

**cyfrifiad**  
**census**  
2021

**Helping everyone take part in Census 2021**

**Michael Mulcahy**  
Census Engagement Manager  
Vale of Glamorgan/Bridgend

@Census2021 | @Cyfrifiad2021

# Agenda

- Importance of Census
- What's new
- Support available
- Timelines
- My role
- Local Authority Partnership Plan
- “hard to count” groups
- How you can help

# Importance of census

- Run by ONS every 10 years
- The census provides a detailed and comprehensive picture of the nation
- Census statistics:
  - Underpin policy making and funding allocation decisions
  - Provide information to help plan and prioritise service delivery
  - Give a benchmark for estimates of population
  - Provide unique detailed demographic information about local small area populations
  - Widely relied on by many organisations



# Keeping personal information safe

- Before any statistics are published, we make sure they don't include any personal information
- The information we collect is kept safe and secure for future generations and remains anonymous for 100 years
- The data is protected by law and cannot be shared with anyone, not government departments or private companies. Which should give peace of mind to anyone concerned about completing it



# Census 2021 - what's new

- The census will take place on **Sunday 21 March 2021**
- Digital-first census but paper forms available
- 3 new questions:
  - Gender identity (voluntary)
  - Sexual orientation (voluntary)
  - Veterans (Armed Forces Covenant)
- Engage with everyone, with particular focus on under-represented and hard to reach groups



# A digital-first Census



Why digital-first?

- ❖ Better data quality
- ❖ Quicker outputs
- ❖ Easier for respondents
- ❖ Complete anywhere on any device

Aim is 80% of households choosing online completion

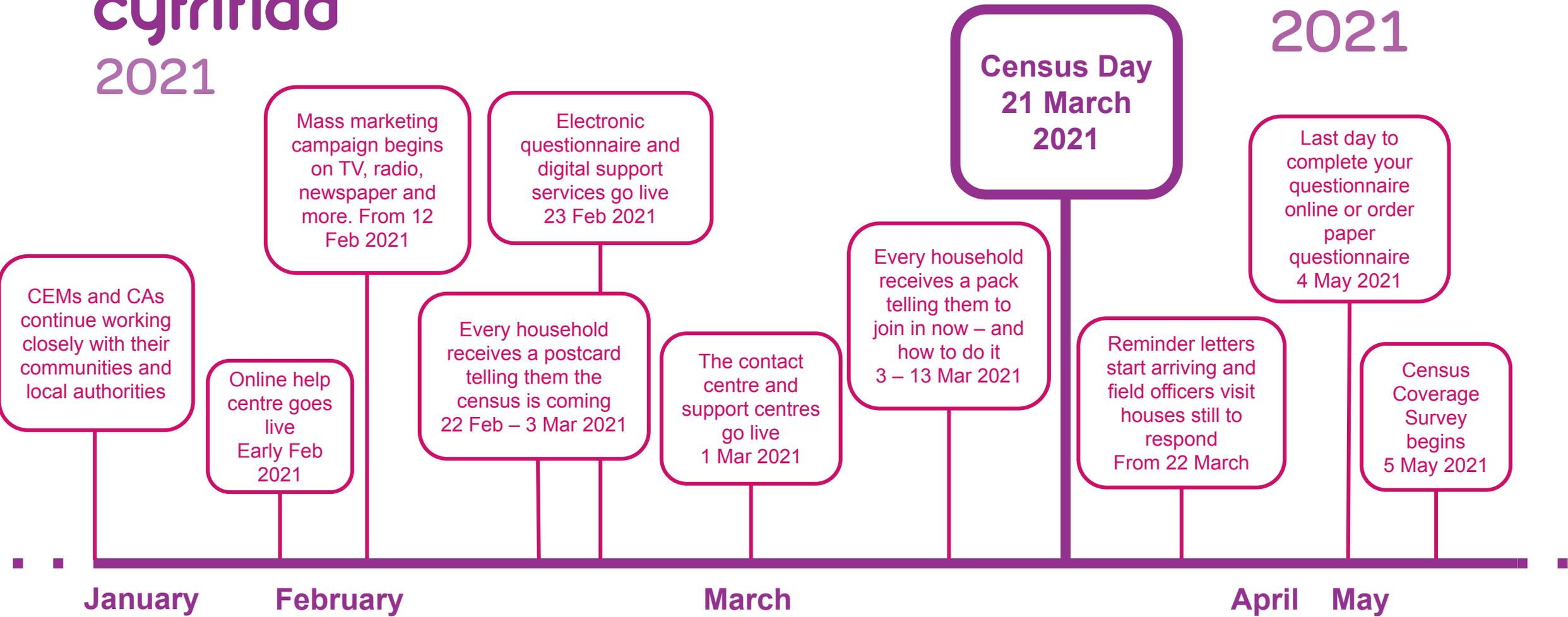
Help will be available for people who need support to take part online

