

GREATERLONDONAUTHORITY



VERSION 1.2

Partnership and Engagement A Pan-London Partnership Plan for the 2011 Census



16 December 2010

London Regional Partnership Plan (LRPP)

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1. Introduction

Following September's London regional event, ONS, GLA and London Councils resolved to produce a plan to:

- **identify potential gaps in Census engagement and communications; and**
- **outline potential actions which would help raise the profile of the Census across the city as whole.**

Why a Pan-London approach? The broad objective is to draw on the relative strengths, resources and knowledge of a complex world city held by the ONS, the GLA, London Councils and the London Boroughs to add genuine value and avoid duplication of effort in the effort to maximise participation in the March 27th count.

Further, a pan-London approach makes room for fresh approaches simply not available to us a decade ago which help us reach out to harder-to-reach elements within the population of our dynamic capital city. London is a city where 3 million people commute every day, their movements take them from boroughs, through boroughs, into boroughs and back again. The population is fluid and flexible and for Census campaigning to be most effective a regional campaign which raises its profile as people travel, as they interact with their online and offline networks, and as they work can help reinforce and compliment the groundwork being done by ONS and boroughs at a local level.

1.1 Making this document work

The following document outlines where we perceive the gaps in activity to be, based on GLA intelligence and draft local partnership plans. While undoubtedly a case can be made for additions, we have been conscious that we are operating in a time limited period and that overstretching our ambitions may compromise the quality of engagement.

We are also conscious that if this is to work then there needs to be clear and effective communications between all the levels involved in communicating the Census, and to make the picture clearer ONS have helpfully attached what they will be co-ordinating centrally in Annex A.

The main features of the document are:

- Engagement with prioritised groups (section 3); and
- Regional partnership activity (section 4).

If the plan is to deliver favourable outcomes then clear, effective communication is key. And to those ends we are committed to:

1. **keeping all boroughs in the loop of progress made at a regional level so they can tailor their local plans appropriately.**
2. **promoting and publicising the Census around regional print and broadcast media as well as digital channels.**
3. **securing buy in, co-operation and action from regional partners.**
4. **organising prominent, pan London events; and**
5. **delivering Census advertising and promotion across the London transport network (including DLR and overground).**

Above all else, we hope you find this a useful addition to the work you are carrying out a local level. The **document will be live and will develop over time** as agreements are made with regional organisations and national communications campaigns are confirmed.

1.2 Delivering the Census in London

Activity around the Regional Plan will be focussed around the following phases:

- **Phase 1: Awareness Building (21st February – 17th March)**
- **Phase 2: Call to Action (18th March – 6th April)**

During January we will continue to work with the stakeholders identified in the plan to secure their buy in and co-operation in communication key Census messaging.

The GLA and London Councils will look to organise media events in both these phases, alongside key stakeholders in Phase 1 and with the Mayor in Phase 2.

1.3 Key contacts

The London partnership plan is being jointly developed by ONS, GLA and London Councils.

Key partners are listed below:

	Name	Telephone	Email
<i>Partners steering group</i>			
Greater London Authority	Andrew Collinge	020 7983 4652	Andrew.collinge@london.gov.uk
London Councils	Liam Mckay	020 7934 9709	Liam.mckay@londoncouncils.gov.uk
ONS	Nick O'Donnell		Nick.O'donnell@ons.gsi.gov.uk
Implementation team			
ONS regional partnership manager	TBA		

1.4 Regional priorities

ONS has agreed a framework of partnership activities with all local councils over the last two years. This framework consists of the 7 strands of activity shown below.

For each activity, the London partnership steering group has considered whether regional activity is a priority. The results are shown below, and demonstrate that the main focus of regional activity will be on promotion and publicity and engagement.

