Agenda

• Overview of NRS
  – Tim Ellis – Chief Executive

• Overview of Scotland’s Census 2021
  – Amy Wilson – Census Director

• Overview of Supplier Engagement and Timelines
  – Robert Leask – Commercial Lead

• Q&A

• Further information on requirements
  – Breakout Sessions
What is NRS?

Our purpose:

To collect, preserve and produce information about Scotland’s people and history and make it available to inform current and future generations.

Preserving the past, recording the present, informing the future
Key Functions

- Oversee civil registration system (vital events)
- Produce demographic statistics and take decennial census
- Support data linkage and research
- Look after the national archives
- Register tartans
What is NRS not?

- Not GRO(S) – but partly used to be (General Register Office (Scotland))
- Not RoS - they register land (Registers of Scotland)
- Not ONS – they’re UK (Office for National Statistics)
- Not NISRA – they’re Northern Ireland (NI Statistics and Research Agency)
- Not a Ministerial Department - but part of the Scottish Administration
So what is NRS really?

• Integral part of the infrastructure that safeguards and promotes the rights and memory of the people of Scotland
• That’s why we look after key state documents
• It’s why we promote good record keeping
• That’s why we register vital events
• It’s why we take a census and produce demographic statistics
What we do

• We manage unique, national, personal and sensitive information about Scotland’s people and history. Eg:
  • Government, Court, Church, Private archives going back hundreds of years – from the Declaration of Arbroath to the Dunblane Inquiry
  • Censuses – from 1841 onwards
  • Registers of ‘Vital Events’ – inc parish records
  • Demographic statistics
  • Maps and photos (and music)
  • Tartans
Getting Information In

- **We create or acquire information eg:**
  - Census 2011 and 2021
  - NHS Central Register
  - Baby Names
  - Civil Registration
  - Causes of Death
  - Court Records
  - Digital Records
Managing Information

- **We process or store information, eg:**
  - >80km of ‘paper’ records and >415TB digital data
  - Census data – personal info locked down for 100 years but wide range of cross-table outputs
  - Future demographic/census data
  - Conservation, from William Wallace to Acts of Scottish Parliament
  - Digitisation – eg 600,000 images from the historic valuation rolls
  - Advice, outreach and support (and regulation) including over 700 registrars, PRSA
Information Out

- **We make information available eg:**
- Statistics, especially demography and population
- Data from Registrars
- Historic files and genealogical data
- To schoolchildren, academics, LAs, SG, private companies, media, individuals, genealogists
- Digitally; through the internet; on-site
- Some free, some paid for; some directly, some through partners (commercial or otherwise)
- Data sharing and Linking Service (DSLS)
Key NRS Transformation Programmes

- Scotland’s People
- Digital Preservation Programme (DPP)
- IT infrastructure Improvement Programme
- Estates Strategy

And then there is

- Scotland’s Census 2021
Overview of Scotland’s Census 2021

Amy Wilson – Census Director
Background

- Every 10 years since 1801 (except 1941)
- Managed in Scotland since 1861
- Responsibility of the Registrar General for Scotland
- Legal requirement
- Scottish Parliament must approve content of Scotland’s Census
- Therefore separate but harmonised with other censuses in the UK
- Security and confidentiality critical importance
- The individual returns are kept closed for 100 years and then released for genealogical research

“The decennial Census of Population and Housing is a vast and complex undertaking, often described as the largest peace time operation carried out in the country.”
– Jil Matheson, National Statistician September 2009 – June 2014
The 2011 Census

• Questions
  – Who lives there?
  – Type of accommodation?
  – Heating?
  – National identity?
  – Number of vehicles?
  – Employment?
  – Education?
  – Health?
The census is unique

• Only survey aimed at *everyone* in the country
• Looks to make contact with every household in Scotland
• And every communal establishment
  – E.g. care homes, hospitals, prisons, boarding schools, armed forces establishments, student halls of residence, rough sleepers, gypsy travellers’ encampments…….
• There is a legal requirement to take part – but not everyone responds without follow-up
• Provides information about characteristics not available elsewhere e.g. ethnicity and religion
• Offers a level of detail not available from other surveys
What did the 2011 Census tell us?

