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Census Rehearsal findings and plans for community engagement for 2021 Census

Third Sector Statistics User Panel for Wales

Neil Townsend

@Census2021 | @Cyfrifiad2021

What was the census rehearsal?

- census rehearsal day was **13th 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 received 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



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Areas selected - Ceredigion

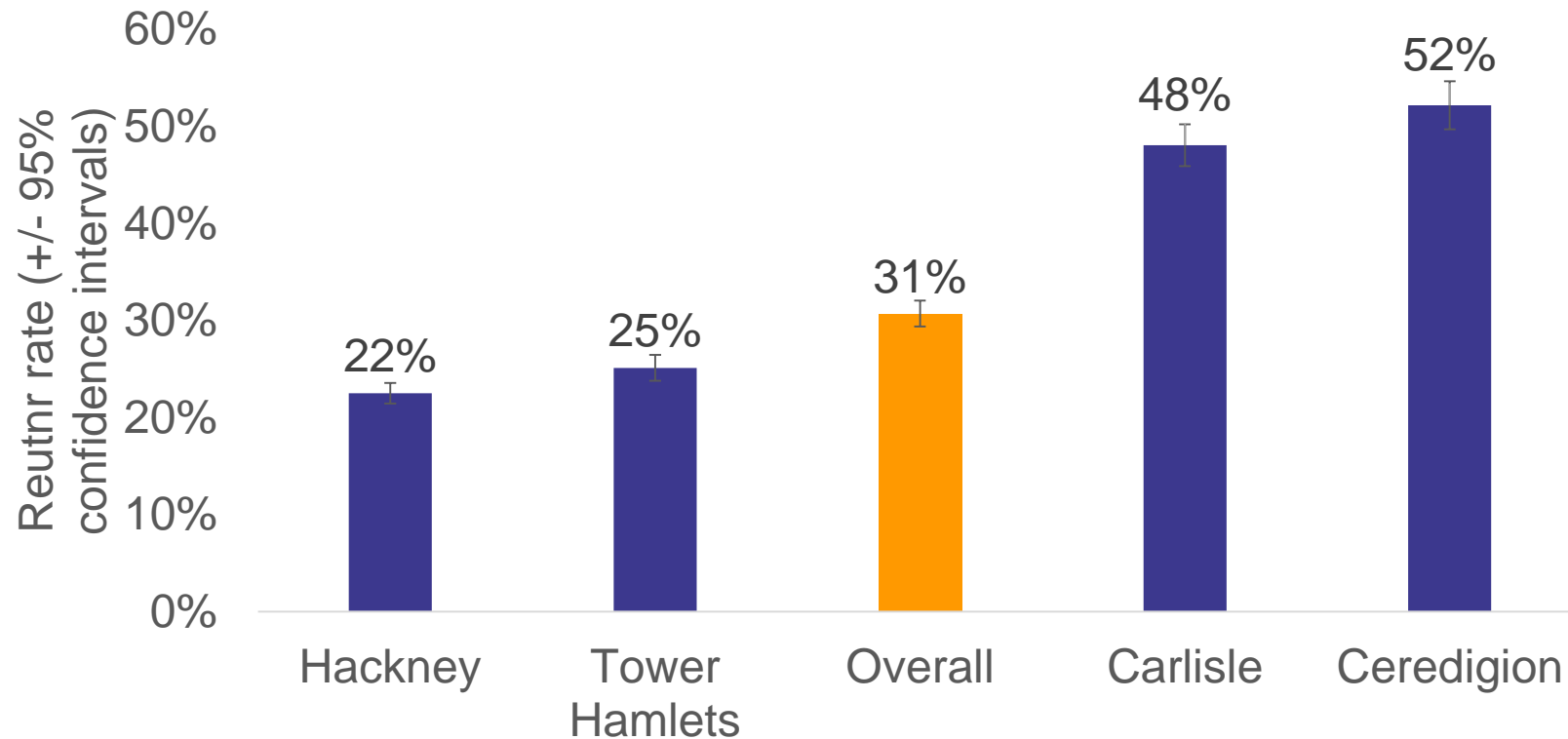
- High proportion of Welsh language speakers
- Large rural area
- Likely mobile connectivity issues
- Areas with low levels of broadband take-up
- Includes a number of second homes
- Digitally excluded populations



