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Census 2021: Welsh Third Sector Statistics User Panel

Kat Paes | Community Partnerships Officer

Anna Adams | Local Engagement Officer for Wales

12 November 2020

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Covered today:

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

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Census 2021 Update

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

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<Householder>
<Address_Line1>
<Address_Line2>
<Locality>
<Town/Village>
<Postcode>

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 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:

1A2B C3D4 E5F6 G7H9



Receive your
unique access code



Go to 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 Pete Benton – Director of Census Operations

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

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



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Next recruitment wave

**Temporary jobs for
everyone**

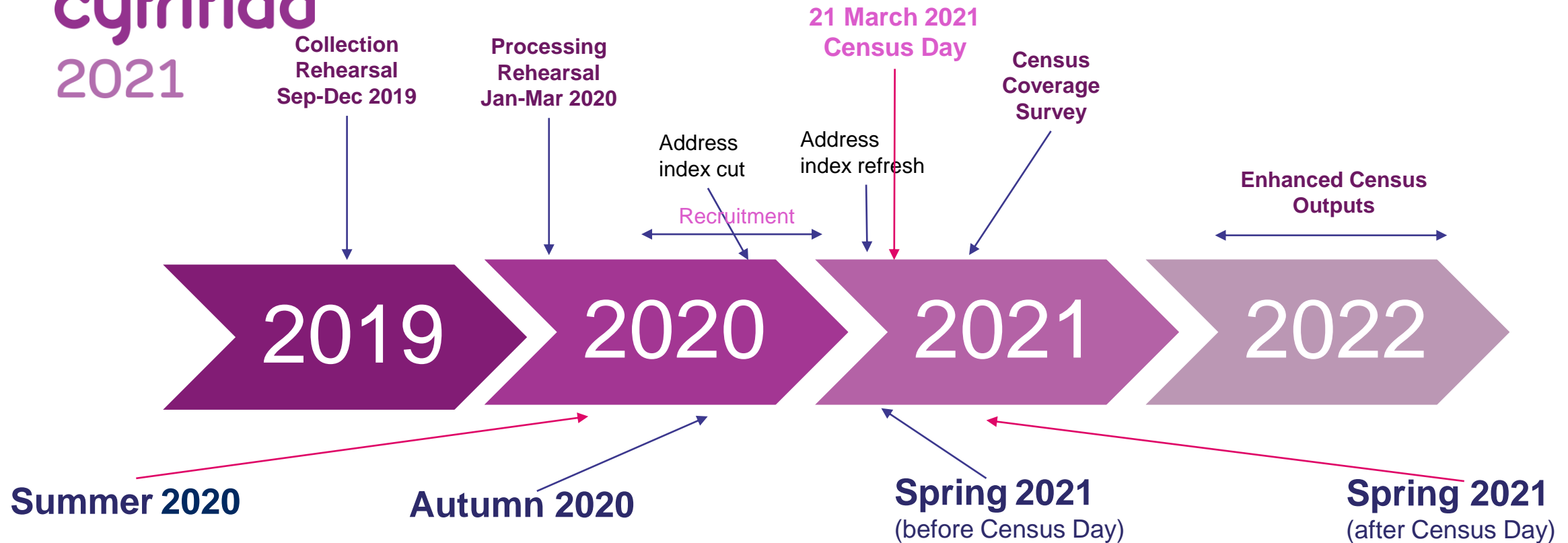
People make the census



www.censusjobs.gov.uk

Timeline

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- CLMs/ACLMs nominated for all LAs
- Regional LA Census workshops for ACLM/CLMs

- Detailed Guidance for CLM / ACLM shared
- Census Engagement Managers and Community Advisors in place
- Communications Toolkit available

- Area Operations Managers in place
- Online Support available and Contact Centre open
- Online questionnaire available
- Post out of initial contact letters

- Census Follow Up
- Census Coverage Survey (6 weeks after Census Day)

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 multi-occupancy dwellings, black & minority ethnic groups, economically disadvantaged, transient communities etc

