

Office for National Statistics (ONS) and Welsh Assembly Government (WAG)  
Y Swyddfa Ystadegau Gwladol (SYG) a Llywodraeth Cynulliad Cymru (LICC)

## Census Advisory Group for Wales

### CAGW (10) 14 Welsh Language Developments

## Welsh Language Developments: 2011 Census

### Background

1. This paper sets out the ongoing arrangements for Welsh language provision for the 2011 Census in Wales in accordance with the ONS Welsh Language Scheme.

### Action

2. CAGW members are invited to comment.

### The ONS Welsh Language Scheme

3. ONS has an established Welsh Language Scheme<sup>1</sup>. In its Census Annex, it states that: *'In providing services to the public in Wales, [ONS] is committed to the principle that Welsh and English languages should be treated on a basis of equality'*. All census services and public-facing material produced for Wales will be bilingual. This includes publicity, recruitment, support services and questionnaire development.

4. The ONS Welsh Language Scheme does not commit ONS to working bilingually with stakeholders, however Welsh material has been produced in this area. This includes bilingual local authority pages of the stakeholder website<sup>2</sup> and a translation of the Councillor Handbook which is currently being printed. Feedback will be sought from stakeholders and will be used as part of the process for prioritising future Welsh language material.

### Roles and Responsibilities

5. ONS continues to work in close consultation with WAG and the Welsh Language Board (WLB) on all issues affecting the Welsh language.

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<sup>1</sup> [http://www.statistics.gov.uk/about\\_ns/welshlang.asp](http://www.statistics.gov.uk/about_ns/welshlang.asp)

<sup>2</sup> [www.census.gov.uk/la](http://www.census.gov.uk/la) or [www.cyfrifiad.gov.uk/awdurdodaulleol](http://www.cyfrifiad.gov.uk/awdurdodaulleol)

6. Internally, a Welsh editorial officer (Emily Hammett) has been recruited to the 2011 Census media relations team to produce targeted material for the Welsh media (English and Welsh language) and oversee other Welsh language developments.

7. A stakeholder manager is currently being recruited to liaise specifically with key census stakeholders in Wales, local authorities in particular.

8. Members of the Welsh Language Census Development Support Group (who have been advising on questionnaire translations) have advised on various census translations, including the advertising campaign slogans. This group includes members of the Welsh Assembly Government Statistical Directorate and Translation service, the Welsh Language Board and the ONS.

## Recruitment

9. Recruitment for the 2011 Census is well underway. Address checkers have already been recruited and the process for recruiting area managers for each of the eight areas in Wales is underway.

10. ONS is committed to recruiting bilingual field staff where possible via a bilingual website<sup>3</sup>. All applicants are informed of their right to apply in Welsh and to request an interview in Welsh. The contractor responsible for recruiting field staff (Capita) now arranges all translations through the company used by ONS for other Welsh translation work (Prysg)<sup>4</sup>. Capita also has an in-house Welsh speaker who is able to offer advice to applicants in Welsh.

11. ONS has consulted with WAG and WLB to determine language requirements for each type of post (for example address co-ordinators and address checkers, area regional managers and census collectors).

12. For the purposes of the census, Wales has been divided into eight areas, with a census area manager being responsible for each area. Initially, all positions were advertised as Welsh-essential. Due to a low initial number of applicants for three posts, these have been re-advertised as Welsh-desirable. These three areas are:

- Denbighshire, Wrexham and Flintshire
- Merthyr, Rhondda Cynon Taf and Vale of Glamorgan
- Caerphilly and Newport

The language skills of applicants to these posts continue to be monitored.

13. Other field staff to be recruited to undertake census field work in Wales include census co-ordinators, collectors and those responsible for communal establishments. WAG and WLB have contributed towards suggesting appropriate proportions of Welsh speakers for each category of census post in each of the eight Welsh regions. An analysis of the number of Welsh speakers (Annual Population Survey), and the number of children speaking Welsh at home (School Census) were used to inform the setting of these targets.. WAG and the WLB also suggested advertising outlets to attract appropriate applicants (including Welsh language media). Annex 3 provides further information.

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<sup>3</sup> [www.censusjobs.co.uk](http://www.censusjobs.co.uk)

<sup>4</sup> [www.prysg.com](http://www.prysg.com)

## **Communication**

14. All Wales publicity will be carried out bilingually. This includes the advertising campaign (see Annex 1), the stakeholder website (featuring a census history microsite voiced by a high-profile bilingual figure – to be confirmed this month), and a launch event in Cardiff in February 2011, arranged in partnership with the Welsh PR company, Warwick Emanuel PR<sup>5</sup> (WEPR).

