Government have recently announced a new draft publicity code, which if implemented within the current expected timescales, will mean that the Council's communications strategy will need to be revised. Further information on this will feed into the POC's review.
10. In the current format, the Council plans to utilise all existing communications channels to help encourage returns of the Census, including the Council magazine, Hillingdon People, the Council website, social media, news media and resident engagement. This is scheduled to begin in the new year.

**Homes in Back Gardens**

11. Discussion took place at the last meeting on the issue of trying to engage with people who were leaseholders and who sub-let their properties, and particular interest was in the issue of houses in back gardens. The erection of structures in gardens without Planning or Building Control regulation is a particularly challenging issue. This is a London wide matter and reflects demand for rented accommodation and gaps in current Planning legislation. Based on observations during the Houses in Multiple Occupation (HMO) survey, and counts in a number of streets in Hayes, officers estimate there are between 2000 and 3000 such structures, numbers of which are privately rented, either singly or in multiple-occupation. These structures do not tend to show up in HMO counts or censuses and, where occupied, are likely to be on cash basis.
12. The information from this survey could be shared with ONS to enable the participation in the Census of these hidden residents of the Borough.

**PCT**

13. It was hoped that for this meeting a representative of the PCT would be in attendance to offer Members information on the repercussions of undercounting on the Census for the provision of health services. Unfortunately Dr Ellis Friedman, Joint Director of Public Health could not be in attendance at this meeting.
14. Dr Ellis Friedman, however, commented that whether Hillingdon has significantly lost out due to undercounting on the last Census, depends not only on the absolute assumed undercounting in the borough of the resident population but also more importantly on the relative size of under-reporting compared to other boroughs. It is this latter issue which will determine how far Hillingdon LBH and PCT were underfunded.
15. From his experience there will have been two exercises in estimating the absolute and relative size of under-enumeration. Firstly ONS will have made a calculation of the "correct" borough population and secondly the Councils will have made their independent assessment of their resident population. Almost invariably the Borough estimates of population size are greater than the ONS estimates.
16. Dr Ellis Friedman also said that in respect of PCT funding the Census is much less important than for LBH. This is because NHS funding is predominantly based on historic funding. A target funding based partly on population size is also calculated but the pace of change to the target budget from the historic budget is usually small. The PCTs in London including Hillingdon are over-funded against their target allocations and therefore as the historic budget allocations have given Hillingdon more than our "fair" national share it is not easy to argue that the PCT has suffered overall in funding allocations over the past decade.

17. The formula for calculating the target budgets for PCTs has varied over the years and it is therefore possible to argue that the formula does not reflect the relative needs of Hillingdon but it would not be straightforward to claim PCT under-funding. However, looking ahead it is clearly advantageous to have as complete an enumeration as possible in the next Census in 2011.

### **Refugees**

18. At the POC's last meeting an issue was raised regarding the issue of refugees, particularly with Heathrow Airport within the Borough's boundaries. ONS have confirmed that special enumeration have been in contact with the Borders Agency and the immigration and detention centres to capture information about refugees and asylum seekers.

### **Witnesses**

19. For this meeting Members asked that information be provided from a Finance officer on the implications of an undercounting of the Borough's population data in terms of Government Grant funding for this Council and the impact on Council services. Similarly a representative from the Primary Care Trust (PCT) be invited to the meeting to talk about the impact on the provision of health services. Paragraphs 13-17 provides written evidence regarding the implications of undercounting on the PCT's provision of services.

20. In addition feedback was requested on the meeting which took place with Community groups etc, on the Census on 29 September 2010. The Census Liaison Officer and a representative from a community group would provide Members with this information.

- Pam Nash – Census Liaison Officer - LBH
- Ben Lea – Finance Accountant – LBH
- Amanda King – Area Manager for Office for National Statistics
- Nick O'Donnell – Head of Stakeholder Management for Office for National Statistics
- Mohamud Ahmed – Representative from Community Group

### **Key Issues and areas of possible questioning**

1. What reasons (If any) would participants not complete Census questionnaires?
2. What was the public's awareness of the Census, its purpose and its aim?
3. What would encourage participants to fill in the Census Questionnaire?

## **Updated 12 October 2010**

4. What will the role be of Community group leaders in the preparation and publicity for the Census?
5. What is the financial cost to the Council of undercounting the Borough's population?
6. What is the impact on the undercounting of population data in terms of the provision of services?
7. What corroboration takes place with the Council and its partners in relation to sharing of population data and could this information be shared with ONS?

## **PAPERS WITH THE REPORT**

Scoping Report (Appendix A).

Census Focus Group – Report of Lambeth Council (Appendix B)

## **SUGGESTED COMMITTEE ACTIVITY**

1. Members question the witnesses and identify important issues for their review.
2. Members identify areas where further information and evidence is required to help greater understanding of the issues.
3. Members to give consideration to initial recommendations for the review.

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**CORPORATE SERVICES & PARTNERSHIPS  
POLICY OVERVIEW COMMITTEE**

2010/11

**REVIEW SCOPING REPORT**

**Proposed review title:**

**Census 2011 – to look at how this Council can contribute to improving  
the population data for the Borough**

**Aim of the review**

To make a positive contribution to improving local population estimates and to maximise the data which is gathered for the 2011 Census for the Borough. There are a number of implications of undercounting the population of the Borough and the review would focus on how the Council could promote the importance of residents of the Borough filling in the Census forms.

**Proposed outcome**

A report summarising the Committee's findings would be completed and presented to the Council's Cabinet. The report will explore proposals for the improvement of the gathering of data for the 2011 Census, the Council's engagement in preparations for the Census and opportunities for the generating of improved population counts for the Borough. Improved information on population figures will help the Council in terms of its strategic planning and service delivery and also ensure that the Council receives appropriate funding from Government based on accurate population statistics

**Terms of reference**

1. To look at the preparations and methods used for the 2011 Census and to support and add value through engagement with the area manager for the Office for National Statistics (ONS).
2. To look at measures which could be used to improve the accuracy of local population information to help the Council in its service planning.
3. To examine the role the Council has in promoting and encouraging residents of the Borough in conjunction with the ONS, to actively participate in the Census to ensure the best results for the Council and its residents.

