

cyfrifiad
census
2021

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Census Engagement Manager

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.



Where we need your help...

- Census 2021 is a 'Digital First'
- What does this mean? ONS hope to get 75% completion online.
- Households will receive a unique code in March, which will allow them to complete the Census online.
- There will be support available for people.
- Paper copies will be available.

We'll keep you up to date

Through this group email we will keep you up to date.

Or you can contact us directly.

Heidi.clemo98@field.census.gov.uk

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What happens next?

- 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 please email us at
Heidi.clemo98@field.census.gov.uk
John.floyd12@field.census.gov.uk
- Bookmark the Census 2021 website:
www.census.gov.uk
- Follow us on social Media
 - [#Census2021](https://twitter.com/Census2021)