	Partnership strand	Relative importance of regional activity	Proposed activity levels			
			GLA	London Councils	Boroughs	ONS regional
Information	Address register	L	–	–	1	1
	Quality assurance	M	2	–	2	1
	Enumeration intelligence	M	–	–	1	1
Engagement	Community liaison	H	2	2	1	3
	Promotion and publicity	H	1	2	1	3
	Support for recruitment	M	3	3	2	2
Ops	Logistical support for field work	M	3	3	2	3

The first column gives a clear steer towards the activities that the partners should focus on

H – Potentially high impact on response rate, affecting more than 5% of households

M – Potentially medium impact on response rate, affecting between 1% and 5% of households

L – Potentially low impact on response rate, affecting less than 1% of households

The next four columns give an idea of which of the partners will be carrying out the activity

1 – High levels of activity

2 – Medium levels of activity

3 – Lower levels of activity

2. Information and intelligence

Enumeration intelligence and address register information will be provided by London boroughs as part of the census local partnership for each borough.

Information for quality assurance purposes is likely to be available at regional (as well as borough) level.

The GLA will consider the available information sources and provide them to ONS as soon as available for quality assurance purposes.

3. Engagement with prioritised groups

3.1 Identification of high priority groups and desired outcomes

The groups below have been selected as regional priorities after analysing GLA intelligence and examining the first draft of borough partnership plans.

Under the broader desired outcome of encouraging the highest level of participation, there are three outcomes of the engagement with target population groups being pursued nationwide by area managers and community advisors, which should be mirrored by the regional partnership.

- Information and promotion provided to target population groups;
- Partnership with intermediary organisations to convey communication messages about the census (and the availability of jobs); and
- Completion events to help with questionnaire completion supporting the field operations in specific communities.

Please note here that *methods of engagement listed are still to be finalised*.

Group	Methods of engagement
Black Caribbean and African residents	<p>Promoting activity on GLA website as well as Mayor's Youtube/twitter site through representative groups' communications approaches.</p> <p>GLA community engagement team to disseminate website address and key messages of the campaign at existing meetings with community orgs.</p> <p>Email to members of Operation Black Vote through LCF.</p>
Young (18-29 years old), young professionals, private renters and students	<p>Facebook/Youtube/GLA page emailed to NUS to email/tweet out as part of their routine comms.</p> <p>TfL to send out link to the page in their subscription newsletter (The Loop) and on their website as well as on digital noticeboards in tube stations. Posters on the underground and across transport network are also subject to cost.</p> <p>Feature to be written in London press.</p> <p>Where available, an e-zine can be sent out to contact database held by Comm. Engagement team and CYPUP (Mayor's Young Ambassadors and Young Mayors of London Boroughs).</p>

	<p>We will also attempt to engage this group through working with businesses and the London Chambers of Commerce in particular.</p>
<p>Polish and other Eastern European communities</p>	<p>Facebook/Youtube/GLA page emailed to organisations/community groups to email to their members (e.g. http://www.polishculture.org.uk/; http://www.posk.org/; Bulgarian cultural institute (due to open later this year).</p> <p>Engagement/press release with website details where possible in the ex-pat media such as: Dziennik Polski, Gonicz Polski, Russian London, Russian Courier, Pulse UK and other community websites http://londynek.net/biuro/article?jdnews_id=880358 http://www.toplanguagecommunity.co.uk/polish-portal/ http://www.gadatka.com/indexeng.php http://www.russianuk.com/eng/ http://ruslon.com/ http://www.toplanguagecommunity.com/bulgarian-portal/.</p> <p>Email information to be disseminated to students at UCL's SEESS school.</p> <p>Email information to ESOL course providers such as colleges to email to their students.</p> <p>Invite Facebook groups such as Russians in London to display GLA page on their page.</p> <p>Email those signed up to attend Mayor's Russian New Year celebrations (GLA contact database).</p>
<p>Housing Association/ Council tenants, Private Rented Sector</p>	<p>Facebook/Youtube/GLA page emailed to housing associations for use in email/online newsletters to tenants.</p> <p>Email those attending any Mayoral housing events to disseminate information to their members. (GLA Contact database).</p>
<p>Asian, Chinese, Latin America or other ethnic groups (e.g. Turkish) including those who's English may be limited</p>	<p>Engagement/press release with website details in community newspapers (e.g. Sing Tao, Zone East, Olay Gazet, Turkish Cypriot Community Association newsletter, Turkish Times). A full list of all ethnic newspapers can be found here: http://www.mondotimes.com/1/world/uk/142/4217</p> <p>Produce features for community newspapers.</p>