## **04/10/10 – Appendix A**

4. To look at the plans the Council has to communicate the purpose of the Census and to see how the Council can work with community groups to maximise the response to the Census questionnaire.
5. To look at the measures which will be used to capture data from those hard to reach groups within the Borough.
6. To examine the implications of undercounting the Borough's population in relation to the grant funding the Council received from Government.
7. To consider measures which could be used with the Council's Strategic Partners to ensure population figures are accurate.
8. To look at the methods other local authorities use to improve the accuracy of Census data
9. To make recommendations to Cabinet on what the Council can do in relation to the promotion of the Census to residents of the Borough to ensure the Census questionnaire is widely completed.

### **Reasons for the review**

The Census is the definitive source of population and household information and takes place every 10 years. The ONS is responsible for carrying out the Census and the information provided forms essential information from national to neighbourhood level for government, business and the community.

The next Census will take place on 27 March 2011 and the population data obtained underpins the amount of funding each local authority receives from central government.

The last Census in 2001 saw response rates in local authority areas vary between 64% and 99%. Hillingdon achieved a response rate of 91.5%. In certain areas of London and among some population groups, significant numbers of people failed to complete the Census questionnaire. This has serious consequences for Councils, as population is one of the main factors in determining how much funding various public services including local authorities, primary care trusts and the Probation Service receive from government.

Hillingdon births have risen for several consecutive years with births in 2008 being exceptionally high at 4,126 children, which was several hundred more than the previous record high.

Demographic professionals at the Greater London Authority (GLA) have indicated a prolonged period of births at around the high 2008 level. This demographic pressure is exacerbated by unusual family movements within the Borough caused by the economic climate.

## **04/10/10 – Appendix A**

In the present economic climate with local government having to cut budgets it is vital that the Council does as much as it can to ensure that population data from the Census is as accurate as possible to ensure the Council receives maximum funding from the Government.

### **Key issues**

1. What preparations have ONS made to ensure that the Census for 2011 is as accurate as possible?
2. What are the forms of engagement which are used to collect Census and population data and what other measures could be used to improve engagement with residents?
3. How does the Council and the ONS engage with community groups to ensure those 'hard to reach' groups are made aware of the importance of the completion of Census questionnaires?
4. What can the Council and its partners do to promote the importance and purpose of the Census to ensure residents return Census questionnaires?
5. What promotional and publicity tools could the Council use to obtain maximum engagement with all residents within the Borough?
6. What is the financial cost to the Council of undercounting the Borough's population?
7. What are the rules in relation to temporary residents in the Borough i.e. students in the Borough's Higher Education establishments for purposes of the Census?
8. What corroboration takes place between other London Boroughs and other public sector organisations on sharing data relating to population?

### **Methodology**

Witness sessions to potentially include:

Area Manager from Office for National Statistics (ONS)  
Strategic Information Officer – LBH  
Head of Communications - LBH  
Officer from GLA  
Representatives from community groups  
Officer from another London Borough  
Officer from London Councils

A review of the relevant literature and websites.

Written evidence from witnesses

Office for National Statistics – Information paper on The 2011 Census – A design for England and Wales

<http://www.ons.gov.uk/about>

### **Stakeholders and consultation plan**

As many stakeholders as possible would be invited to give evidence to the Committee in person. In addition to those outlined above, further stakeholders could be invited to give written evidence to the review.

### **Connected work (recently completed, planned or ongoing)**

The ONS in July 2010 released new population projections which replaced the 2006 based sub national projections which were published in June 2008.

The population projections were used by the previous Government in the local authority grant allocation process.

The projections are based on the assumption that recent trends in fertility, mortality and migration at local authority level will continue; they take no account of local development policy, economic factors, or the capacity of areas to accommodate population changes.

Projections are available for each year from 2008 to 2033 for all local authorities in England, with aggregates to counties, Government Office regions, and health areas. Data is available by gender and for five year age groups to 90+.

For London the key results are an increase in population of 1.520 million persons (19.8 per cent) between 2008 and 2033, reaching a population of 9.188 million. This is considerably higher than the highest recorded population in London: 8.6 million in 1939. London's projected growth of nearly 20% compares with an 18.0% increase for England.

It is projected that London's female population will grow more slowly than the male: 19.7% compared to 20%. This is mainly caused by the assumed continuation of the improvement in rates of male survival at older ages.

### **Implications for Hillingdon**

All Borough populations are projected to grow between 2008 and 2033 however there is a great deal of variation. Brent has one of the lowest projected growths of 4% (10.1 thousand) with Hammersmith & Fulham only slightly higher at 6.4% (10.8 thousand).

Hillingdon's population is projected to grow by 23.0% (59.4 thousand). Ealing is mid way with a projected growth of 14.3% (44.5 thousand) while, Hounslow 24.3% (55.9 thousand) and Harrow 24.4% (55.0 thousand).

## 04/10/10 – Appendix A

Although the above figures are projections, the latest actual figures show that births rose again in Q4 2009. There is no sign of decline in London, although the rate of increase has slowed. Across London there is no clear pattern: in Enfield the birth rate is declining while in Ealing it is increasing.

### Proposed timeframe & milestones

<b>Meeting</b>	<b>Action</b>	<b>Comments</b>
22 July 2010	Consideration of a draft scoping report	
7 September 2010	First Witness Session and approval of final scoping report	Witnesses to include <b>Area Manager from ONS</b> <b>Strategic Information Officer and Head of Policy – LBH</b> <b>Deputy Head of Communications – LBH</b>
13 October 2010	Second Witness Session and draft recommendations of the review	Witnesses to include: <b>Finance Officer - LBH</b> <b>Representative(s) from community group(s) or feedback from a meeting which took place on 29 September</b> <b>PCT representative</b>
11 November 2010	Third witness session	

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# Census focus groups

**Philippa Hughes**  
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5.1 Barriers to completion

5.2 Why would participants fill it in?

5.3 What would help people fill in the census?

5.4 Message testing

6.0 Recommendations



## 1.0 Executive Summary

### Recommendations:

- Targeted, not mass communications are required to increase the likelihood of traditional non-responders to complete the census in 2011.
- Messages for all groups need to focus on how filling in the census will make things better for them personally, rather than fines or making things better for the council.
- **Black African:** The indicative findings from the focus group suggest that black African residents would be receptive to messages being delivered via schools and places of worship, to allow community leaders to convince people that the census is an important document. Specific support to newly arrived immigrants who could help with translation may also be useful.
- **Polish:** Targeted campaigns to Polish communities should focus on placing materials in Polish bars and Polish media – this could potentially be a London-wide activity. Lambeth Council, and other councils, could also liaise directly with the Catholic churches in their boroughs that offer masses in Polish.
- **Black Caribbean & Young private renters:** Unlike the previous two groups, both of these groups had some existing level of awareness about the census. However, they were cynical and few saw the point of completing it even after its purpose was explained. Schools and tenants associations may be one way to reach black Caribbean residents; but, the impact of these approaches is unclear given the level of cynicism.

