

census
2021

Local Authority Partnership Guide

This handbook explains how the Office for National Statistics (ONS) and local authorities can work in partnership to support Census 2021.



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Please note

The information in this document is correct at the time of writing. Should developments related to the coronavirus (COVID-19) or other unforeseen circumstances require us to change our approach to Census 2021, we'll endeavour to update you as they occur.

We're creating detailed plans to assess risks related to COVID-19 and developing robust and appropriate contingency measures. These will ensure the safety of all involved and that the census runs smoothly. We will share these with you at the relevant times and implement them when required.

1. Your guide to Census 2021

Welcome to your Local Authority Partnership Guide for Census 2021. It explains how the Office for National Statistics (ONS) and local authorities can work together to support the census. It will also help you plan, prioritise and resource your census activities.

This guide incorporates our learnings from the 2011 Census and the 2019 Rehearsal. It also considers the advice of the local authorities represented on the Census Advisory Groups for England and Wales, and the Local Authority Operational Management Group. These groups are our strategic partners – we share census plans with them, and they provide feedback and advice that lets us improve.

The census will take place on Sunday 21 March 2021. We'll update this guide as we move nearer to the time. We'll keep you informed about any changes, and you can visit www.census.gov.uk/partners where the latest version will always be available.

The census is important to us all

Once every decade, the census provides an opportunity to build the most detailed and comprehensive picture of the population. The information the census collects underpins decisions on planning and provision of public services, including transport, education and healthcare. Getting the best possible response rate for the census in your area will make sure that decisions for your local authority area are based on accurate, high-quality data.

Support from local authorities is vital in making the census a success.

In the 2011 Census, every local authority achieved a response rate of over 80%. The overall census response rate was 94%. We could not have achieved this success without the help of local authorities.

Your knowledge of your local area will be so important in helping people take part in Census 2021. For example, sharing information about communities in your area enables us to tailor our community engagement and helps inform our field operations.

We look forward to working with you again in Census 2021.

2. About the census

2.1 | What is the census?

The census is a unique survey of all people and households in England and Wales that happens every 10 years. There's simply nothing else that gives so much detail about us and the society we live in. It tells us what our needs are now, and what they're likely to be in the future. It also gives a snapshot of how we live, for future generations to look back on.

The information given by the public during the census helps local authorities plan and fund public services. It informs where billions of pounds are spent, for instance on things like roads, schools and hospitals.

Information from the census is also important in helping lots of other people and organisations do their work. Charities and voluntary organisations often use it as evidence to get funding. It helps businesses to understand us as customers and, for example, decide where to open new shops. Plus, those doing research, like university students and people looking into their family history, use the information.

Without the census – and without people in your local area telling us about themselves and their household – it'd be much more difficult to do this. That's why it's so important everyone takes part.

2.2 | Who runs the census?

The Office for National Statistics (ONS) runs the census in England and Wales. The ONS is the UK's largest independent producer of official statistics. Our main responsibilities are collecting, analysing and sharing statistics about the UK's economy and society, as well as organising the census. National Records of Scotland (NRS) and the Northern Ireland Statistics and Research Agency (NISRA) run their own censuses in Scotland and Northern Ireland respectively. The census in Northern Ireland will be held on the same day as in England and Wales. Scotland's census will be held a year later in 2022.

The ONS and the statistics we generate are independent from government. Although we report to the UK's Parliament, our work is protected from political interference.

Visit www.ons.gov.uk to read more about the ONS.

2.3 | What does the census ask?

The information we collect during the census helps us to create an in-depth picture of our society. It'll also identify important trends that'll help organisations plan services and allocate funding in the future.

To achieve this, 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, the number of people living there and what facilities they have

When it comes to questions about how people describe themselves (religion, ethnicity and national identity), everyone will have the opportunity to identify as they wish. We actively encourage people to complete the questionnaire how they feel best represents them. We're engaging with community groups to ensure that everyone knows they are free to identify how they choose, and how to do so.

The ONS only publishes anonymous statistics from the census. We ask for names and dates of birth to help us make sure that each person is only counted once. We only ask for names to help ensure the statistics are accurate, for example, to help us make sure that each person is only counted once. We will always keep the records secure.

