

THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA

MEETING OF THE COUNCIL - 8 DECEMBER 2010

SUPPORT FOR THE 2011 CENSUS

A census is taken every ten years in England and Wales by the Office of National Statistics (ONS). The next census day is 27 March 2011.

The census provides the Council with important information about the population of the borough which is used for service planning. Crucially, Census data is also used to inform funding calculations including the calculation of the formula grant. For these reasons the Council is supporting the ONS in the delivery of the census in the borough, focusing particularly on activities that will help to maximise the response rate.

At 64 per cent Kensington and Chelsea had the lowest response rate in the country in 2001. Achieving a good response rate in the borough is vital in ensuring census data is as accurate as possible, but it is also challenging for a number of reasons which include a very diverse population and high numbers of properties which are physically difficult to access.

Council Officers are working closely alongside two Census Area Managers who have been appointed by the ONS to manage the delivery of the census in the borough. This work has included the development of comprehensive communication and community engagement plans.

Councillor Fiona Buxton, Chair of a Councillor Working Group on the 2011 Census, will introduce a brief presentation by one of the Census Area Managers, David Herbert. The focus of the presentation will be the role that Councillors can play in the success of the Census, in particular, by:

1. Providing local knowledge on properties that will be difficult for Census staff to access.
2. Communicating the importance of the Census.
3. Promoting the Census within particular target populations.
4. Promoting more than 200 employment opportunities in the borough.

FOR INFORMATION

Public background papers used in preparation of this report:

None.

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