The next Census is due to take place in early 2011 and Lambeth is keen to try and reduce non response. In 2001 Lambeth had the 10<sup>th</sup> lowest response rate in the country at 79%. Imputation rates were highest among Black African (33.5%), Black Caribbean (29.6%), Private renters (35%) and 20-24 year olds (31.4%). The corporate research and consultation team ran a series of focus groups in May 2010 with residents from those groups we know are less likely to respond to the census. Four groups were held with young private renters, Black Caribbean, Black African and Polish residents.

The research consolidated the findings that these groups are less likely to respond to the census with the majority of participants stating that they would not complete and return the census form. The main reason for this is a lack of awareness of what the census is and what it is for. Some participants are also hampered by English not being their first language, are put off by the length and complexity of the form and report being overwhelmed with junk mail or forms to fill in through their door. They also believe that the census is unimportant as it is addressed 'to the occupier' whereas anything that they should fill in and return would be addressed to them personally. Participants also have a number of misconceptions regarding the census which they cite as reasons for non response. These include the belief that completion of the census is optional and that the council and government already knows the information about them through their previous contact with council services.

Positively, once the census and its purpose were explained to participants, many changed their mind and stated that they would return it. This emphasises the importance communications will play in maximising Lambeth's response rate. The groups also raised practical suggestions for helping people complete the form. These included utilising schools, places of worship, tenants associations to disseminate information and to hold surgeries where people can fill the census in with a helper. They also suggest utilising front line council services and staff to publicise the census to service users.

The most effective communication messages explain the benefits that completing the census could bring for each individual. Information about enabling the council to receive more money from central government and about understanding its resident profile are both well received. Participants believe that they will receive better services from the council as a result.

### **Differences by group**

#### Black African

This group are predominantly unaware of the census and their reasons for non completion centre around lack of knowledge, lack of understanding and problems posed by having a first language other than English. They state that they would mainly treat the census form as junk mail and are put off by its length and complexity. The majority state that they would mainly throw away. However, this group are highly receptive to marketing messages about the importance of the census. Once the purpose of the census was explained to them, this group were most likely to change their mind and say that they would definitely fill it in. Messages that had the most resonance with them involved anything that made it relevant to them. It is important that they can see how filling in the census will have a positive impact on their lives. Messages include the provision of better services, especially schools as all the group had young children. They would like to see schools utilised in the publicity for the census, to get the message out to people like them and also suggest the use of places of worship, to allow community leaders to convince people that the census is an important document. They also suggest that key workers are trained to explain the importance of the census to newly arrived immigrants and help with translation and explanation of English.

#### Polish

This group were the most hampered by their lack of English. Again they had little or no knowledge of what the census was asking them to do, despite having a similar thing in Poland known as *Spis Ludnosci*. This group were also keen to fill in the census once its purpose was explained to them and they could draw the comparison with *Spis Ludnosci*. Many in the group said they are new to this country and want to learn more about England and be involved with its customs and practices. They feel that being counted in the census validates their residency here and that it is important that their voice is heard. Lack of time is an issue for this group, who have all moved to England to work, and often work long hours. They are less keen to attend meetings

about the census or attend organised events for help with completion. They suggest information be placed in local bars where Polish people congregate and in Polish newspapers and websites for Londoners, which all participants use to find work. The Polish group also suggest making use of Catholic mass services in Polish, which a number of local churches now run and of using the priest to publicise the census to his congregation.

#### Black Caribbean

This group appeared to have more of an idea of what the census is and why it is conducted. However, unlike participants in other groups who are aware of it, they are no more likely to complete it. Their reasons included the length of the form and a general lack of belief in the importance of the document. They suggest utilising schools and tenants associations both to publicise the census and to provide completion surgeries, but the likely impact of these publicity and marketing activities is unclear.

#### Young private renters

This group again, are predominantly unaware of the census and state that they are unlikely to fill it in. However, unlike the other groups, they remain unlikely to complete the form even once it has been explained to them what the census is for and the potential benefits. This group have the least contact with the council, use the least services and fail to see what benefit completing the census will bring to them because of this. They are also the most cynical about the council, questioning whether the money will actually be spent on improving services and disbelieving the confidentiality promise.

## 2.0 Introduction

It is known that Lambeth has a high proportion of non response to the census. In 2001 Lambeth had the 10<sup>th</sup> lowest response rate in the country at 79%. Imputation rates were highest amongst Black African (33.5%), Black Caribbean (29.6%), Private renters (35%) and 20-24 year olds (31.4%).

The next Census is due to take place in early 2011 and Lambeth is keen to try and reduce non response. It was decided that there is a specific need to understand reasons for non response amongst Lambeth residents and specifically amongst those groups that we know are more likely not to respond. There is also an opportunity to explore these residents level of response to other council communications including Lambeth Life, postal questionnaires and promotional leaflets.

## 3.0 Research Aims

The corporate research and consultation team aimed to conduct a series of focus groups with residents from those groups we know are less likely to respond to the census. This will explore the drivers of non response both to the census and other council consultation and publicity. The discussion will also explore any actions that may encourage these groups to respond, as well as looking at how design, wording and layout of postal consultations may make a difference.

The findings of this research will be used by the corporate research and consultation team, Lambeth communications and the Lambeth Census steering group to better engage with these groups before the 2011 Census and to increase response rates from these groups.

The research aims to understand whether barriers to response are due to:

- Lack of time
- Lack of interest/ relevance
- Suspicion of the Census/ Council
- Lack of understanding of the process
- Lack of awareness
- Other factors

## 4.0 Methodology

Four focus groups and two paired depth interviews were held with Lambeth residents in May 2010. Recruitment of the attendees was outsourced to an external recruitment company and quotas were set to ensure that a range of Lambeth residents attended including those who had never engaged with the council before. Altogether 24 people participated in the research. The composition of the groups is outlined below.