	<p>Invite community based Facebook groups to display GLA page on their page.</p> <p>Email can go out via the contact database to those who have attended the Mayoral events or those intending to attend them (e.g. Chinese New Year, Newroz, Russian New Year).</p> <p>LCF to distribute the information at their events.</p>
Elderly (80+)	<p>Email older people's groups so they can disseminate information to their members (Community engagement team).</p> <p>Email regional Age UK centres.</p> <p>Email those on the Contact database who have attended or plan to attend Mayor's cultural events such as Capital Age Festival (GLA comm. Engagement/ Events teams).</p> <p>Engage London's Older Peoples' Strategy Group to disseminate information.</p>
SME/private sector	<p>GLA/London Councils to work with London Chambers of Commerce to promote the Census amongst SME/private sector.</p> <p>Assistance to be sought from GLA Private Sector team.</p>
Voluntary sector	<p>Assist voluntary sector groups in marketing census to members (e.g. via email campaign).</p> <p>Launch event with media presence at City Hall with attendance of various voluntary organisations present.</p> <p>LVSC, LCF could advise on other events happening where information could be communicated.</p>

3.2 Information and promotion to target population groups

ONS centralised activity

ONS is implementing a range of centrally orchestrated communication activities both to the general public and targeted towards youth, student and BME audiences. These are summarised in Annex A.

Regional partnership activity

More locally, ONS/GLA and London Councils are developing ideas in the following areas:

Stakeholder Event: an event, during February at which all key stakeholders would be invited to attend a campaign launch at which they could receive key Census messages and materials. (During Phase 1)

Call to Action Event: a Census call to action event with the Mayor, Chair of London Councils and key partners in March. (During Phase 2)

Viral Marketing Campaign: the GLA can organise a viral marketing campaign to take advantage of the Mayor's high profile. The focus will be a dedicated webpage (designed to raise the public awareness of the Census and the importance of taking part in the count). To target as wide a range of people as possible, the campaign will also be disseminated via Twitter, Facebook and e-shots. The Mayor currently has 107,058 followers on Twitter and sending a series of tweets out via this format will assist in spreading the message across London's communities. (During Phases 1 and 2)

Advertising: GLA has secured advertising space on TfL for Tube poster advertising. (slots are for 2 weeks at 125 sites in total just ahead of and during the initial census period). A further 200 poster spaces have been secured on the London Overground network for 4 weeks during the Census period. We continue to work towards securing advertising on Docklands Light Railway. Another possibility is to have the same posters across 1,300 bus stop sites in London. This approach would target different groups, including those who might live in more deprived areas, areas not served as well by the tube, and older people who are more likely to use the bus instead of the tube. (Phase 2)

Media: Building on existing good relationships, the GLA and London Councils will work closely with colleagues across London print and broadcast media to promote the Census and build awareness. Here again, we would use the Mayor as appropriate. (Phases 1 & 2)

Additionally, the GLA, London Councils and ONS will look into the possibility of producing a Census poster and leaflet in English with the translation of the main message and helpline number in all major community languages.¹

3.3 Completion events and support for operations

ONS is considering the development of mobile completion events in areas of low response in London in discussion with GLA/London Councils.

¹ This is based on information received from boroughs who have indicated that it will be difficult for organisations to find space for all of the different language posters produced by ONS.

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Proposals are being developed and costed and are likely to include a blend of pre-planned and contingency activities and locations.

Particular consideration is being given to providing relevant in-language support if these mobile completion events are implemented.

GLA/London Councils are open to the prospect of providing marketing or logistical support for such activities.

4. Regional partnership working

The aim of this part of the regional plan is to build a collection of alliances at a regional level and to work with each organisation in order to secure their buy in, create momentum as well as their support of prominent events

We are also asking for access to their networks so we can share marketing and communication platforms and distribute marketing material and content across them. Our ambition is to create a buzz around the event which complements the ONS and Borough approaches, so that it is talked about in communities, in families and amongst friends.

We have already started working with key groups, including London Chambers of Commerce, LVSO and prominent community leaders, amongst others to help create momentum and specific actions related to their constituencies.

The table below lists a collection of prominent regional organisations we plan to work with in the months leading up to Census day. ONS will be the lead relationship holder for most of the groups with support from GLA and London Councils as appropriate.

