

census
cyfrifiad
2021

Census overview

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



census
cyfrifiad
2021

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

census cyfrifiad 2021

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

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

census
cyfrifiad
2021

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 (20th-22nd March)

census cyfrifiad 2021

Initial contact letter -

census
2021



Householder
-Address, Line1-
-Address, Line2-
-Locality-
-Town, Hamlet-
-Postcode-


If you need help, go to
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, 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 or call 0800 141 2021.

Thank you


Professor Sir Ian Diamond - National Statistician

 Office for National Statistics

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

census cyfrifiad 2021

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

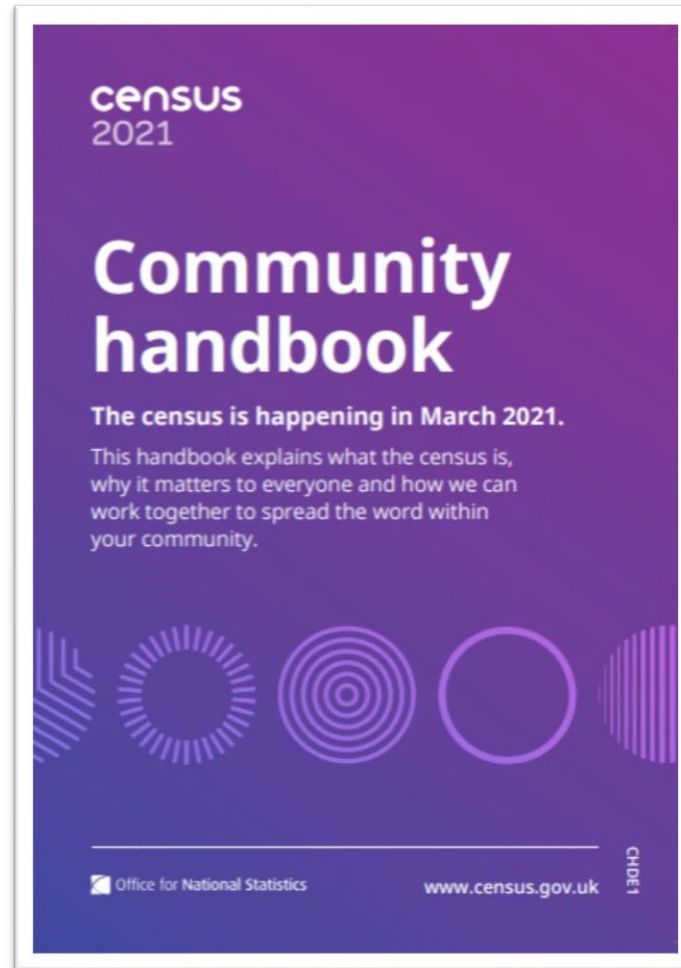
census
cyfrifiad
2021

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



census
cyfrifiad
2021

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

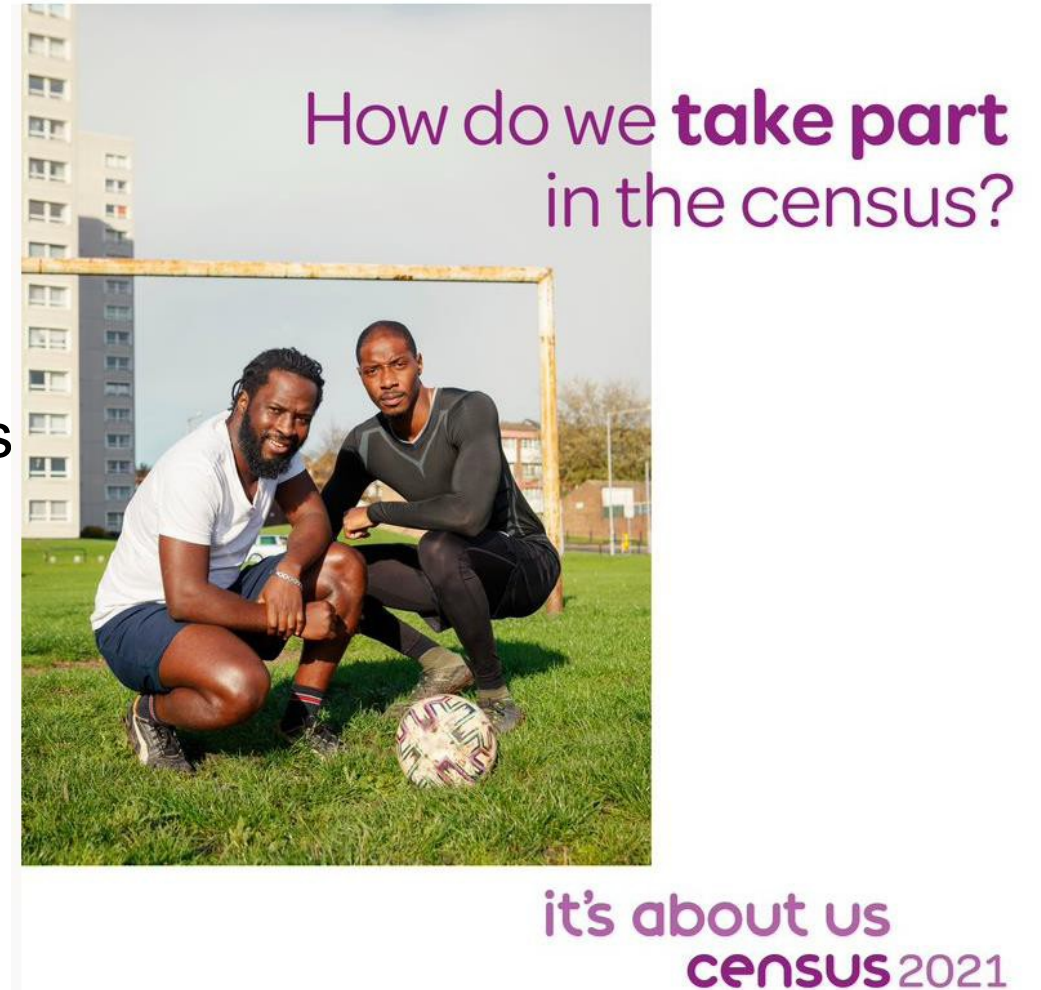


census
cyfrifiad
2021

Census 2021 Campaign

Census 2021 campaign