<p><b>GROUP 1 – 4 participants</b>  <b>Young, shared house private renters</b></p> <ul style="list-style-type: none"> <li>• 18-25 years</li> <li>• Live in private rented accommodation</li> <li>• More than 2 adults in household</li> <li>• Full time employment or education</li> <li>• Mixed gender</li> <li>• Mixed area</li> </ul>	<p><b>GROUP 2 – 7 participants</b>  <b>Black African residents</b></p> <ul style="list-style-type: none"> <li>• Black African</li> <li>• Mixed gender</li> <li>• Mixed area</li> <li>• Any length of residence</li> </ul>	<p><b>GROUP 3 – 6 participants</b>  <b>Black Caribbean residents</b></p> <ul style="list-style-type: none"> <li>• Black Caribbean</li> <li>• Lived here over 5 years</li> <li>• Mixed gender</li> <li>• Mixed area</li> </ul>
<p><b>GROUP 4: 3 participants</b>  <b>Polish new communities</b></p> <ul style="list-style-type: none"> <li>• Polish</li> <li>• Lived in Lambeth less than 3 years</li> <li>• Mixed gender</li> <li>• Mixed area</li> </ul>	<p><b>Paired depth 1:</b>  <b>Black Caribbean residents</b></p> <ul style="list-style-type: none"> <li>• Black Caribbean</li> <li>• Lived here over 5 years</li> <li>• Mixed gender</li> <li>• Mixed area</li> </ul>	<p><b>Paired depth 2:</b>  <b>Black African residents</b></p> <ul style="list-style-type: none"> <li>• Black African</li> <li>• Mixed gender</li> <li>• Mixed area</li> <li>• Any length of residence</li> </ul>

Qualitative research is designed to provide depth and draw out the reasons underlying opinions. The results provide information about the respondent's views, but are not a representative sample of Lambeth residents. They give an indication of people's feelings but should not be used to infer what the larger population think.

## 5.0 Key findings

The research consolidated the findings that these groups are less likely to respond to the census with the majority of participants stating that they would not complete and return the census form.

### 5.2 Barriers to completion

A myriad of reasons emerged for why participants would not complete and return the form, some an issue for all and some specific to certain groups. These reasons are outlined in more detail below.

#### Lack of awareness

There is a general lack of awareness of the census. Very few participants have heard of it before or know what it is and few have an understanding of what the word 'census' means.

*'Some sort of form – perhaps. I don't know; I would just throw it away.'*

Polish group

*'I have no idea – I would not fill it in.'* Black African group

*'For me the word census – I don't understand what that means, so it will be hard for me to try and answer what it's about to try and complete it.'* Black African group

Participants highlight the small window of opportunity to hook people in to completing the census. If participants could not understand what the form was asking them to do from the first page then very few would read more of the booklet or the other leaflets in the envelope to find out the reasons why they should fill it in.

### **Length and complexity of form**

Participants believe that more care and effort could have been taken to make the census form more user friendly. The length of the questionnaire is off-putting

*'I'm sure they could have ... made it smaller... a bit more friendly to the eye, not so bulky, put a letter in there explaining what the census is and how important the census is.'* Black Caribbean group

*'Look at the amount of paper, look, look, I couldn't get through this thing, it's too difficult.'* Black Caribbean group

*'I would read it, but its just so daunting to me – it's so long.'* Young private renters

### **Misconceptions**

Misconception 1 = the council already knows this information

*'If you have a council property then they should basically know how many people live in your house anyway so why are they sending this out.'* Young private renters

*'The council knows if there are two people there or three people, regardless of what it says here. If there is a new addition to your family, the birth registration figures are there to say we've got so many people living on this street.'* Black Caribbean group

Misconception 2 = I've already done it once, why should I do it again?

*'I've done this before – I gave you the information the first time you asked me. I can't see why you want me to do the same thing again.'* Black Caribbean group

Misconception 3 = It is optional

*'I think its not compulsory, if it says you have to...send it back that would make me answer, but anything that is not compulsory, people will ignore.'* Black African group

*'But you don't have to fill this form in – you have got a choice.'* Black Caribbean group

*'Half the people wouldn't fill it in – it's not going to be accurate, if it's not compulsory.'* Young private renters

### **English as a second language**

Many of the participants (including all those in the Polish and Black African group) have a first language other than English and cite this as a prominent factor as to why they wouldn't fill in the census form.

*'I would throw it away because of my English something I don't understand so I don't bother to check in the dictionary or somewhere – just throw away.'*

Young private renters

*'[Problems with] understanding the form and reading – you just read and you don't even understand what it says so you just give up – that's language barrier isn't it.'*

Black African group

### **Overwhelmed with forms to fill in**

Participants also cite the numerous forms that come through their door as a reason why they would not fill in the census. There is a general negativity towards receiving these forms.

*'I just hate these things; I hate having to go through them and tick this, tick that and tick the other. I think they ask too much of you.'* Black Caribbean group

This volume of post seems to dilute the idea that any of these things are important. They believe that as they have not filled in numerous questionnaires that they have been sent previously and been none the worse off for it and so they do not see why this one is any different.

*'You get a lot of things coming through...I tend to take one look and the recycle bin comes out.'* Black Caribbean group

*'People are fed up with filling in many forms, too much is coming – a lot of papers...they will only look at it once and throw away.'* Black African group

The message on the front of the envelope about the importance of the census also fails to convince the majority of participants that it is actually an important document. As one young private renter says:

*'I've got so many letters like that [this is an important document, do not throw away] and when you open it up its still a load of rubbish in there.'* Young private renter

### **Can't see any benefit for themselves in doing it**

This was a point of view expressed by the young private renters. They generally don't use council services and so don't see the improved funds that the council will get or improved services as of benefit to them.

*'I don't really get anything from the council. The council don't do anything for me, so I'm 50/50.'* Young private renters

*'I think that I don't get any help from the council, so why should I fill it in for someone else?'* Young private renters

Other groups agree that people will be unlikely to fill in the census unless they can clearly see the benefits it will provide for them personally.

### **Don't see it as important because it isn't personally addressed to them**

The census form will be sent out addressed 'to the occupier' and this diluted its importance in the eyes of the focus group participants. Many people felt that this meant it was more likely to be junk mail

*'Especially if it doesn't say my name, if it says my name I will get my son to read it properly for me, but if there's no name then you really don't have to do it.'* Black African group

*'If it was sent in my name and not to the occupier [then I would] think it is more important – if it is for the occupier you don't care – you see it is important don't throw away on the envelope, but to be honest I would just throw it away if it said to the occupier.'* Young private renters

### **5.3 Why would participants fill it in?**

Some of the participants in each group would fill in and return the census form. These tend to be those who are more engaged in civic life, have previously heard of the census and understand what it is for.

