

# Welsh Statistical Liaison Committee

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cyfrifiad  
2021

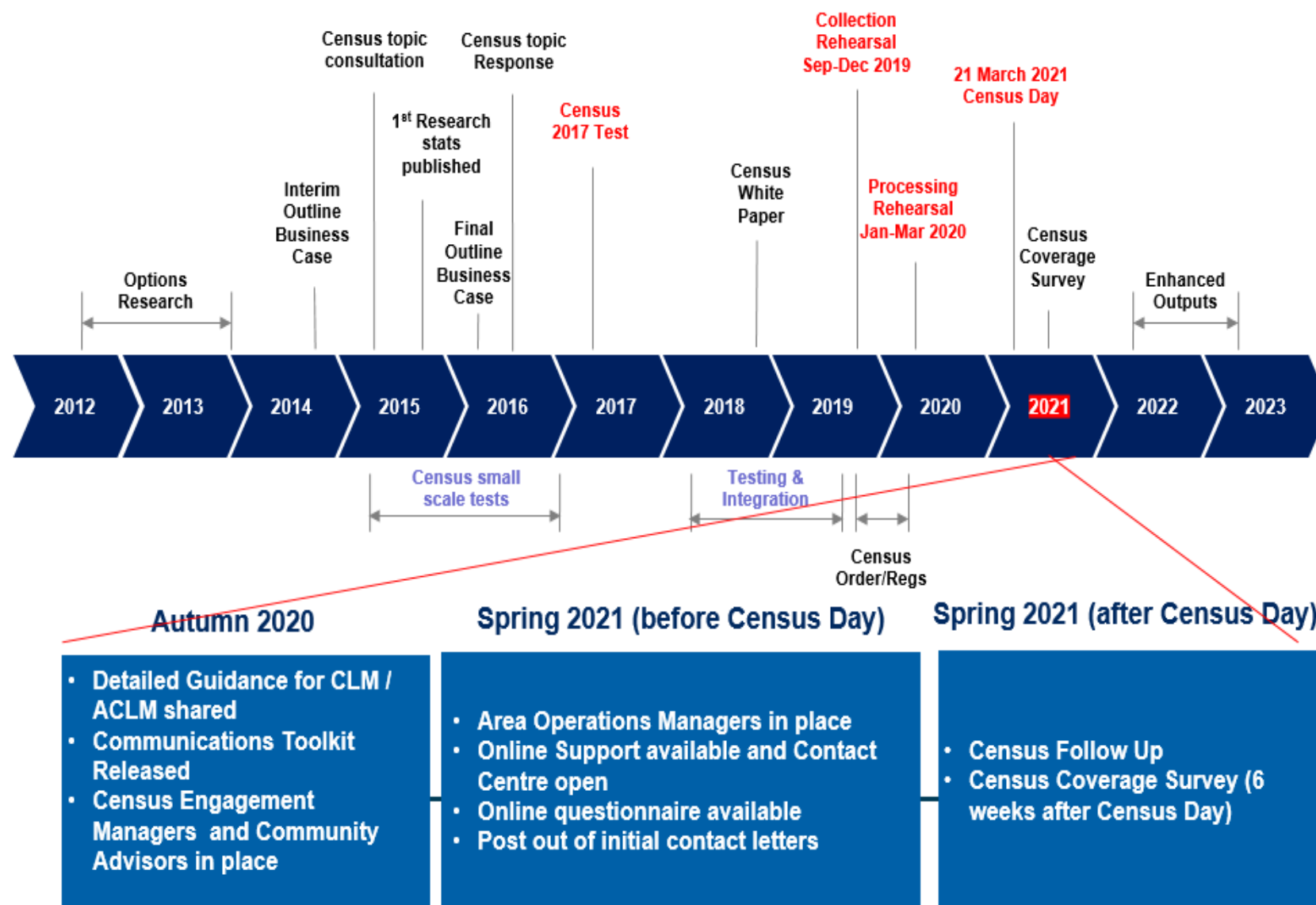
## Census update – 2019 Rehearsal

Neil Townsend

Head of Partnerships, Communications Division, ONS

@Census2021 | @Cyfrifiad2021

# census cyfrifiad 2021



# Rehearsal process

# What is the census rehearsal?

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- Census rehearsal day is the **13<sup>th</sup> October 2019**
- Four rehearsal areas, **Tower Hamlets, Hackney, Ceredigion, Carlisle**
- Chosen because they present a good cross section of society and incorporate diverse communities.
- Households will receive an invitation to complete their questionnaire online
- A mini-census, an end-to-end test of just about everything we will need to do for the real thing in 2021



