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## 2022 Local Government Candidate Diversity Survey – Information Leaflet

- ✓ Are you standing for election at the 2022 local government elections?
- ✓ If so, please can you help to build the most complete picture gathered to date of who stands for election to Scotland's councils
- ✓ Taking part will take around **5 minutes**
- ✓ A prepaid reply envelope is provided, or you can take part online

### Introduction

All candidates standing for election at the 2022 local council elections are being invited to complete a brief voluntary questionnaire on your demographic characteristics, previous experience and any caring responsibilities you may have. **We would be very grateful for your response, whether you are a new candidate, or whether you have already been serving as a councillor.** This information leaflet provides information on who is carrying out this survey, why we are doing it, how to take part, and what will happen with your data.


### Who is organising the survey?

Analysts in the Scottish Government have been working with the Electoral Management Board for Scotland (EMB), the Electoral Commission (EC), COSLA and the Improvement Service to organise the survey. The EMB and EC are helping to ensure the survey reaches all candidates. The report of aggregated findings will be published by the Scottish Government.

### Why are we doing it?

Data on who stands for election to Scotland's councils is currently very patchy. Gaining a better understanding of who stands, and who is elected, is important so that we can understand how representative our candidates and elected members are of the communities they serve. This will help organisations working to increase access to elected office to work with accurate data and will help organisations like Cosla and the Improvement Service have a better picture of the characteristics and range of experiences and responsibilities of councillors to help them plan most effectively how to support them.

## How to take part


<p><b>Online</b> using this QR code or weblink:</p>  <p><a href="https://response.questback.com/scottishgovernment/2022diversitydataprotect">https://response.questback.com/scottishgovernment/2022diversitydataprotect</a></p>	<p><b>OR</b> <b>On paper</b> by filling in the enclosed questionnaire and returning it in the <b>prepaid reply envelope</b> provided.</p> <p>If you don't have the prepaid envelope, your Returning Officer should have spares, you can call us on 07973949256 to get one sent to you, or a postal address is provided at the end of the questionnaire.</p>
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The survey should take **no more than 5 minutes to complete**.

### Information about the questions

The questionnaire has been developed with input from stakeholders and academics, and most of the questions mirror questions in the 2022 Census and/or the Scottish Household Survey so that we can compare data from the survey to the national picture. Your responses will make a really valuable contribution to this effort to improve the quality of data available to inform policies and initiatives. If you are not comfortable with any question, however, you do have the option to select 'Prefer not to say' or skip to the next question. If you have any queries about the questions, please don't hesitate to get in touch at the details below.

### How we will protect your data

All responses will be kept confidential and stored securely, to be used solely for statistical and research purposes. Names collected as part of the exercise will be stored separately to your responses, which will only be linked to your name by a unique identifier. Both names and responses will be stored securely in accordance with data protection laws.  Names will be deleted within 30 days of the local government elections, and only aggregated data will be published with the survey findings.

For more information please refer to the published data protection impact assessment and survey privacy notice at <https://www.gov.scot/collections/diversity-in-political-representation-in-scotland/>

### How to get in touch

If you have any queries or would like to request this questionnaire in any other format please contact: [diverserepresentationdata@gov.scot](mailto:diverserepresentationdata@gov.scot) or call 07973949256.