

## **Scottish Census Steering Committee**

### **Minutes of Meeting**

**13 April 2010**

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Minutes of the Scottish Census Steering Committee (SCSC) meeting held on Tuesday 13 April 2010 in the General Register Office for Scotland (GROS), New Register House, Edinburgh.

**Present:**

Duncan Macniven	GROS, Registrar General
Peter Scrimgeour	GROS, Director of Census
Shirley Cameron	GROS, Census Programme Management
Rona Dunbar	GROS, Census Communications Manager
Lynda Ross	GROS, Census Fieldwork Operations Manager
Prof Ken MacKinnon	Bòrd na Gàidhlig
Prof. Michael Anderson	The University of Edinburgh
Ian Lees	Scottish Council for Voluntary Organisations
Ken Macdonald	Information Commissioner's Office
Anne Moises	Scottish Government
Ranald Mair	Scottish Care
Jenny Boag	RSS Statistics User Forum
Alan Dickson	Capability Scotland
Jalal Chaudry	Scottish Council for Muslims

**Apologies:**

Ros Micklem	Equalities and Human Rights Commission
Bashir Maan	Scottish Council for Muslims
Grahame Smith	Scottish Trade Union Congress
Jennifer Wallace	Consumer Focus Scotland
Prof. David Martin	The University of Southampton
Jon Harris	CoSLA
Dr Eric Baijal	NHS Borders

## **1. Welcome and introductions – Duncan Macniven**

- 1.1 Duncan welcomed everyone to the meeting and introduced Jalal Chaudry who would now represent the Scottish Council for Muslims, in place of Bashir Maan. Members were thanked for their previous input and for their continued interest.

## **2. Minutes of the of Meeting – 21 January – Duncan Macniven**

- 2.1 The minutes were accepted as an accurate reflection of the discussion and will now be published in the [Scottish Census Steering Committee](#) section of the GROS website.

### **Matters arising from the minutes of 21 January meeting – Duncan Macniven**

- 2.2 The final version of the Equality Impact Assessment paper referred to in paragraph 3 of the above minutes will be published on the GROS website after approval of the Census Order.
- 2.3 2011 Census Outputs – Consultation (paragraph 4 of the above minutes) – Consultation was underway, with four road show events planned to aid discussion. These events would provide feedback to users on the preliminary consultation findings, help stimulate user involvement and provide the opportunity for direct discussion of issues surrounding outputs. The deadline for comments on the consultation is 14 May. Initial findings of the consultation would form an agenda item for the next SCSC meeting.
- 2.4 2011 Census Questionnaire (paragraph 6.4 of the above minutes) – The religion question (individual 13) had been amended to emphasise the voluntary nature of the question, as had been suggested by SCSC members.
- 2.5 2011 Census Questionnaire (paragraph 6.6 of the above minutes) – Members had asked if a method to highlight the need for a householder to complete the visitor section of the questionnaire could be found. This was still under consideration.

## **3. 2010 Census Order – Progress – Duncan Macniven**

- 3.1 Duncan shared the latest questionnaire with members and explained the current position regarding the parliamentary process.
- 3.2 As discussed at the last meeting, the 2010 Census Order was tabled at Parliament at the end of November 2009. Engagement with all political parties was seen as key and discussions were held with opposition parties. It became apparent that changes were being requested to the questionnaire and the Order was withdrawn from the parliamentary process thereafter to allow consideration of the requested changes. An amended Order was subsequently tabled and discussed by the Economy, Energy and Tourism Committee of the Scottish Parliament (which oversees the work of GROS's

Minister, Jim Mather) on 10 March. The Committee was concerned about the intrusiveness of the income question and the impact this could have on response rates for the census as a whole. Although the Minister had stressed how useful information gathered from this question would be to census users, it became apparent that any vote by the Committee would not approve the 2010 Census Order as it stood and a decision was taken to withdraw that version of the Order.

3.3 A further revised Order would be discussed by the Committee on 14 April 2010. Changes were:

- removal of the household income question;
- a clarification of individual question 20 (long-term health condition) to split one category and add examples – to particularly help people with autism spectrum disorders to identify which box to tick; and
- a change to household question 9 – to give people with renewable central heating a method to record this.