# Invitation letters

- Sent out 23-26 September

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<Householder>  
<Address\_Line1>  
<Address\_Line2>  
<Locality>  
<Town\_Name>  
<Postcode>

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

Quote this code if you need  
a paper questionnaire:  
1234 1234

Dear Householder,

The census counts everyone in England and Wales to give us a picture of the people, housing, jobs and the needs of everyone who lives here. 94 out of every 100 people responded to the last census, helping their areas receive their share of public funding. We're preparing for Census 2021 by running a rehearsal in your area.

## What you need to do

Complete the questionnaire using your computer, tablet or smartphone.  
Here is your unique access code, please keep it safe:



Receive your  
unique access code



Go to [census.gov.uk/start](https://census.gov.uk/start)  
and enter your code



Answer the questions  
and submit

## What you need to know

- You should complete the questionnaire as soon as possible.
- This should take 20 to 30 minutes to complete online; every census completed online saves taxpayers' money.
- We have centres in your area where you can get help to go online.
- If you do not take part one of our census officers may contact you in person.

Thank you for your time

Pete Benton - Director of Census Operations

Your personal information is protected by law and will be kept confidential.

Office for National Statistics

Segensworth Road, Titchfield, Fareham PO15 5RR

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<Householder>  
<Address\_Line1>  
<Address\_Line2>  
<Locality>  
<Town\_Name>  
<Postcode>

Os oes angen help arnoch,  
ewch i [cyfrifiad.gov.uk](https://cyfrifiad.gov.uk)  
neu ffoniwch ni am ddim  
ar 0800 169 2021.

Dyfynnwch y cod hwn os oes  
angen holladur papur arnoch:  
1234 1234

Annwyl Ddellid y Cartref,

Mae'r cyfrifiad yn cyfrif pawb yng Nghymru a Lloegr er mwyn rhoi darlun i ni o'r bobl, tai, swyddi ac anghenion pawb sy'n byw yma. Ymatebodd 94 o bob 100 o bobl i'r cyfrifiad diwethaf, gan helpu eu hardaloedd i gael eu cyfran o arian cyhoeddus. Rydym yn paratol ar gyfer Cyfrifiad 2021 drwy gynnal ymarfer yn eich ardal.

## Beth sydd angen i chi ei wneud

Cwblhau'r holladur gan ddefnyddio eich cyfrifiadur, llechen neu ffôn clyfar.  
Dyma eich cod mynediad unigryw, cadwch ef yn ddiogel:



Cael eich  
cod mynediad unigryw



Mynd i [cyfrifiad.gov.uk/](https://cyfrifiad.gov.uk/)  
dechrau a nodi eich cod



Ateb y cwestiynau a  
cyflwyno eich holladur

## Beth sydd angen i chi ei wybod

- Dylech lenwi'r holladur cyn gynted â phosibl.
- Dylai hyn gymryd rhwng 20 a 30 munud i'w gwblhau ar lein; mae pob cyfrifiad a gwblheir ar lein yn arbed arian i'r trethdalwr.
- Mae gennym ganolfannau yn eich ardal lle y gallwch gael help i fynd ar lein.
- Os na fyddwch yn cymryd rhan, efallai y bydd un o swyddogion y cyfrifiad yn cysylltu â chi'n bersonol.