*'For me anything to do with census concerns the population and I am a member of that population so I think I need to make my voice heard. That's how I feel about the census and that's why I would read it.'* Black African group

*"Because they need to know how many people live in Lambeth. They need to know this information. They're the council.'* Black Caribbean group

Some were also aware of the potential improvements to services that they use that filling in the census could bring.

*'I think it is important because there are many things we benefit from as well. When we are unemployed we receive unemployment benefits so all these things will be asked for in this questionnaire so hopefully provision will be made to satisfy those needs.'* Young private renters group

### **5.4 What would encourage people to fill in the census?**

Information to enable people to understand what the census is and why it is important is the main thing that participants' state would encourage them to fill it in.

*'If I don't know anything about it I will throw it away – but if you explain to me how I will benefit from it, I will take an active interest.'* Black African group

Positively, after explaining the purpose of the census in the groups, the majority of participants changed their mind and stated that they would fill it in.

*"Yes... It gives me a more positive attitude or reason to fill it in, but if you never explained that to me....."* Black Caribbean group



Each group had many practical suggestions for how to reach people like them and get the message out about the census. All groups emphasised that merely putting a form through the door is not enough to encourage people to complete it. The council needs to get out into the community and visit people.

*'They can do it better than this. They just put things through your door and expect you to respond. They can encourage community things... where you get together as a community or an estate whatever, and you fill it in together. Then people understand what they are filling out, you ask questions if you need help and everybody help each other.'* Black Caribbean group

The Black Caribbean, Black African and Polish groups suggested utilising schools to get the message out to parents. Parents say they take note of things that their children bring home from school and tell them are important. Schools also act as an informal way of finding out what is happening from other parents at the school gate.

*'Most of us here our children go to school if information at school could be given to each child –give to your parents this is important. Definitely it will go round.'* Black African group

*"The school is like a meeting point, all the parents go there with the children, that's the community every morning, you see the same people every morning. Around voting time all the mothers are there talking [about the election]."* Black Caribbean group

The Black Caribbean group are keen to see tenants associations used to promote the census to residents on their estates.

*"They need to do it through... tenants associations – I go, because you know what's going on... If anything important's going on the estate they write things up."* Black Caribbean group

They suggest putting information in tenant association newsletters, using the influential people on the estate to pass the information onto other residents and for council officers to attend tenant association meetings to help people fill in the forms.

*"Yeh, get together, cup of tea, fill it out and they'll get the information they want."* Black Caribbean group

Both the Polish and Black African groups suggested the use of places of worship to promote the census. Both groups place trust in their pastors or priests and believe that congregations would listen to information that they say is important. The Polish group all attend Catholic churches in Lambeth.

*"Almost all of us here have a place we go to worship – if the person in charge of the worship place tells people about it they will generally listen."* Black African group

The Black African group also suggested that public sector services join up and promote the census to their service users. They believe that there are many staff who come into contact with residents who could remind them to complete their form.

*'So when you come and use the service the first thing they check is has the census form been completed and if and if not give one to that person and say complete it now.'* Black African group

The young private renters found it harder to think of anything that would encourage them to fill it in. Even when the census was explained to them the majority still stated that they would most likely not send it back. Some in the group believe that incentives are needed to encourage people.

*'A voucher – the same as this meeting. They gotta bribe the young ones, the young ones won't do it.'* Young private renters

## 5.5 Message testing

Participants' were shown four messages developed by Lambeth's communication team to try and encourage people to complete and return their census form. They were asked to give their opinion on the effectiveness of each message.

### **Message 1**

***'Fill in the census or face a £1,000 fine. Filling in the census form is something you must do by law. If you don't, you could be prosecuted.'***

This was the least effective message in all of the groups, mostly being greeted with laughter. Participants generally thought that this was a ludicrous suggestion and did not believe it.

*'Is that a joke?'* Black Caribbean group

*'That's not true – I wouldn't believe that one.'* Black African group

Participants believe that a fine for non completion would be impossible to enforce. They don't believe that it would be viable either financially or practically for the government to follow this up.

*'If you don't have a thousand pounds to pay, what are they going to do? Put you in prison? There are [already] too many people inside - are they going to make it more overcrowded.'* Black Caribbean group

They feel that there will be too many people who don't complete the census for the government to be able to prosecute.

*'If 60,000 people don't fill it in, they can't prosecute all those people – it's ridiculous.'* Young private renters

Participants also believe that without the census being addressed to them personally, it will be difficult for the government to prove that they received the form in the first place.

*'To convict me, you must prove beyond reasonable doubt that I got the paper and threw it away. If you can't prove that it's a waste of time – especially with no name.'* Black African group

Participants also did not like the hard line stance of the message.

*'That is too bloody confrontational because I myself wouldn't fill it in.'*  
Black Caribbean group

*'But basically that is threatening me to do something.'* Black Caribbean group

## **Message 2**

***'Filling in the census form will help us make your local services better. The results of the census are used to plan schools, hospitals and housing, so help us to help you.'***

This message was viewed much more positively by participants. They especially like the way that it seems relevant to them and shows them how filling in the census would make a positive difference to their lives. Participants believe that this message informs people about the benefits that they will get from filling in the census.

*'Oh yes – that is much better. I think for parents this will be very positive. My son didn't get into a school in Lambeth – he has to go all the way to Battersea. If you put something like this people see this is important for the future of my children.'* Black African group

*'People want to know what the census is for – if they know its to plan ahead ...its good this one talks about the money and what it will be used for.'* Black Caribbean group

Improved service provision is the main message that will encourage people to complete the census. Once explained, participants understand the need for accurate counting of the residents in the borough to ensure that services are properly planned and have the correct capacity to meet residents needs.

*'This will help to the government for longer term plans – if they don't know they can't do anything.'* Black African group

However, again the young private renters were less positive about this message, believing that the services mentioned in the message are not relevant to them.

*'I think if I had a kid then maybe but now...schools and hospitals. I don't think I am going to be sick...I don't have a kid....'* Young private renters

When asked which services would be more relevant to them, young private renters mentioned improved parks, activities for young people and unemployment benefit.

