

Census Advisory Groups\Papers\1998**Advisory Group Paper (98)08****2001 CENSUS OUTPUT: CONSULTATION WITH USERS
ROADSHOW**

This paper makes proposals for consultation on output through a road show in October/November 1998. It would follow publication of the 2001 Census White Paper and proposes that events are then held regionally throughout England and Wales and in Scotland.

The objective of the consultation is to help meet the key planning objective, namely: that the value of the investment in the Census is released by disseminating the results with a content, fitness for purpose, and form that meet users needs. A major secondary objective is to ensure that the Census Offices have the necessary paying customers for output which will be developed and disseminated on a cost recovery basis. There is also a 'public relations' side in bringing together as many people and organisations as possible with interests in the results of the 2001 Census.

Many areas within the Census organisations will be involved in the exercise either directly, by producing proposals and conducting the consultation, or through work in other projects on which output is dependent.

The Advisory Groups are:

- i. invited to comment on the proposals; and**
- ii. endorse the approach suggested.**

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6 April 1998

**2001 CENSUS OUTPUT: CONSULTATION WITH USERS
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INTRODUCTION

1. It is planned that the main phase of consultation on output will take the form of a roadshow. The roadshow meetings will be held regionally throughout the UK during October/November 1998. A preliminary discussion with the Output Working Group resulted in support for the proposal and some helpful comments on organisation.
2. The Census Offices are building on information gained from continuing dialogue with users, but need to start planning the logistics of the exercise, agree the scope of consultation, and investigate the extent to which electronic media can be used before final announcements about the programme are made.
3. The proposed date of the meetings, October/November 1998, assumes that the 2001 Census White Paper will have been published in early October. If this is not the case, the meetings would be re-scheduled to early spring 1999, although this would result in quite severe compression of the output planning timetable in the period prior to the output dress rehearsal.

OBJECTIVE

4. The roadshow meetings are being held to help meet the primary objective of the output strategy namely: that the value of the investment in the Census is realised by disseminating the results with a content, fitness for purpose, and form that meet user needs. The roadshow will provide the opportunity to:
 - i. discuss the design and development of products;
 - ii. ensure that there are the necessary paying customers for any output produced on a cost recovery basis;
 - iii. consult as many users, and prospective users, as possible in order to expand the current market, sharing costs more widely in the case of commissioned output; and
 - iv. strengthen the relationships between census users and the Census Offices.

SCOPE

5. The whole range of output prepared as reports under Section 4(1) of the Census Act and commissioned as statistical abstracts under Section 4(2) will be included within the scope of the consultation. Work will be fully co-ordinated with GRO(S) and NISRA to ensure consistency of approach. The Marketing and Customer Services Division of ONS have been invited to provide information about the corporate approach to dissemination and information on non-census products to meet the wider interest of participants.

6. It is anticipated that a wide range of issues relating to the 2001 output will be introduced and that they will build on the pilot discussions being held with members of the Census Advisory Groups and the Output Working Groups. Topics will include:

Strategic decisions on the 2001 Census:

Topic content including 'new' questions and major changes to previous questions

Population bases

One Number Census/concurrent release including effect on timetable

100% processing

The Output Strategy

Pre-planned/standard outputs

Commissioned outputs, including means of delivery

Output geography

Measures to prevent disclosure

Supply media - electronic and hard copy

Software for accessing outputs

Metadata including the means of delivery

Charges and conditions of supply.

First proposals for output

Area statistics

Topic themes

Workplace and migration

7. The OWG suggested that consultation should be phased:

Phase 1 Local and topic statistics.

Phase 2 Workplace; Migration; Commissioned output, including SARs.

Participants in the second phase, which covers more specialised interests, could be identified during the first, larger, phase.

8. In order to gain the maximum possible benefit from the discussions it will be necessary to issue documentation covering the items listed above (para 6), together with draft table outlines, where appropriate, in early September. The broad timetable would be:

First phase roadshows	Oct/Nov 98
(Contingency if White Paper is delayed)	Feb/Mar 99)
Iterative consultation	Feb/Apr-Dec 99
Complete output specification for Output Dress Rehearsal	Mid 2000
Beta testing of products	2001-02
Release of concurrent output	To be decided, and dependent in part on the ONC
Remainder of pre-planned output	Tentatively estimated within one year of release of concurrent output.

ORGANISATION

9. Advances in technology should mean that communication, including publicity about the proposed roadshow and the dissemination of documents, can be undertaken via the Internet Databases. These contain contact details of some 4,000 users, and are already in place in Customer Services, but may need to be refreshed in order to include electronic mailing addresses. Additionally, staff in Census Customer Services will shortly be linked to the ONS-wide customer database and this is expected to provide the opportunity to reach at least a further 5,000 ONS customers.
10. Depending on the level of response, consideration will be given to holding special interest events where, for example, participants are from the academic sector. One of the aims is to reach new users, and, in order to achieve this, consideration will be given to advertising in trade magazines, press notices and specialist newsletters.
11. By holding the roadshow in regional venues it is anticipated that participants will be able to travel to their chosen venue fairly easily, and, to assist with travel arrangements it is proposed that each meeting will be timetabled between 1000 and 1600 hours. Past experience suggests that numbers of - non Census Office - participants should be limited to a maximum of 50 persons wherever possible to allow the optimum interchange of information.
12. It is proposed that there should be one general purpose meeting in each Government Office Region, with the addition of Greater London, plus a similar road show for Wales. In addition, allowance would be made for special purpose roadshows on a North/South basis for the health and academic sectors. This gives a total of some 15 main meetings in England and Wales, and there would be allowance for a further five additional meetings for 'over spill' and for any other special interest meeting. There would be no charge to participants, but any offers of suitable venues available at low cost or without charge would be extremely helpful.
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