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DRAFT Census Engagement and Communications Strategy

1. Introduction

- 1.1. The Census of England and Wales is a ten yearly compulsory estimate of population and housing. The next census will take place on Sunday 27 March 2011.
- 1.2. Securing an accurate census result is particularly important for local authorities for two reasons.
 - **Data** – the census provides Councils with a free, comprehensive evidence base to support commissioning and policy making for the next ten years;
 - **Funding** – Central Government rely heavily on census figures to calculate local government funding allocations. A poor census response rate could result in significant undercounting, leading to underfunding in the future.
- 1.3. Target engagement and publicity with Hillingdon’s communities will play an important part in ensuring a positive census outcome for the borough in 2011. To this end, Hillingdon has nominated a Census Liaison Manager (CLM) and Assistant Census Liaison Manager (ACLM) to work with the ONS Area Manager (AM) to promote the importance of the census to residents, staff, members and local partners.
- 1.4. The purpose of this Communications and Engagement Strategy is to outline how the Council and its partners can best supplement ONS engagement and publicity activity to ensure the best possible count for the borough. This will include:
 - Utilising existing Council and Local Partnership communications channels to promote core census messages
 - Promoting the census with communities throughout the borough who have historically had a low census response rate
 - Working with local and regional organisations who have contact with communities to promote the census and encourage local groups to assist others to complete their census forms through completion events.

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- Effectively promoting census jobs to residents and Council staff to ensure Hillingdon has a strong field workforce to support census delivery and collection

1.5. The ONS appointed an Area Manager to Hillingdon in July 2010. She is working with the Hillingdon Council and partners to co-ordinate fieldwork operations and community engagement activity across the borough.

1.6. From December 2010. ONS will conduct a national publicity campaign aimed at promoting the census to the general public.

1.7. ONS are also funding some targeted community engagement activity in Local Authority Areas. ONS have allocated a part-time Community Adviser to work with the Somali communities in Hillingdon.

2. Background

2.1 During the last Census in 2001, Hillingdon secured one of the highest response rates when compared with other West London boroughs:

- Richmond – 93%
- Hillingdon – 91%
- Hounslow – 91%
- Harrow – 91%
- Ealing – 85%
- Brent – 79%
- Hammersmith and Fulham – 76%
- Kensington and Chelsea – 64%

2.2 However, Hillingdon's response rate ranked below the national average of 94%.

2.3 ONS data from the 2001 Census show response rates were especially low among:-

- Male residents between the ages of 20 – 29 (average – 88% against the return for the whole group of 93%).
- Female residents between the age of 20 – 34 (average 87% against the return for the whole group of 92%),
- As well as for children and babies aged 0 to 4 years. (male – 88%, female – 89%)

Hard to Count (HTC) Groups

2.4 ONS have identified a number of 'Hard to Count' (HTC) groups in Hillingdon who had significantly lower response rates during the last census. These include:

- **Group A:** BME communities – Bangladeshi (0.6%), Pakistani (1.6%), Indian (9.6%), Black African (1.7%) & Black Caribbean (1.3%) – 14.8% of the population
- **Group B:** Elderly Residents (80+) – 3.7% of the population

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- **Group C:** Students & Young People – 24.9% of the population
- **Group D:** White Europeans (Eastern) – 0.6% of the population

2.5 There are a number of other groups which ONS does not include in the HTC category, but which local intelligence suggests have a low levels of engagement with the Council and its partners. Such groups include (i) hard to reach white working class residents, (ii) residents with learning difficulties, (iii) private tenants and, (iv) second home owners and more wealthy residents. Many of these groups will be engaged through the national publicity campaign ONS will run from December to March 2011.

2.6 Residents in the HTC groups make up approximately 6% of the borough population. If Hillingdon is to secure a high volume and coverage of responses in 2011, it is important that residents in these HTC groups are adequately engaged to ensure completion of the Census forms.

Barriers to Census Completion

2.7 A further set of general barriers to census completion exist which will need to be considered in delivering an effective Communications and Engagement Strategy. These include:

- **Public distrust** – residents might not complete census forms because of concerns regarding confidentiality of data
- **Large Households** – lack of willingness among large families (more than 6 members) to request continuation forms. Many of Hillingdon's largest families will be in BME communities who face other barriers to engagement making them harder to count.
- **Length of census form** – many residents may consider the length of the census form, at 32 pages long, too daunting/time consuming to complete.
- **Limited ONS engagement resource** – Community Advisors will be shared across authorities reducing the time spent engaging with communities in Hillingdon.

3. Communication & Engagement Schedule

This section outlines planned communication and engagement activity which officers at Hillingdon, the ONS Area Manager, and Community Advisors will be undertaking over the next 5 months.

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Tool	Responsible	Resources	Frequency	Planned Engagement Activity
HillingdonPeople – Borough magazine	Marketing (LBH)	<ul style="list-style-type: none"> • Census copy 	Jan / Feb 2011 March 2011	<ul style="list-style-type: none"> • Provide an overview of the Census to residents • Final reminder about the importance of completing the return
Local Media	PR (LBH)	<ul style="list-style-type: none"> • Press release • Leader’s column 	1 in Jan 2011, 1 in Feb 2011 March 2011	<ul style="list-style-type: none"> • Provide an overview of the Census to residents • Reminder that 1 month to go & the importance of completing the return • Final reminder about the importance of completing the return
Newsletter	PR (LBH)	<ul style="list-style-type: none"> • Street Champions • Staff via Team Briefing • teamHillingdon 	Jan 2011, Feb 2011, Mar 2011	<ul style="list-style-type: none"> • Provide an overview of the Census to residents • Reminder that 1 month to go & the importance of completing the return • Final reminder about the importance of completing the return
Touring Display	Marketing (LBH) / Amanda King (AM)	<ul style="list-style-type: none"> • Libraries • Hayes One Stop Shop • Civic Centre Main Foyer • Possibly Leisure Centres and other public facing venues 	Over three months starting in Jan 2011	<ul style="list-style-type: none"> • Provide an overview of the Census to residents • Point residents at the council website for updated information

