



2009 CENSUS REHEARSAL IN NORTHERN IRELAND

EVALUATION PLAN

VERSION 1.0

April 2009



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1 Introduction

- 1.1 The Census of Population and Housing is the largest and most complex statistical exercise undertaken in Northern Ireland and indeed in many other countries throughout the world. Traditionally, it has been conducted every ten years in Northern Ireland and is valued for providing comprehensive and robust information that is comparable and consistent for both small areas and small population groups.
- 1.2 Information from the Census is used extensively across the public, private and voluntary sectors and has many important applications. These include, for example,
- Acting as a benchmark for demographic statistics by providing the base count of the population;
 - Informing the efficient allocation of significant resources across all parts of Government, spanning housing, education, health care, social welfare and transport;
 - Providing an authoritative base for population and housing projections which are pivotal to planning and decision-making in respect of front line service provision throughout the inter-censal period;
 - Supporting development, targeting, delivery and evaluation work in key policy areas and equality monitoring through the provision of information detailing the demographic characteristics of geographical areas and population groups;
 - Identifying and targeting areas of need and disadvantage;
 - Benchmarking and improving the quality of information collected from other data sources such as administrative systems, address registers and sample surveys;
 - Providing information on small population subgroups, such as ethnic minority populations, for which sample surveys cannot provide robust statistics; and
 - Informing and supporting research.



2 The Need for Planning

- 2.1 The Census is an extremely large-scale and logistically complex exercise which requires significant funding on the part of Government. The information that it provides has many important applications as previously outlined and, as such, failure to deliver would have considerable implications, carry heavy costs and serve to severely undermine both user and public confidence. To mitigate the risks that arise in such an exercise, detailed planning is required to ensure that any agreed strategic aims and objectives are met and that the necessary investment is fully realised through the provision of official statistics that are fit for purpose.
- 2.2 The 'one-off' nature of the Census, which arises as a consequence of the ten-yearly cycle, adds to the complexities and challenges that would naturally go hand-in-hand with an exercise on the scale of the census. Problems need to be anticipated and appropriate contingencies developed in order to ensure that operations run smoothly, even in the event of a crisis (e.g. the Foot and Mouth outbreak during the 2001 Census operations). In addition, new questions and questionnaire designs need to be tested alongside new methodologies, business systems and services aimed at enhancing efficiencies in order to determine both the likely public reaction and the potential impact on the overall operation (e.g. response rates). Failure to undertake such fundamental work would clearly not accord with best practice, be high risk and, without doubt, jeopardize the success of the entire operation. Failure of the operation would amount to a waste of public funds and give rise to additional expenditure, as the need for the information would remain.

3 High-Level Strategic Aims for 2011

- 3.1 The strategy developed for the 2011 Census in Northern Ireland takes account of the important lessons learnt from the review and evaluation of key processes that underpinned the 2001 Census and 'best practice' approaches being deployed in the rest of the UK and further afield. In addition, it seeks to exploit both the significant efficiencies and wealth of experience that can be secured through joint working at the UK level where it is appropriate and in Northern Ireland's best interest to do so.
- 3.2 The following high-level strategic aims have been agreed and currently underpin the development of the 2011 Census strategy in Northern Ireland.



- To provide high quality, value for money statistics that are fit for purpose and meet the needs of users;
- To maximise response rates by actively encouraging public participation in the Census and raising awareness of its important role;
- To protect, and be seen to protect, the confidential personal information collected through the Census; and
- To secure public and user confidence in the final results and deliver them in a timely manner.

3.3 The development of the 2011 Census Strategy has been underpinned by ongoing consultation with users and comprehensive testing that has been conducted at key stages in the process. To date the testing has included small scale tests associated with the development of the 2011 Census Address Register and the 2011 Census questionnaire and a major Operational Test in 2007 involving some 14,000 households in Northern Ireland.

3.4 The focus now is on the planned Census Rehearsal, which will take place on 11 October 2009.

4 2011 Census Design

4.1 The design for the 2011 Census was informed by (i) a detailed review of the 2001 Census enumeration methodology, (ii) the conduct and evaluation of the 2007 Census Test and (iii) consideration of a variety of other factors (e.g. demographic changes since 2001, the date of the Census (27 March 2011) and proposed methodologies across the rest of the UK.