15. The Welsh Language Census Development Support Group has advised on Welsh copy for the advertising campaign. Recent market research activities by Stimulating World<sup>6</sup> (April 2010) suggest the Welsh advertising campaign will have as strong an impact as its English counterpart. Advertisements will be positioned in appropriate locations (billboards, press, online, television and radio) with input from WAG and WLB.

16. Provision has been made for bilingual public support. This includes audio, Braille and large print guides, a telephone helpline and an online help centre. All census materials distributed to households in Wales will be provided bilingually.

17. Relationships are being established with Welsh language press and broadcast outlets and several Wales-specific feature articles have been supplied to Wales press (Welsh and English). A suitable media monitoring contract has been established with StrataMatrix<sup>7</sup>. WEPR has been contracted to work on Wales PR activities (census launch in Cardiff, TV specials etc).

18. A bilingual census brand is used for all materials developed for use in Wales.

## **Addresses**

19. The printed addresses on household questionnaires will include the town name bilingually in Wales.

## **Questionnaires**

20. Each household in Wales will receive both an English and Welsh questionnaire. The internet questionnaire will also be available bilingually, with the ability to toggle between the Welsh and English versions.

Jayne Mathias will update on progress in paper AG (10)12 Welsh Language Questionnaire Development.

## **Translation and quality assurance**

21. Prysg has been awarded a translation contract by ONS for the production of census leaflets, fact sheets, field staff material etc. Prysg is also being used by the main census contractor for translation work including the online help centre, press releases and media packs. Prysg is now also used by the recruitment contractor, Capita.

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<sup>5</sup> [www.wepr.co.uk](http://www.wepr.co.uk)

<sup>6</sup> [www.stimulating-world.com](http://www.stimulating-world.com)

<sup>7</sup> [www.stratamatrix.co.uk](http://www.stratamatrix.co.uk)

22. Aside from the recruitment project, translation is arranged by Emily Hammett (Census Welsh Editorial Officer). Capita arranges translation for the recruitment campaign directly with Prysg and this work is quality assured by Emily on a sample basis.

23. Since joining ONS, Emily has produced a Welsh Style Guide and glossary of census vocabulary to ensure consistent usage of Welsh terms<sup>8</sup>. This was quality assured by members of the support group and its aim is to ensure consistency across the project. These documents have been shared with Prysg and will also be shared with other senior field staff in Wales.

24. Some translation work and original Welsh material (i.e. an article for Y Cymro) is provided by Emily whose work is proof-read by Jayne Mathias (ONS) and Luned Jones (WAG).

### **2009 Census rehearsal**

25. The rehearsal was carried out on Ynys Môn (the Isle of Anglesey) on the 11<sup>th</sup> of October 2009. Paper AG (10) 02 provides more information.

26. Both English and Welsh questionnaires were delivered to all households (33,547) on Ynys Môn. The island was selected for the rehearsal partly because of its high proportion of Welsh speaker and its communal establishments (including care homes and a military base.) As well as testing questionnaire post-out, post-back and tracking procedures, online completion, the address register, online and telephone help facilities and recruitment, it was also an opportunity to focus on Welsh language provision.

27. Recruitment of Welsh speaking field staff for the 2009 rehearsal achieved a positive result, with the target numbers being recruited. Annex 2 provides further information. During the rehearsal, Welsh speaking field workers were invited to wear Welsh Language Board badges indicating their ability to speak Welsh. The Area Manager was not completely fluent in Welsh.

28. The Ynys Môn rehearsal received good media coverage. All press releases were issued in both English and Welsh but Welsh media pick-up was not monitored. This has been rectified for the 2011 Census. Annex 2 provides details.

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<sup>8</sup> Available from Emily Hammett – [emily.hammett@ons.gsi.gov.uk](mailto:emily.hammett@ons.gsi.gov.uk) / 01329 44 7694

## ANNEX 1: Advertising campaign examples

Below are some early versions of advertising materials which form part of the 3-phase advertising campaign to be rolled out from February 2011 onwards. These are being developed with the marketing contractor, Bray Leino<sup>9</sup>.

These materials have been used for market research. Results from the market research will be incorporated into the creation of final campaign materials.

The census in England and Wales is run by the Office for National Statistics (ONS)

What will your census become?