2.4 | New questions to reflect the needs of society

It's important that the census sheds light on long-term trends, while also reflecting the changing society in which we live today. Census 2021 will ask questions on three new topics. These are:

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

The UK Armed Forces question will gather information on past service in the UK Armed Forces. This is to help organisations support veterans in line with the Armed Forces Covenant – a promise between our country and those who have served it.

The questions on sexual orientation and gender identity will give us better information on lesbian, gay, bisexual and transgender populations. This will help organisations to combat any inequalities these groups may face and show where services are needed.

We'll only ask people aged 16 years and over these questions. The sexual orientation and gender identity questions are also voluntary, so no one will be forced to answer if they do not want to. People can also request an individual questionnaire and give their answers separately from others in their household if they wish.

Visit www.census.gov.uk if you'd like more information about the design of the census questionnaire and how it works.

2.5 | How will people complete the census?

Each household in England and Wales will be invited to take part in Census 2021. Census 2021 is “digital-first” meaning people will primarily be encouraged to complete the census online. Therefore, an estimated 90% of households will receive a census invitation pack in the post. This pack includes an access code that enables online completion of the household questionnaire. The remaining 10% of households will receive a paper version of the questionnaire as part of their invitation pack. We’ll send these paper questionnaires in areas where we’ve identified residents are more likely to need them.

Though online participation in the census is encouraged, anyone can request for a paper version of the questionnaire to be posted to them by calling the free helpline or from Census field staff. The online census caters for any number of people in a household. Whereas, if more than five people want to complete the paper version, they’ll need an additional continuation form. It’s easy to request these. It’s also possible to request an individual questionnaire if people would like to give answers separately from others in the same household.

2.6 | Data protection and privacy

The safety of everyone’s information is our top priority.

Electronic data will be handled on systems securely managed to UK government standards and within the ONS’s control. Paper forms will be securely scanned and passed to the ONS by a contractor meeting the ONS’s security requirements.

When the ONS publishes statistics from the census, they’re completely anonymous. We do not include any personal information and individuals cannot be identified via census data. Personal census information is protected by law. It’s a crime for anyone to share it.

Government departments dealing with any applications the public have made, or any payments or services they receive, cannot see their census information. For example, it cannot be used to influence benefit claims, a residency application, immigration status or taxes. Private organisations and individuals such as landlords will not have access to personal information.

Personal information will not be used to sell the public anything or to find individuals. In turn, we’ll never sell census information.

We’ll keep census records anonymous for 100 years. Only then can they be viewed by future generations, for example, by those interested in family history. We will always keep the record secure.

2.7 | Our commitment to Welsh language in Wales

The ONS is responsible for running the census in England and Wales. Anyone in Wales who wishes to complete the census questionnaire in Welsh will be able to do so, either online or on paper. We’ll also provide all key public communications in Welsh. We’ll recruit Welsh speakers for our field force in areas of high Welsh usage.

Visit www.ons.gov.uk/census/censustransformationprogramme/legislationandpolicy to read more about our commitment to Welsh language in Chapter 4, Section 4.55 of the Census White Paper.

2.8 | Making the census accessible

Everyone should have the support they need to take part in the census, and we've designed the questionnaire to be as simple to complete as possible. Most people will be able to do it themselves, but we recognise there are people who will need extra help.

The ONS will make it easy for everyone to take part in the census. Census 2021 will be primarily online, but we understand there are people who will find this challenging. To make sure the census is as accessible and inclusive as possible, we'll offer a full range of support services. These will include:

- comprehensive guidance and support in many languages and formats
- assistance in local Census Support Centres with trained staff and online access
- a contact centre to give help over the phone, and through webchat, email, social media and text message
- field staff visiting households that have not yet responded
- accessible questionnaires, for example, in large print
- the option to request paper questionnaires

We'll also automatically issue paper questionnaires in areas where we've identified residents are highly likely to need them.

No one from the ONS or working for the census will ever ask for payment in exchange for helping someone to complete their questionnaire.