3.4 After passing the Committee stage the Order would be expected to pass through a plenary session of the Parliament without further delay.

#### **Discussion on the item**

3.5 Members were concerned that the split of conditions and examples specified for individual question 20 (long-term health condition) may cause confusion for people completing the questionnaire. The developmental disorder tick box focused in on Autism Spectrum Disorder and Asperger's Syndrome as examples which members thought might exclude those people who would view themselves as having another developmental disorder, not one of the examples given. Duncan explained that the split and examples had been agreed by experts in the field and identified and discussed at the previous Economy, Energy and Tourism Committee meeting.

3.6 Other members were concerned that insufficient opportunity was given to those who would want to record dementia as a condition, as this was currently a condition given high profile and it was not obvious how this information would be captured. Evidence from previous consultation had not indicated a high user need. Potentially this option could be considered for a future census as the information gathered on an ageing population from a census would provide details of the context in which people live, which is not available from other surveys.

3.7 Detailed advice would be given on the 2011 Census internet public assistance website ([Scotland's Census](#)) for those unsure of what to complete.

3.8 Ken MacKinnon reiterated a request he had made at the previous SCSC meeting to repeat the tick box options available for the language question 16 in the language question 17, as potentially more space would be available on the questionnaire after removal of the income question. Duncan described the layout of household and individual questions within the questionnaire. He

explained that the removal of the income question (from the household question section) had improved the layout of this part of the questionnaire but had unfortunately not freed up any additional space for the individual questions, where the language questions sit.

#### **4. Enumeration of Communal Establishments – Lynda Ross**

4.1 As an introduction to the two main agenda items, Duncan explained that the 2009 rehearsal findings were currently being applied. For example, in the rehearsal one third of people had inserted their completed questionnaire incorrectly in the return envelope, requiring manual intervention for processing, which if replicated in the full census would increase costs. A recent postal test in Midlothian and East Renfrewshire had used a redesigned envelope with pictorial instructions to aid correct insertion. The results of the postal test had shown a 95% accuracy rate which was reassuring. The project management side of the census programme was running smoothly. With the aim to get as near as 100% completion rate as possible for 2011 (in 2001 the rate was 96%), and with a current more challenging climate for government surveys, greater effort was being put into difficult areas of enumeration such as communal enumeration and hard to count groups.

4.2 Lynda introduced the paper explaining that the topics covered related to general issues with Communal Establishments (CE) and also covered issues relevant to specific communal establishment types. Enumeration of each CE was covered by a questionnaire to be completed by the manager of the establishment and by individual questionnaires to be completed by each resident. Standard enumerators previously had completed CE enumeration, however evaluation from 2001 had indicated that this had not been very successful, and in the 2009 rehearsal CE enumerators were trialled. Although this worked well in the Western Isles, it did not prove very successful in west Edinburgh. In the light of this evidence for 2011, the Census Team Leader would carry out communal establishment enumeration. The CTLs are the first line of management in the field staff hierarchy, responsible for managing enumerators, and in turn are managed by the Census District and Census Regional Manager structure. It had been decided that, as the CTLs start work earlier than enumerators, there is a better opportunity for them to build rapport with CE managers and to potentially increase the response rates from these establishments.

#### **Discussion on items in the paper**

4.3 Residential Care Homes – With around 36K residents at any time this could be the largest group of CE residents in Scotland. As the average length of stay in a care home was now around 12/18 months, most residents would be asked to complete a CE individual questionnaire. The difficulty would be in providing the assistance people need to complete their questionnaire while protecting their right to complete their questionnaire in confidence. A proportion of people in care homes who would need assistance have no family support and this would need to be considered. Duncan explained that although the 2010 Census Order covers this scenario, enumeration would still

need to be done in an effective way. Members suggested a possible role for umbrella bodies, such as Scottish Care and the Care Commission, to encourage uptake and provide information on premises and manager contact details.

