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2021

# Census overview

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# Office for National Statistics

*“The UK's largest independent producer of official statistics and the recognised national statistical institute of the UK.”*



# What is the census?

- the census is a survey that happens every 10 years and everyone takes part.
- the ONS is responsible for the census in England and Wales.
- the census is important because it gives the most detailed information we have about our society.
- Northern Ireland hold their own census around the same time. Scotland's Census will be in 2022.

# Why we have a census

The census provides information that government needs to:

- shape policy
- allocate resources
- plan services
- monitor equality



# Census informs decisions that improve lives



## Planning and development

Census information is used to develop local plans to better reflect future needs and to identify inequalities at a very local level.



## Public health and social care

Census information is used to inform service demand, to identify pockets of health deprivation and to support future care planning.



## Housing

Census information is used to assess local housing needs and to measure housing affordability.

# Census informs decisions that improve lives



## Education

Census information is used for pupil forecasting models, to inform capital bids and to monitor the supply of qualified persons.



## Transport

Census information is used for funding bids for road improvements and informs planning and profiles around areas of transport change.



## Other

Census information is used to inform emergency services, libraries and waste collection and disposal.

# What that could mean

ethnic group data which help to identify the extent and nature of disadvantage in the UK



evaluate equal opportunities policies

information collected on travel to and from work, and the availability of cars

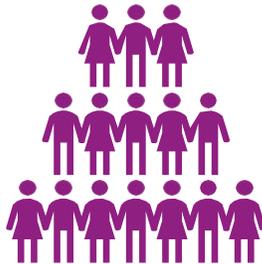


roads and public transport; these data also contribute to the understanding of pressures on transport systems

population and household estimates for local authorities and other sub-national areas.



NHS and Welsh Government allocate billions of pounds to local areas using funding formulae



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# Census 2021

# Census 2021 facts

- The next census will take place on **Sunday 21 March 2021**
- for the first time this will be an online-first census, but paper will be available for those who need it
- we are focussing on engaging with everyone, including under-represented and hard to reach groups
- help will be available for people who need support to take part online



# Keeping personal information safe

- before we publish our statistics, we make sure that they don't include any personal information.
- the information we collect in the census remains anonymous for 100 years.
- everyone must complete the census. Legislation made the modern census a legal obligation in 1920.





## Online first

- easier and quicker
- can complete on tablets, desktops and mobiles
- pause and return
- faster output of data
- search as you type

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## What passports do you hold?

### Include

- current passports and any other travel documents, such as ID cards, that show citizenship of a particular country or countries
- passports and travel documents that have expired, if you are entitled to renew them

Select all that apply

United Kingdom

Ireland

Other  
You can enter these passports on the next question

## Which one best describes your White ethnic group or background?

English, Welsh, Scottish, Northern Irish or British

Irish

Gypsy or Irish Traveller

Roma

Any other White background  
You can enter your ethnic group or background on the next question

### Why your answer is important

Your answer will provide a better understanding of your community and help to support equality and fairness. For example, councils and government use information on ethnic group to make sure they

- provide services and share funding fairly
- understand and represent everyone's interests

Hide this

Save and continue

# Search as you type function

## How would you describe your national identity?

This relates to where you feel you belong, such as the country or countries you think of as home.

This could be different from your citizenship or ethnic group.

Select all that apply

British

English

Welsh

Scottish

Northern Irish

Other  
You can describe your national identity on the next question

## You selected "Other". How would you describe your national identity?

Include all national identities. If you have more than one, enter them all separated by commas.