2.9 | The Census Coverage Survey (CCS)

We try our hardest to make sure everyone is counted in the census. That said, no census is perfect, and we may miss some people. We want to make sure this number is as small as possible. To do this, we conduct the Census Coverage Survey (CCS). The CCS is a short survey to find out if we've missed anyone or if we have counted anyone more than once. We'll carry out the CCS six weeks after the census, in a sample of areas across England and Wales. Overall, we look at around 1% of postcodes.

The CCS asks similar questions to those on the census questionnaire, just fewer of them. Our CCS interviewers will visit selected households to conduct a brief doorstep interview. They will carry ONS ID cards showing their name and photograph and will not ask to enter anyone's home. The information they collect is subject to the same strict security and confidentiality controls as the information from the main census.

The CCS results are then compared with the results from the census. This allows us to estimate the number and characteristics of people who were not captured on a census questionnaire. If needed, we adjust the census information. This makes sure the final census information is as accurate as possible.

We need your help to recruit CCS field staff, and for you to share information about your area that will help us plan and hold the CCS. Your census engagement manager (CEM) will discuss this with you in more detail.

2.10 | Non-compliance

It's a crime not to complete the census, with a maximum fine of £1,000.

Of course, we want every person in England and Wales to complete their census questionnaire and the ONS aims to encourage and help people to do this. Our field staff will visit households to help those who have not yet filled in their census form.

Our non-compliance process aims to persuade the few people who do not complete their census to do so. If, at any time during this process, a person changes their mind and completes their questionnaire, no legal action will be taken. However, if a person continues to refuse to complete their census, expert non-compliance teams at the

ONS will gather evidence for prosecution.

3. Timeline of key activities during Census 2021 operation

To help you understand how your support for Census 2021 benefits the whole census operation, a timeline will follow, showing key activity dates. This will be included in an updated version later this year. We will notify CLMs and ACLMs when this is published.

4. Advertising campaign, media and social media

Our wide-reaching marketing campaign will raise awareness of the census. It'll include adverts in newspapers, on television, radio and social media, as well as posters on buses and billboards. Some adverts will aim to reach everyone in England and Wales. We'll tailor others to meet the needs of specific groups, such as students, older people, or people who may not speak English as their first language.

We'll also be working with partners like schools and businesses to help spread the word and encourage support.

The campaign messaging will change as we move through the census operational period. For example, it will shift from making people aware that the census is coming to providing specific information about how people can complete their questionnaire once the census is live. After Census Day, it will change again to remind those who have not completed their form to do so and thank people for taking part.

We'll be sharing more detail about the advertising campaign later this year.

4.1 | Key population groups (KPG) advertising campaign

The key population groups (KPG) advertising campaign will produce targeted communications for groups we've identified as likely to require additional interventions to enable them to complete the census. The KPG campaign will work as a secondary campaign, operating alongside the national Census 2021 campaign.

The aim of the KPG campaign is to overcome and target and the motivational barriers of the KPGs and to maximise engagement of our hard-to-reach audiences. The KPG campaign will do this by:

- adapting the national campaign creative, where relevant, to produce bespoke KPG creative that's representative and relevant to the audience groups
- overcoming specific barriers to completion, for example, translation needs and accessibility support
- reaching KPGs on the channels relevant to them, for example, specialist press publications, local radio and community online forums
- engaging KPGs via the voices they know and trust by working with relevant social media influencers and partner organisations

The campaign is due to launch from January 2021. The KPG campaign will target a range of groups. These range from Black African and Bangladeshi to older people and the LGBT+ community.

We'll provide tailored communication toolkits as part of the KPG campaign that you can use in your local areas. Please visit www.census.gov.uk/partners to access these resources.

4.2 | Working with the media

We encourage local authorities to support relevant census media activity through their own media teams, promoting the census at every opportunity, including via social media. We'll work with and support your media teams, including providing tailored press releases, articles and other content, and ask you to follow our phases of campaign messaging.

If a journalist contacts you directly for more information regarding the census in your area, you can contact the ONS Media and Public Relations team at media.relations@ons.gov.uk for support.

Phone: Monday to Friday, 8.30am to 5.30pm – 0203 973 4761

We'll give you an emergency out-of-hours number for urgent media matters only.

Working with census engagement managers

We will also encourage census engagement managers (CEMs) to promote the census. They will receive media training from our census Media and Public Relations team and we will give them contact information for relevant media, together with advice on generating positive Census 2021 media coverage. CEMs may also come to local authorities to discuss opportunities and share information.