Diolch am roi o'ch amser

Pete Benton - Cyfarwyddwr Gweithrediadau'r Cyfrifiad

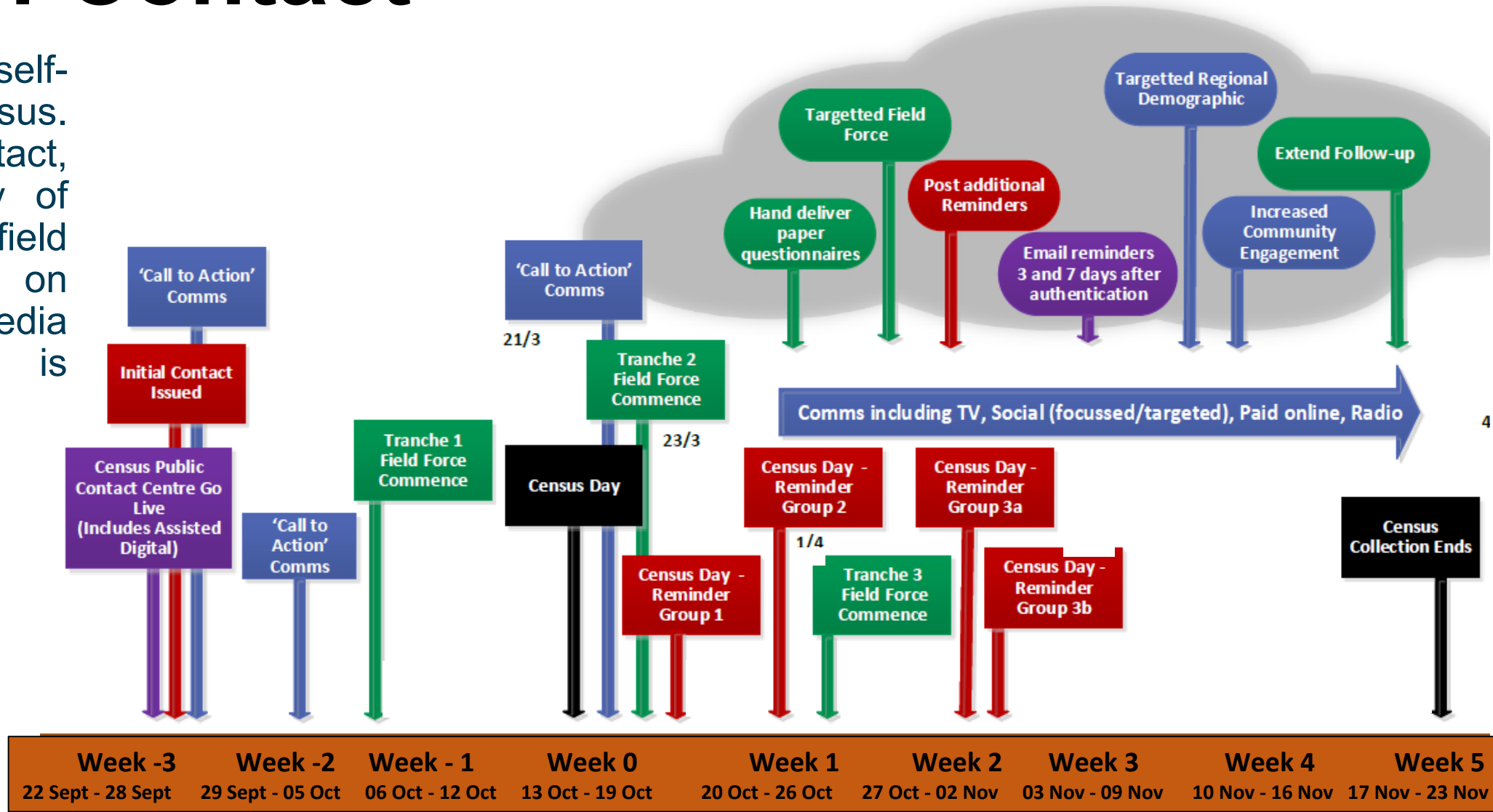
Mae eich gwybodaeth bersonol yn cael ei diogelu gan y gyfraith a chaiff ei chadw'n gyfrinachol.

Swyddfa Ystadegau Gwladol

Segensworth Road, Titchfield, Fareham PO15 5RR

# Wave of Contact

Not everyone self-responds to Census. The Wave of Contact, a timed strategy of reminder letters, field staff knocking on doors, and media campaigns is needed:



# Recruitment

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- Recruitment partner - Adecco
- Website live [www.censusjobs.co.uk](http://www.censusjobs.co.uk)
- Census Officers starting throughout September / October
- Census Coverage staff recruited from October
- Welsh speaking staff

*All vacancies promoted through local authorities and signposted through our community outreach to attract local people to local jobs*

# Demo of eQ



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# Rehearsal campaign

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**Rwy'n cyfrif.**  
Mae ymarfer y cyfrifiad  
yn digwydd nawr.

**I count.**  
The census rehearsal  
is happening now.

Swyddfa Ystadegau Gwladol  
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Everyone counts.  
Mae pawb yn cyfrif.



**Rwy'n cyfrif.**  
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**census  
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2021**  
Everyone counts.  
Mae pawb yn cyfrif.