4.2 Key aspects of the design, some of which are new for 2011, are that:-

- Census Questionnaires delivered to residential addresses will be pre-addressed to 'The Occupier'. Each questionnaire will have a unique identifier (in both machine and eye readable formats) that will facilitate questionnaire tracking and inform field follow-up activities;
- Census Questionnaires will be delivered by the Postal Service Provider in those areas where it is considered that the underlying quality of the address information is of sufficient quality and coverage. In those areas where the underlying quality of the address information is considered not to be of sufficient quality and



coverage to support the post-out approach, the Census Questionnaires will be delivered by the Census Field Staff.

- Similar to the approach in 2001, Census field staff will have responsibility for a fixed list of households within a pre-defined geographical boundary (i.e. their enumeration district) and will be responsible for undertaking a full reconciliation of their area using the address list provided by Census Office as their starting point. In post-out areas this work will be conducted in parallel to the postal delivery and any anomalies addressed by field staff on the ground and through the planned NI fulfilment centre.
- The development of the 2009 Census Rehearsal Address Register (RAR) and 2011 Census Address Register (CAR) will be based on the POINTER address dataset produced by the Land and Property Services Agency.
- The general public will have the option to complete their questionnaire online should they wish to do so. Those not wishing to exercise the online option will be required to post their questionnaire back for centralised receipting prior to being delivered to the data capture processing centre. Once receipted at the processing centre, the questionnaires will be scanned and the information contained therein captured in a similar fashion as in the 2001 Census.
- A web self-help system and contact centre will be available to provide assistance to those members of the general public who require some help in order to fulfil their legal obligations to participate in the Census.

5 Purpose and scope of the Rehearsal

- 5.1 The purpose of the rehearsal is to undertake a live end-to-end test of the proposed enumeration methodology, final systems and supporting public interface services that will be used in the 2011 Census, albeit operating on a much smaller scale. The aim is to ensure that they are fit for purpose and ready for deployment.
- 5.2 NISRA recognises that some of its procedures (e.g. posting out of questionnaires, centralised receipting / questionnaire tracking, dedicated fulfilment centre) and planned systems and services (e.g. online completion, web self-help) are new for 2011 and will be using the Rehearsal to 'fine-tune' the arrangements that will prevail in 2011.



- 5.3 It is important, however, to note that internal initiatives such as the planned Census Management Information System (CMIS) that will be utilised to provide Senior Management with the necessary intelligence to monitor activities during live operations, the Downstream Processing (DSP) system that will be used to prepare the captured data for outputs and the Data Quality Monitoring System (DQMS) that will be used to assess the quality of the captured data as it passes through DSP are outside the scope of the October 2009 Rehearsal.
- 5.4 That said, a CMIS is being established for use in the Rehearsal and will be used to provide proof of concept / lessons learnt that will be reflected in the 2011 CMIS. In addition, a full scale rehearsal of both DSP and the DQMS will be undertaken separately (currently scheduled to commence in April 2010) utilising the data captured by the contractor during the Rehearsal.

6 Scale of the Rehearsal

- 6.1 The Rehearsal will encompass approximately 5,000 households in the Derriaghy and Moy (with part of Benburb) areas of, respectively, Lisburn and Dungannon Local Government Districts. These areas have been divided into 11 Enumeration Districts (EDs) containing 6 urban EDs ranging from 450 to 600 households (average – 520 households), and 5 rural EDs ranging from 200 to 450 households (average – 250 households). The areas in question have been chosen to simulate actual Census type conditions by covering a cross section of the population and housing types.
- 6.2 Two communal establishments will also be included in the Rehearsal, namely a Nursing Home (with capacity for up to 60 residents) and a Halls of Residence belonging to a local university (with capacity for up to 165 students). This will provide the opportunity to rehearse the special arrangements that will be used in the enumeration of such establishments and provide some insight into the issues that can emerge when seeking to enumerate students at their term-time address. For geographical and logistical purposes, the Halls of Residence will be assigned to one of the EDs within the Derriaghy area.
- 6.3 Like the 2007 Census Test, participation in the rehearsal is voluntary. Every effort will however be made to seek to achieve as high a response rate as possible to the Rehearsal (for example, through community liaison initiatives and targeted publicity) in order to test the arrangements, systems and services as fully as possible.