We may ask CEMs to act as a media spokesperson for census topics relating to specific KPGs in local interviews. This could be due to their relationship with a specific community or their specialist language skills.

We might also ask CEMs to independently identify other media opportunities, as well as deliver interviews set up by the census Media and Public Relations team. Our census Media and Public Relations team will support CEMs in preparing for any interviews and in all the media work they carry out.

4.3 | Social media

Census 2021 is on social media in English and Welsh:



@Census2021

@Cyfrifiad2021

YouTube – Census 2021

LinkedIn - www.linkedin.com/company/office-for-national-statistics/life/census2021/

We'll have a social media presence for Census 2021. This gives us the opportunity to tell millions of people about the census in exciting and engaging ways.

On our channels, you'll see information about the census, fun facts from previous censuses, the census forms of famous historical people, polls, and stories about how information from the census has helped to shape the provision of services across England and Wales.

As we draw closer to March 2021, we'll be posting campaign content and key messages around why, when and how to fill in the census form. These posts will also explain where to get help and provide information on key issues, such as data security and confidentiality.

Our posts during the campaign will broadly follow three main phases. These are:

- census is coming – preparing people
- census is here – encouraging people to fill it in now
- it's not too late – Census Day has passed, but you can still fill in your census form

4.3.1 | Our channels

We'd appreciate it if you follow our channels, like our content and share it with your residents and wider community. Our social media presence for Census 2021 will help us to reach as wide an audience as possible with our campaign messaging.

We appreciate, however, that people tend to respond better to localised social media channels and content that's more directly relevant to them. Local authorities are better able than us to reach people in an authentic and relevant way, and we'll really value the opportunity to work with you on this.

The census logo is ready for you to use on your own social media posts.

Visit www.census.gov.uk/partners to download it.

4.3.2 | Your channels

We'll be able to provide your communications team with pre-prepared social media posts. These will tell your community all about what the census is, why it's important, and how and when they can fill it in. They'll also include stories about how census information has made a difference to local life.

We plan to do this by regularly sending content packs to your communications team via a GovDelivery mailing list. Your team can visit www.public.govdelivery.com/accounts/UKONS/subscribers/new to sign up to the mailing list.

You can also visit www.census.gov.uk where content will be available in the partner pages. Here you will find a toolkit that includes some general census messages, as well as social media posts designed to reach specific ethnic, cultural and religious communities in your area. You can also download the census logo and branding guidelines from here to brand your own census posts.

Content will include written posts, photos, infographics, animations, GIFs and videos. For local authorities based in Wales, we will provide Welsh translations of these posts. We'll also keep you updated when new content becomes available via the newsletter for local authority partners.

We appreciate you will have a tone of voice and brand style that's unique to your local authority and so we'd be happy to support you posting your own content about the census and sourcing your own images. If you do this, you can also @mention our Census 2021 channels.

We're also keen to hear any ideas you may have about how we could support campaigns you may be running that connect with the census. Examples might include campaigns around safety, schools and education, social care, jobs and transport. We'd also be keen for you to tell us about any case studies you come across or instances where local organisations, charities or businesses have used census information to help them in their work. You can email our Social Media team on census.social.media@ons.gov.uk to share your ideas with us.

4.3.3 | Council members and internal communications

It will really help the census campaign if you can encourage council members to follow our channels and share our content. Some are engaging with the census already. We also recognise the positive influence of employees, so we'd really like you to promote the census channels via your internal communications, encouraging staff to follow us and share our content.

4.3.4 | Census engagement managers and community advisers

Our census engagement managers (CEMs) and community advisers (CAs) will be using social media to share content, engage with their local community and promote census completion events. It would be a great help if you could share posts from their accounts too.

4.3.5 | Dealing with enquiries about the census

We're here to support you and we advise that you re-direct all social media enquiries relating to the census to our census help channels.

Get in touch with our social media team

We're here to help. If you have any questions, ideas or would like more information, you can email us at Census.Social.Media@ons.gov.uk to connect with our Social Media team. Alternatively, Direct Message us if you're on Twitter.