NB this is not the full list of key population groups

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

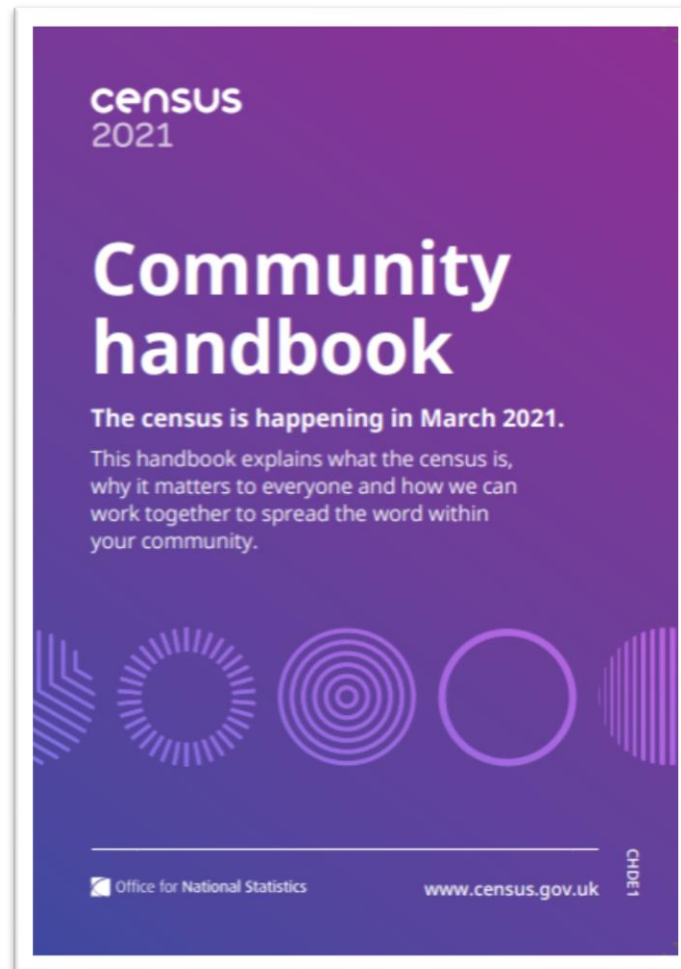
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Community Handbook

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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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

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Local engagement in Wales

Anna Adams

Census Local Engagement Officer for Wales

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Census engagement managers

**Bridgend &
The Vale of Glamorgan**

North East Cardiff

**Pembrokeshire &
Carmarthenshire**

**Caerphilly &
Blaenau Gwent**

West Cardiff

**Rhondda Cynon Taf &
Merthyr Tydfil**

Ceredigion & Powys

North East Wales

Swansea

Neath Port Talbot

North West Wales

**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



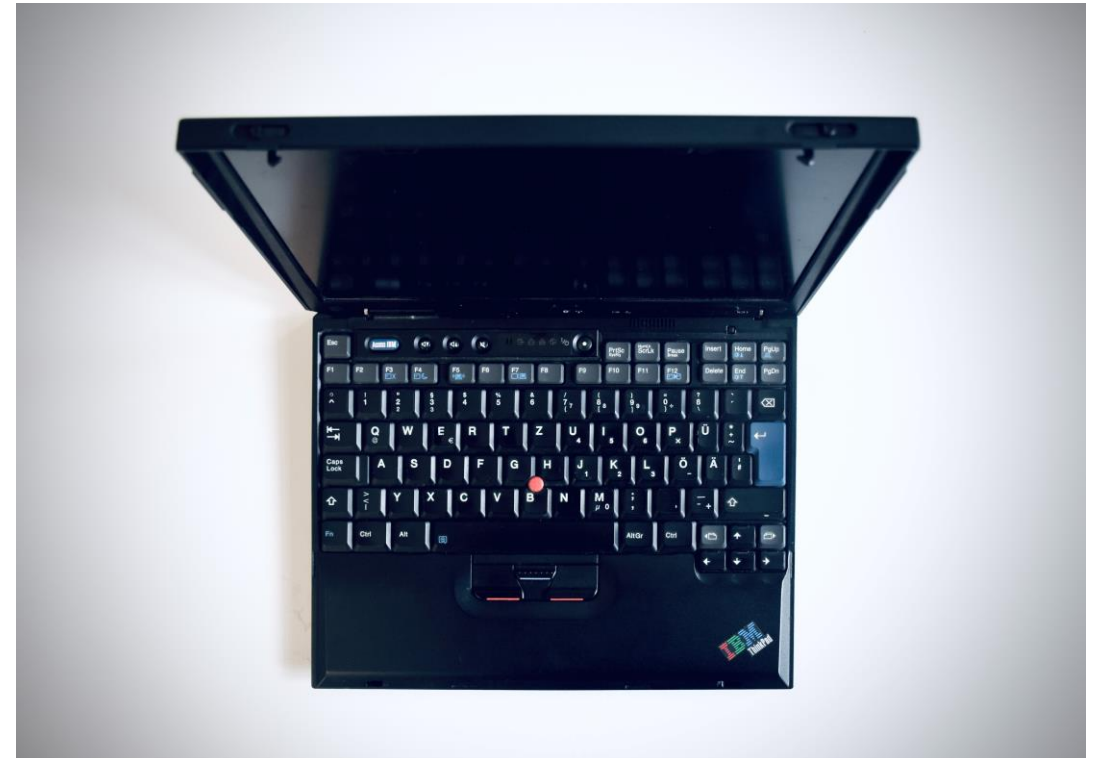
Changing and challenging times

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



Confidentiality and communication

- Security and identity concerns
- Both ONS and local engagement field staff can be trusted with information



Tailored messaging for Wales

- Housing
- Healthcare
- Education
- Transport
- Local government



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Thank you

Any questions?

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