

## Minutes

**Corporate Services and Partnerships Policy  
Overview Committee  
Thursday, 11 November 2010  
Meeting held at Committee Room 6 - Civic Centre,  
High Street, Uxbridge UB8 1UW**



	<p><b>Members Present:</b> Councillors Richard Lewis (Chairman), Raymond Graham, Shirley Harper-O'Neill, Anita MacDonald, Carol Melvin and Robin Sansarpuri.</p> <p><b>Apologies:</b> Councillor Michael White (Councillor Shirley Harper-O'Neill substituting)</p> <p><b>Officers:</b> Toni Brown (Deputy Chief Executive's Office), Kevin Byrne (Head of Policy) 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>	
29.	<p><b>DECLARATIONS OF INTEREST</b></p> <p>None.</p>	
30.	<p><b>MINUTES OF THE MEETING HELD ON 13 OCTOBER 2010</b></p> <p>Agreed as an accurate record.</p>	
31.	<p><b>EXCLUSION OF THE PRESS AND PUBLIC</b></p> <p>It was agreed that all items of business were considered in public.</p>	
32.	<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>The Head of Policy informed Members that the draft communication strategy for Hillingdon would build on the communications strategy of ONS. Hillingdon would communicate the Census through a variety of ways such as through Hillingdon People, the public website and its Street Champions.</p> <p>The publicity would begin with an article in Hillingdon People in January; internal briefings would be given to staff as a number of staff were residents of the Borough. In addition there would be displays in libraries and the Council would also give consideration to the use of social network sites, such as Facebook. The Council's many public notice boards would be</p>	<p><b>Action By:</b></p>

	<p>used and work would take place with ONS in relation to the provision of posters in different languages to reflect the ethnic diversity of the Borough.</p> <p>Members were provided with details of the London Borough of Hounslow's draft communication strategy which was a comprehensive document. Members asked that officers give consideration to some of the areas which this strategy covered. It was agreed that Hillingdon's draft communication strategy be made available for Members.</p> <p><b>Lambeth Census Focus Group</b></p> <p>At the last meeting of the Committee, Members asked that measures which this focus group had suggested which would improve participation rates be provided for the review. These measures included:</p> <ul style="list-style-type: none"> <li>• Early implementation of a Census awareness raising campaign</li> <li>• A clear explanation of what the Census was, what it was used for and why it was important for residents to participate</li> <li>• Localise the message, help people to see it as important to the Borough, rather than a national initiative</li> <li>• Focus the message around the increased funding the Council would receive from central government and the positive impact this would have on service delivery</li> <li>• Include case studies of potential improved service delivery which were relevant to 'hard to count' groups</li> <li>• Emphasise that the money would be spent on better quality services to combat cynicism about Council ineptitude</li> <li>• Publicise the translation sheet at the back of the Census questionnaire envelope and inform people that they could phone a free helpline number or download an information pack in their language</li> <li>• Give an explanation that the Census questionnaire would only be addressed to the occupier but that it was still an important document</li> <li>• The targeting of places of worship through engaging with priests and pastors etc</li> <li>• Targeting foreign newspapers. For example in relation to Polish newspapers; Panorama, Cooltura, Polish Express and websites</li> <li>• Reference was made to the Census in Poland which was known as Spis Ludnosci. This or other foreign equivalents to the Census could be used in publicity</li> <li>• Information posters and leaflets about the Census could be left in nurseries, schools, churches, pubs etc. Also in shops selling foreign cuisine</li> </ul>	<p><b>Action By:</b></p> <p><b>Kevin Byrne /Emma Marsh</b></p>
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33.	<p><b>PROGRESS ON IMPLEMENTATION OF RECOMMENDATIONS MADE BY THE POC ON RECENT REVIEWS</b></p> <p>In relation to this Committee's review into the impact of a Pandemic, Members asked that further details be provided on details of the skills and knowledge audit which Strategic HR had carried out.</p> <p><b>Resolved –</b></p> <ol style="list-style-type: none"> <li>1. That the information contained in the report be noted and Strategic HR be asked to provide further information on the skills and knowledge audit which took place as a result of the Pandemic review.</li> </ol>	<b>Strategic HR / Khalid Ahmed</b>
34.	<p><b>WORK PROGRAMME 2010/11</b></p> <p>The report was amended to reflect the additional meeting which would be taking place in December.</p>	<b>Khalid Ahmed</b>
35.	<p><b>CABINET FORWARD PLAN</b></p> <p>Reference was made to the item on the Security Contract which was on the Forward Plan for Cabinet on 20 January 2010 and Members asked that the Committee be provided with a briefing on this.</p> <p>The report was noted.</p>	<b>Steve Smith</b>
	<p><b>Meeting closed at 9.00pm</b>  <b>Next meeting: 20 December 2010 at 7.00pm.</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 is to Councillors, Officers, the Press and Members of the Public.