*'[Filling it in] means these parks will be open longer – the maintenance will be better you might have more money from the government so you can do more things.'* Young private renters group

Some members of this group also had doubts about the validity of the message and whether local services would actually be made better.

*'How many times have they given people forms to fill out and say it's going to make schools better? Some of the schools round here are still rubbish – the hospital - what's improved there, the housing...what's improved there? I don't believe it really, no.'* Young private renters group

### **Message 3**

***'Fill in your census form – we are counting on you! The number of responses that we get helps the Government decide how much money it will send to fund Lambeth services. Please help us help you!'***

This message was generally viewed positively by participants. The Black Caribbean group especially like the use of the phrase 'we are counting on you.'

*"That's a catchy one, It makes you feel important – we are counting on you"* Black Caribbean group.

*'Exactly, the money for us -it is beginning to make sense more now.'* Black African group

However, some participants were less positive about this message. They believe that the current services offered by the council are not good enough and consequently don't see the point of the council being given more money to spend ineffectively. Some participants find it hard to equate the idea of more money being given to the council with better services being provided for them.

*'Maybe, but the funding comes in and...the services that are provided, I don't think they are value for money. The services are not great so, where does the funding go.'* Black African group

The young private renters went even further here, with a couple of participants stating that they did not trust the council to spend the money on providing services.

*'I think it's a trust issue – we fill out these forms and the council gets more money – who says this money is actually going to the services we need.'* Young private renters

The Polish group also echo this sentiment saying that this statement explains why the census is good for the council, as they will receive more money, but believe that it cuts the residents out of the picture and does not state what the benefits for residents will be.

### **Message 4**

***'Please fill in your census form – it's completely confidential and your information will not be shared with anyone The information you provide in***

*your census form will be treated in the strictest confidence and will not be shared with anyone.'*

Some participants did not believe this statement at all. For some it was a result of the negative stories that have appeared in the press about government data protection and for some it

*'I'm laughing because I see in the media information loss and all that - they have data protection but I don't really believe it – they are not taking it seriously.'*

Black African group

*'I don't believe it! Because the council sells the census to businesses. I know they do!'* Black Caribbean group

However, regardless of whether participants believed this statement or not they are generally unconcerned about giving out information in the census. They believe that the council already have a lot of information about them and so giving more doesn't make much of a difference. Interestingly, when asked at the beginning of the group to explain the reasons why they wouldn't return the census form, no participants across all the groups identified concerns about confidentiality as an issue.

*'Do you believe this statement? 'Who cares? I give you information and it is used anyway.'* Black Caribbean

*'I don't mind giving information...some people might be worried but not me. They have my information already.'* Black African

*'Not worried about giving information for official forms, you will get this info anyway.'* Polish group

The young private renters group had an opposing view. They are concerned about the level of detail that the census form asks them to provide and don't understand why some of the questions are necessary.

*'Why do these questions have anything to do with how many people live in the country? What has religion or where...you work have to do with that. I wouldn't even tick it or nothing- avoid the question. I think that it's not relevant.'* Young private renters

They also have concerns that the census may have an ulterior motive in asking for such a large amount of information.

*'Maybe it's a disguise to find out about all the illegal immigrants in England. I think that! They send you these forms and to try and get info out of people if you look at it half the stuff is not relevant to what they are saying they are going to do with the information.'* Young private renters

They state that even if they did send back the form they would not answer every question on it, only the ones which they felt were relevant. They cite questions about where they work and how much they get paid a year as questions that they would not answer.

### **Which messages were most effective?**

In general, messages 2 and 3 which explain what the census information is used for are seen as the most effective by participants. They believe that people need to understand what benefit they personally will get from filling in the census in order to motivate them to do so.

*'If I don't know anything about it I will throw it away – but if you explain to me how I will benefit from it, I will take an active interest.'* Black African group

Many participants suggested using a combination of the two to communicate the benefits of filling in the census to Lambeth residents.

*'Could you not mix the two of them together in some way?'* Black Caribbean group

## 6.0 Recommendations

The findings of this research emphasise the importance of effective communications in maximising Lambeth's response rate to the Census in 2011. Below are some suggestions for doing so:

### 6.1 Publicity

- Early implementation of a Census awareness raising campaign. It is vital that people know what the census is and what the form looks like before it drops through their door
- Ensure explanation of what the Census is, what it is used for and why it is important that residents fill it in, in all messages
- Make messages as local as possible, help people to see it as important to Lambeth rather than a national initiative
- Focus messages around the increased money that the council will receive from Central government and the positive impact this will have on service delivery
- Include some case studies of potential improved service delivery that are relevant to the groups who are least likely to complete the census. These should include schools and nurseries, healthcare facilities, housing, parks and sports facilities
- Emphasise that the money will be spent on providing better quality services to combat cynicism about council ineptitude. Potential to include case studies of improvements in the past
- Publicise the translation sheet at the back of the envelope and the fact that people can phone a free helpline number or download an information pack in their language. Most participants stated that they wouldn't look beyond the form to find this sheet
- Explain to people that the census will only be addressed to the occupier, but that it is still an important document
- Target places of worship through engaging with priests and pastors including Black Christian churches and Catholic churches, some of whom conduct masses in Polish
- Target Polish newspapers including Panorama, Cooltura, Polish Express and websites [www.londynek.net](http://www.londynek.net), [www.mojewyspe.co.uk](http://www.mojewyspe.co.uk)
- Poland also has a census known as *Spis Ludnosci*. Use this term in publicity to explain it to the Polish population and look into what the census is known as in other languages
- Leave information including posters and leaflets about the census in schools, nurseries, churches, pubs and shops selling Polish, Caribbean cuisine etc

### 6.2 Practical help

- Attend tenants association meetings to explain the importance of the census. Engage prominent figures on estates such as TA chairs to explain and encourage their tenants to complete the form. Hold surgeries to fill in the census forms before TA meetings

- Run sessions in Lambeth schools to explain to children the importance of the census and to encourage them to go home and explain to their parents why they should fill in the form
- Prompt front line council and partnership staff to ask all residents they encounter whether they have completed their census form, to show them what it looks like and to encourage them to complete. Staff important to brief include housing officers, social workers, customer centre counter staff, health visitors etc
- Engage community faith leaders including priests and pastors to impart information about the census to their congregations



# Agenda Item 6

## WORK PROGRAMME 2010/2011

**Contact Officer:** Khalid Ahmed  
**Telephone:** 01895 250833

## REASON FOR ITEM

This report is to enable the Committee to review meeting dates and forward plans. This is a standard item at the end of the agenda.

