

POPULATION AND MIGRATION STATISTICS(PAMS) COMMITTEE (SCOTLAND)

2011 Census Progress Report

Introduction

1. This paper provides PAMS members with a brief update on the preparations being made for the 2011 Census.

Recruitment

2. As previously reported, the 22 Census Regional Managers have been appointed to lead the census field force. The recruitment of 170 Census District Managers and 525 Census Team Leaders (appointed on 6 January) is also complete. We are now recruiting 5,800 enumerators and after an initial campaign which closed on 3 December, it has been decided to re-open enumerator recruitment in a small number of areas where an initial poor response had been received. The closing date for this extended recruitment phase is 21 January.

Field Offices

3. The regional network of 21 census field offices are fully kitted out and operational. As well as a base for field managers to work from, these facilities are being used currently to assist with enumerator recruitment (e.g. as an interview venue) and will be the location (with the exception of some remote offices) for all field staff training and secure storage of enumeration material.

Security review

4. The last progress report included an item on the independent external assessment of our security arrangements, by the Independent Information Assurance Review team (IIAR), as part of a review of security for the 2011 United Kingdom (UK) Census programme. This review process is now nearing completion and the IIAR team have produced a draft report in which our rigorous approach to census security has been met favourably. All 3 UK Census Offices have jointly reviewed the IIAR draft and comments have been fed back to the IIAR team, who anticipate publishing the final version at the end of January.

Gateway Review

5. The next Gateway Review is planned for June 2011 and will assess whether the programme is ready to move into the key phase of capturing all the paper and electronic questionnaires (capture and coding), downstream processing and census outputs delivery.

Communications

6. Preparations for the census publicity campaign, approved by John Swinney on 4 December, are progressing well. The five-phase campaign comprises:
 - Educate - to advise and inform the public and key stakeholders of what the census is
 - Enlist - to promote census job opportunities
 - Engage - explain what people need to do
 - Enforce - highlight the legal requirement to take part
 - Explain - show how the results are used to support Scotland and key groups of people and geographies within it.
7. The campaign will use public relations, including liaison with representatives of our 'hard-to-count' groups, and advertising with consideration given to local and Scotland-wide audiences.
8. The various companies involved are now making arrangements for TV, radio, press and outdoor advertising. The main focus of the campaign will be TV advertising with slots booked for February, March and April. Preparatory work on the outdoor advertising campaign is now nearing completion.

Census 'back office' systems

9. Work on printing the personalised census questionnaires (which include individual address information along with unique internet access codes) and numerous other printed material to support the field enumeration is progressing well. The large logistical exercise, led by our logistics service provider, to transport this from our printer in Dublin to Scotland has been running successfully on a weekly basis since November and will continue through to end February.
10. The paper data capture and coding site in Livingston, where all the census questionnaires will be scanned and processed, was commissioned on 30 November. We are now in an extensive, end to end Operational Readiness Test that will run through to end March to ensure that all systems and processes are ready. These will be further tested in an Operational Trial, completing in early May just ahead of the first completed census questionnaires being received from the field enumeration.
11. Work to develop downstream processing – the phase of census processing which converts the information captured from the questionnaires into a data set for the production of outputs - continues to progress satisfactorily. In particular, the General Register Office for Scotland (GROS) is working collaboratively with the Office for National Statistics (ONS) to develop a harmonised methodology for coverage estimation and adjustment, edit and imputation, statistical disclosure control and quality assurance.
12. The Internet Public Assistance (IPA) web facility went live on 25 October. This will provide the public with a range of background information, FAQs and advice about the 2011 Census. It will also be the platform (or landing page) from which those who choose to

complete their census questionnaire online can access the Internet Data Capture (IDC) system. The IDC will go live on 7 March.

Outputs and dissemination

11. A summary analysis of the responses received to the spring 2010 consultation about GROS' initial plans for statistical outputs from the 2011 Census was published on the GROS web site on 20 October. A further phase of consultation is planned for early February 2011, in which users will be provided with draft table outlines to comment on, as well as some updates on the position with output geographies, flexible table generation, UK outputs, outputs dissemination and plans for further engagement with users.
12. We have now completed the process of procuring the statistical software required to produce and disseminate the tabular output for the 2011 Census.
14. We continue to work with the other UK census offices on how best to meet user requirements for comparable UK-wide statistics from the 2011 Census.

**GROS Census
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