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Tool	Responsible	Resources	Frequency	Planned Engagement Activity
Web	<i>Marketing (LBH)</i>	<ul style="list-style-type: none"> • Hillingdon.gov.uk • Census.gov.uk • Facebook • Horizon (intranet) • <i>Screen Saver – add to the council’s screen saver (primarily in outstations)</i> 	Over three months starting in Jan 2011	<ul style="list-style-type: none"> • Promote core Census message • Provide residents with clear and up to date information • Countdown to Census day on internal / external website to remind residents / staff
Email	ICT (LBH)	<ul style="list-style-type: none"> • Amend outgoing email to include a standard footer promoting Census • Article in ‘All staff email’ • Members Email Group 	Over three months starting in Jan 2011	<ul style="list-style-type: none"> • Point residents at the council website for updated information • Provide an overview of the Census to residents • Provide an overview of Census & signpost to the website for further information / toolkit
<i>Telephone</i>	<i>Lynn Smith – Customer Services</i>	<ul style="list-style-type: none"> • <i>Main LBH contact number</i> 	<i>Recorded messages from w/c xxx</i>	<ul style="list-style-type: none"> • <i>Incoming callers reminded of Census and need to fill in form (Sample wording for recording)</i>
Plasma screens	Marketing (LBH)	<ul style="list-style-type: none"> • Main reception – Civic Centre • Hayes One Stop Shop 	January 2011 onwards	<ul style="list-style-type: none"> • Message promoting core Census message
Corporate Services & Partnerships POC	CLM / Democratic Service Manager	<ul style="list-style-type: none"> • Minutes • Reports to POC 	3 meetings	<ul style="list-style-type: none"> • Scrutinise LBH plans and approach • Provide an overview of the Census to Members
Members Development Day	CLM	<ul style="list-style-type: none"> • Presentation to Members 	December 2010	<ul style="list-style-type: none"> • Provide an overview of the Census to Members

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4. Community and Voluntary Sector contact

The table below provides a summary of the engagement planned with community and voluntary groups and organisations operating in the borough that so far cater for hard to count groups as outlined in 2.4. This list is live and will be regularly updated. It is not exhaustive.

Key – Lead Officer

- AM – ONS Area Manager
- LBH – London Borough of Hillingdon

Group	Lead Officer	Visit (Y/N)	Completion Event (Y/N)
Students			
Brunel University			
Uxbridge College	AM	Y	
Uxbridge College – Hayes Campus	AM	Y	
BME Groups			
African Caribbean Community			
East Africa Community Support			
Hayes Nepalese Gurkhas Community		Y	
Hillingdon Somali Womens Group			
Horn of Youth Africa Association			
Pakistan Association for culture, knowledge & Information			
Rajo Somali Youth Group			
Refugee (REED)		Y	
REAP – Refugees and ineffective and active partnership			
Tageero Health& Social Care access for Refugees			
Sahan Society.			
Victoria Clumbie Foundation			
West London Somaliland Community		Y	
Faith Groups			
Ahmadiyya Muslim Association		Y	
All Saints		Y	
Anjuman Hidayah Heathrow Masjid			
Brunel University Chaplaincy		Y	
Central Jamia Mosque			
Ekta Asian Women's Centre			
Guru Granth Gurdwara			
Harlington Baptist Church		Y	

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Group	Lead Officer	Visit (Y/N)	Completion Event (Y/N)
Hayes Muslim Centre			
Hidata Centre Anujman Himayt al Islam			
Hillingdon Pentecostal Church		Y	
Hillingdon Sikh Welfare Association		Y	
Hillingdon Interfaith Network (HIFN)			
Hillingdon Borough Central Mosque & Community Services			
Hindu Society			
Kali Mata Mandir Faith Group			
Navrati Garba- Adhya Shakt Mtaji Temple			
Quba Islamic & Education Centre			
St Andrews Lutheran Church		Y	
Residents Association			
Northwood Hills Residents Association		Y (Jan 2011)	
Oak Farm Residents Association		Y	
Other Resident Tenants Associations			
Disability Groups			
HAGAM Drug and Alcohol		Y	
Hillingdon Local Involvement Network (LINK)		Y	
Disabled Peoples Assembly			
Elderly Groups			
Age UK (Hillingdon)			
Asha Day Centre			
Brookside Community Centre			
Greater London Forum for Older People.			
Older Peoples Assembly			
Partners			
Local Strategic Partnership Exec			
Wellbeing Board			
Hillingdon Children & Families Trust			
Cleaner & Greener Borough Theme Group			
Safer Hillingdon Partnership			
Strong & Active Communities Partnership			
Sustain, Renew & Prosper Taskforce			
Disablement Association Hillingdon (DASH)			
Hillingdon Association of Voluntary Services (HAVS)		Y	
Hillingdon Federation of Community Associations			

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Group	Lead Officer	Visit (Y/N)	Completion Event (Y/N)
Hillingdon Citizens Advice Bureau			
London Fire Service (Hillingdon)		Y	
Metropolitan Police (Hillingdon)		Y	
General			
Employment Link - Mental Health Matters			
Hillingdon Womens Centre			
Hillingdon Law Centre			
Hillingdon Community Centre			
MIND			
The Salvation Army			
YMCA Hayes			