## OPTIONS AVAILABLE TO THE COMMITTEE

1. To confirm dates for meetings
2. To make suggestions for future working practices and/or reviews.

## INFORMATION

*All meetings to start at 7.30pm*

<b>Meetings</b>	<b>Room</b>
<b>22 July 2010</b>	<b>CR 5</b>
<b>7 September 2010</b>	<b>CR 6</b>
<b>13 October 2010</b>	<b>CR 6</b>
<b>11 November 2010</b>	<b>CR 6</b>
<b>19 January 2011</b>	<b>CR 6</b>
<b>22 February 2011</b>	<b>CR 6</b>
<b>16 March 2011</b>	<b>CR 5</b>
<b>20 April 2011</b>	<b>CR 6</b>

Corporate Services & Partnerships POC 13 October 2010

PART 1 – MEMBERS, PUBLIC & PRESS

Corporate Services & Partnerships Policy Overview Committee

**2010/11 DRAFT Work Programme**

<b>Meeting Date</b>	<b>Item</b>
<b>8 June 2010</b>	Draft Final Report – The Impact of Public Funded Business Support and the Success of New Business Start Up within Hillingdon and Reviewing how the Council could Improve Business to Business Support with the Borough’s Industrial Estates
	Discussion on work programme for 20010/11
	Cabinet Forward Plan

<b>22 July 2010</b>	Performance: Final Updates for 2009/10
	The Year Ahead and Key Performance Indicators linked to Group Plans
	Budget Outturn and Context for 20010/11
	Major Review in 2010/11 - Scoping Report
	Work Programme
	Cabinet Forward Plan

<b>7 September 2010</b>	Major Review in 2010/11 – First Review - Census 2011 – To look at how this Council can contribute to improving the population data for the Borough
	Witness Session 1
	Cabinet Forward Plan
	Work Programme

<b>13 October 2010</b>	Major Reviews in 2010/11 – First Review - Census 2011 – To look at how this Council can contribute to improving the population data for the Borough
	Witness Session 2
	Cabinet Forward Plan

Corporate Services & Partnerships POC 13 October 2010

PART 1 – MEMBERS, PUBLIC & PRESS

	Work Programme
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<b>11 November 2010</b>	Major Reviews in 2010/11 – First Review Witness Session 3
	Cabinet Forward Plan
	Progress on the implementation of recommendations made by this POC on recent reviews
	Work Programme

<b>19 January 2011</b>	Performance Information Reports
	Group Services Plan / Priorities for Year Ahead
	Draft Budget for Consideration
	Major Reviews in 2010/11 – First Review Final Report
	Cabinet Forward Plan
	Work Programme

<b>22 February 2011</b>	Major Reviews in 2010/11 – Second Review Witness Session 1
	Cabinet Forward Plan
	Work Programme

<b>16 March 2011</b>	Major Reviews in 2010/11 – Second Review Witness Session 2
	Cabinet Forward Plan
	Work Programme

Corporate Services & Partnerships POC 13 October 2010

PART 1 – MEMBERS, PUBLIC & PRESS

<b>20 April 2011</b>	Major Reviews in 2010/11 – Second Review Witness Session 3
	Cabinet Forward Plan
	Work Programme

Corporate Services & Partnerships POC 13 October 2010

PART 1 – MEMBERS, PUBLIC & PRESS

# Agenda Item 7

## **Cabinet Forward Plan**

**Contact Officer:** Khalid Ahmed  
**Telephone:** 01895 250833

## **REASON FOR ITEM**

The Committee is required to consider the Forward Plan and provide Cabinet with any comments it wishes to make before the decision is taken.

## **OPTIONS OPEN TO THE COMMITTEE**

1. Decide to comment on any items coming before Cabinet
2. Decide not to comment on any items coming before Cabinet

## **INFORMATION**

1. The Forward Plan is updated on the 15<sup>th</sup> of each month. An edited version to include only items relevant to the Committee's remit is attached below. The full version can be found on the front page of the 'Members' Desk' under 'Useful Links'.

## **SUGGESTED COMMITTEE ACTIVITY**

1. Members decide whether to examine any of the reports listed on the Forward Plan at a future meeting.

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# The Cabinet Forward Plan

Period of Plan: October 2010 to January 2011 onwards

Ref	Report Title	Advance information	Ward(s)	Report to Full Council	Cabinet Member(s) Responsible	Officer Contact	Consultation	Background Documents	NEW ITEM
<small>ASCH&amp;H = Adult Social Care, Health &amp; Housing; DCEO = Deputy Chief Executive's Office; E&amp;CS = Education &amp; Children's Services; F&amp;R = Finance &amp; Resources; PE&amp;CS = Planning, Environment &amp; Community Services</small>									
<b>CABINET - 14 OCTOBER 2010</b>									
474	<b>Electronic (Online) Petitions to the Council</b>	<p>To inform Cabinet of legislation that becomes law with effect from 15 December 2010 requiring the Council to have in place an electronic petition scheme with the aim of strengthening local democracy. Members will be aware that the Council has benefited from a well established petition procedure for many years. It continues to receive high praise from residents who participate in it.</p> <p>Democratic Services are already prepared for a move to e-petitions having previously invested in the technology capable of implementing this new requirement. Following consultation with the Leader and relevant Cabinet Members, this report to Cabinet will set out a new Petitions Protocol which will form part of the Constitution and be recommended to Council on 4 November 2010.</p>		14-Nov-10	Cllr Ray Puddifoot	DCEO Nikki Stubbs	Members, ICT and internal testing of the system using Council staff	Local Democracy, Economic Development and Construction Act 2009	<b>NEW</b>
491	<b>Arrangements for the supply and delivery of stationery, office machines, electronic office supplies and paper</b>	This report recommends that Cabinet agree a new stationery and paper supply delivery arrangement for the Council. A contract has been procured through the London Contracts and Supplies Group which is expected to release estimated savings on current expenditure.	N/A		Cllr Scott Seaman-Digby	Janice Abbs	Corporate Procurement		<b>NEW</b>

