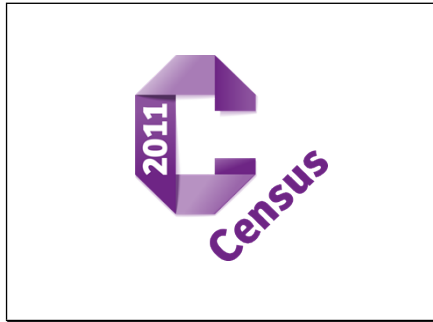
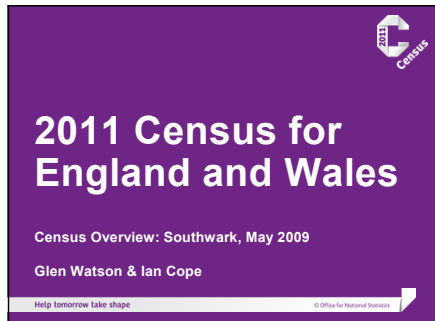


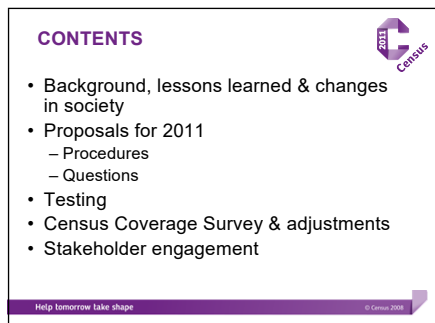
Slide 1




Slide 2



Slide 3



Slide 4

CENSUS BENEFITS 


Population: calculating funding for Local Authorities and PCTs & planning services

Housing: measure over-crowding, indicates need for new housing

Employment & Qualifications: allows Government and businesses to plan investment decisions and training requirements


Transport: information on place of employment and travel to work, and aids public transport and road planning


Ethnic Group: identify location & characteristics of minority groups; used to monitor equal opportunities, and to allocate resources



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THE 2011 CENSUS 



- 24m households in England/Wales
- 70,000 field staff
- 2.6m calls
- 561m A4 pages scanned
- 94% final response with accurate results in vast majority of LAs

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LESSONS LEARNED 

- Overall, a successful Census
 - but some problems in a few Local Authority areas
- Differential non-response
 - 94% overall response rate; but below 70% in some areas
- Lack of control in field
 - no central form tracking system
 - pockets of poor enumeration undetected
- Significant recruitment and payroll problems
 - 'cascade' recruitment and training
 - outsourced payroll


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NEW CHALLENGES AND OPPORTUNITIES

2011 Census

- Increasing mobility and migration
- Ageing: 25% more over 85s by 2011
- Complexity of family structures and living arrangements
- Access controlled buildings
- Falling response rates
- New communication channels




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MAJOR OPERATIONAL CHANGES FROM 2001

2011 Census

- Address checking before Census Day
- Post-out and post-back of questionnaires
- On-line completion
- Questionnaire tracking
- Intensive, targeted and flexible follow up of non response



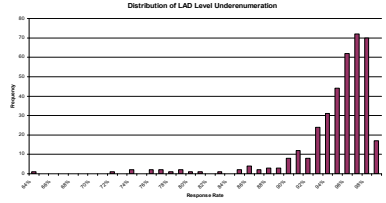
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LOCAL AUTHORITY RESPONSE

2011 Census

Distribution of LAD Level Underenumeration




Response Rate	Frequency
20%	1
25%	1
30%	1
35%	1
40%	1
45%	1
50%	1
55%	1
60%	1
65%	1
70%	1
75%	1
80%	1
85%	1
90%	1
95%	1
96%	2
97%	3
98%	5
99%	10
100%	15
101%	25
102%	40
103%	60
104%	80
105%	100
106%	120
107%	150
108%	180
109%	200
110%	220
111%	250
112%	280
113%	300
114%	250
115%	150