Your census response is required by law

The 2011 Census is on its way. So look out for your census questionnaire arriving in the post this March.

[www.census.gov.uk](http://www.census.gov.uk) Help tomorrow take shape

2011 Census

Billboard advert mock-up – English (Phase 1 of 3)

Y Seryddfa Wladodol Gwladol (SYG) sy'n cynnal y cyfrifiad yng Nghymru a Lloegr

Beth ddaw o'ch cyfrifiad chi?

Yn ôl y gyfraith, rhaid i chi gymryd rhan yn y cyfrifiad

Mae Cyfrifiad 2011 ar ei ffordd. Felly byddwch yn barod am eich holiadur ar gyfer y cyfrifiad a fydd yn cyrraedd drwy'r post ym mis Mawrth eleni.

[www.cyfrifiad.gov.uk](http://www.cyfrifiad.gov.uk) Helpu i lunio'r dyfodol Help tomorrow take shape

2011 Cyfrifiad Census

Billboard advert mock-up – Welsh (Phase 1 of 3)

<sup>9</sup> [www.brayleino.co.uk](http://www.brayleino.co.uk)

The census in England and Wales is run by the Office for National Statistics (ONS)

Complete your **census** in a few clicks

Your census response is required by law

Make a difference to your world. Complete your census at [www.census.gov.uk](http://www.census.gov.uk) on 27 March or as soon as possible afterwards.

[www.census.gov.uk](http://www.census.gov.uk) Help tomorrow take shape

2011 Census

Billboard advert – English (Phase 1 of 3). Two possible Welsh translations were trialled:

Y Searchfa Ystadegau Gwladol (SFG) sy'n cynnal y cyfrifiad yng Nghymru a Lloegr

Cliciwch i lenwi holiadur y **cyfrifiad**

Yn ôl y gyfraith, rhaid i chi gymryd rhan yn y cyfrifiad

Gwnewch wahaniaeth i'ch byd. Llenwch eich holiadur ar gyfer y cyfrifiad yn [www.cyfrifiad.gov.uk](http://www.cyfrifiad.gov.uk) ar 27 Mawrth neu cyn gynted â phosibl ar ôl y diwrnod hwnnw.

[www.cyfrifiad.gov.uk](http://www.cyfrifiad.gov.uk) Helpu i lunio'r dyfodol Help tomorrow take shape

2011 Cyfrifiad Census

Option 1. Billboard advert – Welsh (Phase 1 of 3)

Y Searchfa Ystadegau Gwladol (SFG) sy'n cynnal y cyfrifiad yng Nghymru a Lloegr

Clic wrth glic i lenwi holiadur y **cyfrifiad**

Yn ôl y gyfraith, rhaid i chi gymryd rhan yn y cyfrifiad

Gwnewch wahaniaeth i'ch byd. Llenwch eich holiadur ar gyfer y cyfrifiad yn [www.cyfrifiad.gov.uk](http://www.cyfrifiad.gov.uk) ar 27 Mawrth neu cyn gynted â phosibl ar ôl y diwrnod hwnnw.

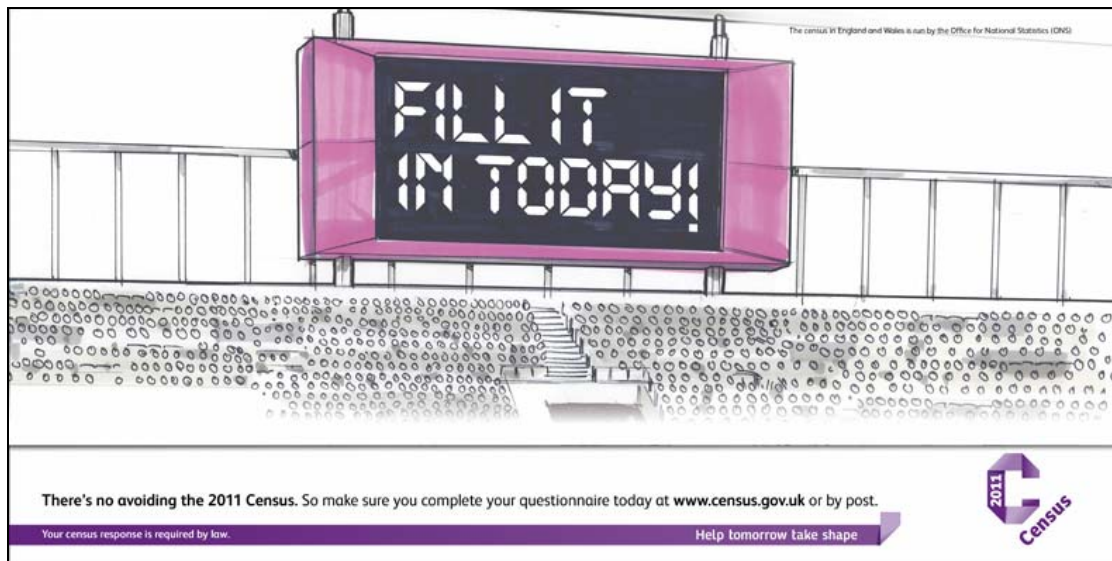
[www.cyfrifiad.gov.uk](http://www.cyfrifiad.gov.uk) Helpu i lunio'r dyfodol Help tomorrow take shape