- 4.4 Prisons – a separate meeting would be arranged with Ken Macdonald to discuss the advice that administrative data could not be used due to data protection and human rights issues.
- 4.5 Students – enumeration of this group would be complicated, with students who live in CEs unable to complete on-line due to unavoidable limitations in the system being developed. The remainder of the student population living in other accommodation would be able to complete as a member of a household. This group would usually have good access to the internet and members felt that many students would prefer to use this method for completion and this option should definitely be included for any subsequent census. Some universities and colleges would be on leave on census day but students are asked to complete their return as at their term time address.
- 4.6 Duncan thanked all members for their input to the discussion and for sharing helpful inside knowledge.
5. **Community Engagement – Communicating with ‘hard to count’ groups – Rona Dunbar**
  - 5.1 Rona explained the overall approach to achieving better enumeration of these groups and set this against the backdrop of wider communications.
  - 5.2 The activity to build trust with some groups picked up in 2007 when the Community Liaison team began to gather knowledge from groups on issues from the 2001 Census. Since the 2009 rehearsal, planning has moved away from gathering information to detailing appropriate action. A stakeholder mapping exercise would prioritise and identify key groups. Mini action plans would be prepared for each group and subgroup to prioritise action, with key messages and support designed according to each group’s requirements. First drafts would be in place for the end of April 2010 for review by the publicity contractors. A mapping exercise would be completed according to population and area, to help with management at a local level. A library of support materials would also be supplied for Census Regional Manager’s (CRMs).
  - 5.3 Other action includes:
    - Involvement of hard to count groups in evaluation of advertising campaign options.
    - Development of a leaflet to highlight the support available to different groups.
    - Census schools project – a resource for teachers across Scotland.
    - Literacy pack available to promote completion of the census and as a resource post-census.

- Refresh of the Scotland's Census website to include a resource where hard to count groups can go to find out why the census matters to them.
- A monthly e-newsletter to be issued from summer 2010 to key hard to count groups and wider stakeholders.

### **Discussion on items in the paper**

- 5.4 Engagement between the Census Regional Managers (22 to cover Scotland) and local groups in their area was discussed. In 2001, good use was made of the Local Authority appointed Census Liaison Officers (CLOs) and this would be continued in 2011. Meetings would be set up locally, shortly after the Census Regional Managers (CRMs) started work in August 2010, to help identify local hard to count groups and tap into the CLO knowledge of appropriate groups in each area. CRMs would then develop strategies and targeted interventions, with the aim of engaging with these groups to improve response rates.
- 5.5 Jalal Chaudry suggested making contact with the Imam of local mosques to aid contact with the Muslim community. Traditionally at least one member of each family would attend Friday prayer and Jalal advised that an effective way of making contact would be to distribute information leaflets, detailing the help available, which would then go to every household in the area.
- 5.6 Scottish Council for Voluntary Services (SCVO) estimates that there are around 45k voluntary organisations in Scotland. It may be difficult to differentiate the hard to reach groups, who also may be hard to count groups, from the mainstream voluntary groups. Suggested groups could include halfway houses or prevention services which support young people coming out of prisons. Ian Lees explained that SCVO would be willing to participate in action being taken to identify groups, improving the reach to groups to enhance completion rates.
- 5.7 Duncan thanked everyone for participation and suggested that the action plans, once further developed would be a useful item for future discussion at SCSC, as the knowledge and contacts of members would be a very valuable resource to help GROS identify and make contact with unknown groups.
- 6. Demonstration of 2011 Census Advertising Options – Rona Dunbar**
- 6.1 Rona provided a demonstration of the three advertising campaign concepts currently being evaluated by focus groups throughout Scotland. The evaluation of the focus group opinion would inform the decision on the campaign to be used. The final decision will need to take account that part of the census advertising campaign will overlap with campaigning ahead of the Scottish Parliamentary election in 2011.
- 6.2 The final concept would be refined and developed further, potentially to include a TV advert.

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7. **Any other business – Duncan Macniven**

7.1 No other items were discussed.

8. **Date of the next meeting**

8.1 Topics to be considered for subsequent meetings include:

- Outputs – outcome of consultation;
- Statistical Disclosure Control; and
- Action plans for community engagement.

8.2 The next meeting is expected to be in late June and members will be canvassed for their availability.

General Register Office for Scotland

April 2010

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