



HARROW STRATEGIC PARTNERSHIP BOARD

2011 CENSUS

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Introduction
The 2011 Census is being taken on 27 th March 2011. The council is working in partnership with the Office for National Statistics (ONS) in the run-up to the census. This paper highlights the importance of the 2011 Census to the Harrow Strategic Partnership and outlines ways in which the HSP can get involved.
Proposed Action
The ONS and the council need the support of the HSP to ensure that Harrow has a successful census in 2011. This is particularly important in the light of the current cuts in public funding, as accurate and up-to-date data is needed to ensure the effective targeting of limited resources to those most in need.
What are you asking the Partnership Board to do
Work with Harrow's Census Manager and the council to: <ul style="list-style-type: none">• Disseminate census literature and display posters at HSP client group premises• Help identify 'hard to reach' groups and vulnerable people in Harrow, so that appropriate support can be targeted to these groups• Help to publicise and promote the benefits of the 2011 Census in newsletters, gatherings and on HSP client group websites• Encourage staff and clients to become part of the 2011 Census temporary fieldforce• Ensure the safety of the field staff undertaking the census

Summary of the Issue

Why the census is important

In less than six months, residents in Harrow will take part in the nation's biggest survey, as the Office for National Statistics (ONS) carries out the 2011 Census on Sunday 27th March.

Every ten years a census takes a numerical snapshot on a single day to gain an accurate picture of the population. Census statistics are vital to help plan for the future. We have to find out how people's lives and needs have changed, so that the HSP and other agencies can plan, fund and deliver the services that everyone needs. The data is needed for the following reasons:

- To provide accurate information on numbers of people, where they live, their characteristics and their needs

- To help central, local government and other agencies to plan local services, including education, healthcare and transport
- Information on housing and its occupants measures inadequate accommodation and, with information about the way we live as households, indicates the need for new housing
- Data on ethnic groups help to identify the extent and nature of disadvantage in society and to measure the success of equal opportunities policies. The information helps central and local government to allocate resources and plan programmes to take account of the needs of minority groups. These could include services for people who do not speak English, such as English teaching and translation services.
- Census data also underpins central government calculations on the amount of financial support that each local authority and other public bodies receive to plan and fund local services in order to meet the needs of their community
- Support public policy development and evaluation
- Benchmark and update the statistical base for population and households for use across all sectors. The Census is used as a baseline for population estimates for the following ten years.

A good census in Harrow next year is therefore essential, even more crucial in the current financial climate, so that our limited resources can be more effectively targeted to those most in need. The Government has estimated (as a very broad generalisation), that an error of 1,000 people in a Local Authority's population estimate can result in a misallocation of around £500,000 for each Local Authority per year. The per capita allocation to the health service is thought to be even greater than that to local authorities. These formulae both use the Government's Mid-Year Estimates (MYEs) and the further away that we get from the census then the less accurate these estimates are likely to become. In recent months the Government has re-issued all the MYEs back to 2002 largely to take account of changes in methodology to their migration estimates. Harrow's latest MYE (2009) now gives a borough population of 228,100, which assumes a population growth in Harrow of nearly 9% (18,100) since 2001. We are therefore relying on the 2011 Census to give us an accurate picture of Harrow's people and their characteristics, to enable us all to plan and deliver our services over the next decade.

Getting people to complete questionnaires is also becoming more difficult over time. Whilst the response rate in Harrow to the 2001 Census was 92%, this was still in the bottom quintile for response rates nationally. The ONS has stated that response rates to their routine surveys are falling by about 1% per year at present. It is therefore imperative that we make every effort to get as good a response rate to the 2011 Census as possible.

What's being done?

The council is working in partnership with the ONS during the run-up to and during the 2011 Census. We are providing the ONS with a lot of intelligence, such as: identifying the different community, faith and voluntary groups in the borough; identifying communal establishments where forms will be hand delivered and collected; and helping to promote and recruit local people into the temporary jobs needed to carry out the census. Recruitment for the majority of the census jobs commenced in September and

continues into January 2011. Most of the jobs are of a part-time nature and HSP client group staff and their clients can get involved too. Visit www.censusjobs.co.uk for more information and to apply.

The council has set up its own working group and has a nominated Census Liaison Manager and Assistant Census Liaison Manager, who are all sharing the census workload in addition to doing their normal duties. Harrow's dedicated ONS Census Manager, with overall responsibility for the census in Harrow, is now in post (Yasmin Ismail). We also have a Community Advisor (Shamim Ismail), working with our Indian community, on a part-time basis. They are both actively engaging with community, faith, access and tenants groups, schools etc. Jointly, we are developing a Local Partnership Plan, which details all our activities until the conclusion of the census. We have identified a number of different population groups and 'hard to reach' groups, which we will be actively targeting in different ways.

What's next?

The success of the 2011 Census depends on the support of all the people who live in Harrow. Everyone needs to be included on a census form, whether they are working in the country for a short time, a resident, or just visiting. The law requires every household to complete a census questionnaire and the ONS will be responsible for a national advertising campaign, which will explain what the census is about and what people need to do to complete their census form. However, we are mindful that not all sections of the community will: see this advertising; understand what a census is about; understand the questions being asked; or be able to fill in a form unaided. The council will therefore be conducting additional local publicity, to supplement the national publicity campaign.

We therefore need the full support of the HSP client groups in promoting the census to the people that you all meet on a day-to-day basis. We want to ensure that leaflets and posters are displayed in public places such as, religious premises, surgeries, clinics, clubs, stations and supermarkets - these will be available in many different languages. We also want HSP client groups to tell us about those people who may need assistance in filling in their forms. We would also like you to publicise and promote the benefits of the 2011 Census in newsletters, gatherings and on websites. We also need to ensure that the census fieldforce (150+ people) can carry out their duties safely.

Harrow's Census Manager or Community Advisor may already have been in touch with some of the HSP client groups. However, if you can assist in any way then please contact:

Yasmin Ismail, ONS Census Area Manager for Harrow
e-mail: H102@census.gov.uk tel: 07801 331403 or

Sue Kaminska, Assistant Census Liaison Manager (Harrow Council)
e-mail: sue.kaminska@harrow.gov.uk tel: 0208 736 6090

A whole wealth of information can also be found on the 2011 Census website – www.census.gov.uk