

Information for Local Authorities

This slide deck has been provided to local authorities for internal promotion

@Census2021 | @Cyfrifiad2021

The census

- The census is a survey that happens every 10 years and everyone takes part.
- The ONS is responsible for the census in England and Wales.
- The census is important because it gives the most detailed information we have about our society.

Keeping personal information safe

- Before we publish our statistics, we make sure that they don't include any personal information.
- The information we collect in the census remains anonymous for 100 years.
- Everyone must complete the census. Legislation made the modern census a legal obligation in 1920.



Why we have a census

The census provides information that government needs to:

- Shape policy
- Allocate resources
- Plan services
- Monitor equality



Census information informs decisions that improve lives



Planning and development

Census information is used to develop local plans to better reflect future needs and to identify inequalities at a very local level.



Public health and social care

Census information is used to inform service demand, to identify pockets of health deprivation and to support future care planning.



Housing

Census information is used to assess local housing needs and to measure housing affordability.

Census information informs decisions that improve lives



Education

Census information is used for pupil forecasting models, to inform capital bids and to monitor the supply of qualified persons.



Transport

Census information is used for funding bids for road improvements, and informs planning and profiles around areas of transport change.



Other

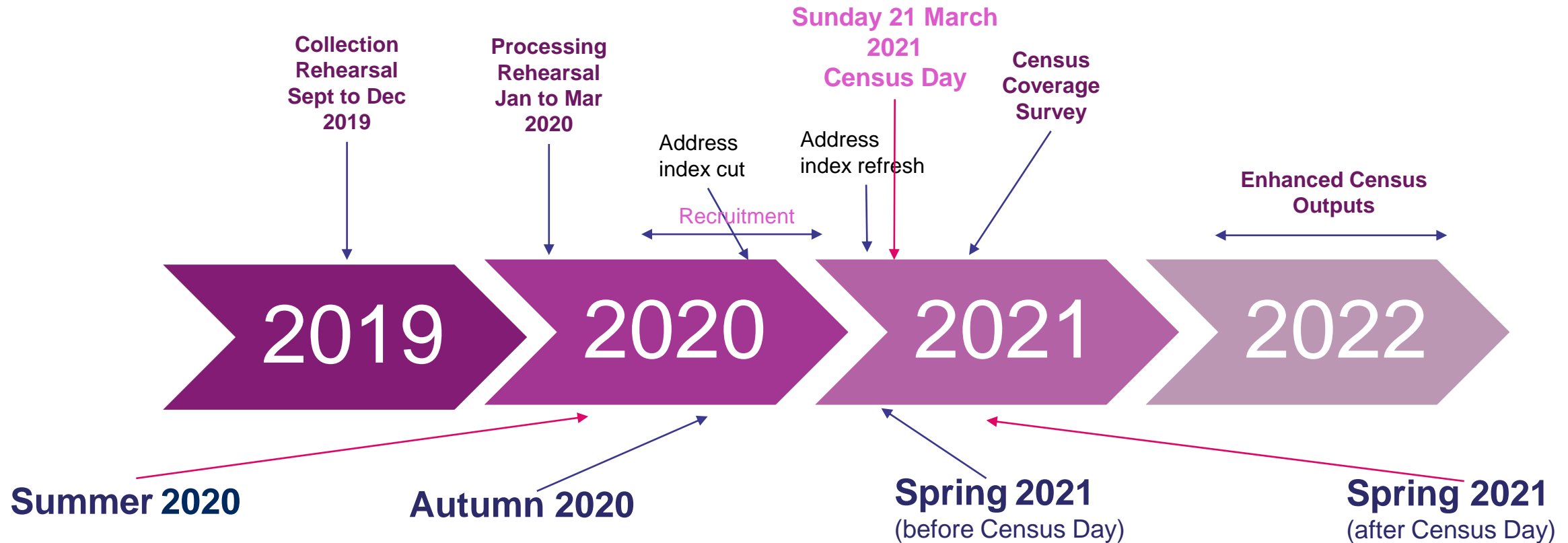
Census information is used to inform emergency services, libraries and waste collection and disposal.

