

## **Appendix A: Census Roles and Responsibilities**

### **Dudley M.B.C. Staff**

#### **Census Liaison Manager (CLM) – Geoff Thomas**

The CLM will use their capacity as a senior decision-maker to inform local authority senior management colleagues and Elected Members about the implications of supporting ONS in the delivery of the 2011 Census. The leadership of the CLM will help the local authority to:

- Prepare for the census and make sure relevant teams understand why they should co-operate
- Provide ONS with information and feedback, highlighting any particular issues that could impact census operations
- Help ensure sufficient resources are made available within the authority to take forward any agreed commitment to the census
- Coordinate activity across the authority and act as a champion for the census, working closely with the Census Regional Champion (CRC) for the area

#### **Assistant Census Liaison Manager (ACLM) – Neil Langford**

The ACLM will take responsibility for the day-to-day liaison on census activities at an operational level. This will involve:

- Helping ONS to gather information, advice or guidance from the local authority
- Working closely with the Census Regional Champion (CRC) for the area
- Liaising with ONS census stakeholder teams to discuss local census activity, progress and delivery
- Supporting the CLM in coordinating and executing the local authority's census activities
- Interacting with other local authority managers to make sure information the ONS request, such as in resolving address anomalies, can be provided on time and in the correct format
- Liaising with Census Area Managers and Community Advisors to agree a plan of local census action

### **Office for National Statistics Field Staff:**

Around 35,000 temporary field staff will be recruited for jobs across England and Wales to work on the 2011 Census in a number of full and part-time roles. ONS has chosen Capita Business Services to recruit, manage and train the field teams. The field staff will be based in local communities across England and Wales to carry out census field roles in their area. All of the staff will sign a confidentiality undertaking recognising their commitment to ensuring that personal census data remains secure and confidential.

#### **Census Area Manager (CAM)**

Area managers will be the operational link with the local authorities in the area that they cover. They will manage and co-ordinate the 2011 Census operation in their designated area. This includes managing a team of Census Coordinators (COs) who manage teams of Census Distributors (CDs), Special Enumerators (SEs) and Census Collectors (CCs). Between August and December 2010, the primary role of Census Area Managers will be to carry out community liaison and publicity to raise awareness and understanding of census and its importance. Area managers will meet with ACLMs during the first couple of weeks of their employment to agree a local census action plan.

**Community Advisors (CA)**

Around 40 CAs will be recruited from September 2010 until June 2011 to carry out community liaison activity. A number of the CAs will also focus on specific population and ethnic groups. CAs will be managed directly by ONS's stakeholder management team.

**Census Coordinator (CO)**

Census Coordinators will manage and coordinate a team of field staff (distributors, collectors and special enumerators). They will ensure complete coverage of the residential population and establish links with local community groups to maximise response. Census coordinators will establish initial contact with managers in communal establishments.

**Census Distributor (CD)**

Census distributors are responsible for contacting householders (knocking on doors or ringing doorbells) to deliver 2011 Census questionnaires to households where postal delivery is not possible or planned.

**Special Enumerator**

Special Enumerators are responsible for hand delivering 2011 Census questionnaires to communal establishments (such as care homes, hotels and student halls of residence) and special population groups (such as gypsies and travellers) and collecting them once completed.

**Census Collector (CC)**

Census collectors are responsible for contacting householders - knocking on doors or ringing doorbells - to follow-up the non-return of questionnaires from households.

**Census Coverage Survey Team Manager**

The Census Coverage Survey takes place six weeks after the main census and is an independent survey of approximately 1% of households in England and Wales. Team managers oversee fieldwork in a designated area of up to 1,000 households, training and managing a team of up to 18 interviewers

**Census Coverage Survey Interviewer**

Responsible for carrying out short doorstep interviews with households in specified areas to ask them a sample of the census questions. Answers to these questions help ONS to adjust its census estimates and to estimate census under/over-count.

**Address Checker**

People in this role are responsible for checking addresses from lists and maps to make sure ONS has the right information for posting out and tracking 2011 Census questionnaires. This will be done through observation, talking to residents, taking details, adding any new addresses and updating any that have been recorded incorrectly.

**Address Checker Coordinator**

Address Checker Coordinators will manage and coordinate a team of up to 12 Address Checkers working in the field, to make sure the ONS gets details of addresses across their designated area for the 2011 Census, from flats and houses to hospitals and hotels.