Help tomorrow take shape © Census 2011

Slide 10

SOUTHWARK IN CONTEXT




- Low response rate in 2011 Census – 76.8%
- Highest number of unprocessed forms in the country
- Insufficient dummy forms created by enumerators
- Coverage adjustment added additional 56,808 people in Southwark for 2011
- 2004 LA study added 6,522 people to mid-year estimates
- Multi ethnic make up in 2011 census
 - * 16% of Southwark population classified as Black African (London average 5%)
 - * 8% of Southwark population classified as Black Caribbean (London average 5%)

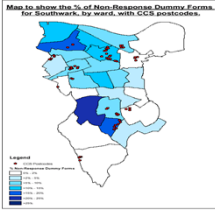
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SOUTHWARK IN CONTEXT 2



Map to show the % of Non-Response Dummy Forms for Southwark by ward, with OCS postcodes.

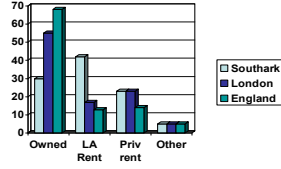



2011 Census data

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SOUTHWARK IN CONTEXT 3 – HOUSING: 2001 CENSUS DATA




Category	Southwark	London	England
Owned	~30%	~55%	~65%
LA Rent	~45%	~20%	~15%
Priv rent	~25%	~25%	~15%
Other	~5%	~5%	~5%

Data highlights very low private ownership. Private rent includes Housing Association

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HOW DO WE ENSURE OUR SOLUTIONS WILL WORK?




- Question testing/development
- Address checking
- Small scale tests
- 2007 Test (100k households) – including Camden
- 2009 Rehearsal (130k households)

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SMALLER SCALE TESTS




- Address checking tests – 2005 onwards
- Lambeth in 2006 – Inner London
- Bath & NE Somerset Autumn 2007 – Communal Establishments
- Manchester in 2008 – Hard to enumerate areas & Communal Establishment management
- Fenland, Peterborough, Slough in March 2009 - Migrant workers
- Birmingham in October 2009 - includes students and prison

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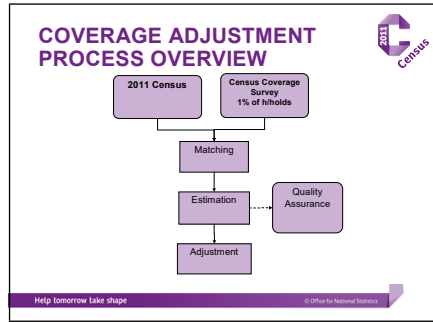
2009 REHEARSAL



- Rehearsal Date - 11 October 2009
- Fully integrated rehearsal of field operation (including supporting systems), data capture and coding
 - Includes online data capture & web self-help
- Aim to have near-final systems going into the Rehearsal
- 135,600 households
 - Lancaster (61,500 – whole LA)
 - Newham (40,000)
 - Isle of Anglesey, Wales (34,100)

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-
- COVERAGE ADJUSTMENT**
- Imputation of households and persons estimated to have been missed
 - Uses the CCS to characterise the households and persons missed
 - Impute households (and persons within them)
 - Impute persons into counted households
 - These add up to the census estimates at LA level and all tabulations use the imputed records
 - 56, 808 people added into published estimates for 2001 Census for Southwark
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-
- QUALITY ASSURANCE**
- We carry out a series of checks to assess plausibility of the estimates
 - Comparisons with multiple data sources
 - At different levels of aggregation
 - For different subgroups of the population
 - Considered by an expert panel
 - In 2011, going to prioritise and pay more attention to the riskier areas and groups
 - Also expanding the sources we will examine
 - And doing much more work in advance to understand these sources
 - Links with the Improving Migration and Population (IMPs) work
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2011 CENSUS STAKEHOLDER ENGAGEMENT 

- **Census users**
 - Census Advisory Groups
 - Consultations
- **Local authorities**
- **Community partners**
- **Parliament**
 - White Paper
 - Census Order & Regulation
 - APPGs

