cyfrifiad census 2021

Census 2021: Welsh Third Sector Statistics User Panel

Kat Paes | Community Partnerships Officer Anna Adams | Local Engagement Officer for Wales 12 November 2020

@Census2021 | @Cyfrifiad2021



Covered today:

- Census 2021 update
- Timeline
- National engagement update
- Local engagement in Wales

Census 2021 Update

Quality Score
9.38
1 -0.1%



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'll focus 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



Legislation

- ✓ Questionnaire passed in both parliaments
- ✓ 3 new questions confirmed;
 - Armed forces leaver needed to support meeting the Armed Forces Covenant
 - Sexual orientation (voluntary)
 - Gender identity (voluntary)
- ✓ Additional categories in existing topics e.g. response option for Roma community

Our approach

The 2021 Census White Paper states that we will "...ensure that this census will be as inclusive as possible for all."

We have approached this by not only considering the support people will need to take part but providing awareness information/materials in accessible formats.

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











How will it work?

- Invitation letter with an access code unique to that household send out to 90% of addresses in England and Wales
- 10% of addresses in areas where we expect people to be less likely to complete online will be sent paper questionnaires.
- This letter will be in welsh too
- Paper questionnaires will also have access codes on to enable online response

census 2021



<Householder> <Address_Line1> <Address Line2> <Locality> <Town_Name>

If you need help go to census.gov.uk or phone us free on 0800 141 2021.

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

Dear Householder,

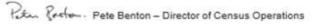
The census counts everyone in England and Wales to give us a picture of the people, housing, jobs and the needs of everyone who lives here. 94 out of every 100 people responded to the last census, helping their areas receive their share of public funding. We're preparing for Census 2021 by running a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



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





Your personal information is protected by lavan; will be kept butfit ential.

Paper questionnaire

Census 2021



If you need help, visit census.gov.uk or phone us free on 0800 141 2021.

Dear Householder

The census rehearsal is happening now.

The census counts everyone in England and Wales to give a picture of the people, housing, jobs and needs of everyone who lives here. We're preparing for Census 2021 by running a rehearsal. Your area has been selected to help.



What you need to know

- · You should complete the questionnaire as soon as possible.
- You can complete the census questionnaire online if you prefer. The paper questionnaire has instructions on how to do this.
- . If you do not take part, one of our census officers may contact you in person.

Thank you for your time

Peter Parton.

Pete Benton - Director of Census Operations

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

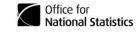
Office for National Statistics

Segensworth Road, Titchfield, Fareham PO15 5RR

CAP1



Census Rehearsal Household Questionnaire England



	Complete online
	www.census.gov.uk Your unique access code is:
	OR fill in this paper questionnaire.
FREEPOST Census Rehearsal	If your address is incorrect or missing, enter your correct address below:
Dear householder	
The census rehearsal is happening now.	
Every 10 years, the census gathers vital information to help us plan for the future.	
We're preparing for Census 2021 by running a rehearsal. By taking part, you will help to ensure that everything runs smoothly in 2021.	Postcode
Please fill in and return your questionnaire as soon as possible.	Declaration
Alternatively, it's quick and easy to do online. 1. Go to www.census.gov.uk.	This questionnaire has been completed to the best of my knowledge and belief.
Enter the unique access code on the front of this questionnaire.	Signature Date
Answer the questions and submit.	
The questionnaire takes as little as 20 minutes to complete online. That's not long to help shape our future.	If you have lost your envelope, please return to: FREEPOST Census Rehearsal
That's not long to help shape our ruture.	
Peter Perton.	Where can you get help? www.census.gov.uk
Pete Benton Director of Census Operations	Census helpline 0800 141 2021
Your data is protected by law.	NGT (18001) 0800 141 2021
There is more information in the leaflet that comes with this questionnaire.	H1

Help is available in large print and Braille – call 0800 141 2021

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census

Support services

- Public contact centre with:
 - adviser support
 - option of completion over the phone
 - webchat
 - language line
- Walk-in support centres within the community
- Online support
- Census field staff