Census 2021 facts

- The next census will take place on **Sunday 21 March 2021.**
- For the first time this will be a digital-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.



Census 2021 timeline



- Census liaison managers (CLMs) and Assistant census liaison managers (ACLMs) nominated for all LAs
- Regional LA census workshops for ACLM/CLMs

- Detailed guidance for CLM / ACLM available
- Census engagement managers and Community advisers in place
- Communications toolkit available

- Area operations managers in place
- Online support available and Census Contact Centre open
- Online questionnaire available
- Post out of initial contact letters

- Census follow up
- Census Coverage Survey (six weeks after Census Day)

Where we need your help...

The nine strands of partnership activity



1. Develop an address index to ensure the fullest coverage.
2. Provide local information to identify and target local challenges.
3. Identify and share local community contacts.
4. Help us to recruit field staff.
5. Provide practical support to the field operation (for example, meeting rooms).
6. Support online completions and our Census Support Centres.
7. Support local publicity and media relations activity.
8. Provide local information to support quality assurance.
9. Maximise use of census information in local authorities and support use of census data by local communities.

We'll keep you up to date

Through regular newsletters containing:

- topical issues
- timely information
- help and support

Newsletter for local Authority partners

Issue One | September 2019

What is this newsletter?

Welcome to the first in a series of newsletters to keep you up to date with Census 2021 developments.

These newsletters are one of the ways we'll support you to plan and deliver a successful census. We'll send monthly updates, but as we get closer to the census, we'll write to you more often.

What's in this issue

- [How we'll work together to deliver the census – introducing the nine strands of partnership activity](#)
- [Testing our processes in the 2019 Rehearsal](#)
- How you can keep in touch, useful links, dates for your diary, and things to do now

Partnership working to deliver a successful census in 2021

We know that local authorities' understanding and knowledge of their local communities and areas are vital in supporting census activities.

We've developed nine strands of partnership activity based on feedback from local authorities on what worked well for the 2011 Census. We've added strands of activity to support the digital-first focus for 2021 and to maximise wider use of census data.

Four Things to do now

Appoint your Census Liaison Manager (CLM) and Assistant Census Liaison Manager (ACLM). We are delighted to announce that over 79% of local authorities have already appointed an ACLM and over 75% have appointed their CLM. Both roles act as points of contact to co-ordinate census activities within their council. We'll route our communications through them so it's important that you keep us up to date with their contact details. If you'd like to know more about either role, please email us.

Familiarise yourself with the 'Nine strands of partnership activity'.

Bookmark the [census website](#) and our [Partnership Pages](#). We'll continue to update and add information so check back here from time to time to see what's new. Make a note of our email address for any

What happens next?

- Your local ONS census engagement manager will support you.
- We'll be recruiting local people to work on the census – this could include local authority employees.
- All households will receive an invitation to fill out the census questionnaire with a household access code, as well as information to help them to take part online.
- We'll have a media campaign to encourage participation.
- We'll work within the community to support those who need help, including help to get online.

We cannot do it without you



- The census happens once every 10 years. It gives us a picture of all the people and households in England and Wales.
- The information we collect is vital to ensuring your work has the best impact.
- Your local knowledge and expertise is essential to support a successful census in your area. It helps to ensure census information continues to improve, protect and save lives.
- Thank you for supporting Census 2021! And making a lasting impact on your community!

Keep in touch

- If you have any questions about our partnership activities with local authorities please email us at **2021Census.LA.liaison@ons.gov.uk**
- Bookmark the Census 2021 website: **www.census.gov.uk**
- Follow us on social Media
 - [#Census2021](#)
 - Yn Gymraeg: [@Cyfrifiad2021](#)