# ‘Census rehearsal is coming’ 15/09 – 23/09

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## Phase 1

320x50\_Phase 1\_1

The Census 2021 rehearsal  
is coming to Ceredigion.

Find out more

320x50\_Phase 1\_2

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Find out more

300x250\_Phase 1\_1



The Census 2021 rehearsal is  
coming to Ceredigion.

Find out more

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320x480\_Phase 1\_1



The Census 2021 rehearsal  
is coming to Ceredigion.

Find out more

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970x250\_Phase 1\_1



The Census 2021 rehearsal  
is coming to Ceredigion.

Find out more

census 2021  
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970x106\_Phase 1\_1

The Census 2021 rehearsal  
is coming to Ceredigion.

Find out more

census 2021  
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# 'Census rehearsal is happening now'

## 23/09 – 13/10

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Phase 2

320x50\_Phase 2\_1

We're counting on Hackney.

Find out more

320x50\_Phase 2\_2

The Census 2021 rehearsal is happening now.

Find out more

320x50\_Phase 2\_3

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Everyone counts.

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Find out more

300x250\_Phase 2\_1

I count.

We're counting on Hackney.  
The Census 2021 rehearsal is happening now.

census2021  
Everyone counts.

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Find out more

320x480\_Phase 2\_1

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census2021  
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970x106\_Phase 2\_1

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Find out more

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# 'It's not too late to take part'

## 14/10 – 26/10

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### Phase 3

320x50\_Phase 3\_1

It's not too late to take part.

[Find out more](#)

320x50\_Phase 3\_2

The Census 2021 rehearsal is happening in Tower Hamlets now.

[Find out more](#)

320x50\_Phase 3\_3

**census2021**  
Everyone counts.



[Find out more](#)

300x250\_Phase 3\_1



It's not too late to take part.  
The Census 2021 rehearsal is happening in Tower Hamlets now.

**census2021**  
Everyone counts.

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[Find out more](#)

320x480\_Phase 3\_1



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**census2021**  
Everyone counts.

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[Find out more](#)

970x250\_Phase3\_1



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**census2021**  
Everyone counts.

Office for National Statistics

[Find out more](#)

970x106\_Phase 3\_1

We're counting on Hackney.  
The Census 2021 rehearsal is happening now.

**census2021**  
Everyone counts.

Office for National Statistics

[Find out more](#)



# Video advert

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Welsh:  
[https://youtu  
.be/3g8LF8  
JpO0A](https://youtu.be/3g8LF8JpO0A)

English:  
[https://youtu  
.be/\\_EGJlvk  
gbPo](https://youtu.be/_EGJlvkgbPo)



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# Rehearsal engagement

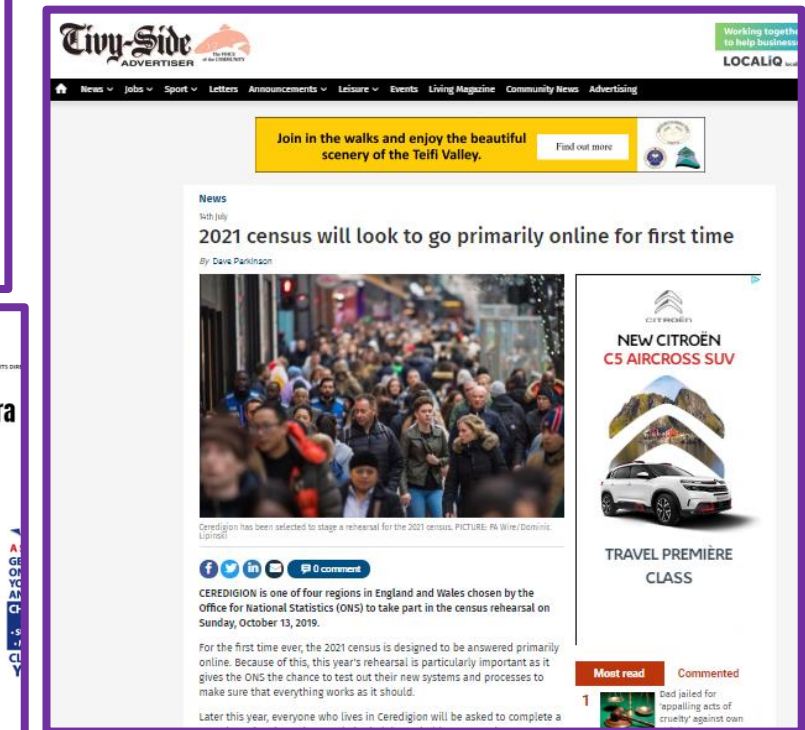
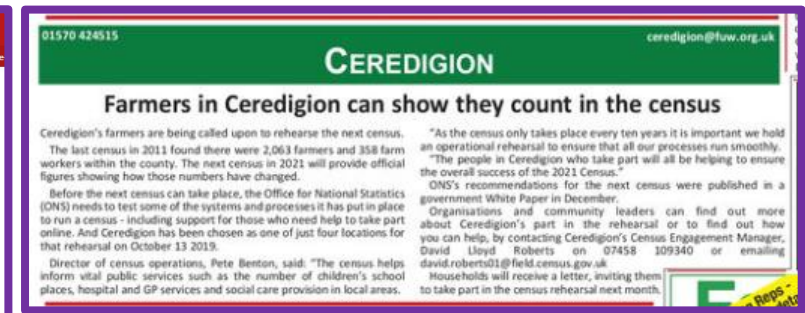