5. Working in partnership with local authorities

Support from local authorities will be vital in making Census 2021 a success.

The ways in which you organise this support within your council is up to you. We'll provide advice and practical help at every stage of the census process. We'll help you plan and support activities that encourage everyone to take part.

5.1 | The Census Advisory Group and Local Authority Operational Management Group

We've been working closely with local authorities throughout the planning period to ensure we understand the opportunities you have and the challenges you face.

One of the ways we consult with local authority census users is through our Census Advisory Groups. Our plans for the design and delivery of Census 2021 are shared with this group who provide feedback and advice.

We've also worked in partnership with our Local Authority Operational Management Group on a large number of our practical plans, including the census field operation and how we'll support local authorities.

5.2 | Your census team

5.2.1 | Dedicated contacts in every council

We've asked all local authorities to appoint a census liaison manager (CLM) and assistant census liaison manager (ACLM) to co-ordinate census activity in their local area. We'll work closely with CLMs and ACLMs to help them plan and support activities that will help make the census a success.

Almost every council has appointed one. In case your council is yet to do so, we have included role descriptions for CLMs and ACLMs in [Factsheet 1](#).

If your ACLM or CLM leaves or is no longer able to fulfil the role, please appoint a replacement and let us know by emailing their contact details to 2021Census.LA.liaison@ons.gov.uk to ensure you don't miss any important information.

5.2.2 | Local engagement staff from ONS

We've hired 200 dedicated census engagement managers (CEMs) who will work with your council throughout the census period. Their role is to build local trust and understanding of the census and help everyone join in, working with community leaders and charities – as well as local authorities – to achieve this.

The CEM working with you will be in regular contact and help you identify activities to promote the census and provide support in addressing your local challenges. They'll also share your insights with the Census Partnerships team at the ONS's headquarters to inform and support ONS census activity.

In some areas, we've also hired local community advisers (CAs) to work with CEMs in communities where we've identified specific additional needs.

5.2.3 | Support from ONS headquarters

You will receive support directly from the ONS's headquarters throughout the census, for example:

- our monthly newsletter for CLMs and ACLMs will share key information and highlight actions to take and forthcoming events
- our regional online events will provide opportunities to ask questions and join up with neighbouring local authorities before the census begins – we'll provide you with more details about these events in due course
- our census website at www.census.gov.uk will provide specialist information, support and resources for local authorities

5.2.4 | A network of local partners

Many other local authority teams will contribute to delivering the census locally. Depending on what resources are available in your area, you may find it helpful to involve these groups in your census activities. Your CEM will also want to work with them and ask to be put in touch. These include:

Councillors and Chief Executives

As councillors are vital in building support for the census, we've created the Councillor Handbook especially for them. This guide details the ways in which they can help. The handbook will also be available at www.census.gov.uk from October 2020.

Local Land and Property Gazetteer (LLPG) custodians

We'll send letters to all households in your area inviting them to complete the census questionnaire. These will be delivered by post, so it's vital that our address records are up to date. LLPG custodians are key partners in ensuring address records are correct.

Research, planning and information managers

Census information helps councils understand the needs of their communities and plan appropriate services and activities. When local authority managers provide data sources that help us quality assure census outputs, this helps ensure more accurate population estimates.

Communication officers

We'll be running national and local publicity campaigns to raise awareness of the census and its importance. Local authority communication officers have the networks, skills, knowledge and experience to help us publicise important census messages to your communities. We want to work with them to ensure that the correct census messaging reaches your residents at the right time.

Trading Standards

As Trading Standards help keep communities safe, it's important they know when census field staff may be calling at properties in their area. This will help them to reassure members of the public who may be concerned.

Community outreach teams

These teams can help link our CEMs and CAs to important communities via existing key contacts. They can help us learn about the areas in which we need to work, including where gated communities or potentially dangerous areas may be.

Local electoral registration teams

As these teams canvass the public during elections, their knowledge will be extremely helpful to CEMs and CAs. They may also like to apply for some of our temporary field roles.

6. Your local authority partnership plan (LAPP)

Your local authority partnership plan (LAPP) will be the blueprint for census activity in your area. The LAPP will help to plan, prioritise and record a wide range of census activity in your area. The support of all councils is vital for a successful census. Everyone can help to promote the census and encourage participation, but the ability to help in other ways depends on what type of council you're a part of.