As indicated earlier, this is a live document and will be updated as agreements are reached. All relevant information will be disseminated to boroughs so they can make the appropriate adjustments to their regional plans. Further actions will be developed in the coming weeks and will follow after initial meetings.

We would also welcome assistance from boroughs who host regional, high profile organisations in their area.

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Plan section	Intermediary organisations	Relationship holder	Aim	Actions
Prominent regional organisations	Citizens Advice Bureau	ONS	To build a partnership with CAB which allows access to their networks and for effective working relationship to be formed at a local level.	ONS to work alongside CAB nationally and area managers to work with local branches around campaigning
	Voluntary organisations (e.g. LVSO, Civic Forum)	ONS with support from GLA/LC	To build a regional partnership that allows us access to target community groups.	GLA/LC met with LVSO and Civic Forum on 19/10/10 to agree a working relationship around the Census could be formed. Civic Forum agreed to disseminate Census information at their events as well as profile in email circulars to their networks.
	London Chambers of Commerce & Business Associations & British Retail Consortium	GLA/LC in consultation with ONS	To engage the business community in the Census, to involve them in regional events and to gain access to key businesses ²	London Councils met with the head of Public Policy at LCoC on November 1 st and it was agreed that LCoC would run a feature story on the importance of the Census in March and would give the event profile in email circulars to clients. Representations also made to British Retail Consortium around involving them in Census messaging.
	Community leaders	ONS/GLA/LC	To engage prominent London community leaders and involve them in high profile regional events in order to gain larger media hit.	Propose to arrange Census stakeholder event in February and Mayoral call to action event in
	Embassies/consulates	ONS/GLA/LC	To engage embassies who will have access, addresses of	GLA/London Councils have approached the FCO about contacting “target” embassies/High

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			potential key regional target groups ³	Commissions and the FCO have agreed to put us in touch as well as provide a covering note on the importance of the Census. A letter from the Mayor will be sent to the target embassies/High Commissions in December.
	Universities	ONS	To engage university chancellors in order to raise the profile of the Census amongst students, reinforcing messages made at a local level.	ONS have written to all London university chancellors building relationship in advance of the Census
	British Medical Association	ONS	To involve the BMA in promoting the Census amongst GP's, reinforcing messages made at a local level.	ONS to lead on engagement.
	BUPA	ONS/GLA/LC	To involve BUPA in Census promotions so they can communicate key messages to their client base.	ONS/GLA/LC to make representations to BUPA.
	Tenant Associations, Social Landlords and prominent private landlords	ONS/GLA/LC	To raised awareness of the Census amongst these key groups	GLA have a relationship with key organisations such as the National Landlords Association (in London).
	London Landlord Accreditation Scheme	LC/GLA	To use the group to engage some private landlords in London	A conversation took place with LLAS and a meeting will take place on January 11th
	TfL	GLA/ONS	To work with TfL to agree advertising across the London	GLA have informed ONS that it will be possible to secure advertising across the London transport

³ We believe the key embassies/high commission to contact will be Nigerian, Chinese, Ghanaian, Somali, Vietnamese, Turkish, Polish, Pakistani, Indian, Polish, Russian, Brazilian, Romanian, Bulgarian, Columbian, Spanish, German, French.

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			transport network in the run up towards the Census.	system at no cost either side of Census day.
	London Councillors	ONS/GLA/LC	To make councillors local champions for the Census	ONS/GLA/LC to brief councillors from Wandsworth and surrounding boroughs on national and regional strategies on 29/11/10. A further regional briefing will take place in Waltham Forest in February.
	Age UK	ONS	To secure buy-in from prominent organisations that support and lobby for the elderly.	ONS to update, London Councils have also opened a discussion.
	School Governors	GLA	To secure co-operation from School Governors across London so that positive Census messages can be communicated in schools	GLA to write to School Governors across London and to work with them going forward.
	South East TUC	London Councils	To engage a significant employers union in the process so they can filter through key messages to their members	LC to meet Megan Dobney (Regional Secretary) on December 16 th .
	Irish Traveller Movement of Britain	LC/GLA	To work with the group to promote the Census amongst London's traveller community,	Discussion scheduled for week beginning 13/12/10.

