



2011 CENSUS NEWSLETTER JULY 2010



This newsletter has been issued in the run-up to Census Day, and has been prepared by Northumberland Information Network (Infonet). Its purpose is to inform Census users in Northumberland of recent news and developments in relation to preparations for the 2011 Census.

Less than one year to go!

Dropping on the doormats of homes in Northumberland and across the UK in March 2011 will be the Office for National Statistics' (ONS') 2011 Census questionnaire.

The date for the Census is Sunday 27 March 2011.

Undertaken every ten years, the Census provides a comprehensive 'snapshot' of the characteristics and distribution of the UK's population. Completion of the Census questionnaire is compulsory.

The results from the Census help Central Government, this Council and other organisations to allocate and target funding, identify needs and plan the delivery of public services – including education, transport, housing and social care. In short the information provided will shape our communities for years to come and it is therefore crucial that it is accurate.

Census questionnaires can be completed by hand and returned by post using the pre-paid envelope provided or (for the first time ever) completed on-line via a secure internet site.

It is estimated that the questionnaire should take around ten minutes for each person's details to be entered. A wide range of help and support will be available to assist with the questionnaire's completion. All personal information provided is protected by law and is kept confidential for 100 years.



More information about the 2011 Census can be found at
<http://comms.census.gov.uk/en/controller.php>



Census Jobs

ONS have commenced the recruitment of Census staff through consultants Capita Resourcing Ltd.

An estimated 35,000 staff are to be recruited across the country. These cover anything from Address Checkers to Community Advisors and Area Managers. Most positions have already be filled but information on future vacancies can be found at
https://censusjobs.co.uk/fe/tpl_census01.asp?newms=info2



Census Consultations

Between December 2009 and March 2010, ONS undertook two major consultations on statistical outputs and geography policy for the Census:

Statistical outputs: set out ONS' initial proposal's to meet the needs of the majority of data users and make the best use of data collected from the 2011 Census.

Responses will be used to produce a second set of specifications for consultation in the autumn, following which an agreed set of main outputs will be issued.

Census geographies: focused on three elements:

- a new geography for **workplace statistics**;
- national proposals for an **upper layer of Super Output Areas (USOAs)**; and
- instances of **Output Areas / Super Output Areas considered unfit** as a statistical geography.

The submissions will be used to inform ONS' final policy for 2011 Census Geography, which is due to be published by July 2010



ONS and Northumberland County Council Partnership

In 2001, census response rates varied between 64% and 99% according to the local authority area. This is evidence that some population groups will require extra help and encouragement to complete the census questionnaire in 2011.

To supply the most accurate possible census population estimates for different geographic areas across England and Wales, ONS are working with key partners to provide information and operational support. Local authorities have important knowledge and understanding that will help secure a high response rate and accurate population estimate.

There are several strands of partnership working which will help achieve this goal which are being supported by the council

- Developing enumeration intelligence
- Developing community liaison contacts
- Promoting the census in the area
- Recruiting local census field staff
- Supporting local census field operations
- Providing data for quality assurance

Work has also been undertaken by the County's Local Land and Property Gazetteer Custodian, to provide information for inclusion in the national address register. Further information on the LLPG is available from Ryan.Gilchrist@northumberland.gov.uk

Guidance for each of these engagement activities can be downloaded as separate documents from the 2011 Census website.

<http://comms.census.gov.uk/en/controller.php>

Working in partnership, community engagement will be tailored to encourage people to take part and reduce the variability in census response rates.



Accessibility of the 2011 Census

ONS is working with local authorities and community groups to make sure the 2011 Census accounts for population diversity: special attention is being paid to hard-to-count, under-represented groups, including:

- disabled and/or very elderly people
- ethnic minority groups
- faith communities
- migrants
- non-English speaking people
- unemployed people
- people on low income
- students and other young adults
- gypsy, traveller and other groups where response has historically been low

Additional guidance can be found on the Census website for residents with hearing difficulties or visual impairments.



The site provides British Sign Language (BSL) video and audio guidance to help people with visual or hearing impairments to complete their questionnaire.

The video and audio clips provide guidance for all the questions, and specific advice is given about how to include visitors and any special circumstances relating to usual household members.

Quality assuring the 2011 Census

The main objectives of the census data quality assurance process are to ensure that 2011 Census outputs are fit for purpose. This is to ensure an understanding of the difference between rolled forward population estimates and the census population estimates, and to ensure that census population characteristics are accurate.

The 2011 Census quality assurance strategy has been published on the ONS website

<http://www.ons.gov.uk/census/2011-census/process-info/data-quality-assurance/2011-census---data-quality-assurance-strategy.pdf>



Processing data

The 2011 Census will adopt a similar processing strategy to that used in the 2001 Census.

The 2011 Census questionnaires are designed to be electronically scanned to capture all the ticked responses and hold written answers in digital form. Once information from the questionnaires has been electronically captured in a database, the paper documents will be pulped and recycled. The digital images will be held electronically to be made available as public records after 100 years.

For the first time, questionnaires will also be able to be completed online.

Data processing systems will monitor the quality of the data and calculate adjustments in case of error or omission. They will also adjust for any shortfall in the number of people detected by the census follow-up survey.

Census Legislation

The legislative process necessary to undertake a Census in England and Wales is governed by the 1920 Census Act, as amended by the Census (Amendment) Act 2000 and the Statistics and Registration Service Act 2007, and makes provision for a census to be taken no more frequently than every five years. There are three stages to the parliamentary process:

- White Paper
- Census Order
- Census Regulations

White Paper

The 2011 Census of Population and Housing White Paper 'Helping to shape tomorrow' (Cm 7513), details the extensive consultation undertaken to identify requirements for Census data and sets out the topics and questions proposed for inclusion.

<http://www.ons.gov.uk/census/2011-census/2011-census-questionnaire-content/2011-census-white-paper--english-.pdf>

Census Order

The Census Order, which sets out the details of the information to be collected from the 2011 Census questions, was laid before Parliament and approved in December 2009.

<http://www.ons.gov.uk/census/2011-census/2011-census-project/legislation/census-order-explanatory-memorandum.pdf>

Census Regulations

Census Regulations were laid before Parliament and came into force on 31 March 2010. The Regulations describe the delivery and collection methodology, prescribe the measures to ensure the security of the completed forms and confidentiality of the data in the field, and include specimens of the questionnaires to be used

http://www.opsi.gov.uk/si/si2010/uksi_20100532_en_1

Further information

If you've any further questions about the 2011 Census for England and Wales, you can contact ONS by phone, email or post.

Census Customer Services

+44 (0) 1329 444 972 9am-5pm, Monday to Friday

This team should be able to assist with general enquiries and provide help with 2011 Census questions in English, Welsh and 58 other languages during the run-up to census day, Sunday 27 March 2011.

Or email:

census.customerservices@ons.gov.uk

Or write to:

Census Customer Services
Office for National Statistics (ONS)
Room 4300S
Segensworth Road
Titchfield
Hants PO15 5RR

Additional information on the 2001 Census can be found by using the following links

2001 Census background information

<http://www.statistics.gov.uk/census2001/census2001.asp>

2001 Key Statistics

http://www.statistics.gov.uk/census2001/access_results.asp

2001 Neighbourhood Statistics

<http://www.statistics.gov.uk/neighbourhood>

2008 Sub National Population Projections

<http://www.statistics.gov.uk/statbase/Product.asp?vlnk=997>

Northumberland County Council Research and Intelligence

<http://www.northumberlandinfonet.org.uk>

Contact

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