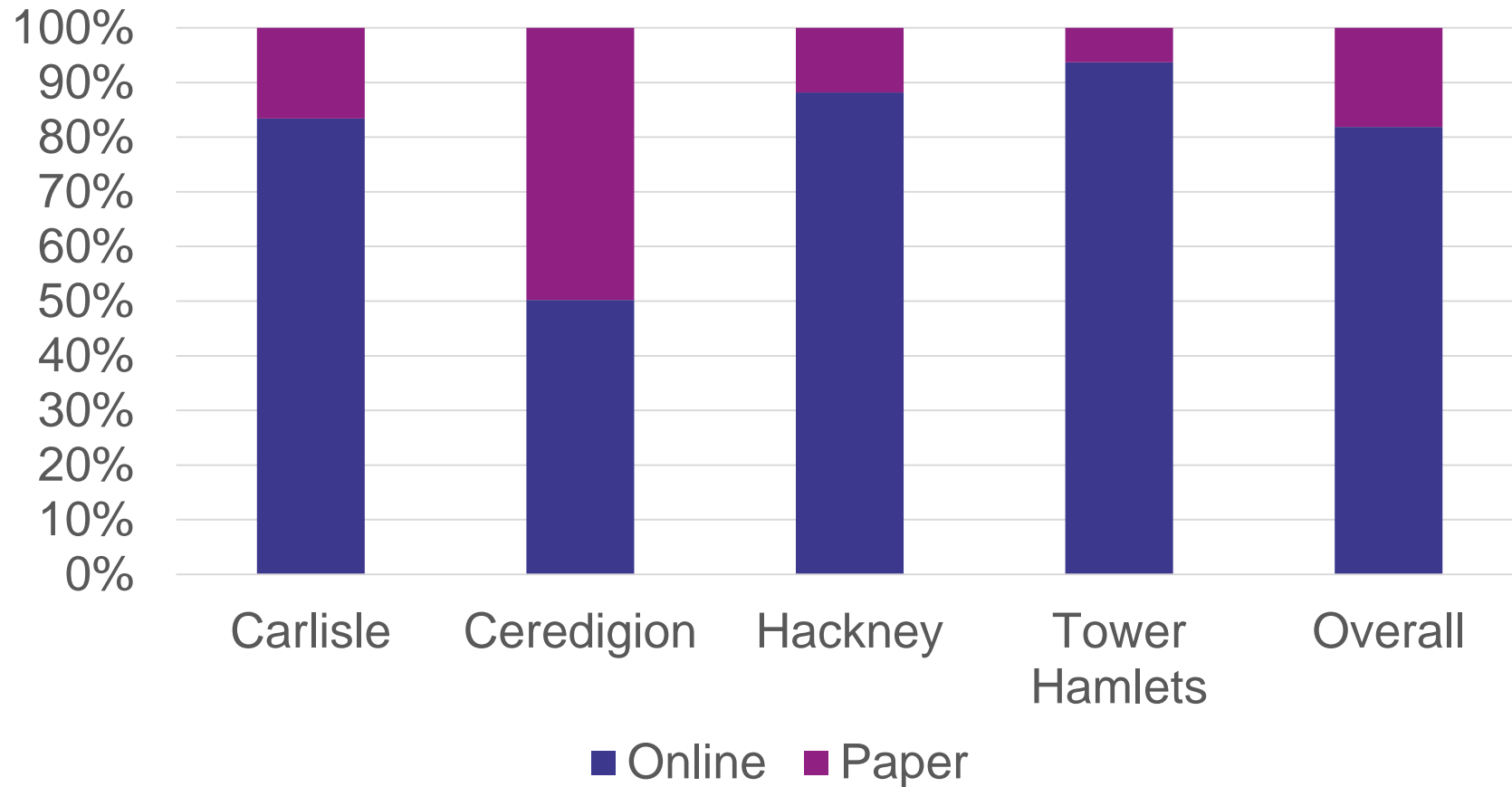
census cyfrifiad **Facts & figures** 2021