We're asking all single tier councils, and the lower tier (city, borough and district councils) of two-tier councils, to complete a LAPP.

From October 2020, your CLM and ACLM will work together with your ONS Census Engagement Manager to develop and agree a bespoke action plan for your council. Together, they will build a profile of your local area and communities and identify and prioritise actions the CEM will need to take to ensure a successful local census.

CEMs and, where allocated, CAs will promote the census in your area and engage with communities to build trust and awareness. Their goal will be to encourage and support census completion, and they will need information from you along the way to ensure their activities are successful.

The CEM designated to your area will keep the LAPP up to date and will use it to:

- manage contributions from local partners
- record and monitor progress, updating objectives and actions as the census draws nearer
- report progress to you

You will use your LAPP to:

- monitor engagement and contributions from local partners
- report progress to your senior officers and/or councillors

The ONS Census Partnerships team will also use your LAPP to monitor progress in your area, promote good practice and share lessons learned amongst other local authorities.

We ask that you complete the first version of your LAPP by the end of October 2020. Your designated CEM will contact you at the beginning of October to arrange regular census catchups. These catchups will provide the opportunity to monitor progress against the plan and develop it as required. They'll also offer a chance to share knowledge and research on the census and your local area.

If your council is the upper tier County Council of a two-tier council set up, you won't need to complete a LAPP. Instead, you'll complete a shorter County Council Report, aided by the CEM.

In your case, we'll still need your help across some of the nine strands of partnership activity, which describe how the ONS and local authorities can best work together (see section 6.2). Also, the CEM will keep you updated on what's happening in your area. You won't miss out, but most of the local engagement activity will take place with the support of your lower tier local councils.

6.1 | What's in your LAPP or County Council Report?

It's important that your LAPP captures the things that are unique and important to your local area, prioritises activities, and sets appropriate and realistic actions.

To help you achieve this, we've carefully structured the LAPP around the nine strands. Together, we'll feed local knowledge and understanding into every phase and strand.

The County Council report will capture information shared by the county council and offers of help. For example, where a council offers the support of their library service or facilities for census completion activities.

6.2 | The nine strands of partnership activity

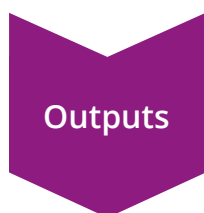
The nine strands of partnership activity were used successfully as a basis for working together in the 2011 Census and the 2019 Rehearsal. Your CLM/ACLM and the CEM will use these to develop your council's LAPP. The following pages introduce these strands and their objectives. We also suggest ideas and actions for CEMs and CLM/ACLMs to consider in relation to each strand.



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 Assisted Digital service.
7. Support local publicity and media relations activity.



8. Provide local data to support quality assurance.
9. Maximise use of census information in local authorities, and support the use of census information by local communities.

6.2.1 | Strand 1: Develop an address index to ensure the fullest coverage

STRAND OBJECTIVE: Ensure the address index for your area is accurate

It's vital to the success of the census that our address index contains accurate details of every household and communal establishment in England and Wales. You can find detailed information on how communal establishments are enumerated in [Factsheet 5](#).

An accurate address index is essential for:

- sending letters that invite the public to take part in the census
- distributing the access codes that allow people to log in to their online questionnaires
- sending paper questionnaires where needed
- enabling field officers to follow up households that are yet to complete

We'll use AddressBase – a dataset maintained by GeoPlace – to create our address index for Census 2021. This is a joint venture between local government and Ordnance Survey. All local authorities are already involved in the upkeep of their Local Land and Property Gazetteer (LLPG) records. This information is fed into the central address hub maintained by GeoPlace to ensure changes are shared and the register is updated.

CHECKLIST:

To support the census address register, please help in the following ways:

Actions

Continue to work with GeoPlace to provide regular address updates and resolve address anomalies.

Maintain and improve address data quality by liaising with other local authority teams such as environmental health, planning, licensing, building control and social services. This may include providing information on caravan sites, hostels, hotels, houses in multiple occupation and residential care homes.