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493	<b>Insurance 2010 - 2015</b>	The Council has a portfolio of insurance covers, including Liabilities, Material Damage and Motor, currently being tendered with assistance from Corporate Procurement. Cabinet is asked to review the results of the tender and agree to award the insurance contracts.	N/A		Cllr Jonathan Bianco / Cllr Scott Seaman-Digby	F&BS - Simone Batchelor	Corporate Teams		
SI	<b>Reports from Policy Overview Committees</b>	Major Policy Review recommendations for consideration by the Cabinet as and when completed.	TBC		as appropriate	DCEO Democratic Services			
SI	<b>Monthly Council Budget - monitoring report</b>	The Cabinet receives a monthly report setting out in detail the council's revenue and capital position.	All		Cllr Jonathan Bianco	F&R Paul Whaymand			
<b>CABINET MEMBER DECISIONS - OCTOBER 2010</b>									
SI 4	<b>Standard Items taken each month by the Cabinet Member</b>	Cabinet Members make a number of decisions each month on standard items - details of these standard items are listed at the end of the Forward Plan.	Various		All	DCEO Democratic Services	Various	Various	
<b>CABINET - 18 NOVEMBER 2010</b>									
SI	<b>Reports from Policy Overview Committees</b>	Major Policy Review recommendations for consideration by the Cabinet as and when completed.	TBC		as appropriate	DCEO Democratic Services			
500	<b>Hillingdon Voluntary Sector Compact</b>	Cabinet is asked to consider proposals amending the notice period and procedures for changing the funding to voluntary sector partners set out in the Hillingdon Compact. This would bring it in line with the National Compact. Funded partners are being consulted about the proposals and their views will be incorporated into the report.	N/A		Cllr Douglas Mills	DCEO - Sarah Johnstone	Directorates, local voluntary sector partners prioritising Council funded groups	Hillingdon Compact, Refreshed National Compact	<b>NEW</b>



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SI	<b>Monthly Council Budget - monitoring report</b>	The Cabinet receives a monthly report setting out in detail the council's revenue and capital position.	All		Cllr Jonathan Bianco	F&R Paul Whaymand 01895 556074			
<b>CABINET MEMBER DECISIONS - NOVEMBER 2010</b>									
SI	<b>Standard Items taken each month by the Cabinet Member</b>	Cabinet Members make a number of decisions each month on standard items - details of these standard items are listed at the end of the Forward Plan.	Various		All	DCEO Democratic Services	Various	Various	
<b>CABINET - 16 DECEMBER 2010</b>									
354 Page 45	<b>The Council's Budget - Medium Term Financial Forecast 2011/12 - 2014/15</b>	This report will set out the Medium Term Financial Forecast (MTFF), which includes the draft General Fund reserve budget and capital programme for 2011/12 for consultation, along with indicative projections for the following three years.	All		Cllr Jonathan Bianco	F&R Paul Whaymand	Internal only with Council departments - the proposals will then be subject to public consultation through the Policy Overview Committee in accordance with the Budget and Policy Framework rules and statutory consultation with business ratepayers	Local government finance settlement information on DCLG website	
355	<b>Financial Support to Voluntary Organisations</b>	The report to Cabinet will make recommendations on the level of financial support to voluntary organisations for the 2011/12 financial year.	All		Councillor Douglas Mills	DCEO Nigel Cramb 01895 250394			

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SI	<b>Monthly Council Budget - monitoring report</b>	The Cabinet receives a monthly report setting out in detail the council's revenue and capital position.	All		Cllr Jonathan Bianco	F&R Paul Whaymand			
SI	<b>Quarterly Voluntary Sector Leases Report - Quarter 2</b>	Regular quarterly report on discounted leases to voluntary sector organisations that benefit residents and the wider community	All		Cllr Jonathan Bianco	PE&CS Gregory Morrison			
SI	<b>Quarterly Council Plan, Performance, Local Area Agreement and Achievements monitoring - Quarter 2</b>	Regular monitoring report about how the council and partner organisations are performing and how the council is delivering its priorities as set out in the Council Plan.	All		Cllr Ray Puddifoot & Cllr Douglas Mills	DCEO Kevin Byrne / Sue Crehan / Ian Edwards			
SI	<b>Quarterly Performance Monitoring of the Sustainable Community Strategy - Quarter 2</b>	Regular quarterly monitoring report of the Sustainable Community Strategy about how the council and its partners are performing and delivering its priorities as set out in the Strategy.	All		Cllr Douglas Mills	DCEO Ian Edwards			
511	<b>Business Objects Licence Management</b>	Cabinet will be asked to award a contract to manage the ICT Business Objects Licences, which assist the Council in performance management, planning, reporting, query and analysis and information management.	N/A		Cllr Jonathan Bianco	F&BS - Arthur Greaves	Corporate Teams		<b>NEW</b>
SI	<b>Quarterly Planning Obligations Monitoring report - Quarter 2</b>	Regular monitoring report with information about spending on section 106 (developer contribution) monies.	All		Cllr Keith Burrows	PE&CS Jales Tippell / Vanessa Scott		Previous Cabinet Reports	

## CABINET - 20 JANUARY 2011

<b>Ref</b>	<b>Report Title</b>	<b>Advance information</b>	<b>Ward(s)</b>	<b>Report to Full Council</b>	<b>Cabinet Member(s) Responsible</b>	<b>Officer Contact</b>	<b>Consultation</b>	<b>Background Documents</b>	<b>NEW ITEM</b>
<small>ASCH&amp;H = Adult Social Care, Health &amp; Housing; DCEO = Deputy Chief Executive's Office; E&amp;CS = Education &amp; Children's Services; F&amp;R = Finance &amp; Resources; PE&amp;CS = Planning, Environment &amp; Community Services</small>									
482	<b>Security Contract</b>	Cabinet will be asked to consider the Council's Security Contract following a tender exercise.	All		Cllr Scott Seaman-Digby & Cllr Jonathan Bianco	F&BS - Steve Smith	Corporate Procurement		
SI	<b>Reports from Policy Overview Committees</b>	Major Policy Review recommendations for consideration by the Cabinet as and when completed.	TBC		as appropriate	DCEO - Democratic Services			
SI	<b>Monthly Council Budget - monitoring report</b>	The Cabinet receives a monthly report setting out in detail the council's revenue and capital position.	All		Cllr Jonathan Bianco	F&BS - Paul Whaymand			

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