

Panel – Martin Bellingham

Efficiency can be defined as a comparison of what can be achieved with the same level of resources.

This needs to be a key part of the “Beyond 2011” work as the project can identify options, not just to replace the traditional census but also to change and/or supplement it.

Questions that need to be thoroughly discussed are:

- Do we need a traditional census?
- Can we do it cheaper/faster?
- If we do release updated data then what are the consequences?
- How can we measure and maximise the ROI of the current and future census?

A key issue is that the data needs to be fit for purpose – this can obviously vary between users and uses.

ONS need to be aware that once the data has been collected there will always be demand for it to be quickly and accurately released.

Martin Bellingham