



**General Register Office for Scotland**  
*information about Scotland's people*

**2011 Census  
Progress report for PAMS**

**November 2007**

**This Document was**

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## 1. Introduction

1.1 This paper provides a brief outline on the current position with the 2011 Census programme in Scotland.

## 2. 2007 Consultation

2.1 In September, GROS published the results of our 2<sup>nd</sup> (of 3) 12 week formal consultation exercise. The purpose of that exercise was to gather user views and requirements on a list of 16 topics, relating mainly to the proposed questions but also on output and dissemination of Census results.

2.2 The list of 16 topics was:

- Questionnaire length
- Housing
- Income
- Health & Care
- Religion
- Travel to work or study
- Language
- Migration
- Economic Activity and Socio Economic Class (NS-SEC)
- Qualifications
- Second Residence and Population Definitions
- Ethnicity
- Carrying out the Census (internet completion)
- Gaelic Language Policy
- Census Outputs
- Geography

2.3 GROS is looking at the responses to the consultation in depth and is working towards finalising a list of topics at end of 2007 with the questionnaire content and design complete in Spring 2008, for a March 2009 Rehearsal. At this stage, GROS cannot confirm whether the questionnaire will contain 4 pages of questions per person or 3. That decision must await the outcome of our Spending Review bid, due in November 2007.

2.4 The table below shows the timetable for questionnaire development.

Topics for 2009 Rehearsal questionnaire agreed	Spring 2008
2009 Rehearsal questionnaire finalised	Summer 2008
White paper (formal proposals on 2011 Census) to Scottish Parliament	Autumn 2008
Census Rehearsal	Spring 2009
2011 Census Questionnaire Final draft	Autumn 2009
Parliamentary Approval of Questionnaire (Census Order and Regulations)	Spring 2010
2011 Census	Spring 2011

2.5 On Census Outputs, users were asked to comment on 17 key aims and the 4 main conclusions were:

- Outputs should be free at the point of delivery;
- There was also support for flexible table generation on-line, a facility for comparing 2001 and 2011 results, an effective and flexible approach to output geographies and an on-line facility for mapping and graphing of standard and user defined output;
- Local Government respondents, in particular, felt that flexible table generation was important; and
- The majority of respondents expressed a preference for outputs to be released on-line and indicated that they would make use of a flexible on-line table generation system.

2.6 Following up on this, GROS will collaborate with ONS and NISRA to;

- carry out interviews with a sample of users to further understanding of their analysis requirements;
- undertake an online survey (starting Dec 2007) to look at requirements of users in each country and across UK as a whole;
- run focus groups to explore use of the census, e.g. by general public; and
- run other forums, e.g. Census microdata strategy workshop.

2.7 The full analysis of the responses to the consultation exercise is available on the [GROS website](#).

### **3. 2009 Rehearsal**

3.1 GROS will undertake a Census Rehearsal in March 2009, comprising 51,000 households across areas of west Edinburgh, Lewis and Harris. This provides an opportunity to rehearse the end to end processes from delivery and collection of the questionnaires to the processing and creation of output data.

3.2 The 2006 Test evaluation showed that enumerator hand delivery of questionnaires provides a higher response rate than a postout option, so hand delivery remains the cornerstone of GROS enumeration design. However, there are instances where postout of questionnaires makes sense, such as rural/remote access areas or areas where field staff may face danger, so we will post out to approximately 6% of households in Scotland. For the Rehearsal, that equates to 7,500 households in the Lewis and Harris areas. Those areas have also been chosen to allow us to focus on Gaelic speakers.

3.3 For the first time, the option for online completion will be tested in the Rehearsal and the interaction that this has with the traditional paper completion in the field. We will also test the use of Field Offices for our field staff to use as a base for storing and distributing Census material and also recruiting and training field staff. Contact will be made with the local authorities involved to see if they are aware of any suitable accommodation that could be used.

3.4 ONS and NISRA will also carry out Rehearsals in 2009, possibly in the latter half of that year as opposed to Spring 2009 in Scotland. See section 4 - Procurement.

## **4. Procurement**

4.1 To help us deliver a successful Rehearsal and 2011 Census, GROS will outsource the main IT systems and services, which are;

- Printing & Data Capture;
- Internet Data Capture & Web Self Help Facility;
- Coding;
- Logistics; and
- Contact Centre

4.2 Up until October 2008, this had been a joint procurement exercise with ONS and NISRA, but GROS has decided to withdraw from that contract and procure these services independently.

4.3 A major reason for taking that decision was the risk that the joint procurement would not be in place in time to allow for a March 2009 Rehearsal - GROS places high importance on rehearsing the Census at the same time of year as proposed for the full Census in 2011.

4.4 An OJEU notice was issued for this contract on 5 November, with the aim being to award the contract end April/early May 2008.

## **5. Legislation**

5.1 In October 2008, GROS will put a White Paper to the Scottish Parliament on our plans for the 2011 Census. Following the 2009 Rehearsal, we will evaluate responses to the questionnaire and other aspects and put final proposals for the 2011 Census questionnaire to the Scottish Parliament in early 2010.