### National identity

Enter your own answer or select from suggestions

iri

Suggestions
Irish
I-Kiribati

Save and continue

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# An inclusive Census to broaden understanding of modern society

We've listened to users ... three new topics for those aged 16  
and over

# New questions (16 and over only)

- armed forces leavers
- gender identity (voluntary)
- sexual orientation (voluntary)



## Roma response option

We have added a Roma response option to the ethnicity question for the first time

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# Census support

# Enumeration

- bricks and mortar housing
  - no prior knowledge of residents
  - majority letter with digital access code
- registered sites
  - prior local engagement
  - hand delivered paper packs with digital access codes
- moving/ unregistered site
  - local authority or community organisation engagement
  - transient weekend (20<sup>th</sup>-22<sup>nd</sup> March)

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## Initial contact letter -

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Householder  
-Address\_Line1-  
-Address\_Line2-  
-Locality-  
-Town\_Town-  
-Postcode-

If you need help, go to  
[www.census.gov.uk](http://www.census.gov.uk)  
or phone us free on  
0800 141 2021

Reference number:  
**1234 1234 12**

Dear Householder:

We need your help with the census, which gathers vital information to help plan services, such as transport, education and healthcare. All households should complete the census on **Sunday 21 March 2021** or as soon as possible after.

You must complete the census by law or you could be fined up to £1,000.

### How to complete your census

- 1 Read this letter containing your household access code. 
- 2 Go to [www.census.gov.uk](http://www.census.gov.uk), select "Start census" and enter your household access code:  
**1A2B 3C4D 5E6F 7G8H** 
- 3 Answer the questions and submit when complete. 

 Your answers are protected by law and will be kept confidential.

The census should take around 10 minutes per person to fill in. Every census completed online saves paper and taxpayers' money. See the enclosed leaflet for how to get help to complete your census. You can request a paper form at [www.census.gov.uk](http://www.census.gov.uk) or call 0800 141 2021.

Thank you



Professor Sir Ian Diamond - National Statistician

Office for National Statistics [www.census.gov.uk](http://www.census.gov.uk) 

# Making it accessible for all

- paper versions of the census form available
- large print format
- braille format
- BSL videos
- easy read leaflet
- text relay
- compatible electronic questionnaire
- online guidance
- translation booklets of the questionnaire
- language support line





# Support Services

- public contact centre with:
  - adviser support
  - webchat
  - language line
- walk-in Census Support Centres within the community
- online support
- census field staff

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## Translations

All formal public-facing products in English, Welsh or E&W bilingual

Supporting 49 languages plus Welsh

Key engagement products into 19 additional languages

- we encourage communities to translate other products themselves if required



# Engagement Products

- leaflets
- posters
- web content
- social media content
- postcards
- handbooks
- translations

Arabic
Bengali
Chinese Catontese
Chinese Mandarin
Czech
Gujarati
Kurdish
Lithuanian
Nepali
Panjabi
Persian/Farsi
Polish
Portuguese
Romanian
Slovak
Somali
Spanish
Turkish
Urdu
Welsh or bilingual

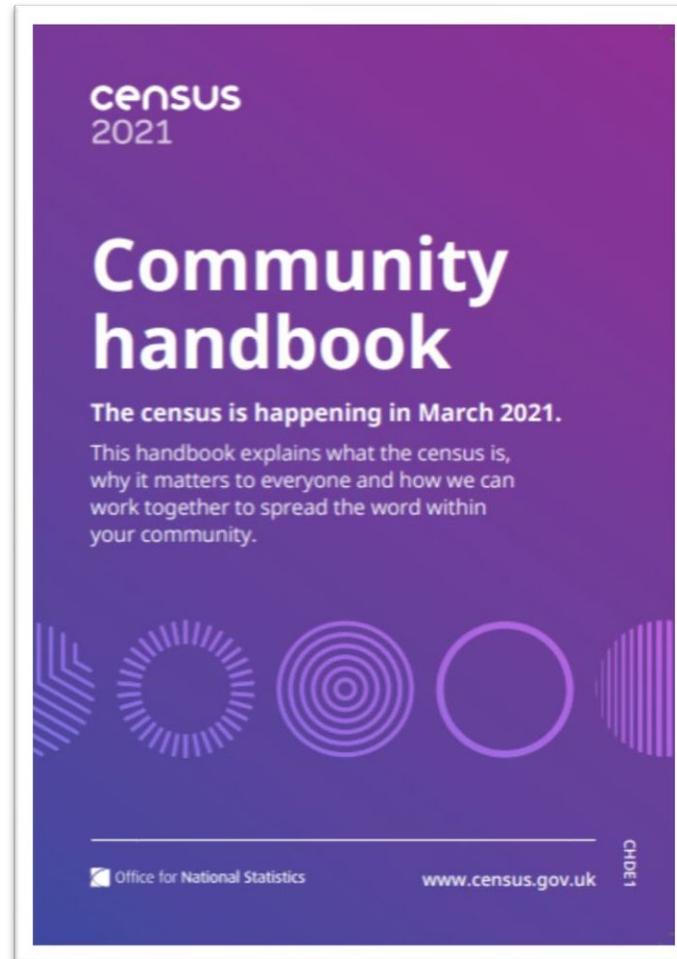
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# Community Handbook

