

## Critical Success Factors

### 1. Action requested of Advisory Groups

Advisory Groups are asked to:

- note the changes in the approach to Critical Success Factors (CSFs) since the last meeting.
- note the timetable for further development.

### 2. Background

At the last Advisory Group meeting we presented a framework for Critical Success Factors, which essentially set out 'what a successful 2011 census will look like'. The clear feedback from advisory group members was that the framework was too complex and required simplification. As a result the revised set of CSFs have been significantly reduced to 6 CSFs compared to 11 previously and 10 measures compared with 39 in the first version. Most of the reduction has been in the data quality section. The detail of the framework is still being finalised and will be circulated in due course.

The CSFs are still structured around the four strategic aims of the census:

- to provide high quality population statistics;
- to build user confidence in final results;
- to provide value for money solutions; and
- to protect, and be seen to protect, confidential personal census information.

The purpose of the CSFs is to be clear, in advance of the census, about what we can achieve with the available resources and will also help the project make decisions about trade-offs between cost and quality in the Census design and operation.

### **3. Setting targets**

Although the CSF framework is of interest it is anticipated that the real interest will be in what targets we set within the measures, particularly in the data quality measures. The setting of the targets depends on a number of key decisions or pieces of work:

- determination of the final Census budget and the allocation to work areas within the project;
- agreement of cost and scope of the census contracts;
- development of a more robust cost model;
- development of a coverage assessment and adjustment methodology - this will help provide a more robust understanding of the size of the confidence intervals around the population estimates;
- finalisation of the census design;
- finalisation of disclosure control method and means of disseminating information;
- agreement of the final content and design of the census questionnaire.

### **4. Timetable**

Agreement of CSF targets and decision making (e.g. about the census design) will be an iterative process, but we need to agree preliminary targets by late 2007 so that we are explicit about the trade-offs we are making when we finalise contract specifications. In this context, the key CSFs will be those relating to response rates as achieving higher response rates has a significant cost. More work will need to be done before summer 2007, refining our cost model in terms of understanding the cost of different response rates. However, most of the other work areas above will not be completed until 2008 and beyond. Therefore final targets cannot be set until spring 2010, once the evaluation of the 2009 rehearsal is complete.

Advisory Groups will be updated on any progress at the next round of meetings.

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