2011 Cyfrifiad Census

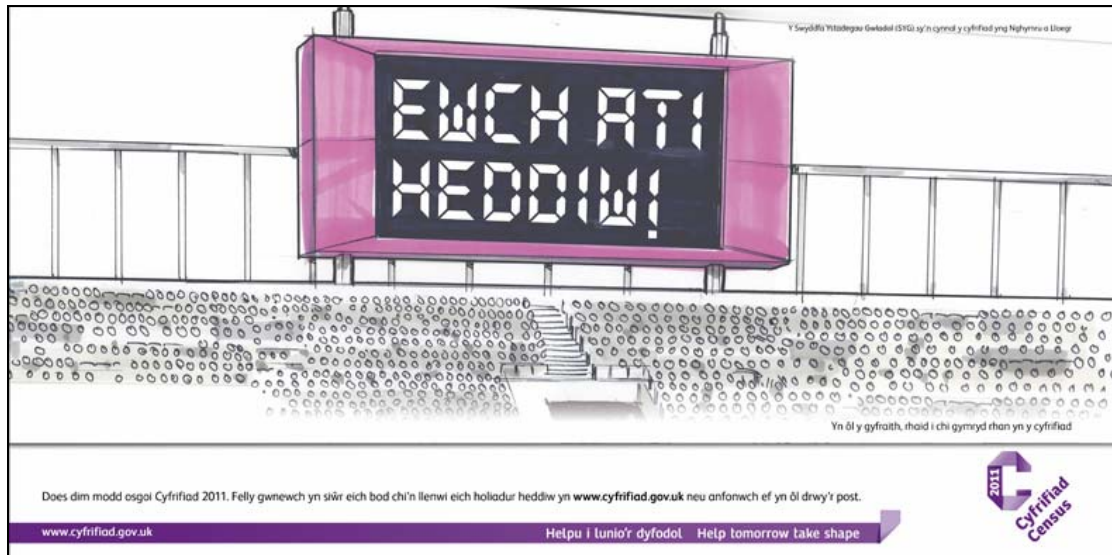
Option 2. Billboard advert – Welsh (Phase 1 of 3)

Market research showed that Option 1 was the favoured option of the two.

# Welsh Language Developments: 2011 Census



## Billboard advert mock-up – English (Phase 2 of 3)



## Billboard mock-up – Welsh (Phase 2 of 3)

**ANNEX 2: Ynys Môn rehearsal information**

**Welsh speaker targets and totals achieved**

Job Title	Total no of vacancies	No of Welsh Speaker required (target)	No Achieved	% Target Achieved	% Welsh Speakers Employed
Area Manager	1	1	1	100%	100%
Co-Ordinator	3	2	3	150%	100%
Distributor	0	N/A	N/A	N/A	N/A
Special Enumerator	2	1	2	200%	100%
Collectors	45	29	24	83%	53%
CCS Team Manager	1	1	1	100%	100%
CCS Interviewer	14	7	7	100%	50%
<b>Overall Totals</b>	<b>66</b>	<b>41</b>	<b>38</b>	<b>93%</b>	<b>58%</b>

**Media coverage by clip**

**BROADCAST**

18/09/09	Trial run of census in Anglesey	BBC Radio Wales	Broadcast
18/09/09	Anglesey selected for 2011 rehearsal area	BBC Radio Wales	Broadcast
18/09/09	Anglesey selected for rehearsal	BBC Radio Wales	Broadcast
18/09/09	Anglesey to test 2011 Census	BBC Radio Wales	Broadcast
18/09/09	Anglesey census rehearsal launch	BBC Radio Cymru	Broadcast
18/09/09	Anglesey census rehearsal launch	Heart Radio	Broadcast
11/10/09	Islander's test new online census	BBC Wales TV - Wales today	Broadcast
11/10/09	Anglesey census rehearsal launch	Heart Radio	Broadcast