**Audience:** Local leaders and community representatives

**Message:** What the census is, why it matters to communities, ways in which local leaders can support participation

**Translations:** English and E&W Bilingual



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Data protection and privacy	
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An accessible census	
Specialist support for people with disabilities	
Local field staff	
A wide-reaching marketing campaign	
How we can work together	
Census engagement	
Building community resilience	
Community toolkit	
Useful information	
Please note: The information on this page was correct at the time of writing. Should there be any unforeseen circumstances for the 2021 Census, we will update this page.	

### About the census

#### What is the census and why does it matter?

The census is a survey that happens every 10 years and gives us a picture of all the people and households in England and Wales.

The census is unique. There's simply nothing else that gives so much detail about us and the society we live in. It tells us what our needs are now, and what they're likely to be in the future. It also gives a snapshot of how we live, for future generations to look back on.

Knowing what your community is like helps organisations like charities and businesses to support your area and across the country. It also gives information on things like transport, health and education.

Charities and voluntary organisations use the information to get funding to help us as customers and businesses to start new shops. Plus, it helps students and people to get the information they need.

Without the census, our community telling us about itself would be much less important every day.

#### Who runs the census?

The census in England and Wales is run by the Office for National Statistics (ONS). The ONS is the UK's largest independent producer of official statistics. Our main responsibilities are collecting, analysing and sharing statistics about the UK's economy and society, as well as organising the census.

The ONS and the statistics we generate are independent from government. Although we report to the UK's Parliament, our work is protected from political interference.

You can read more about the ONS at [www.ons.gov.uk](http://www.ons.gov.uk)

