

2009 Census Rehearsal Evaluation Field Instructions

December 2009

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2009 Rehearsal – Field Instructions

1. Definition and scope for rehearsal

Produce written instructions for all levels of field staff clarifying their roles and responsibilities during the field operation. This will include guidance on the procedures which need to be followed at each stage of the enumeration period.

What was tested:

- clarity of field staff instructions;
- printing of handbooks;
- quality assurance process (text and print); and
- distribution of handbooks to two field offices.

What could not be tested:

All of the above items were tested.

2. Evaluation findings

Pre – determined evaluation points

Description	Success Criteria	Outcome against success criteria	Recommendation	Timeframe
1) Handbooks and briefing notes	Field staff have the appropriate knowledge to allow them to carry out their duties.	Achieved: The debriefing sessions confirmed that field staff found the handbooks easy to understand. Enumeration was carried out successfully.	<ul style="list-style-type: none"> • Retain current handbook structure with minor amendments. • Remove the security instructions from the handbook and place them on the field services Scotland website. • Include a hints and tips page on the field services Scotland website which offers advice to enumerators that will assist them to do their job. 	June 2010- January 2011 (depending on print schedule)

3. Other evaluation points

Description	Outcome/Issues	Recommendation	Timeframe
<p>2) Printing of handbooks</p>	<p>a) There were six enumerator handbooks which had not been printed correctly (pages were printed out of order).</p> <p>b) The enumerator collection, post-back and follow-up handbook did not look as professional as the other handbooks (margins and space from top of each page to the header was larger than in other handbooks).</p> <p>c) The enumerator delivery handbook was stapled as opposed to spiral bound. Some enumerators commented that the pages came loose.</p>	<p>a) More robust measures to be put in place to ensure the correct printing.</p> <p>b) Requirement that proof copies of the handbooks are provided in hard copy as well as electronic format so we can ensure that they are printed as desired.</p> <p>c) More suitable method of binding the handbooks.</p>	<p>Dependant on print timetable</p> <p>Dependant on print timetable</p> <p>Dependant on print timetable</p>
<p>3) Quality Assurance (QA) process</p>	<p>a) Not all members of the QA team provided comments on the training handbooks. This could have been due to conflicting priorities and too many people on the QA panel.</p> <p>b) It was difficult to quality assure the proof copies of the training handbooks as they were provided in electronic format.</p>	<p>a) Make the QA process more efficient e.g. a smaller more focussed team.</p> <p>b) Request that proof copies of the handbooks are provided in hard copy as well as electronic format.</p>	<p>January 2010 – October 2010</p> <p>July 2009</p>

Description	Outcome/Issues	Recommendation	Timeframe
4) Enumerator check of printed products	Enumerators undertaking a variety of checks on the quality of the printed documents they received took vital time away from enumerators when they should have been concentrating on delivering their questionnaires. This issue was raised by a few enumerators at the debriefing events at the end of the rehearsal.	Revisit a more efficient method for QA in the field.	March 2010
5) Completion of questionnaires by visitors	Enumerators are asked to get answers to questions H4-H12 and the continuation of question H5 on page 28 from people staying at a holiday/second home whereas visitors staying at a dwelling while the usual residents are away and who wont be back until after census rehearsal day are only being asked to complete questions H4 and H5 and the continuation of question H5 on page 28.	Update the guidance for 2011 so that we are asking for questions H4-H12 and the continuation of question H5 on page 28 to be completed in both scenarios.	October 2010
6) Completion of placeholder forms	On the training (DVD) we instructed enumerators not to ask neighbours for information in order to allow them to complete a placeholder form. Census Coverage Survey (CCS) have instructed their field staff that they can do this.	Ensure consistent approach across all field activities and with Office for National Statistics (ONS)/Northern Ireland Statistics and Research Agency (NISRA)	March 2010