7 Overview of the Rehearsal

- 7.1 All of the Households and Communal Establishments involved in the Rehearsal will receive a pre-delivery leaflet outlining the arrangements for the Rehearsal that will (i) encourage them to take part and (ii) promote the use of the new online completion system.
- 7.2 Subsequent to that, the Rehearsal questionnaires will be delivered by post. During this delivery phase, the field staff will undertake a full area reconciliation to identify any deficiencies in the underlying address register and initiate the appropriate action to deal with them. When the general public receive their questionnaire pack they can opt to (a) fill in the paper questionnaire and return it in the pre-paid envelope provided or (b) complete it online. Full instructions on both return channels will be provided in the questionnaire packs. Returned questionnaires (both online and paper questionnaires) will be receipted on the Questionnaire Tracking System, intelligence from which will be used to manage the field follow-up activities.
- 7.3 Throughout the Rehearsal period, the general public will be able to access help to complete their questionnaire, request additional questionnaires or indeed gain help with any specific queries they may have via the planned web self-help service site and contact centre. Translations of the Census questionnaire will be available in a number of languages (Irish, Ulster-Scots, Cantonese, Czech, Latvian, Lithuanian, Mandarin, Polish, Portuguese, Romanian, Russian, Slovak,) for those whose first language is not English and dedicated language support will also be available via the contact centre, as publicised through the Information Leaflet that will be included along with the delivered questionnaire.
- 7.4 Six weeks after Census Rehearsal Day (i.e. on 23 November 2009), the Census Coverage Survey (CCS) will begin. This is also voluntary in nature and will involve an experienced NISRA Central Survey Unit interviewer calling to those households selected in the CCS sample to complete a second questionnaire. The primary purpose of the CCS associated with the Census is to help assess the level of coverage achieved through the Census and inform the associated under-coverage adjustment methodology. For the 2009 Rehearsal, the CCS will target approximately 1,000 households with the primary purpose to rehearse the proposed field work methodology and the effectiveness of the questionnaire. For operational reasons, the fieldwork for the rehearsal will be shortened to two and a half weeks, concluding on 11 December 2009.



8 High level Objectives of the Rehearsal

8.1 The high level objectives of the Rehearsal are as follows:-

- To rehearse the end-to-end integrity of the field methodologies, public systems and services, and data capture arrangements that will be implemented in the Census in order to ensure that they are ready for deployment and will meet the strategic aims;
- To measure the quality of the data that can be expected as a result of the field methodologies and planned data capture arrangements; and
- To provide NISRA and its contractors with exposure to, and experience of, the range of situations likely to be met in the 2011 Census operation so that we might respond constructively to any emerging challenges.

9 Specific Objectives of the Rehearsal

9.1 At the outset it is recognised that, in view of the 11 October 2009 Rehearsal date, the evaluation of the Rehearsal needs to be expedited quickly and be commensurate with both the time and resources available to undertake it. Accordingly, the key aim is to ensure that the evaluation is properly focussed on those aspects, which from an operational perspective, are business critical.

9.2 To this end, a number of specific objectives flow from the high level objectives presented above, namely:-

- To assess the quality of the address register that was provided for the Rehearsal and capture any lessons that can be learned in terms of the underlying methodologies and quality assurance procedures used in its creation;
- To gather intelligence on undelivered questionnaires, including any association with the presence or otherwise of the Royal Mail Unique Delivery Property Reference Number (UDPRN) on the address register and their subsequent handling by the NI fulfilment centre and field staff;
- To assess the reliability of postal delivery;
- To assess the effectiveness of the field procedures, including fulfilment centre processes, developed to support the post-out



approach (both for households and communal establishments, where special enumeration arrangements will apply);

- To assess if the proposed field management structure and the instructions, training materials and training provided to the field staff are optimal;
- To assess if the materials provided to the field staff to support them in their area reconciliation and enumeration duties (e.g. address lists, maps etc) were fit for their intended purpose;
- To assess the effectiveness of the centralised receipting arrangements and associated Questionnaire Tracking (QT) system in terms of informing the field follow-up arrangements in 'real time';
- To assess the effectiveness of the online completion service and the associated Internet Data Capture (IDC) arrangements;
- To assess the effectiveness of the supporting public interface services, namely, the planned web self-help system and the planned contact centre;
- To assess the effectiveness of the paper data capture (PDC) arrangements; and
- To assess the effectiveness of the field work that will be deployed in the 2011 Census Coverage Survey.