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# Engagement Leaflet

**Audience:** Local leaders and community representatives, plus their contacts

**Message:** What the census is and why we need your help

**Format:** Print and digital

**Translations:** English, Welsh, all translations

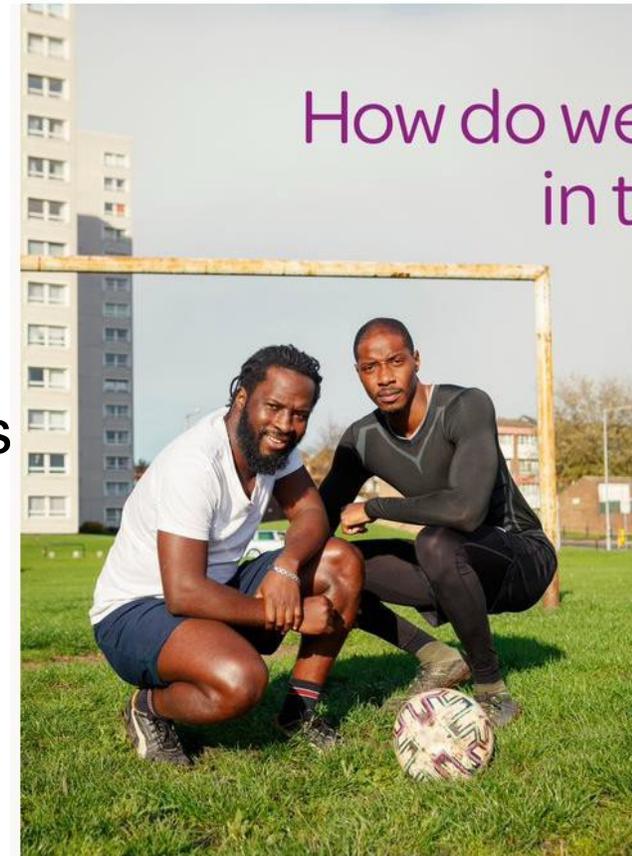


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# Census 2021 Campaign

# Census 2021 campaign

- digital materials
- social media
- commercial and communications partners
- advertising
- PR & media
- student, community & school campaigns
- translations



How do we **take part**  
in the census?

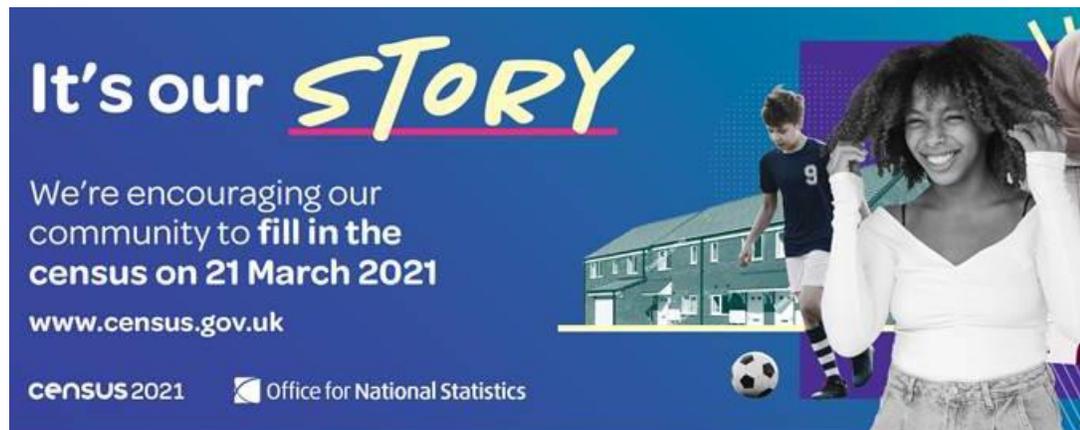
it's about us  
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# Advertising and imagery



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**Printed materials, digital assets, tailored campaigns incl. Schools programmes**

# Partner toolkit

Guidance pack to the online resources you can use available to email to you or simply go straight to our website below -

[Click here for downloadable resources](#)

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# Census Engagement

# Census Engagement

We are working together with community groups and representatives to help everyone take part in Census 2021.

- national engagement
- local engagement





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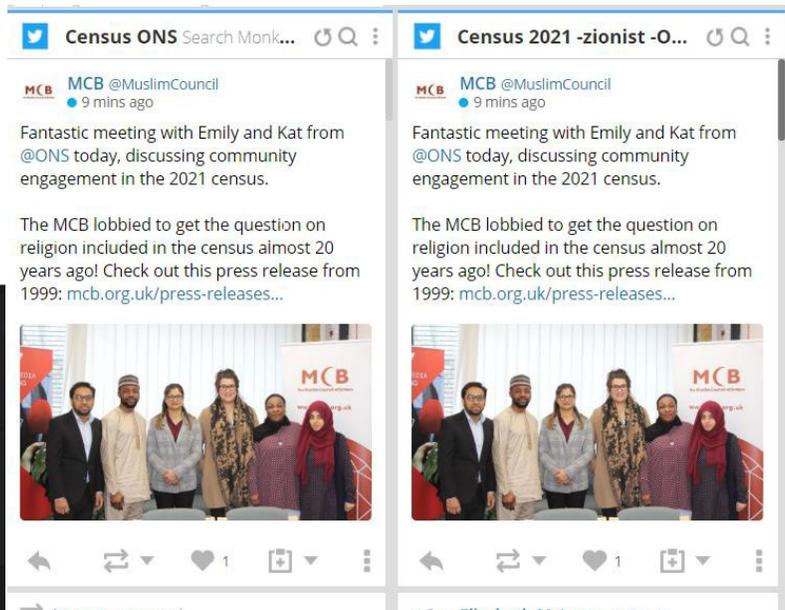
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Come and join us to promote the U.K.  
Census2021



