

# census 2021

Briefing for Elected Members

February 2021

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Manager

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**Slough**  
Borough Council

# Introduction and aim of the session

As an influential public figure, your endorsement and support of the census will have a positive impact, by

- supporting the council's census plans and activities
- and encouraging all people in your area to take part in the census.

# Background – Delivering a successful 2021 Census

- Every 10 years – residents have a legal responsibility to complete it
- 94% Target nationally
- 80% Target Locally
- 75% Target Online
- “Online First”
- Researching on how to make it the last of its kind
- Recommendation on the future of the Census in 2023

census  
2021



<Householder>  
<Address\_Line1>  
<Address\_Line2>  
<Locality>  
<Town/Village>  
<Postcode>

If you need help  
go to [census.gov.uk](https://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](https://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

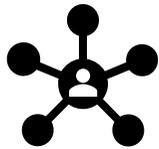
🔒 Your personal information is protected by law and will be kept confidential.

# Background – Why we conduct a Census

## To aid Government in:



Shaping Policy



Resource Allocation



Planning Services



Equalities Monitoring

## By providing:



A base for population

- estimates
- projections



Detailed statistics on attributes of small

- areas
- groups

# Examples of how Local authorities use Census Information



## Planning and Development

Planners use census information to develop local plans that reflect future needs. It also informs funding bids by identifying inequalities at a local level.



## Public Health and social care

Local authorities use census information to understand service demand, identify pockets of health deprivation and support future care planning.



## Education

Pupil forecasting models use census information to inform capital bids and to monitor the supply of qualified people.



## Transport

Census information supports funding bids for road improvements and informs planning and profiles around changes to public transport.



## Housing

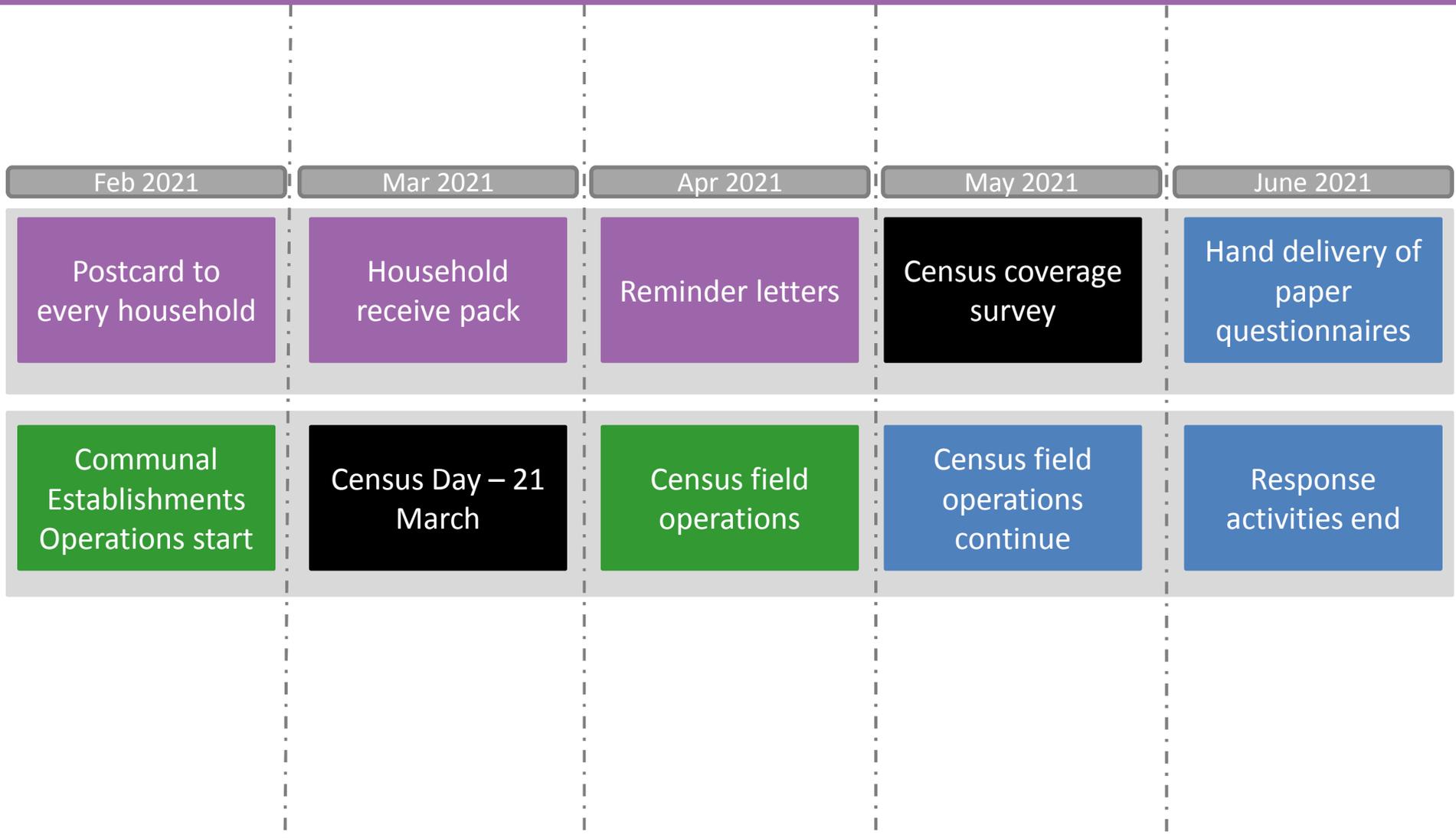
Census information helps to measure housing affordability and assess local housing needs.