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LOCAL AUTHORITY AUDIENCES 

- **Chief Executives**
- **Elected Members**
- **Census users – research officers, etc**
- **LLPG Custodians**
- **Communication and publicity teams**
- **Census Liaison Managers/ACLMS**
- **Local Strategic Partnerships & wider community**

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ROLE OF CLM & ACLM 

Census Liaison Manager


- Executive level decision makers
- Census champion within the LA to coordinate Census activity
- Provide guidance and information to ONS
- Work closely with the Census Regional Champion

Assistant Census Liaison Manager

- Operational working level
- Day-to-day communication between LA and ONS
- Liaison with Census Area Managers & Coordinators
- Work closely with the Census Regional Champion

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WORKING WITH LAs 

- **Address register development**
- **Provide enumeration intelligence**
- **Identify community group contacts**
- **Support for recruitment**
- **Local publicity**
- **Provide local data to support for quality assurance**
- **Logistical support**

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ADDRESS REGISTER DEVELOPMENT 

- ONS matches 3 national address files
 - Royal Mail, Local Government Information House (NLPG), Ordnance Survey
- Unresolved address anomalies sent to suppliers to resolve, then onto LAs
- ONS field checks addresses in c. 30% to capture missing data. Updates to suppliers (eg LGIH)

27 authorities in pilot project during 2008
All LAs asked for support during 2009/10

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ENUMERATION INTELLIGENCE 

- **Aim to reduce differential under-coverage**
- **Help to target field resources where response rates expected to be low**
- **LA provide information to support area picture**
 - Areas of high population or residential property change
 - Areas of high proportion of non-English speakers
- **LA intelligence to inform delivery methods**
- **LAs supplement ONS area profiles for field staff**

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COMMUNITY LIAISON 

- ONS targeted approaches for target population groups at national level
- Aim to help publicise the census and underline its value to local communities and their leaders
- Provide help and guidance to local communities and members of the public
- Assist with the development of language and disability strategies
- Help provide a source of potential field staff

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COMMUNITY LIAISON – HOW SOUTHWARK CAN HELP 

- Your knowledge of these groups and your communities can help us
- Your list of local community contacts will help to support recruitment and publicity
- ONS engagement with LA Community & Diversity teams and LSPs
- Provide intelligence to help ONS field staff in how best to engage with local communities
- Your support and expertise will help us

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COMMUNICATION & PUBLICITY 

- National campaign planned, creative agencies appointed
- Welcome your support for national campaigns through your local media channels
- Welcome your local media contacts to help publicise key census messages
- Provide opportunities to use your local newsletters, community papers, website to publicise messages, recruitment etc
- Welcome your involvement in ONS's LA communications advisory group & development of communications toolkit for LAs

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LA SUPPORT FOR RECRUITMENT 

- Local publicity for staff recruitment
- Encourage involvement of staff who are representative of the local community
- Support involvement of LA staff
- Provision of logistical support, eg interview rooms

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FURTHER INFORMATION 

- Census Communities of Practice on IDEa website
- Open community for 2011 Census interest
 - <http://www.communities-idea.gov.uk/comm/la-2/index.do?order=dist>
- Closed communities for
 - Census Regional Champions
 - CLM/ACLMs
 - Census Address Register – eg for LLPG Custodians
- Planned community for LA Communication officers

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HOW SOUTHWARK CAN HELP 

- We look forward to working with Southwark to help deliver a successful 2011 Census
- An accurate address register is key
- We would welcome your contribution to the LA Communications advisory group and publicising key census messages
- Your knowledge of your community will help us to target our recruitment and publicise messages
- Your data from Council tax and electoral registration is helpful in identifying areas difficult to count
- Your support for, and involvement in, recruitment invaluable

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SUMMARY



- Lessons learned from 2001
- Adapting to changes in society for 2011
- Good progress made so far, plenty to do
- Test programme underway
Rehearsal October 2009, Census 27 March 2011
- Local authorities have a key role to play in sharing knowledge, expertise and practical support

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