# Ceredigion rehearsal - media

- Targeted messages in stories of local interest
- Distributed through local media and interest groups
- Includes publications in Welsh, agricultural outlets and charitable organisations to reach all areas of the local demographic

## Examples include;

- Daily Post
- Tayside Advertiser
- Y Tir
- BBC Cymru Fyw
- The Ceredigion Herald



## Examples of media coverage in Ceredigion

## Ceredigion rehearsal: Our engagement

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- ONS is working well with Ceredigion local authority - e.g. LA promoted census field jobs, provided information on communities and areas. The census team has also presented plans to Ceredigion Council Members - great support for the rehearsal from the Leader of the Council and the members.
- We shared plans for activities going to take place in Ceredigion with Ben Lake, MP Ceredigion at the event we attended in Parliament (Evidence Week – June 2019)
- The Census Engagement Manager (CEM) is working in Ceredigion to raise awareness of the census, build relationships
  - Making great contacts within Ceredigion with plenty of offers of support (promoting the census, providing venues for events etc).
  - Met organisations representing the community, disability groups and Veterans. Met with University of the Third Age based in Cardigan as well as Coleg Ceredigion, attended Royal Welsh Show to promote the census rehearsal taking place in Ceredigion and field staff job opportunities, attended Aberystwyth student union & freshers fair, met Young Farmers, attended Youth Council Forum, attended Equality and Disabilities Forum, attended Cardigan County Agricultural Show
  - Partnerships that have been developed are already delivering fantastic insights such as areas of digital exclusion, offers of support to run completion events within community locations and to communicate the importance of the census through their channels.

# Counter cats schools campaign



- Website featuring school lesson plans and resources
- Schools packs & competition
- Aimed at primary schools for rehearsal
- Will also include secondary schools for Census 2021



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Welsh:  
<https://youtu.be/7YLEkFqcQVc>

English:  
<https://youtu.be/eHpA9wYq-ms>

# Digital & social media

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- Census website available in English and Welsh languages
- Twitter and Facebook census corporate accounts launched for the rehearsal
  - Please follow us @Census2021 and @Cyfrifiad2021
- 'Twitter help' part of the contact centre service



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# Census engagement

# Engagement in Wales for 2021 Census

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- We have asked LAs to nominate a **Census Liaison Manager and Assistant Census Liaison Manager**. 100% of Welsh LAs have at least one of these in place (less than 90% in England).
- We ran a series of **Roadshows earlier in 2019** to raise awareness of the census including one in Wrexham.
- **2021 Census community engagement activities** - Partnerships team has met with number of organisations, charities etc in Wales to raise awareness of the census and to encourage support. Engagement also providing great insight to feed back to programme. Organisations we've met with include: Cymorth Cymru, Shelter Cymru, Age Cymru, EYST, The Wallich, Wales Housing Network, Tai Pawb, Race Council Cymru, Romani Cultural & Arts Company. We're about to meet organisations that represent the interests of BAME communities in Wales (e.g. Muslim Council of Wales) and accessibility groups in Wales.

# Thank you, any questions?

## Contact

Neil Townsend

[Neil.townsend@ons.gov.uk](mailto:Neil.townsend@ons.gov.uk)

01329 444252