👍 2

# National Engagement



- [Travellers Times](#)
- [Friends, Families & Travellers](#)
- [The Traveller Movement](#)



age Cymru



Roma to be included in 2021 Census



3 January 2019

**16** What is your ethnic group?

**116** Choose one section from A to E, then tick one box to best describe your ethnic group or background

**A White**

English/Welsh/Scottish/Northern Irish/British

Irish

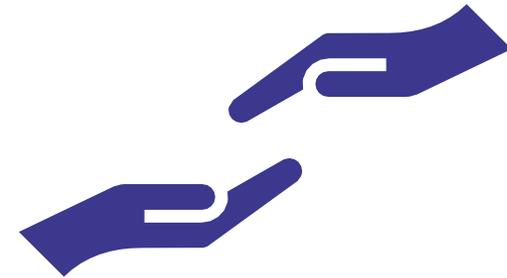
Gypsy or Irish Traveller

Any other White background, write in

# Local Engagement

Field staff working at grassroots level with communities, organisations and leaders.

- build local relationships
- reassure and communicate
- support census completion
- collaborate



# Local Engagement Staff

Census Engagement Managers (CEMs)	Community Advisers (CAs)
<ul style="list-style-type: none"><li>• Working with all community groups in their area</li><li>• CEMs across the whole of England and Wales</li><li>• Liaising with local authorities</li><li>• Working with both clustered and scattered populations</li></ul>	<ul style="list-style-type: none"><li>• Working with specific populations</li><li>• Working with clustered populations</li><li>• CAs in specific regions</li><li>• Language skills</li></ul>

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# Covid-19 implications

# The show must go on...

- confident but not complacent in running Census 2021 in line with the Covid-19 restrictions in place at the time
- we have planned and built a flexible operation which can adapt to the changing circumstances of the pandemic, with the safety of our staff and the public as paramount
- it will provide us with important insights into the impact of the pandemic on our society

# Keeping the public safe

- PPE for all our field staff and social distanced rules adhered to (no entry into houses)
- field staff will adhere to any organisational Covid19 guidelines
- encourage for online completion with paper questionnaires and over the phone completion available
- households will receive all the information to complete and access support via post

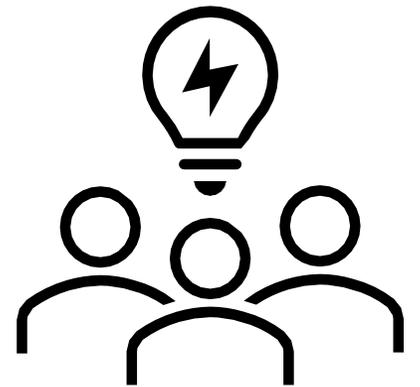
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# How you can help

# Local engagement collaboration

In your local area, you could:

- raise awareness of the census
- make promotional/info material available to clients
- help with completion activities
- sign post towards help
- share insight or contacts
- post on social media @Census2021
- contact us to find out who your local census engagement manager is



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# Working for Census 2021

**Temporary jobs for  
everyone**

People make the census



[www.censusjobs.co.uk](http://www.censusjobs.co.uk)

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If you have any further questions or organisational contacts that may be interested in working with us to support communities across England & Wales; please contact the Partnerships team  
[2021Census.Engagement@ons.gov.uk](mailto:2021Census.Engagement@ons.gov.uk)

For more information on the census visit [www.census.gov.uk](http://www.census.gov.uk)

Follow the census on [Twitter](#) and [Facebook](#) @Census2021

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# Stay in touch

Sign up to our newsletter to receive regular updates:

<http://ow.ly/eh2M50B5IAB>



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# Thank you

Any questions?