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

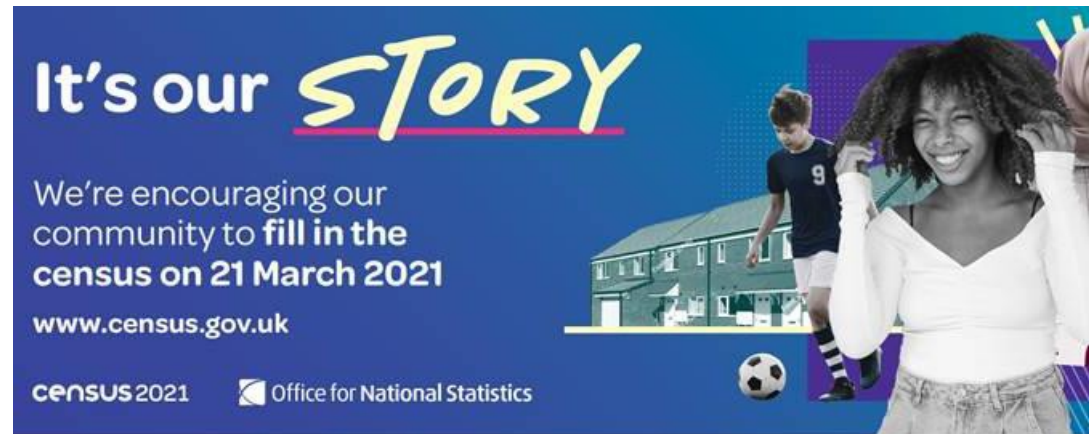


census
cyfrifiad
2021

Advertising and imagery



census cyfrifiad 2021



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](#)

census
cyfrifiad
2021

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





Census 2021

32 m • 🌐

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

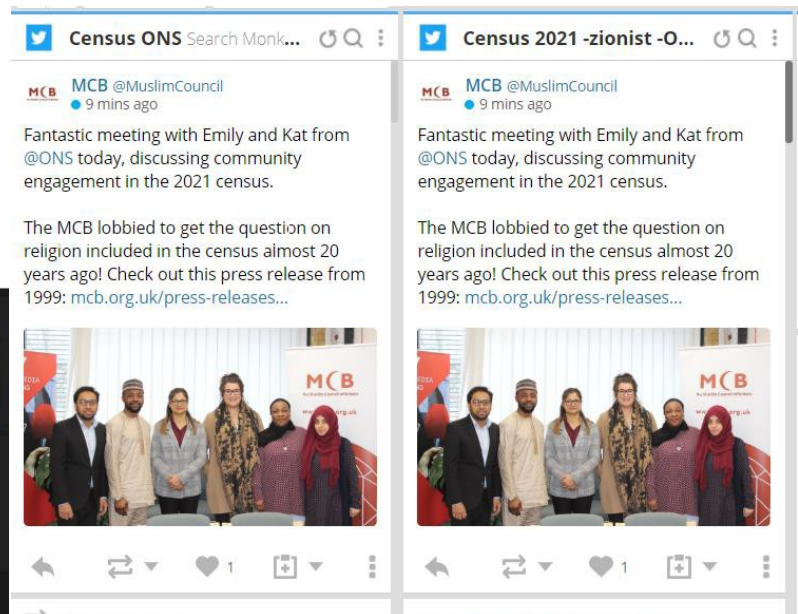


2

National Engagement



Office for National Statistics



- [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

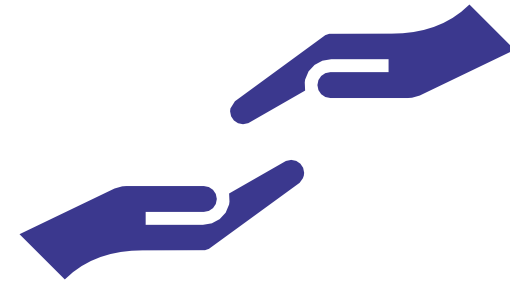
☐ Gypsy or Irish Traveller

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

census
cyfrifiad
2021

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

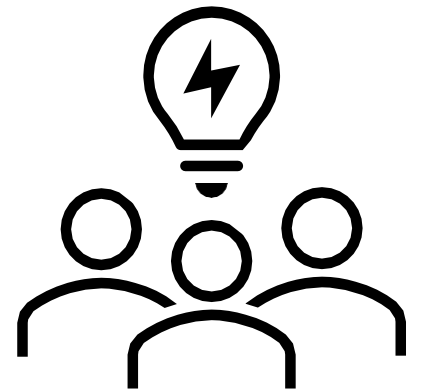
census
cyfrifiad
2021

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



census
cyfrifiad
2021

Working for Census 2021

**Temporary jobs for
everyone**

People make the census



www.censusjobs.co.uk

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

For more information on the census visit www.census.gov.uk

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

Stay in touch

Sign up to our newsletter to receive regular updates:

<http://ow.ly/eh2M50B5IAB>



Thank you

Any questions?