- Scotland’s population was 5,295,403, the highest ever recorded – nearly 2.6m men and over 2.7m women
- Population had increased by 233,000 (5 per cent) since 2001
- More children under 5 (+ 6 per cent) since 2001
- Fewer children aged 5 to 14 (-11 per cent) since 2001
- More people aged 65 and over (+11 per cent) since 2001
- More people aged 80 and over (+19 per cent) since 2001
- More people aged 15 to 64 (+6 per cent) since 2001
Population pyramids

http://www.scotlandscensus.gov.uk/century-census
Users of the data

- Wide variety of users:
  - Councils (e.g. education, transport and equality monitoring)
  - Health service
  - Charity/ third sector
  - Commercial / private sector
  - Government
  - Parliament
  - Media
  - Public
What is Scotland’s Census?

• In short, it is a survey of everyone in Scotland, takes place once every ten years
• It produces **anonymous** census estimates which offer a picture of the number of people and their characteristics (such as age, health, where and how we live etc)
• It’s a huge exercise e.g. currently estimating 3,000 ‘field force’ required in 2021 and months of work to produce validated results
• We have one chance to get it right every 10 years
How do we get there?

- Establish the programme
- Develop overall design
- Engage with suppliers
- Refine questions
- Contract with suppliers
- Plan for Rehearsal
- Conduct rehearsal
- Test integration of all aspects
- Scale up for census
- Legislative Approval
- Collect census data
- Census coverage survey
- Process data
- Disseminate results
- Support use of census information

- Design
- Procure, Build, Test
- Rehearsal
- Operational Readiness
- Census & Processing
- Dissemination
Key design assumptions

• There will be a census in March 2021
• Primarily online
• Target response will be at household level, with individuals responding within those households
• Post-out of internet access codes to households
• High quality address list will support post-out
• Targeted follow-up of non-responding households
• All non-responding households will receive at least one follow-up visit (ensure status of dwellings assessed)
• Produce a 100% complete dataset adjusted for non-responses
• Get first set of results out within a year
2021 – The flow of information
2021 – A (very) high level design
So what’s changing?

2011
- 80% on paper - 20% online
- 7,000 temporary field staff with pre-assigned areas
- who worked 480,000 hours
- 17,500,000+ pieces of printed material
- 140,000 telephone enquiries
- 4,500,000 web page views
- Most focussed around a single day – “Census Day”
- Resulting in publication of close to 6,000 tables of data (many broken-down to over 56,000 geographies)
- Cost of £63,500,000
- Benefits of at least 4 times that amount

2021
- 20% on paper – 80% online
- 2-4,000 temporary field staff who will work across larger geographies
- Fewer working hours as no hand delivery of paper questionnaires
- Significant print reduction of paper questionnaires
- Online support will reduce telephone calls
- Increase in web based services
- Initial surge two weeks before census day (when access is opened)
- Outputs more focus to users and more flexibility in the provision of data
- Seeking costs containment
- Increased use of census data
Objectives

- Produce high quality census outputs that meet user needs
- Maximise overall response
- Produce timely outputs to maximise benefits
- Protect, and be seen to protect, confidential information
- Do so in a cost effective way
- Make recommendations for the approach to future censuses in Scotland
Why maximise online participation?

- Data quality higher than from returns on paper
- Quicker to process than paper
- Cheaper than paper
- Public expectations
- But digital exclusion needs to be addressed
- And still a place for paper

### International Context

<table>
<thead>
<tr>
<th>Country</th>
<th>Year of next census</th>
<th>Expected online response rate in next census (%)</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>2016</td>
<td>65</td>
<td>N/A</td>
</tr>
<tr>
<td>Canada</td>
<td>2016</td>
<td>65</td>
<td>67</td>
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<td>New Zealand</td>
<td>2018</td>
<td>70</td>
<td>-</td>
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<td>USA</td>
<td>2020</td>
<td>52.5</td>
<td>-</td>
</tr>
<tr>
<td>Ireland</td>
<td>2021</td>
<td>50-70</td>
<td>-</td>
</tr>
</tbody>
</table>
Protect, and be seen to protect, confidential information

• Critically important
  – Legally bound
  – Ensure public confidence to achieve high response rates
  – Need to be transparent about how we manage confidentiality
• The personal data provided is NOT shared
• There are various measures and controls ensure people cannot be recognised in the published figures
• Confidentially maintained for 100 years
• Suppliers will be legislatively required to protect personal data
• Security and cyber security is of high importance as there are real and emerging threats
So the Census future is exciting but challenging...