9.3 Annex 1 details how each of these specific objectives will be assessed.



10 Rehearsal milestones and associated time scales

10.1 The Census Rehearsal in Northern Ireland will take place on 11th October 2009. The various activities, along with the associated time scales, are presented in Annex 2 and summarised below.

Appointment of 2 Census Team Coordinators	24 Aug 2009
Appointment of 11 Census Enumerators	7 Sep 2009
Web Self Help Operational	11 Sep – 6 Dec 2009
Contact Centre Operational	18 Sep – 29 Nov 2009
Questionnaire Tracking System Operational	18 Sep – 04 Jan 2010
Internet Data Capture (IDC) Operational	18 Sep – 20 Nov 2009
Paper Data Capture (PDC) Operational	21 Sep 2009 - TBA
Post out of Pre delivery Information Leaflet	21 Sep – 22 Sep 2009
Post-out of questionnaires	28 Sep - 3 Oct 2009
Census Rehearsal Day	11 Oct 2009
Post-out of Census Day + 1 Information Leaflet	12 Oct – 13 Oct 2009
Post-back receipting at Royal Mail	28 Sep – 16 Dec 2009
Field Follow-up activities	21 Oct – 20 Nov 2009
Census Coverage Survey (CCS)	23 Nov – 11 Dec 2009
CCS Data Capture	TBA
Data Analysis / Reporting	TBA



11 Approval of the Evaluation Plan

11.1 The contents of this Rehearsal Evaluation Plan was presented to each of the three Grade 7 operational leads (Statistical Development, Business Systems and Field Operations) in Census Office, who in turn discussed it with their respective teams and provided feedback. Where appropriate, that feedback was incorporated into the plan prior to the plan being presented to NISRA's Census Operation Board and Demographic Policy Board for approval. The plan was approved on 9 April 2009 and the aim is to present it to the NI Census Advisory Group in May 2009.

12 Financial Implications

12.1 Funding for the 2009 Rehearsal was secured through the 2007 CSR bid and the anticipated expenditure (for Route A, Route C and field operation costs) is in line with the monies secured through the bid. As such there are no financial implications.

13 Timing issues

13.1 As mentioned previously, given that the Rehearsal is to be held on 11 October 2009, there will be a limited amount of time available to conduct the evaluation and make any changes to the methodologies, systems and services that are considered necessary.

13.2 The timetable is compressed for a variety of factors, including:-

- the 2011 Census Order and associated 2011 Census Regulations need to be completed and laid before the Northern Ireland Assembly during the 2009/ 10 session;
- any changes to the underlying systems and services will have to be made, rigorously tested and signed-off prior to going live; and
- any changes to the field methodologies will have to be reflected in the field instructions and associated training materials.

Assessment of Specific Objectives

Area of Evaluation	Assessment Objective	Key Evaluation Questions	Business Area/ Owner	Information sources that will be used in the evaluation	Date for completion/ Any dependencies
Address Register	To assess the quality of the address register that was provided for the rehearsal and capture any lessons that can be learned in terms of the underlying methodologies and quality assurance procedures used in its creation.	<p>How many residential properties did the field staff find during their area reconciliation checks and follow-up activities that should have been included on the address register.</p> <p>How many residential properties did the field staff find during their area reconciliation checks and follow-up activities that should have been excluded from the address register?</p> <p>How many residential addresses should have been identified as 'multi-occupancy' addresses?</p> <p>How many pre-delivery cards 1 and 2 and questionnaires were undelivered.</p> <p>How many questionnaires had the printed address amended by the general public?</p> <p>How many calls were there to the contact centre from members of the general public raising queries about the address on their questionnaire?</p>	<p>Statistical Development</p> <p>Brian Green</p>	<p>Field intelligence/ QT/ Census Address Register</p> <p>Field intelligence/ QT/ Census Address Register</p> <p>Field intelligence/ QT</p> <p>Postal Service Provider</p> <p>Data Capture</p> <p>Contact Centre</p>	TBA
	To gather intelligence on undelivered	How many of the delivered questionnaires had, or did not have, a Royal Mail UDPRN associated	Statistical Development	Postal Service Provider/ QT/ Census	TBA

