





Census 2011



Why complete the Census?

"Getting accurate population estimates is essential to help all local authorities plan local services and meet the needs of our communities. It provides evidence to shape and make decisions about education, health, leisure and other essential facilities and services that help to improve the places in which we live and work."

Barry Quirk - Chief Executive of Lewisham Council and census regional champion for London




Aims of the Census?



What are the aims of the Census?

- To produce high quality population estimates
- To meet user needs for new information

How will the aims be met?




- To maintain overall response rate but improve rates in the hardest to count areas and groups
- To improve quality assurance and increase trust in result
- To produce flexible outputs







Security & Confidentiality

- Security & confidentiality are top priorities for census
- 200 year track record of census security
- Results only released after 100 years for family historians
- Confidentiality protected by law
- All census staff sign confidentiality declaration
- Census data does not leave UK
- Strict physical and IT security
- Independent security reviews to be carried out



What are the Census Milestones?

July 10	• Project Team on Board
Sep 10	• Address Checking Complete
Nov 10	• Census Testing
Feb 11	• Postal Questionnaires Begin
27 Mar 11	• Hand Delivered Questionnaires Begin
Apr 11	• CENSUS DAY
June 11	• Census Completion Period Ends
	• Data Processing Commences



Local People for Local Census

How can the local people help?




- Recruitment by ONS for the Census – field staff
- Your local people need to apply
- Local people have local knowledge which is invaluable for the Census
- Hard to count community more likely to respond to local people
- For details visit: www.censusjobs.co.uk



How is PCC helping?

Peterborough City Council support is vital to achieve a high quality Census




- Project group set up – focusing on hard to count groups
- Supporting the recruitment of local field staff
- Targeted localised publicity
- Provide local area information on hard to count groups
- Facilitate access to community groups
- Provision of local information to support quality assurance



Your turn to help...




Census exercise

- Who are the hard to count groups in your area?
- Why are they hard to count?
- What do you think we need to do to ensure they complete the Census?



Next Steps

- Set-up of Census Working Group
 - Core team of people to focus on delivering the Census in Peterborough
- Gather your outputs to develop plan of engagement with your neighbourhood
- Continue to engage with ONS to ensure they maximise the number of Census returns!



Key Contacts

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Questions?

