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## WIRRAL LOCAL STRATEGIC PARTNERSHIP EXECUTIVE BOARD

WEDNESDAY 30<sup>th</sup> JUNE 2010

### REPORT OF THE DIRECTOR OF FINANCE

#### 2011 CENSUS

##### 1. EXECUTIVE SUMMARY

- 1.1. This report provides Wirral LSP Executive Board members with an outline of the 2011 Census and implications for the Local Authority. On 27<sup>th</sup> March 2011 the Office of National Statistics (ONS) will undertake the 2011 Census across England and Wales. They have asked Local Authorities (LA) and other agencies to provide support and liaison facilities to enable a successful census.
- 1.2. Mark Roberts, 2011 Census LA Regional Stakeholder Manager, will provide a short presentation to members on how you can help to achieve a successful census.

##### 2. BACKGROUND

- 2.1. Following the 1920 Census Act, a national census is conducted every 10 years. ONS started work on the 2011 census back in 2005 and continue to strive to achieve a high response rate in questionnaire returns. A number of rehearsals have taken place across England and Wales to identify any weaknesses in the census process and to improve the overall result.

##### 3. HOW CENSUS AFFECTS LOCAL AUTHORITIES

- 3.1. Census population estimates underpin the planning and funding of public services throughout England and Wales. Central government uses this data to help determine the financial support it will make available for local authorities to plan and fund services. Getting the best possible response rates for the census will make sure these allocations are based on accurate, high quality data. (ONS Councillors Handbook). For authorities to maximise their financial yearly settlements, it is imperative the Census has a high return.
- 3.2. In the 2001 Census, the response varied widely across Local Authorities (LAs). The lowest response rate was 64% and around 30 LAs (out of 376) had a response rate lower than 90%. Providing support and assistance to ONS for the 2011 census should achieve a significant improvement in the results and data output.

##### 4. HOW CAN WE ASSIST

- 4.1. Work has already started between LAs and ONS, together with other organisations to prepare for 27<sup>th</sup> March 2011. Local authorities have assisted in address matching exercises, staff recruitment for a number of census activities



across England and Wales, local publicity, provision of datasets and liaison with ONS officers. More needs to be done in the coming months and ONS have produced a timetable of activities were LA's can provide support.

- 4.2. Executive Board members are asked to consider areas within their own organisations where they can assist in the Census process, either by providing data or assisting in activities such as publicising the Census through their day to day roles within the community

## **5. BACKGROUND PAPERS**

Time table of Census Activities.

## **6. RECOMMENDATIONS**

- 6.1. Executive Board members are requested to promote the census and provide assistance to ensure the 2011 census is a success.

**Ian Coleman**  
**Director of Finance**  
**Metropolitan Borough of Wirral**

This report was prepared by Les Woods who can be contacted on 0151 666 3860.