	questionnaires, including any association with the presence or otherwise of the Royal Mail UDPRN on the address register and their subsequent handling by the NI fulfilment centre and field staff.	<p>with the address?</p> <p>How many of the undelivered questionnaires had, or did not have, a Royal Mail UDPRN associated with the address?</p> <p>How many of the addresses associated with undelivered questionnaires were subsequently found by the field staff?</p>	Brian Green	<p>Address Register</p> <p>Postal Service Provider/ QT/ Census Address Register</p> <p>Postal Service Provider/ QT</p>	
Enumeration methodology	To assess the reliability of postal delivery	<p>Were the materials posted in accordance with agreed time scales?</p> <p>Was there a one to one match between undelivered items (e.g. did the addresses associated with undelivered pre-delivery card 1, undelivered pre-delivery card 2 and undelivered questionnaires all agree)?</p> <p>Were there any households in the rehearsal areas that didn't get a questionnaire during postal delivery (e.g. discovered via contact centre/ fulfilment and/or follow-up)?</p> <p>Were there any households outside the rehearsal areas that received a questionnaire (e.g. discovered via contact centre/ fulfilment and/or follow-up)?</p>	<p>Field Operations</p> <p>Uel McMath</p>	<p>Postal Service Provider service levels</p> <p>QT System plus manual cross reference in respect of delivery cards</p> <p>QT System, Fulfilment Centre. Field Staff</p> <p>Field Operations, Census Geography</p>	TBA

	<p>To assess the effectiveness of the field procedures, including fulfilment centre processes, developed to support the post-out approach (both for households and communal establishments, where special enumeration arrangements will apply).</p>	<p><u>Area reconciliation</u> Did the field staff find any new addresses? Did the field staff deactivate any addresses? Was the workload of the field staff manageable and able to be undertaken in the hours anticipated? Are the reconciliation duties scalable to 2011 (i.e. are the planned number of enumerators, CTCs etc likely to be adequate)?</p> <p><u>Delivery Support Procedures?</u> How effective were the delivery support procedures and the associated enumerator/ CTC interfaces? Were the planned delivery support procedures comprehensive?</p> <p><u>Follow-up?</u> Was the production of the follow-up ERBs manageable? Were there any logistical difficulties or major delays in getting the follow-up ERBs to the enumerators? Did the enumerators experience any difficulties with the follow-up ERBs?</p>	<p>Field Operations Uel McMath</p>	<p>QT QT Field Management Information System (FMIS) Field Management Information System (FMIS) Census HQ, Field Management Information System (FMIS) and intelligence from debriefings with field staff Census HQ, Field Management Information System (FMIS) and intelligence from debriefings with field staff</p>	
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		<p>How did the communication interfaces between the enumerators and the CTCs work; were there any problems and any unnecessary visits to households?</p> <p><u>Logistics</u></p> <p>Did the field staff all receive the necessary supplies?</p> <p>Were the supplies delivered to the field in accordance with the agreed delivery schedule?</p> <p>Were the arrangements for dealing with any problems effective?</p> <p><u>Fulfilment</u></p> <p>Were the planned fulfilment activities comprehensive and effective?</p> <p>Are the fulfilment activities likely to be both scalable and manageable in 2011?</p> <p><u>General</u></p> <p>Because of the small scale of the rehearsal, one of the key areas for evaluation is scalability to 2011. This theme should run throughout this area of the evaluation.</p>		<p>Census HQ, Field Management Information System (FMIS) and intelligence from debriefings with field staff</p> <p>Census HQ, Field Management Information System (FMIS) and intelligence from debriefings with field staff</p> <p>Census HQ, Field Management Information System (FMIS) and intelligence from debriefings with field staff</p>	
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<p>Enumeration methodology</p>	<p>To assess if the proposed field management structure and the instructions, training materials and training provided to the field staff are optimal.</p>	<p><u>Management Structure</u></p> <p>Was the workload of each tier of the field staff manageable?</p> <p>Was each tier of the field staff able to discharge their responsibilities in the hours anticipated?</p> <p>Is the planned number of field staff at each tier likely to be sufficient for 2011?</p> <p><u>Instructions</u></p> <p>Did the field staff find the instructions provided to be clear, concise, unambiguous and comprehensive?</p> <p><u>Training</u></p> <p>Was the self study undertaken by all field staff?</p> <p>Were the scores obtained in the self study satisfactory?</p> <p>How did the field staff rate the 'cascade' approach to the training?</p> <p>How did the field staff rate the 'just in time' approach to the training?</p> <p>How did the field staff rate the self study approach to the training?</p>	<p>Field Operations</p> <p>Uel McMath</p>	<p>Census HQ, Field Management Information System (FMIS) and intelligence from de-briefings with field staff</p> <p>Census HQ, Field Management Information System (FMIS) and intelligence from de-briefings with field staff</p> <p>Census HQ, Field Management Information System (FMIS) and intelligence from de-briefings with field staff</p>	<p>TBA</p>
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		How did the field staff rate the quality and effectiveness of the training materials?			
Enumeration Methodology	To assess if the materials provided to the field staff to support them in their area reconciliation and enumeration duties (e.g. address lists, maps etc, telephones, and laptops) were fit for their intended purpose.	<p><u>ERBs/ Maps</u></p> <p>Did enumerators find the ERBs and maps provided useful, easy to handle and fit for purpose?</p> <p>What types and combinations of maps did field staff find the most/least useful?</p> <p>Were field-staff able to use the maps provided to assign grid references to new properties found in the field to the required level of accuracy?</p> <p><u>Supplies (bags, vests, pens, mobiles etc)</u></p> <p>Did all field staff receive a full set of supplies in accordance with the manifest?</p> <p>Did all field staff receive their supplies on time?</p> <p>How did the field staff rate the various supplies in terms of their suitability for the job?</p> <p>Are there any additional supplies that the field staff would have found useful?</p> <p><u>IT Kit</u></p> <p>Where there any coverage or connectivity issues with the mobile phones issued?</p> <p>Where there any coverage or connectivity issues</p>	Field Operations and Statistical Development Uel McMath/ Brian Green	Census HQ, Field Management Information System (FMIS) and intelligence from de-briefings with field staff Census HQ, Field Management Information System (FMIS) and intelligence from de-briefings with field staff Census HQ, Field Management Information System (FMIS) and intelligence from de-	TBA