**PRINT**

01/06/09	2011 Census Rehearsal - October 2009	Mon News	Print
17/09/09	Island's part in census rehearsal	Daily Post (Wales)	Print
19/09/09	'Welsh' identity tick box	Daily Post (Wales)	Print
23/09/09	Mon residents urged to take part in pilot island census	Bangor Mail	Print
23/09/09	Mon residents urged to take part in pilot island census	Holyhead & Anglesey Mail	Print
24/09/09	Anglesey can help shape tomorrow	North Wales Chronicle	Print
30/09/09	Census trial run creates 50 jobs	Daily Post (Wales)	Print



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01/10/09	Census rehearsal	Farming Wales	Print
07/10/09	leuan urges islanders to take part in census 2011 rehearsal	Bangor Mail	Print
07/10/09	leuan urges islanders to take part in census 2011 rehearsal	Holyhead & Anglesey Mail	Print
08/10/09	Get ready for the Census Rehearsal	North Wales Chronicle	Print
10/10/09	Online rehearsal for 2011 census	Daily Post (Wales)	Print
14/10/09	Community's silver surfers try out new online census	Bangor Mail	Print
14/10/09	Community's silver surfers try out new online census	Holyhead & Anglesey Mail	Print
15/10/09	Silver surfers try out census	North Wales Chronicle	Print
28/10/09	Still time for residents to fill in census form	Bangor Mail	Print
28/10/09	Still time for residents to fill in census form	Holyhead & Anglesey Mail	Print

### WEB & WIRES

18/09/09	Islanders to test the next census	bbc.co.uk	Web & Wires
20/09/09	Welsh identity tick box	dailypost.co.uk	Web & Wires
02/10/09	Anglesey Census rehearsal	News Wales (web)	Web & Wires
10/10/09	Online rehearsal for 2011 Census on Anglesey	Dailypost.co.uk	Web & Wires
11/10/09	Islanders test new online census	bbc.co.uk	Web & Wires
18/09/09	Anglesey census rehearsal	ieuanwynjones.com	Web & Wires

## ANNEX 3

## 2011 Census Welsh speaking targets

GOR/Area Code		Address Check Coordinators	Address Checkers		Area Manager		Coordinators		Collectors		Special Enumerators	
			TARGET	Area Total	TARGET (Number of workers)	Area Total	TARGET	Area Total	TARGET (Number of workers/ %)	Area Total	TARGET (Number of workers/ %)	Area Total
W101	Conwy, Gwynedd, Anglesey				1	E	14	6 (43%)	171	80(46%)	34	14(41%)
W102	Denbighshire, Flintshire, Wrexham				1	D	14	3 (21%)	185	15(8%)	14	2 (14%)
W103	Carmarthen, Ceredigion, Pembrokeshire				1	E	17	4 (23%)	202	50(24%)	34	8 (24%)
W104	Blaenau Gwent, Monmouthshire, Powys, Torfaen				1	E	16	4 (25%)	193	12(6%)	23	3 (13%)
W105	Bridgend, Neath, Swansea				1	E	18	3 (16%)	243	15(6%)	14	2 (14%)
W106	Merthyr Tydfil, Rhondda, Vale Glamorgan				1	D	13	3 (23%)	185	14(7%)	10	2 (20%)
W107	Caerphilly, Newport				1	D	10	3 (30%)	145	8 (6%)	6	2 (33%)
W108	Cardiff				1	E	12	2 (16%)	178	15(8%)	5	2 (40%)
CC29	Anglesey, Gwynedd, Conwy, Denbighshire, Flintshire Wrexham	E	8	4 (80%)								
CC30	Powys, Ceredigion, Pembrokeshire, Carmarthenshire, Neath, Port Talbot, Swansea	E	8	4 (80%)								
CC31	Bridgend, Cardiff, Newport, Monmouth, Merthyr Tydfil, Cwmbran, Abergavenny	D	11	2 (18%)								
			<b>27</b>	<b>10</b>			<b>114</b>	<b>28</b>	<b>1502</b>	<b>209</b>	<b>140</b>	<b>35</b>
				37%				25%		14%		25%

E = Essential  
D = Desirable