

census  
cyfrifiad  
2021

# Census update

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Head of Census Partnerships

@Census2021 | @Cyfrifiad2021



# **Census 2021 is going ahead in England and Wales on 21 March 2021.**

- We have planned and built a flexible operation which can adapt to the changing circumstances of the pandemic.
- We have continued to review and adapt our plans to ensure our staff and the public can be kept safe, and everyone can be safely counted.
- We are currently ensuring that the right plans and resources are in place to deliver a successful census safely and securely.

# Keeping the public safe

We are committed to ensuring that everyone is kept safe as they take part in the census.

Digital-first census and we will be encouraging people to respond online if they can.

The census field operation, which follows up with people who need help to complete their questionnaires, will be carried out without anyone ever needing to enter anyone's home.

- All contacts with the public will be socially distanced
- Field staff will be provided with personal protective equipment (PPE) and given training on the use of PPE and social distancing.

We have also moved our field staff recruitment and training online where possible.

# Raising awareness for the digitally excluded

- Everyone will be informed by post in advance that the census is coming.
- They will then receive a letter inviting them to take part online, and how they can access support.
- Around 40% of households in Wales will receive a paper questionnaire as they may have more limited access online.
- Support will be available for those who need help to complete the census, including providing paper questionnaires for those who need them.
- People will also be able complete the census over the phone with help from trained staff via our free phone contact centre.
- A national advertising and PR campaign on traditional, as well as digital channels, will also help ensure everyone knows how they can get the help they need.

# Assisted Digital in-person support

- We aim to provide in-person support to complete the census online through Census Support Centres where it is safe to do so.
- We will continue to monitor the situation across England and Wales to assess whether and where Census Support Centres can open to provide this service.
- Support will be available for those who need help to complete the census online and by phone, including providing paper questionnaires for those who need them.
- People will also be able to complete the census over the phone with help from trained staff via our free phone contact centre.

# Enumerating care homes

- Census officers will follow the coronavirus protocols in place in each care home [or any other communal establishment] and all local and national government guidance for that location.
- Census officers will contact the care home's manager in advance by phone to ensure that the delivery of census materials, and any assistance the manager needs, is done in line with their existing coronavirus safety protocols.
- Staff will be provided with PPE

# Enumeration of students

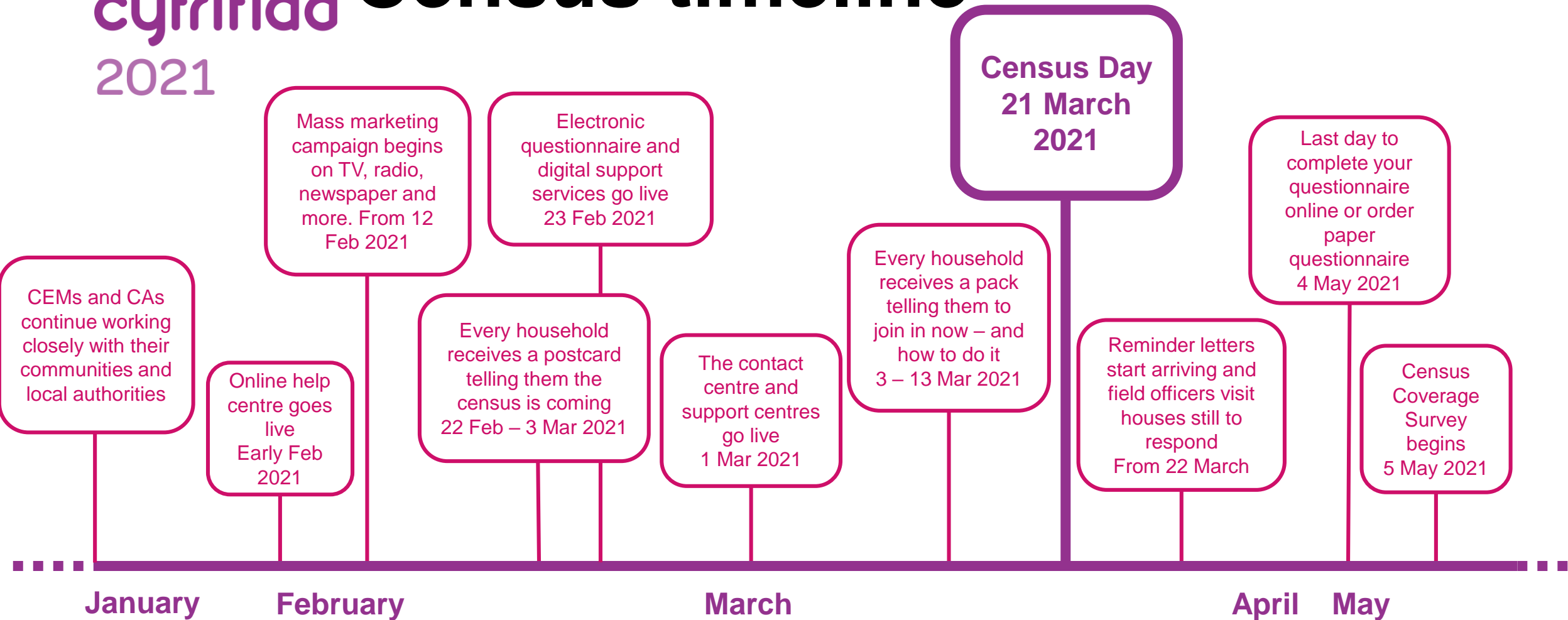
- As in previous censuses, even if the student is staying at their non-term time address (e.g. family home) on census day itself, students should:
  - complete the census in full at their term-time address if they have one
  - complete a small number of questions, providing basic demographic information and details of any second or term-time addresses, as instructed at their non-term-time address (e.g. family home).
- Due to the lockdown many students may not be at their term-time address
- We want to avoid a large proportion of the student population responding to the Census on a “population present” basis.
- Working on messaging to universities and students to complete at term time address