		<p>with the laptops issued?</p> <p>Were any of the phones and/or laptops lost, stolen or damaged?</p> <p>Were there any attempted or actual security breaches?</p>		briefings with field staff	
Enumeration Methodology	To assess the effectiveness of the centralised receipting arrangements and associated Questionnaire Tracking (QT) system in terms of informing the field follow-up arrangements in 'real time'.	<p><u>Received Questionnaires</u></p> <p>Did the postal service provider discharge their receipting responsibilities in accordance with agreed service levels?</p> <p>Did LMUK make the receipting information collated by the PSP available to the Authority in accordance with agreed service levels?</p> <p>Were any unnecessary field visits conducted as a result of incorrect, poor or late receipting information?</p> <p><u>Un-receipted Questionnaires</u></p> <p>How many questionnaires could not be receipted automatically and as such have to be passed to the processing centre for 'exceptions processing'?</p> <p>Is the volume of un-receipted questionnaires likely to cause operational difficulties in 2011?</p> <p>Did the PSP information on un-receipted questionnaires tally with LMUK's information on</p>	<p>Field Operations/ Business Systems</p> <p>Uel McMath/ Brian Green</p>	<p>Postal Service Provider/ QT</p> <p>Postal Service Provider/ QT</p>	TBA

		<p>un-receipted questionnaires?</p> <p>Was the information on un-receipted questionnaires passed back to Census Office in accordance with agreed service levels?</p> <p>Did the timing of getting the information on un-receipted questionnaires cause any logistical problems with the follow-up activities?</p> <p>Is the process for handling un-receipted questionnaires likely to be scalable and manageable for 2011?</p>			
Online completion and Internet Data Capture	To assess the effectiveness of the online completion service and the associated Internet Data Capture (IDC) arrangements.	<p>Was the performance of the Internet Data Capture System in accordance with agreed service levels?</p> <p>Is there any evidence to suggest that our Service Levels for 2011 may need to be factored upwards?</p> <p>Was the data that was derived through the Internet Data Capture system in line with the requirements laid down in the Route A Data Quality Management Plan?</p> <p>Did anything emerge during Internet Data Capture that would suggest that we need to revise the Data Quality Management Plan?</p> <p>How many web return questionnaires have been received and what percentage of total</p>	<p>Business Systems/ Statistical Development</p> <p>Chris Snoddy/ Brian Green</p>	<p>IDC management information reports – note evaluation undertaken in conjunction with colleagues at the ONS</p>	TBA