- 331,000 households in total invited to take part
- 35,200 households in Ceredigion invited to complete the census questionnaire:
 - 18,700 were first invited to complete online (53%)
 - 16,500 were sent paper first (47%)

Overall local authority return rates



Online share of returns



Paper questionnaires as initial contact	
Carlisle	8%
Ceredigion	47%
Hackney	9%
Tower Hamlets	2%
Overall	10%

Reminder Letters

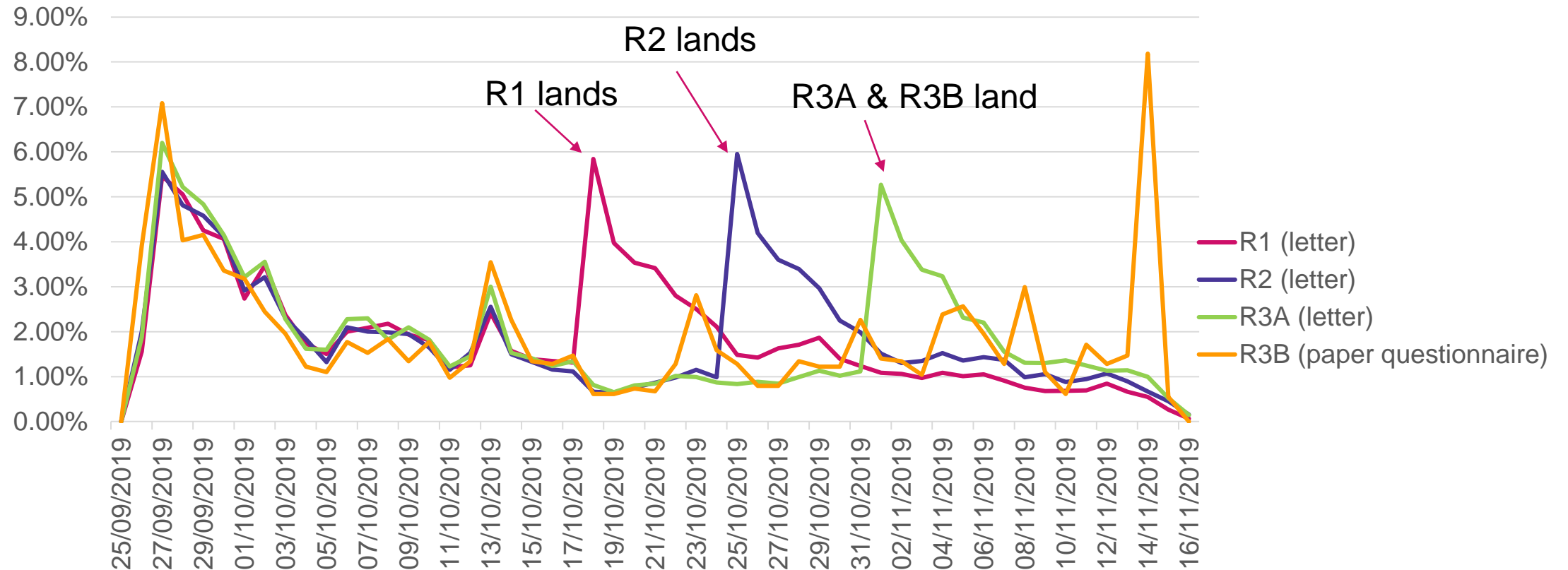
All non-responding households received a reminder letter with a new unique access code either one, two or three weeks after Census Day

Some households who received the reminder three weeks after Census Day were sent a paper questionnaire with the reminder letter

Reminders letters made use of behavioural insights techniques and were very effective at driving up response rates

Impact of reminder letters

Daily Return Rates by Reminder Group



How are we incorporating learnings from the rehearsal into 2021 Statistical Design?