## Other

Local Authorities use census information to inform emergency services, library services, and waste collection and disposal.

# Timeline



# What does the Census ask?

**About people living in the UK on Census day regardless of where they are from or their status.**

The census asks questions on a range of topics, including information about:

- individuals, such as their name, age, sex and marital status
- households, such as family relationships
- the homes we live in, such as their location, number of occupants and what facilities they have

Following discussions with the public, testing and research, and after careful consideration, Census 2021 will include questions on three new topics. These are:

- previous UK Armed Forces service
- gender identity
- sexual orientation

**The ONS only ever publishes anonymous statistics from the census – it is not used as a way to personally identify individuals**

# "Digital First" Census

To make sure the census is as accessible and inclusive as possible, the ONS will offer a full range of support services. These include:

- guidance and support in many languages and formats
- help in local centres with trained staff and online access
- a contact centre for help via telephone, web chat and social media
- field staff contacting households that have not yet responded
- accessible Census questionnaires, for example in large print
- the option to request paper questionnaires
- paper questionnaires will automatically be issued in areas where the ONS have identified that residents are highly likely to need them.

**No one from the ONS or working for the census will ever ask for payment to help anyone fill in their questionnaire.**

**The personal information given in the census is kept safe and confidential by law for 100 years.**

# Boosting Participation

- Local authority partnerships
- Introducing a new address index
- Questionnaire tracking
- Field follow-up
- An accessible census
- Specialist field staff
- A wide-reaching marketing campaign

## How can local councils help with Census 2021?

- Developing the address index
- Building community profiles
- Promoting the census in your area
- Developing community liaison contacts
- Identifying candidates for local field staff recruitment
- Supporting the online census
- Supporting local publicity and media relations
- Supporting local census field teams

## Working with local councils for Census 2021

- Appointed Census Liaison Manager – Clare Priest
- Supported by an Assistant Census Liaison Manager – Holly Lancaster
- Build awareness and encourage support throughout the local authority.
- We need to be able to tap into local knowledge and understanding to deal with the issues faced by these groups sensitively.
- ACLM has helped us build a profile of our community. This profile will help the ONS in publicity, community liaison work and field operations to reach local people.

# How can councillors help with Census 2021?

- What can you do as a community leader to build local awareness of, and support for, the census?
- Your endorsement is influential – could you encourage people to take part in the census?
- Promoting the census in your area
- We'd like to build on the relationships you already have with your community and voluntary groups.



# Questions