		<p>questionnaire returns does this represent. How does this compare to the expected value?</p> <p>How many web return questionnaires were (i) Authenticated? (ii) Submitted? (iii) Authenticated but not submitted? (iv) Underwent forced submission?</p> <p>How many people sought help, either through the web self-help or contact centre, with the online completion facility?</p>			
Public Interface Services	To assess the effectiveness of the supporting public interface services, namely, the planned web self-help system and the planned contact centre.	<p><u>Web self-help</u></p> <p>Was the performance of the web self-help in accordance with agreed service levels?</p> <p>Is there any evidence to suggest that our Service Levels for 2011 may need to be factored upwards?</p> <p>Was the usage of the web self-help in accordance with our expectations?</p> <p>Did the material included on the web self-help meet user needs (i.e. is there any qualitative evidence from calls to the contact centre that people tried the web self-help for help but were unable to find it)?</p> <p>Did anything emerge during the rehearsal that would suggest that we need to revise either (i) the</p>	Business Systems Chris Snoddy	Web self-help management information reports – note evaluation undertaken in conjunction with colleagues at the ONS	TBA

		<p>structure of the web self-help facility or (ii) the content contained within it?</p> <p><u>Contact Centre</u> Was the performance of the contact centre in accordance with agreed service levels?</p> <p>Is there any evidence to suggest that our Service Levels for 2011 may need to be factored upwards?</p> <p>Was the usage of the contact centre in accordance with our expectations?</p> <p>Was the contact centre able to deal with the queries that arose?</p> <p>How many calls had to be escalated to Census office and what was their nature?</p> <p>Did anything emerge during the rehearsal that would suggest that we need to revise either (i) the approach to the IVR scripts and/or answers to general questions or (ii) the services provided through the contact centre?</p>		Contact Centre management information reports – note evaluation undertaken in conjunction with colleagues at the ONS	
Processing	To assess the effectiveness of the paper data capture (PDC) arrangements.	<p>Was the performance of the Paper Data Capture System in accordance with agreed service levels?</p> <p>Is there any evidence to suggest that our Service Levels for 2011 may need to be factored upwards?</p>	Business Systems/ Statistical Development Chris Snoddy/	PDC management information reports – note evaluation undertaken in conjunction with colleagues at the	TBA

		<p>Was the data that was derived through the Paper Data Capture system in line with the requirements laid down in the Route A Data Quality Management Plan?</p> <p>Did anything emerge during Paper Data Capture that would suggest that we need to revise the Data Quality Management Plan?</p>	Brian Green	ONS	
Census Coverage Survey	To assess the effectiveness of the field work that will be deployed in the 2011 Census Coverage Survey.	<p><u>CCS Helpline</u></p> <p>How many calls did the helpline receive regarding the CCS?</p> <p>How many calls did the CSU receive when the helpline calls were diverted to them?</p> <p>How many calls were escalated to Census Office to deal with? What was the nature of these calls and what resource was required to deal with them?</p> <p>How many visits were there to the NISRA CCS URL?</p> <p><u>CCS Fieldwork</u></p> <p>Were there any households outside of the CCS Rehearsal Areas that were interviewed or received a questionnaire?</p> <p>How many attempts were needed to achieve a successful interview?</p>	<p>Statistical Development in conjunction with NISRA's Central Survey Unit</p> <p>Brian Green/ Maureen Stewart</p>	<p>Contact Centre management information reports</p> <p>Intelligence gathered by NISRA's Central Survey Unit</p>	TBA

		<p>How many households refused to take part?</p> <p>Were any households not approached due to health and safety concerns?</p> <p>How many pre-arranged appointments were made? How many of these were completed?</p> <p>How many interviews with households were completed? How many man-hours were spent on the field-work?</p> <p>How many interviews with communal establishments were completed? How many man-hours were spent on the field-work?</p> <p>How many encounters with non-English speaking households? How were these handled?</p> <p>How many post-back questionnaires were delivered? How many post-back questionnaires could not be delivered?</p> <p><u>CSU Field Staff</u> Note: A detailed evaluation plan will be developed with NISRA's Central Survey Unit. It is anticipated that it will include</p> <p>How did the field staff rate the training provided?</p> <p>Did the field staff have any difficulty navigating their way around their CCS area?</p> <p>How did the field staff rate the supporting materials provided?</p>		<p>Intelligence gathered by NISRA's Central Survey Unit through their de-briefings with field staff</p>	
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Annex 1

		Did the field staff have any suggestions regarding how the CCS exercise might be improved?			
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Annex 2