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





إنه مسح يتم كل 10 سنوات ويعطينا صورة عن جميع الأشخاص والأسر في إنجلترا وويلز. يساعد في تخطيط وتمويل الخدمات العامة، مثل النقل







من خلال المشاركة وتشجيع الآخرين على فعل الشيء نفسه، ستساعد في التأكد من حصولك أنت ومجتمعك على الخدمات التي تحتاجها. في أقرب وقت، ستتلقى المزيد من المعلومات. سيكون هناك الكثير من المساعدة للمشاركة لمن

اكتشف المزيد على www.census.gov.uk اتبع التعداد السكاني

@Census2021 (7 (7)







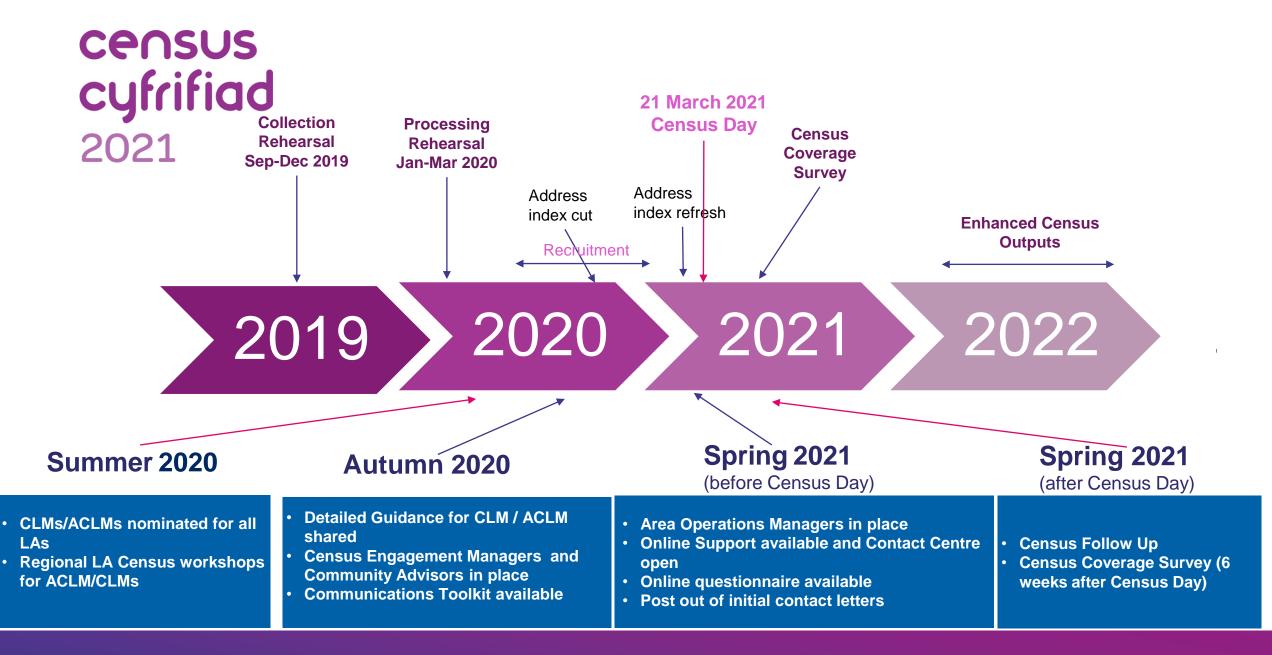
Next recruitment wave



www.censusjobs.gov.uk









Outputs

- First census outputs aimed to be published in spring 2022
- Publish Census 2021 information on the ONS website along with a set of pre-defined tables. We're also in the process of developing a web-based interactive flexible dissemination system where you can specify the data you need

National Engagement Update



Key Population Groups (KPGs)

The overall objective for the census is to maximise census participation and minimise variation between population groups (and geographic areas).

