



Leicester Census Stories

Community Reporters Call-Out

Leicester Stories is looking to train community reporters to find, record and share stories about the positive reasons for completing the census in Leicester. We will encourage people to complete the census by sharing guidance with them in a way that is accessible, easily understood, trusted and relevant to people living across the city. Above all we want to add to the sense of civic pride that comes from supporting the census.

- We are looking for positive stories to encourage everyone to take part.

Leicester Stories will use community radio to inspire households across Leicester who are reluctant, or who might find it difficult to engage with the national UK Census 2021. Leicester Stories is going to share content through community radio, so we can better reach listeners whose first language is not English, or who have low English literacy skills. Some people mistrust government organised projects, while others do not engage with local politics and local news, and don't follow or watch mainstream national and local broadcasters or social media.

- Community radio, however, is a trusted medium that reaches people who are easily overlooked, and supports them in amplifying their voices so they can be counted with pride in the census.

Leicester Stories is working with several partners, including Leicester's community radio stations and community media voluntary groups, to create pooled content that can be broadcast on different stations. This content will either be short updates or longer programmes. Leicester poses a challenge given the high cultural diversity of people living in our city. There are many layers of social deprivation, and there has been a lack of investment in support for community integration. Leicester has also been badly affected by Covid-19, so additional efforts are being put in place by the independent Office for National Statistics, who run the census, to boost the take-up of the census.

- We need as many people's voices as possible to count now, so that in the future we'll have an accurate snapshot of who lives in the city.

Approach: Using readily available media tools we are training community reporters to capture, edit and share stories and information that can be broadcast on Leicester's community radio stations. These stories can also be shared on any supporting social media platforms of our partners. This might mean using smart phones creatively to capture content that we can share in different formats. Reporters don't need professional media skills, just a good knowledge of where they live and how their community interacts.

Values: To tell and share experiences of why people can be proud to complete the Census means explaining why it is important. Leicester Stories will use accessible and trusted testimony from people who care for their communities. Leicester Stories will paint a picture of why the census matters, not just in the short term, but in the long-term. Leicester Stories will help people appreciate that the census will shape their future, as our public authorities use this data to make informed decisions about where investment and resources for public services are needed.

Collaboration: We are going to be working closely with our partners and volunteers to share our knowledge and experience for the benefit of all involved in the project. Our reporters will be co-creators of their own stories and media content. We are being advised by our community partners, who are helping us to understand the needs of the different people that they work with and support. It's common now that we share photos, voice messages and videos with our family and friends on social media, and this is how we will start to gather and share our stories.

Safeguarding & Accountability: To make sure we keep people safe we will apply the DMU Local Safeguarding principles. This means showing respect for one another, and the people whose stories we share. Leicester Stories will take responsibility for the media we create, and the way that we put them together. If anyone has any questions or wants to discuss our stories, they will know where to find an answer. Leicester Stories will make sure that our stories, and the information we share, can be trusted and relied on. Our stories will only be made available once they have been checked with the Ofcom Broadcast Code and the Impress independent news code.

Time: We will be celebrating Census Day on Sunday 21st March, but we will continue to share stories, advice and information afterwards, as the census is completed. This is a very tight turn-around, so we will have to be quick and act fast.

Becoming a Community Reporter: We have a limited fund to support up to six community reporters, who can be paid at £13.29 per hour for up to forty hours. Reporters will be contracted by DMU Unitemps <https://www.unitemps.com/DMU-homepage>

Contact: If you know someone you can nominate, who may be interested in learning about being a community reporter, or to find out how you can support Leicester Stories in other ways, please contact

Rob Watson

Email: robwatson@decentered.co.uk

Phone: 07817720688

Twitter: @decenteredmedia

We are developing a website and our social media platforms:

Website: <https://leicesterstories.uk>

Email: admin@leicesterstories.uk

Twitter: @leicstories

The project is coordinated by De Montfort University Public Engagement, who work with over one hundred community projects across Leicester through DMU Local <https://www.dmu.ac.uk/community/public-engagement/index.aspx>. The project is being funded by a grant from the Arts & Humanities Research Council and Economic and Social Research Council. The census is undertaken by the Office for National Statistics, which is an independent government organisation that manages the census every ten years, protects the information that is recorded, and ensures that everyone gets recorded based on where they live. More information is available at <https://census.gov.uk/>



UK Research
and Innovation

