

Welsh Language Provision in the 2011 Census

Background

1. Paper CAGW(07)04 set out the arrangements for the provision of the Welsh language in the 2011 Census in Wales and how these will reflect the requirements of ONS's revised Welsh Language Scheme. This paper reports on progress.

Action

2. CAGW members are invited to comment.

Progress

ONS Welsh Language Scheme

3. In December 2007-January 2008 ONS conducted a public consultation on its revised Welsh Language Scheme. ONS would like to thank all those who responded, and report its plans to publish the revised Scheme in June/July, having taken account of the several comments received. ONS's current Welsh Language Scheme can be found at:
http://www.statistics.gov.uk/about_ns/welshlang.asp

Questionnaires

4. The decision has now been made to deliver two separate Welsh and English questionnaires to all households in Wales. The household questionnaire specific to Wales will be printed in Welsh for each private address in Wales. The same will be the case for any household continuation forms, individual forms, and communal establishment forms in Wales.
5. Paper CAGW(07)04 reported that questionnaires printed in Welsh might require a slightly different layout to the equivalent questionnaires printed in English, as the Welsh text is typically longer than the English text. Further research and development into this is ongoing.
6. The addresses to be pre-printed on both the English and Welsh language versions of the Census questionnaires will be matched, and both forms inserted into the one envelope along with two sets of information inserts and one folded return envelope. There are approximately 1.5 million addresses in Wales.

Contact Centre

7. The option of having separate numbers for each of the services or languages provided is still being considered. This could include a Welsh language helpline and a Census Coverage Survey Welsh language helpline.

Addresses

8. Paper CAGW(07)04 reported that there was an issue within Wales that some address lists adopt English place names rather than Welsh, whereas several local authorities prefer to use the Welsh versions. The Welsh Language Board (WLB) has suggested that, as a minimum, the printed addresses on household questionnaires should have the town name bilingually in Wales. No decision has yet been taken on this.
9. Paper AG(08)04 reports on the latest position on address register developments for the 2011 Census, including a pilot address check being carried out in three local authorities in Wales – Ceredigion, Gwynedd and Pembrokeshire.

Branding

10. The ONS Stakeholder Management and Communications (SMC) team recently organised a market research exercise in England and Wales to test the Census branding. The audience research into the Census brand was conducted in order to better understand initial audiences' perception in England and Wales.
11. The audience research was carried out among a number of different audience groups. Two focus groups were held in Wales, which were run through the medium of English but had a high proportion of Welsh speakers. Draft key messages were however translated into Welsh for the focus groups to be tested with the Welsh speakers. The findings from all the focus groups will feed into the branding strategy for the 2011 Census.

Translation services

12. The procurement of translation services for the 2011 Census is currently being undertaken. ONS will ensure that as part of the procurement process only providers with specialist experience in translating between Welsh and English, and vice versa, will be considered and that a single provider will be contracted to ensure consistent terminology. It will not be possible, however, under EU procurement rules, to restrict such tendering solely to Wales-based companies.

Census Rehearsal 2009

13. The ONS announced on 27 March 2008 that the Isle of Anglesey will be one of the Rehearsal areas for the 2009 Census Rehearsal (along with the London Borough of Newham and Lancaster).
14. The Rehearsal will take place on Sunday 11 October 2009 and is designed to test processes and operational systems for the Census in 2011. The Isle of Anglesey was chosen for a number of reasons: it has many communal establishments including an RAF base; many students from Bangor University live on the island; there are above average levels of population fluctuation resulting from tourism, second homes and travel connections to Ireland; and the island has a high proportion of Welsh speakers.
15. Paper AG(08)05 provides more information.

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