# Timetable



# census cyfrifiad **Census timeline**

2021



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# Welsh Language Provision in 2021 Census

# census cyfrifiad The Questionnaire 2021

- The Welsh questionnaire was developed in tandem with Welsh government and the Welsh Language Commissioner. It was tested with Welsh speakers with a variety of dialects to make sure that the tone and questions are as widely accessible as possible.
- The electronic questionnaire is fully available in Welsh (and you can toggle between Welsh and English at any point)
- A Welsh paper questionnaire will be sent to all identified non-digital Households

# census cyfrifiad **Addressing in Wales** 2021

Recent discussion about use of Welsh addresses between ONS and Welsh Government. Position:

- Paper questionnaires – we aren't going to be providing address in Welsh on the front of the questionnaire/letter
- Electronic questionnaire - addressing in Welsh will be available to select in eQ for second address and workplace address
- If respondents want to have their address in Welsh they can go through the contact centre
- All letters in Wales will be addressed to 'The householder' or, for Communal Establishments 'The manager', in Welsh and English. This is also applicable to Heads of Boarding Schools, Head Teachers and General Managers.

In Wales, the Initial Contact Letters will be folded with the Welsh copy on the outside

## During Census operations

- There are Welsh-speaking Contact Centre agents and a dedicated Wales telephone number.
- We have Welsh-speaking field officers.
- The door step routine training modules for field officers are available in Welsh
- In the Fieldwork Management Tool (FWMT) it's possible to identify cases where a Welsh speaker is required and to assign a Welsh-speaking officer to them.
- We have increased the number of engagement staff from 2011, including those who speak Welsh.

# census cyfrifiad Campaign 2021

- All campaign materials, including the printed and online questionnaires, have been produced in Welsh.
- All campaign adverts are bilingual or Welsh versions in Welsh language media
- All paid for media plans have been consulted on with the Welsh Government to ensure the right approach is undertaken
- A Welsh voice over artist will be used for all TV and Radio adverts
- We will be providing accessible products in Welsh, such as Welsh Braille and large print versions.
- All online help has been translated into Welsh.
- We have a Welsh language census website (<https://cyfrifiad.gov.uk>), which includes WebChat and WebMail functions where the written Welsh language is used throughout.
- We have social media in Welsh - for example, Twitter: <https://twitter.com/Cyfrifiad2021>

# Examples of campaign images



**Mae'n ymwneud  
â'n cymuned**

Mae llenwi'ch cyfrifiad yn aeddladu portread o sut beth yw bywyd yn eich ardal chi. Mae hyn yn helpu i wneud penderfyniadau ar y gwasanaethau sydd eu hangen ar eich cymuned.

Darganfyddwch fwy yn  
[www.census.gov.uk](http://www.census.gov.uk)

**It's about our  
community**

Filling in your census builds a portrait of what life's like in your area. This helps to make decisions on the services your community needs.

Find out more at  
[www.census.gov.uk](http://www.census.gov.uk)

ni sy'n cyfrif it's about us  
cyfrifiad 2021 census 2021





Office for  
National Statistics

**It's about our  
key workers**

We owe a lot to those who  
look after us. A simple thing  
you can do is complete  
your census, which helps us  
plan for the health services  
your community needs.

Census Day is 21 March.  
Look out for more  
information in the post.  
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Mae'n ymwneud  
â'n cymuned

Diwrnod y Cyfrifiad yw 21 Mawrth.  
Ewch i [www.census.gov.uk](http://www.census.gov.uk)  
i ddarganfod mwy.

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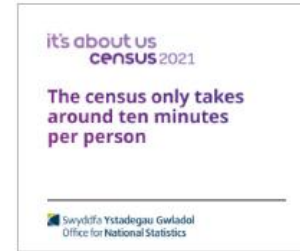
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cyfrifiad 2021

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# census 2021



MPU – Bilingual



6s – Bilingual

# Mae'r cyfrifiad yma

## The census is here



### Dydd Sul 21 Mawrth

Drwy gymryd rhan, byddwch chi'n helpu i lywio penderfyniadau am y pethau sydd o bwys i chi a'ch cymuned.

Os bydd angen help arnoch chi i lenwi ffurflen y cyfrifiad, rydym ni yma i helpu.

Ewch i [www.cyfrifiad.gov.uk](http://www.cyfrifiad.gov.uk) i gael gwybod mwy.

ni sy'n cyfrif  
cyfrifiad 2021

### Sunday 21 March

By taking part, you will help inform decisions about the things that matter to you and your community.

If you need help to fill in your census form, we've got it covered.

Visit [www.census.gov.uk](http://www.census.gov.uk) to find out more.

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Swyddfa Ystadegau Gwladol  
Office for National Statistics



CGPTG32VA

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**Thank you**

**Any questions?**

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