Better than expected impact of reminder letters

Recruitment challenges

Increased use of reminder letters, as early as possible in the follow-up period

Challenges in making contact on the doorstep

Successful engagement through community engagement managers

Increased use of community engagement

There will always be challenging areas

Interventions were successful in driving up response

Maintain flexibility in design
Plan interventions in advance

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Rehearsal engagement

Community engagement



David Lloyd Roberts, Census Engagement Manager, worked in Ceredigion to raise awareness of the census and build relationships. He:

- made great contacts within Ceredigion with plenty of offers of support (promoting the census, providing venues for events etc).
- met around 70 organisations representing the community, disability groups and Veterans and attended events. These included the University of the Third Age based in Cardigan as well as Coleg Ceredigion, the Royal Welsh Show (promoting the rehearsal and field staff job opportunities) Aberystwyth student union & freshers fair, Young Farmers meetings, Youth Council Forum, Equality and Disabilities Forum, and Cardigan County Agricultural Show
- developed partnerships that delivered great results, such as offers of support to run completion events within community locations and to communicate the importance of the census through their channels.

David said ‘ I couldn’t have achieved it without the support from the loyal people of Ceredigion’



Census 2021 - England & Wales @Census2021 · Nov 5, 2019
 Hey #Ceredigion, give a warm welcome to David, your Census Engagement Manager for the #CensusRehearsal. With 34 years of working in Ceredigion's local government under his belt, he's here to make sure you get counted! #EveryoneCounts @CeredigionCC



Working in Partnership with Ceredigion Council

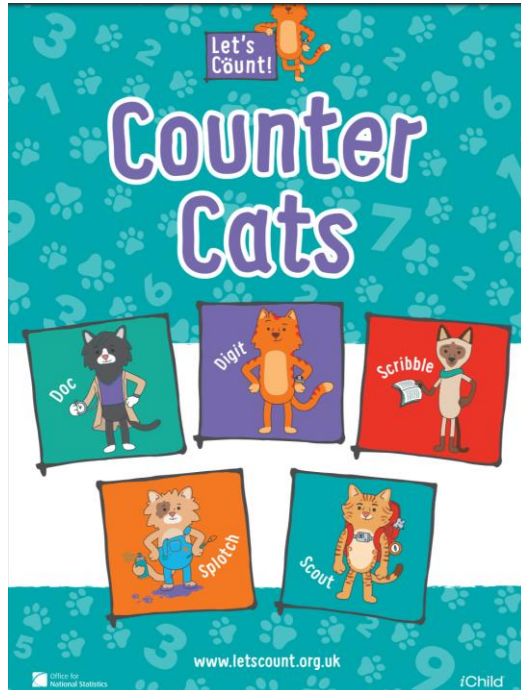
Help and support for the rehearsal included:

- promoting the rehearsal through media channels
- promoting census field jobs
- arranging/offering rooms
- library service supporting the Assisted Digital service
- close working with the census engagement manager
- great support for the rehearsal from the Leader of the Council and the members - including an invitation to present to Ceredigion Council Members



Let's Count! Primary schools educational census programme

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58% of primary schools took part in the rehearsal areas (148 schools)

84% of Ceredigion's primary schools took part (32 schools)

What does local engagement look like?

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@Census2021

People in #Hackney, say hello to Jonathan, your Census Engagement Manager for the #CensusRehearsal! With experience in community outreach and volunteering, Jonathan will ensure that everyone gets their voice heard and knows how to get involved! #EveryoneCounts @hacknycouncil



“I’m a trusted face, I’m here now, they are aware of it and they know the importance of it.”

Sabiha, Bangladeshi Community Advisory, East London Mosque

New Statesman

UK 22 OCTOBER 2019

How do you persuade everyone in the country to give you their personal data?

BY ANOOSH CHAKELIAN

Follow @anoosh_c

Outreach workers are already approaching worshippers at the East London Mosque about the next census, which is in 2021.



Seeing census.

Facebook

Twitter

It's a rainy Friday afternoon at the East London Mosque, host to the biggest Muslim community in the country. Women and young children file into the Maryam Centre, where women pray, do classes and

What does local engagement look like?