# Helping those who can't or won't respond online

- Additional targeted support
  - Paper questionnaires available from census officers on the doorstep
  - Telephone capture (freefone) for those who may have difficulty completing online or on paper
  - Census Support Centres in the community for those who wish to complete the Census online but may need assistance to do so.

# census cyfrifiad 2021

# census 2021



January

February

March

April May

# Milestones

- Early Feb: Online Help Centre goes live and national advertising campaign starts - ([www.census.gov.uk/downloadable-resources](http://www.census.gov.uk/downloadable-resources))
- Early Feb: “Census is Coming” postcard sent to all households
- Early March: Invitation letter sent to approx 90% of households, each with unique access code
- Remaining 10% have been identified as having low digital take-up and will be sent paper census questionnaire
- CENSUS DAY = Sunday 21 March
- From 22 March to end April: reminder phase
- From end April: non-compliance follow-up
- Census Coverage Survey: 6 weeks after census day (sample areas only)

# LOCKDOWN UPDATE

## Jason Zawadzki, Director Census 2021 Operations

Census 2021 will 100% go ahead

Safety is number 1 priority

Census 2021 will follow all Government and external organisation guidelines

Census staff granted 'key worker' status

Telephone support staff increased fivefold

Recruitment continues

# Census Engagement Manager role

- Raise awareness by working in partnership with Local Authorities, lower tier councils and Community Groups
- Identify and support 'hard to count' groups in the local area
- Build trust and encourage participation
- Help communities understand why census is important
- Work with communities to achieve minimum response rates
- Promote census messaging through all communication channels

# Local Authorities: Key partners to Census 2021

- You are vital to the success of the census:
  - Raise public awareness
  - Share local information to inform and support our field operations
  - Encourage participation
  - Support completion
- The LA from both areas have supplied (ACLMs and CLMS) to help and support this engagement.
- Local Authority Partnership Plan (LAPP) developed to identify and support communities across the district.

# Local Authority Partnership Plan (LAPP)

- Share local information to help identify and overcome local challenges
- Share network of key community organisations/contacts who can help engage with the 'hard to count' groups
- Help us recruit local field staff by promoting census jobs
- Provide practical support to the field operation
- Support local publicity and media relations activity

# Vale of Glam : hard to reach groups

Eastern European

Gypsy/Traveller

Low income households

People lacking digital skills

Adults +80yrs

Homeless and rough sleepers

BAME

Blind and visually impaired

Physical Impairments prevent

Response

Newly added (Chinese)

# How can you help?

- **Share local information** with me to identify and address local challenges (awareness, understanding, completion)
- Introduce me to other **local community contacts** who may be able to assist
- Share the “***Census is coming, make sure you complete it***” message whenever and wherever you can (newsletters, on Facebook/Twitter pages, letters, email signatures, websites etc..)
- **Signpost the websites:** [www.census.gov.uk](http://www.census.gov.uk) and [www.censusjobs.co.uk](http://www.censusjobs.co.uk)
- **Follow Census2021** on social media and share the posts

# We can't do it without you



- The information we collect is vital to ensuring everyone benefits from the Census
- Your commitment to your communities, local knowledge and expertise is essential to support a successful Census in your area
- It helps to ensure Census information continues to improve, protect and save lives
- Thank you in advance for supporting Census 2021 and making a lasting impact on your community

On Census Day in 2011, the population of England and Wales was 56,075,912



6,242 people put their religion as 'Heavy Metal'

In 2011, the census captured more than **94%** of people in England and Wales.

Completion rate in VOG was **95.5%** in 2001 and **93.1%** in 2011 and also an internet return of **13.1%**



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176,632 people identified as Jedi (down from 390,127 in 2001)

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**Any questions?**

**Keep in touch:**

**Michael.Mulcahy30@field.census.gov.uk**

**Mobile: 07452927898**

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