5.2 It is likely that the Scottish Parliament will consult on these final proposals – the Census Order (covering the Census date, who is to be included on the Census forms and question topics) and the Census Regulations (covering the detail of how the Census will be conducted and the Census forms) – before they are approved.

## **6. Local authority involvement**

6.1 In December 2006, a letter was issued to each local authority in Scotland seeking assistance in a number of areas, with a view to appointing a Census Liaison Officer in each authority (see Annex A).

6.2 Since then we have been pleased to see that each authority has identified resource for this and we have arranged a CLO workshop for March 2008.

## **7. Publicity/Communication**

7.1 A publicity strategy to support the 2011 Census and the 2009 Rehearsal is being developed. It will raise public awareness of the census, its importance and impartiality. The Census communications team will work with local authorities and other stakeholders to persuade the public to return completed census forms.

**ANNEX A**

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**2011 CENSUS LA LIAISON****Role of the Census Council Liaison Officers****Background**

1. The General Register Office for Scotland (GROS) is planning a Census in Scotland in 2011.
2. Local Authorities have an important role to play in the 2011 Census operation and are seen very much as partners, having a mutual interest in achieving a successful enumeration of population and housing. In order to facilitate the partnership, GROS is proposing that each LA the LAs involved in the Census should appoint a Census Liaison Officer (CLO) to liaise with GROS on a variety of planning and organisational issues as they arise.
3. A Census Test in 2006, in selected areas of Scotland, proved a useful prototype and CLOs were appointed by the LAs concerned and worked well, both with Census HQ here in Edinburgh and with our senior level of local Field Managers. A Census Rehearsal in 2009, again limited to a few Council Areas - not yet selected - will be used in part to develop further the partnership between GROS and the LAs and the roles of the proposed Liaison Officers across Scotland for the 2011 Census.

**Proposed role of CLOs in the 2009 Rehearsal**

4. GROS is proposing that a CLO should be appointed by each LA to take the lead in preparing the LA for the Census and to provide guidance and information to GROS, on a variety of topics related to the planning and conduct of the Census. GROS is also proposing that CLOs be appointed by the LAs responsible for areas selected for the Census Rehearsal in 2009.
5. GROS will suggest that Chief Executives should select an authoritative person, who has both a broad knowledge of the internal structure and organisation of the LA, as well as having decision-making responsibilities within the LA, to take on the role of the CLO and to be a 'Census Champion' within the Authority.

6. The CLO will be expected to assist GROS in establishing and maintaining links with local organisations and groups representing special communities, minority populations and hard-to-count groups, as part of the Community Liaison Programme. The key objective is to encourage public participation in, and an understanding of the importance of, the 2011 Census.

### ***Census planning***

7. Assisting GROS in working on enumeration intelligence, including:
  - identifying populations where enumeration might be difficult
  - assisting with local data collection strategies;
  - assisting in field staff recruitment;
  - promotion and publicity; and

### ***Community Liaison***

8. Assisting GROS in establishing links with :
  - hard-to-count populations;
  - local voluntary organisation;
  - religious groups;
  - ethnic minority communities;
  - disability groups; and
  - other local organisations.

### ***Evaluation***

9. Assisting GROS in evaluating the Census; including:
  - enumeration intelligence;
  - field management;
  - community liaison;
  - the role of the CLOs; and
  - communication with GROS

### ***Reporting and communications***

10. Good communication between CLOs, Census HQ and local field managers will be essential. A reporting and communications structure will be set up to enable GROS and the liaison managers to report and monitor progress regularly and generally keep in touch. The following mechanisms will be put in place:
  - web-based/e-mail dedicated communication;
  - induction/training workshops, seminars and roadshows; and
  - field visits.

## Proposed timetable and resources - 2009 Rehearsal

<b>Date</b>	<b>Description</b>	<b>Approximate Resources required</b>
2007 (Autumn)	Rehearsal CLOs appointed	Negligible
2008 (early)	1 day Induction Workshop	1 day
From April 2008	Assistance with developing enumeration intelligence and identifying population sub-groups and communities, liaising mainly with Census Regional Managers	1 day per month
May – July 2009	Assisting GROS in evaluating the Census Rehearsal	2 days

**\* The above timetable only applies to the Local Authorities chosen to participate the 2009 rehearsal the areas are still to be decided.**

11. Because of the nature of the work, it is difficult to be precise about the amount of time CLOs will need to devote to it. GROS will endeavour to ensure the work is spread wherever possible. Liaison Officers may occasionally need to draw on other resources within the LA.

## 2011 Census

12. A corresponding timetable will be developed for CLO involvement in the 2011 Census. Lessons learned from the evaluation of the 2009 Rehearsal and the role of the CLO will be incorporated into the planning of the 2011 Census itself.

13. Induction training, organised by GROS, would be carried out soon after appointment. Further training events will be arranged if considered beneficial. From mid 2010, CLOs will be working mainly with Census Regional Managers to help develop local enumeration solutions in the light of local issues.

**Dave Garvie**  
**GROS**  
**December 2006**