

**WRITTEN STATEMENT OF A NON-KEY DECISION  
CABINET**

<b>ITEM:</b>	<b>2011 CENSUS LIAISON</b>
Members Present	Councillors: RJ Phillips (Leader), AJM Blackshaw, JA Hyde, JG Jarvis, PD Price, DB Wilcox.
Date of Decision:	16 December 2010
Exempt:	No
Confidential	No
Urgency/Special Urgency: (As defined in Constitution)	No
Purpose:	To brief Cabinet on the support being given to the Office for National Statistics (ONS) as it prepares for the national census on 27 March 2011.  To seek Members' active support in encouraging residents to complete their census forms.
<b>Decision:</b>	<b>THAT Cabinet:</b>  <p style="text-align: right;">(a)      <b>Recognised the importance of supporting the Office for National Statistics to ensure that the 2011 Census response is maximised in Herefordshire;</b></p> <p style="text-align: right;">(b)      <b>Noted the ongoing liaison activities; and</b></p> <p style="text-align: right;">(c)      <b>Encouraged all Members to use the information in ONS' Councillor Handbook to help spread the word in their communities.</b></p>
Reasons for the Decision:	To ensure a successful census, i.e. a high response rate across all areas of the county and all population groups.
Options Considered:	The alternative is not actively supporting ONS, which could result in poorer coverage of the census in Herefordshire and reputational damage. This would have financial implications and undermine data quality.
Declaration of Interest:	None

Date the decision is due to take effect:	22 December 2010
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<p><b>COUNCILLOR RJ PHILLIPS:</b>..... Date: 16 December 2010 <b>LEADER OF THE COUNCIL</b></p>
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<b>To be completed by officer:</b>	
Date consent received from Chairman of Overview & Scrutiny Committee:	Not applicable
Subject to Call-in:	This Decision was not called in
Was the decision modified?	Not applicable
If yes Cabinet Member (.....) decision reference:	Not applicable
If no any comment(s) to be noted	Not applicable
Date original decision took effect:	22 December 2010