

Community Engagement Update Action Plans

June 2010

Community Engagement Update - Action Plans

Purpose

The attached draft paper takes the 'hard to count' strategy's action plans forward. Following the discussion on community engagement at the Steering Committee's April meeting the views of Members on the emerging proposals and suggestions in this draft are sought.

Peter Scrimgeour

June 2010

DRAFT Hard to count and stakeholder action plans – summary

1 Introduction

1.1 This draft paper takes the 'hard to count' strategy's action plans forward. It summarises our approach and is complemented by separate more detailed papers for A) stakeholders and B) hard to count groups (not enclosed). These plans will be used by Communications Branch, its publicity agencies and senior management.

2 Background

2.1 The plans will link to and build on the main census publicity messages and activity.

2.2 Key messages for each group are - at the moment - unrefined and reflect the essence of what we want to say, not the exact words. There is overlap between the groups - for example students and communal establishments, elderly and disabilities, prisoners and literacy – so some people may be being targeted on more than one level.

3 Overall aim and objectives

3.1 Our aim is to use the medium and message to get our stakeholders, including those that represent hard to count groups, informed about the census and in a position to share information positively about it with their audiences, reporters and others, locally and nationally.

3.2 Our objectives are to use:

- language, channels and tactics appropriate to each group/subgroup by producing action plans for each group – in draft form by 14 July and finalised by the end of the month
- the census questions themselves as motivators: showing the benefit that a particular census question has for a key audience (but without making them think they only have to respond to that question) by holding internal workshops early in July.
- previous census statistics to show how each group relies on the census

4 Action plan content

4.1 The action plans are tailored to each target audience whether it is a stakeholder or a hard to count group. Each plan will:

- define our SMART objectives (Specific, Measurable, Achievable, Realistic, Timed)
- contain audience-specific key messages highlighting the benefits, and the call to action, and giving reassurance to each group, for

example emphasising the importance of the census to blind people/the elderly and the availability of support including via telephone data capture.

- identify target media and key influencers/groups which we will approach
- summarise tailored activities for each group, for example:

Gypsy Travellers	Start	Finish	Lead	Evaluation method	Where
Leaflet					
Articles in specialist media/websites					
Workshops to fill in census questionnaires					
Writing to key representatives (in communal establishments)					

5 Building on consistency

5.1 Many, if not all, action plans will have the following in common:

- case studies – we will have a case study for each hard to count group plus several for each census region
- tailored census presentation slides – we will have a generic presentation which we and regional managers can adapt according to which audience we are talking to
- a senior management contact programme – Communications, Duncan Macniven and Peter Scrimgeour will identify key groups (mainstream stakeholders and hard to count). These should be carefully co-ordinated with the aim of winning support. Photographs should also be taken for future PR use (Census eNews for example)
- an internal voice – someone from within each organisation or group who can speak as their census expert internally and externally. Clips of each of them can be posted on You Tube
- The new Internet Public Assistance (IPA) has a ‘your census’ section for stakeholders
- monthly contact through Census eNews
- Facebook/digital advertising offers huge potential to target particular groups of people
- Scottish Council for Voluntary Organisations (SCVO) may be able to assist with targeting many of our key groups

6 Making use of existing resources

6.1 It is proposed to use three Census Regional Managers (CRMs) for a hard to count/stakeholder media role such as:

- Glasgow – ethnic minorities
- Glasgow – Gaelic
- Edinburgh – young people

6.2 This will be agreed with Field Operations Branch following the appointment of the CRMs once their skills/experience and suitability are known.

7 Next steps

Action	Start	End	Lead/input
Review research (2001, 2006, 2008 2009 and 2010) and rehearsal evaluation to check we are covering	Now	Mid July	Rona Dunbar
Identify 50 key influencers and book meetings for Duncan and Peter – agree aims of meeting for each one	Now	November	Rona /Eileen Sinclair with support from Shona Connell/Fee Henderson
Find speaking events/opportunities that cover all priority audiences	Now	April 2011	BIG
Helpline/Back office arrangements/training on sending products out what/where	Now	End June	Eileen/Craig Armstrong
Refine approach and messages	Early June	End June	All
Consult groups re proposed approach and creative advertising concept	tbc	tbc	Rona/Eileen, BIG Partnership/The Gate
SCVO/other interested SCSC members asked for input – inc asking for events/conferences	tbc	tbc	Rona/Eileen, BIG/The Gate
Identify contacts/deadlines for publications and websites – especially specialist media	Now (once security content)	End June	BIG/Craig
Identify comms channels – webs, forums, newsletters, e-bulletins, events, bloggers	Now	Mid June	BIG/Craig
Share approach to hard to count with the Office for National Statistics (ONS) and confirm harmonisation approach - which United Kingdom (UK) groups have Scottish branches	Mid June	Mid July	Eileen

Share approach to stakeholders with ONS and confirm harmonisation approach - which UK groups have Scottish branches	Mid June	Mid July	Rona/B2
Internal communications – how we share lines/updates with CRMs and stakeholders - weekly field bulletin 1. alert system 2. how we communicate with CRMs – GROS and BIG	Now	Mid July	David Stephenson, BIG, Rona
Start/finish times to be added	Now	End July	Rona, all
Database for recording and monitoring activity?			?
Organise action plan activity into the five campaign phases			

8 How do we distribute promotional materials and check these are displayed?

8.1 Who is responsible for distribution of leaflets/posters locally and to hard to count groups and how do we follow up whether it has been done or not? Database? 10 per cent spot check? CRMs for local, ask for a champion for others?

- CRMs
- Enumerators as part of address checks?
- Outsource?
- In house?

9 Evaluation

9.1 Although action plan ideas will evolve over time (and we will have to adapt plans according to resources and balancing other commitments)

these summaries are also check lists which we can look back at and see whether we did what we said we would when we said we'd do it.

9.2 How do we measure progress and define success – quality and quantity - to confirm what we have achieved and inform future censuses or alternatives to the census? This will be addressed in detail through the Programme Support Office's Critical Success Factors/evaluation work. By building in SMART objectives now we can progress that effectively.

9.3 We can also summarise and compare and contrast our activity with what took place in 2001.

9.4 Initial thoughts on measuring local activity were outlined in the hard to count strategy.

- Stats – results in area compared to 2001
- How easy was it for the CRMs and us as a process
- possible spot checks of areas post census to re-check information and confirm that groups received contact
- contact sheet proves we consulted a broad range of hard to count groups and who was contacted when
- Number of activities. CRMs to keep copies of all documents – this will show volume and act as a record post-census for any follow up enquiries.
- News items coverage

9.5 Media activity monitoring at local and national level needs to be discussed with BIG.

10 Key questions to consider

10.1 Generally

- How can we mobilise stakeholders to communicate for us?
- Do we have enough budget for this?
- How do we prioritise the work? Do we have evidence of why we have prioritised and evidence to suggest that our approach will work?
- What's happening at a local level for each in the resource kit?
- Text alerts – worth exploring further?
- How do we share these plans with our CRMs?

10.2 Hard to count

- Which charities should we focus on?
- Have we covered everything in the stakeholder mapping exercise?