



## CENSUS ADVISORY GROUP FOR WALES

CAGW (07) 04

### WELSH LANGUAGE PROVISION IN THE 2011 CENSUS

#### Background

- 1 Under the Welsh Language Act 1993, the Office for National Statistics (ONS) is legally committed to ensuring the equality of treatment of both Welsh and English language, as detailed in their Welsh language scheme. ONS's latest Welsh Language Scheme can be found at:  
[http://www.statistics.gov.uk/about\\_ns/welshlang.asp](http://www.statistics.gov.uk/about_ns/welshlang.asp)
- 2 CAGW members should note that where there is specific reference to the Census this currently refers to 2001. The Scheme is, however, in the process of being revised, and this is scheduled for publication before the end of 2007. This paper reports on how plans for the 2011 Census in Wales will reflect the requirements of the revised Scheme. Members are invited to comment.

#### Questionnaires

- 3 ONS will fulfil its commitment to provide the option to complete either a Welsh or English language Census questionnaire in 2011 whether in paper format or on-line.
- 4 A decision on whether to deliver a single bilingual questionnaire or two separate Welsh and English questionnaires is yet to be made. Two options have been included in the contract statement of requirements, and cost implications for these two options are expected to become clearer during autumn 2007. A final decision is likely to be taken early in 2008.

- 5 The current working assumption is if a single bilingual form is to be produced then it would be produced in the familiar 'tilt and turn' format.
- 6 If the decision is made to have two separate Welsh and English forms, 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 Communal Establishment, Household Continuation and Individual forms for Wales.
- 7 Questionnaires printed in Welsh might require a slightly different layout to the equivalent questionnaires printed in English.
- 8 If the option for separate English and Welsh Census questionnaires is taken up, the addresses for both Census questionnaires will be matched and inserted into one envelope with two sets of information inserts and one folded return envelope. There are approximately 1.5 million addresses in Wales.
- 9 The 2011 Census will accommodate returns both in Welsh and English from the same household. Each such questionnaire will have a different questionnaire identity but linked to the same address. In such a case, the household (or an individual within the household) will also be able to submit an Internet response (see also paragraph 13 below).
- 10 In data processing the coding of Welsh text responses will be treated in the same way as English responses.
- 11 The post-enumeration Census Coverage Survey questionnaires in Wales will also be available in both Welsh and English language versions.

### **Questionnaire development**

- 12 For the first time in Wales, a 'dual development' approach to designing questions in English and Welsh is being implemented. This approach allows maximum opportunity for concurrent cognitive testing in both languages, and allows the parallel development of questions in both languages. By using this method, issues unique to each language are given consideration at every stage of the development cycle. A Welsh Assembly Government member of staff was seconded to the ONS Data Collection Methodology team in July 2007 to

undertake this work. To aid with the secondee's work, a Welsh language support group (whose members include representatives from the Welsh Assembly, Welsh Language Board, the Local Government Data Unit Wales and 'Cymraeg Clir' (the Welsh equivalent of 'Plain English'), as well as one independent reviewer) has been set-up.

### **Internet capture**

13 It is proposed that Welsh language versions of the Welsh Internet questionnaires will be made available, including the capture and subsequent display of all special characters used in Welsh. The respondent would thus be able to easily switch between Welsh and English questions, and the help text. The exact means of doing this will be determined in discussions with the appointed contractor.

14 Welsh language domain names for the Census website and on-line self-help web facility have been secured.

### **Contact Centre**

15 ONS will also meet its statutory obligations by providing, through the Contact Centre, equal access to the Welsh and English language service for those callers living in Wales. ONS are currently planning for bilingual advisors to be available to deal with such queries.

16 The interactive voice response (IVR) system is intended to be geared to support the needs of Welsh speaking callers. It would ask for the language of the respondent (Welsh or English) and if Welsh is selected the service would provide relevant messages and information in Welsh and refer the caller to a Welsh speaking advisor if required.

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

Advisor scripts and frequently asked questions would be produced in Welsh, and a facility would be in place to ensure that updates are dealt with in the same timescales as that for the English language version.

18 The proposed web self-help facility would provide a structured electronic contact facility direct to the Contact Centre. Some of these contacts will be received in Welsh, thus there would be a facility to ensure that these can be read and then responded to in Welsh.

### **Addresses**

19 Paper AG(07)08 reports on the development of an address register for the 2011 Census. There is an issue within Wales that some address lists choose English placenames over the 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. However, no decision has yet been taken on this.

### **Field staff**

20 It is proposed that a Census Manager for Wales will be appointed, and that that person should be bilingual. Wherever possible bilingual senior field managers will be appointed. There will be particular efforts made to recruit bilingual enumerators in areas with high proportions of Welsh speakers.

21 Recruitment campaigns will be carried out in Welsh and English or bilingually as appropriate. Bilingual authority cards will be carried by all field staff in Wales.

### **Publicity material**

22 Information leaflets to accompany the questionnaires for households and communal establishments in Wales and any other guidance notes and publicity material will be produced in both Welsh and English in Wales.

23 Furthermore, the current 2011 Census Publicity Strategy proposes that Wales should have its own publicity team focusing particularly on the publicity requirements of Wales as a distinct region. The team would be based in Wales and include Welsh speakers.

## **Outputs**

24 As was the case for the 2001 Census there will be bilingual reports of results which relate solely to Wales, delivered both in hard copy and/or electronic media.

## **Translation services**

25 The procurement of translation services for the 2011 Census will be undertaken over the next 12 month. ONS will ensure that as part of the procurement process only providers with specialist experience in translating between Welsh and English will be considered. It will not be possible, however, under EU rules, to restrict such tendering solely to Wales-based companies.

**ONS**

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