Census 2021 - England & Wales @Census2021 · Oct 13

The census rehearsal is happening in #Carlisle, #Ceredigion, #Hackney and #TowerHamlets now. Help us get the best possible result by filling in your questionnaire at census.gov.uk @CarlisleCC @CeredigionCC @hackneycouncil @TowerHamletsNow



2 replies, 7 retweets, 11 likes

Vanessa Kirby-Firth @vkirbyuk


Following

Replying to @Census2021 @TowerHamletsNow and 3 others

Hello @TowerHamletsNow if the community of #TowerHamlets need help to fill this in or need internet access they can visit @Bromley_by_Bow Mon-Fri 9.30-4.30 & Neighbours in Poplar @SisterChristine Mon-Fri 10-2 who are dedicated Census Online Support Centres #CensusRehearsal

Census 2021 - England & Wales @Census2021

Great to meet the team at @SisterChristine this morning. They're on hand to help you fill in your #CensusRehearsal questionnaire online. Pop along to any of our centres for face-to-face support #EveryoneCounts #TowerHamlets [census.gov.uk/help/get-help- ...](https://census.gov.uk/help/get-help-...) @goodthingsfdn



7:10 AM - 16 Oct 2019

Providing language support, digital assistance and general advice and reassurance in locations that are part of our KPG routines.

Census 2021 - England & Wales @Census2021

If you'd like face-to-face help completing your #CensusRehearsal questionnaire online, our census team will be at Carlisle Library on Saturday 9th November from 9:30am – 3:30pm ow.ly/A1qQ50x2iBJ



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מיר גרייטן זיך צום צענזוס 2021, דורכפירנדיק אַ פראָבע יעצט

דערפאר בעט מען יעדן הויז און איינער גענוס אויסצופילן א צענזוס פראָבע אויספירן.

דער גענוס זענען אינפארמאציע פון יעדן הויז כדי זיך צו דערווייזן קהילה.

קלערנס זיך טער www.census.gov.uk

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Waxaanu u diyaar garoobaynaa Tiro koobka 2021 anagoo hadda samaynayna tijaabo isu-diyaarin

Sababtaas ayaama guri kasta oo xaafadaada ku yaal looga codsanayaa may buriyayn su aal-sidaha tijaabada isu-diyaarinta tiro koobka.

Tiro koobka waxaa lagu ururiyaa macluumaad laga qaado guryaha si loo ogaado adeegyada, sida iskuulada, cusbitaalada iyo jidaska bulshadaadu u baahan tahay.

Wax badan ka ogow www.census.gov.uk

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আমরা একটি রিহাঙ্গাল চালানোর মাধ্যমে ২০২১ সালের আদমশুমারির জন্য প্রস্তুত হচ্ছে

একটি রিহাঙ্গাল চালানোর প্রয়োজনীয় তথ্য সংগ্রহের একটি গুরুত্বপূর্ণ অংশ হলো আদমশুমারি পূরণ করা।

আদমশুমারি পূরণের মাধ্যমে আমরা জানতে পারব যে দেশের জনসংখ্যা কত, তারা কোথায় বাস করে এবং তাদের জীবনযাত্রার বিভিন্ন দিক।

আমাদের সাহায্য করুন। www.census.gov.uk

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Rehearsal community engagement – lessons learned

What worked

- Support from people trusted by community the key – need their endorsement of Census
- Place – much better to go to where people usually go than run own events
- Attend existing events
- Local initiative to identify groups/organisations with influence - work with housing associations, groups for elderly/mental health/low income

Challenges

- Voluntary organisations are busy, stretched for resources
- Reaching all people / ages

Engage with national organisations and leaders that represent the interests of populations that we know are less likely to respond to the census without additional interventions.

Engagement objectives:

- Raise awareness - why and how we run a census. Benefits to society and communities. Gain insight and goodwill.
- Activate support - advocacy, spreading the message through their communications channels, completion activity, open doors at the local level
- Outputs - outputs and analysis that tell you about the communities and help you make better decisions and other ONS outputs that support you/needs of your community

Census Engagement Managers – 200 across England & Wales

- Will have the relationship with the local authority.
- Will use a Local Partnership Plan
- CEMs will engage all population groups (but will be prioritised based on geographic area)

Census Community Advisers - 100. Will be responsible for engaging a specific population group (Somali, Indian etc)

CEMs and CAs will, together, engage all populations groups and will carry out completion activity

- Faith groups, older people, disability groups etc

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Thank you, any questions?

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