Some populations require additional interaction to raise awareness of the census and to take part – term 'Key Population Groups'

KPGs include:

 Students, young adults, adults 80+, recent migrants, people in multioccupancy dwellings, black & minority ethnic groups, economically disadvantaged, transient communities etc

NB this is not the full list of key population groups

census cyfrifiad 2021 Welsh engagement so far*:

Age Cymru, Age Alliance Wales
Tai Pawb, Cymorth Cymru, The Wallich
Housing Network, Women Connect First,
EYST, Northern Tamil Association
Learning Disability Wales
Wales Council for Voluntary Action

*some of the organisations only



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

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



Contents

Message from ONS Census **Director of Operations**

About the census

What is the census and why does it matter?

Who runs the censi What does the cent New questions to r Data protection and

Making it easy

An accessible censu Specialist support Local field staff A wide-reaching ma

How we can w

Census engagemen **Building communit** Community toolkit

Useful informa

Please note: The infor time of writing. Should unforeseen circumsta Census 2021, we will e

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



Knowing what you

organisations like (

Charities and volur evidence to get fur us as customers ar new shops. Plus, th students and peop the information.

Without the censu community telling it would be much so important every



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 statistics about the UK's economy and society, as well

The ONS and the statistics we generate are independent Parliament, our work is protected from political

You can read more about the ONS at www.ons.gov.uk

census cyfrifiad Community products

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

Key products into 19 additional languages

 Encourage communities to translate other products themselves if required





Where we need help...

Preparation

- **1.Insight** and intelligence to identify and target local challenges, contact in Covid-19
- **2.Engagement** opportunities through introductions to community contacts and networks

Response

- 3. Promote recruitment opportunities -field staff
- 4. Publicise the census is happening
- **5. Support** to help people take part

If you have any further questions or organisational contacts that may be interested in working with us to support communities across.

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



Local engagement in Wales

Anna Adams Census Local Engagement Officer for Wales

@Census2021 | @Cyfrifiad2021



Office for National Statistics

Census engagement managers

Bridgend & Pembrokeshire &

The Vale of Glamorgan North East Cardiff Carmarthenshire

Caerphilly & West Cardiff Rhondda Cynon Taf &

Blaenau Gwent Merthyr Tydfil

North East Wales

Ceredigion & Powys Swansea

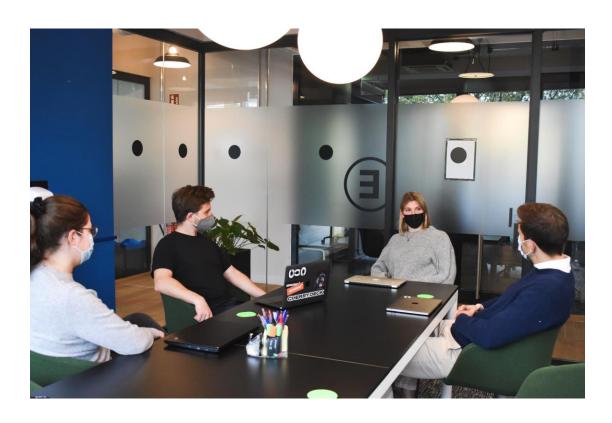
North West Wales

Neath Port Talbot Torfaen, Newport &

Monmouthshire

Census engagement managers

- Working with councils and acting as the day-to-day contact
- Working with diverse communities and key population groups



Research and engagement activity

- Communal establishment work
- Talks or presentations
- Completion events and workshops
- Census Support Centres



Community advisers in Cardiff

- Arabic language speaker for Arab community
- Cantonese/Mandarin language speaker for Chinese community
- Gujarati language speaker for Indian community



Community and individual awareness

- Social media promotion
- Local media opportunities
- Finding and serving scattered populations



Changing and challenging times

- Understanding of their areas and how they are changing
- Online and offline strategies



cyfrifiad Confidentiality and communication

Security and identity concerns

 Both ONS and local engagement field staff can be trusted with information



cyfrifiad Tailored messaging for Wales

- Housing
- Healthcare
- Education
- Transport
- Local government



Thank you

Any questions?

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