• Given the need to count all households and people in the country once (and only once!) at the right place, in a short period of time AND in a highly visible way, we need to ensure that.....
  - we understand and use the technological opportunities offered by the digital census
  - we get high levels of response (esp online) across all ages and sectors of society
  - our systems and services are well integrated (and tested)
  - our systems are resilient and flexible
  - we understand what might be possible and not just rely on our own knowledge and assumptions
Supplier Involvement

2016
• Establish the programme
• Develop overall design
• Engage with suppliers

Design

2017
• Refine questions
• Contract with suppliers
• Plan for Rehearsal

Procure, Build, Test

2018
• Conduct rehearsal
• Test integration of all aspects

Rehearsal

2019
• Scale up for census
• Legislative Approval

Operational Readiness

2020
• Collect census data
• Census coverage survey
• Process data

Census & Processing

2021
• Disseminate results
• Support use of census information

2022

Dissemination

Suppliers

Advise on solution options and delivery

Tender, contract, deliver fully functional & tested product s

Integration with other elements of census

Scale up and demonstrate readiness

Support the census activity

Share the credit

Suppliers
Supplier Engagement

Overview
Commercial Requirements
Timelines
Supplier Engagement - Overview

• Objectives
  – Market awareness & opportunity to influence

• Key Points
  – Any views / information submitted will be utilised to develop the commercial strategy
  – No single submission will define the Contract arrangements in totality
  – Contract arrangements will be subject to a separate process
  – Potential follow up discussions to clarify responses (not necessarily all)
Commercial Requirements

Principles

• Alignment to Scottish Government policies
  – Sustainability agenda
  – Community benefits
  – Digital participation agenda
  – Fair working practices, including the living wage

• Improving the capability, efficiency and resilience of NRS
• Re-Investment back into the economy
• Investment into SME and community organisations
• Enabling of benefits within & beyond the NRS Census programme
• Assurance of best value to NRS for the investment
Commercial Requirements

Key Considerations

• Delivery to time performance critical
  – Including any contractual milestones
• Placing risk where best managed
• Same suppliers for 2019 rehearsal and 2021 census.
  – subject to rehearsal performance
• Sustainability and Community Benefits
• Service Level Agreements
• Confidentiality
• Privacy and Security
• Data Protection
• Data destruction
# Supplier Engagement - Timelines

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>5\textsuperscript{th} Aug 2016</td>
<td>Issue of RFI document</td>
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<tr>
<td>20\textsuperscript{th} Sept 2016</td>
<td>Edinburgh Supplier Briefing</td>
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<td>23\textsuperscript{rd} Sept 2016</td>
<td>London supplier Briefing</td>
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<td>14\textsuperscript{th} Oct 2016</td>
<td>Deadline for RFI submissions</td>
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<tr>
<td>Nov 2016</td>
<td>Review of submissions and follow up meetings</td>
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<tr>
<td>Dec 2016</td>
<td>Finalisation of Commercial strategy</td>
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<tr>
<td>Q1 2017</td>
<td>Commencement of tendering and procurement activity</td>
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## Scotlands Census 2021

### Procurement Packages

**Scotlands Census 2021**

**Start**: 01/01/17

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<td>Online Collection Instrument - Procurement</td>
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<td>15 Apr</td>
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<td>Mobile Devices - Procurement</td>
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<td>31 May</td>
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<td>Mobile Devices - Delivery</td>
<td>01 Jun</td>
<td>30 Oct</td>
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<td><strong>Data Cleaning, Analysis &amp; Dissemination</strong></td>
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<td>Statistical processing tool set - Procurement</td>
<td>01 Oct</td>
<td>31 Dec</td>
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**Month commencing:** Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
Q & A

1. Overview of NRS
2. Scotland’s Census 2021 & Key requirements
3. Overview of Supplier Engagement
4. Timelines
Break Out Sessions

1. Data Collection
   - Data Collection & Management
   - Business Operational Information

2. Data Processing
   - Paper capture, coding and printing
   - Cleaning, Analysis and dissemination

3. Field Force Operations
   - Staff recruitment and management
   - Supplies etc