

**Census Advisory Groups\Papers\2000**

**Advisory Group Paper (00) 19**

**2001 CENSUS FIELD STAFF RECRUITMENT:  
PROGRESS REPORT AS AT 2 OCTOBER, 2000**

**Advisory Group members are asked:**

- 1) To note the paper, and**
- 2) To consider whether direct help can be facilitated by members in the areas where CDM recruitment is slow**

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**Census Area Managers**

Recruitment of the team of 103 Census Area Managers (CAMs) for England and Wales has been completed. Recruitment was particularly difficult in many of the Inner London Boroughs. In Islington, for example, a suitable candidate was appointed after the final selection date.

**Census District Managers**

Census District Manager (CDM) recruitment to fill 2,019 posts began in late August and is due to continue until 19 October, with jobs commencing on 30 October. To date, mainly as a result of national newspaper advertisements and support from LAs and other public bodies, 1,600 completed applications have been received at Census HQ. In addition, CAMs have generated further applications as a result of local publicity initiatives undertaken.

Whilst the overall position might appear satisfactory at this stage there is a dearth of applications in London. There is also concern at the slow response in Wearside, Eden and Teesdale, Manchester (including Salford, Rochdale and Bury), Bradford, Sheffield, Leeds (including Kirklees and Calderdale), the Potteries, Wolverhampton, Sandwell, Birmingham South and Central, Oxfordshire, Wiltshire, Surrey and West Sussex.

Part of the plan to attract more candidates is that local press articles about the Census and the recruitment drive are being arranged by the regional offices of the Central Office of Information using profiles of CAM areas, together with provincial/local press advertising of CDM posts and a national advertisement in The Guardian on 4 October. CAMs are also being encouraged to seek interviews on local radio.

**Census Team Leaders and Enumerators**

About 6,200 Census Team Leaders(CTLs) and 62,500 Enumerators will be required. Posts commence on 19 February and 20 March respectively. Local Authorities will be contacted in late November/early December and asked for help in publicising the posts. Press advertising will be during the first week of January. A recruitment helpline will run from 3 January until the end of February.

John O'Donnell  
2 October 2000