5. Taking Forward the LRPP

5.1 Your Comments

We want the LRPP to be a live document so we would welcome comments and proposals from boroughs and partners whenever they have them. The plan itself will be hosted on the Census Communities of Practice Website and also on both the GLA and London Councils website. We will undertake to update it to reflect progress made against actions and where additional actions are agreed.

Table A lists key Census dates for your attention. As mentioned in section 1.2, for consistency of message, the current thinking is to organise a stakeholder event in City Hall in February at which we will share key Census messaging which can be disseminated across groups and networks by partners. Then, in March, to launch the call to action, we plan to organise an event with the Mayor of London.

Any suggestions, particularly around the stakeholder event, would be welcomed.

Table A

Milestones	Date
Agree London Regional Partnership Plan	December 2010
Engage partners from boroughs, business, pan London institutions, communications on the delivery of the plan	December 2010
Update ACLM's and Area Managers on progress of engagement with regional stakeholders	January 2010
Stakeholder Event at City Hall (TBC)	February 2011
Begin communications campaign	February 2011
Brief London Council Leaders	
Phase 1 Begins	February 21st
Mayoral Call to Action	March 2011
Begin London wide communications	March 2011
Phase 2 Begins	March 18th
Census Day	March 27th

5.2 Implementation and progress reporting

The plan will be further refined, developed and implemented by a regional partnership team.

Regular weekly contact will take place between the members of the implementation team. The implementation team will produce a monthly report for the partners steering group. The partners steering group will provide updates on progress for London Boroughs.

Annex A: ONS centrally coordinated activities

1. ONS national advertising

A national campaign will be implemented in 3 phases:

Phase 1: Educating the public about the value and the use of the census. Running on national and BME TV and outdoor poster sites with targeted print from 21 Feb to 17 March. A heavyweight campaign with high coverage

Phase 2: Call to action, motivating the public to fill in their questionnaires. Running on national and BME TV and outdoor poster sites with targeted print and digital from 18 March to 6 April. A heavyweight campaign with high coverage and frequency

Phase 3: Carrying an enforcement message and providing a backdrop for field staff during the follow up activity. A lower weight campaign, primarily outdoor posters from 7 April to end April.

There are four target audiences for the campaigns

- General public
- ABC1 young adults 18-24
- C2DE young adults 18-24
- Black and ethnic minority communities

The main campaign will cover all of England and Wales, but will be up-weighted towards metropolitan and urban areas so will therefore provide good coverage across London. Further details of detailed plans will be available in January.

2. ONS media activity

A thorough news and editorial campaign is underway driven by the 2011 Census media team, with news releases increasing in frequency as March approaches.

The circulation for these regular news releases includes the main London news outlets. However in addition to this regular schedule, ONS, GLA and London Councils will work together to generate media coverage for any specific London regional events and promotional activities.

TV and radio programmes are being approached to carry census related storylines or products such as background posters in popular programmes. Discussions are also underway with several production companies about the production of bespoke census programmes to be broadcast in the census period.

3. ONS digital activity

Census.gov.uk is the platform for digital activity and social networking sites (twitter, facebook, youtube, and flickr) are integrated into interactive digital activities, including a viral game.

An ambassador programme for family historians and students will encourage the posting of positive online content by third parties.

4. ONS schools programmes

ONS is running two schools programmes

- Census at school is a maths/statistics based programme for secondary schools at www.censusatschools.org.uk
- A primary school programme 'Me and my community' linked into the citizenship curriculum, including teaching materials, lesson plans and an interactive town planning and resourcing game to be available from January 2011 at www.census.gov.uk/2011meandmycommunity

5. ONS student activities

Successful engagement is taking place with the NUS, universities and student media.

Discussions with university media courses is generating commitments to student projects to promote the census online as part of course work options.

ONS is also pursuing the potential for student volunteers.

6. ONS Black and ethnic minority activities

In addition to the targeted advertising campaign, promotional materials have been produced to support engagement at a local and regional level.

A number of PR initiatives will also help to spread awareness of the census in BME communities:

- A rap track, video and series of events in partnership with the artist Ghettos
- A photo competition depicting generational changes
- A parents outreach programme will be implemented at local level by area managers and community advisors with BME schools.