Stay alert for additional guidance from the ONS and GeoPlace to improve data entry consistency. This helps improve the quality of our communal establishment lists.

Help us to understand your provisional records processes, which vary between local authorities. For example, do your records assume planned new builds are occupied? This helps ensure our field officers are directed to occupied properties.

Note: The address list for communal establishments has already been taken. The household address list will be taken in October 2020. This list will be refreshed in January 2021. To ensure our follow-up field force has the latest information, we'll still need to understand what changes have taken effect that will impact our visiting schedule.

Understanding this information helps ensure our field officers are directed to occupied properties. Updates will be recorded on the partnership plan by the CEM and shared with our Census Partnerships team and relevant field force managers.

KEY DATES:

Start date	Activity	End date
Ongoing	LAs to maintain and update their LLPG for inclusion in Address Frame for census	16 October 2020 to include in AddressBase Premium Epoch 80
February 2020	ONS desk-based address resolution	December 2020
September 2020	Address Frame creation for census enumeration	16 October 2020
December 2020	Address Frame update	21 January 2021
Ongoing	LAs to maintain and update their LLPG to support the Census 2021 operation and census data processing	22 March 2021

6.2.2 | Strand 2: Provide local information to identify and target local challenges

STRAND OBJECTIVE: Maximise census response rates for all areas by building clear understanding of local communities

Sharing information about your area and the communities within it will help us count everyone in the census. Local information allows us to tailor our approach to enumeration and engagement. For example, with your help we can:

- identify where language or digital assistance is required
- ensure our field staff have relevant skills and connections to serve different communities
- plan our workload and allocate targeted field resources
- keep field staff safe using your register of dangerous properties

We'll share the statistical information we already know about your area with you. This will include the key population groups (KPGs) we anticipate will need additional support. We'll also share our plans for communal establishments (CEs) and special population groups (SPGs).

CEs describe any type of managed residential accommodation, such as university halls, care homes, hostels, hotels and prisons. SPGs are households that require a bespoke strategy to receive and complete their census questionnaire, for example royal households, embassies, caravan parks and gypsy and traveller sites. We've included information about KPGs in [Factsheet 4](#) and CEs and SPGs in [Factsheet 5](#).

Your census engagement manager (CEM) will work with you to prioritise areas for engagement activity and will record this in your local authority partnership plan (LAPP).

Language assistance

Many people in communities will face language barriers when completing their census questionnaires. Understanding who lives in your area will help us plan and deliver support that helps everyone take part.

The questionnaire can only be completed in English and Welsh. To support non-English or Welsh speakers, we've made translation products in various other languages available online. Callers to our contact centre can request translation support in other languages. You can find more information on language support at www.census.gov.uk nearer the time.

Communal establishments and special population groups

A communal establishment (CE) is any type of managed residential accommodation, such as hotels, care homes, student halls of residence, prisons and military bases. Special population groups (SPGs) describe those people who require a non-standard delivery or collection method for their census questionnaires, regardless of whether they live in a CE or not.

We've developed special procedures to deal with the range and diversity of CE types and SPGs. We've provided details on these in [Factsheet 6](#).

CHECKLIST:

To help us plan and deliver the most appropriate support for your area, please share the following information with your CEM:

Information to share

- Areas with high numbers of non-English speakers
- Areas with high ethnic minority or faith-based communities
- Areas with high numbers of older residents
- Any information that will help us plan ahead, such as the location of gated communities, communal establishments or clusters of houses with high numbers of multiple occupancies

KEY DATES:

Start date	Activity	End date
October 2020	CEM to share ONS area and community information with LAs	Ongoing
October 2020	CEM and LA to record local engagement plans and priorities in LAPP and keep plan regularly updated	May 2021
Initial design shared 1 Feb 20	ONS share field design for students with LA	Updated design shared 5 June 20
Initial design shared 1 Feb 20	ONS share field design for communal establishments with LA	Updated design shared 5 June 20
Initial design shared 1 Feb 20	ONS share field design for homeless and rough sleepers with LA	Autumn 2020

6.2.3 | Strand 3: Identify and share local community contacts

STRAND OBJECTIVE: Maximise census response rates for key population groups (KPG) by building trust and raising awareness through community liaison

ONS research has identified the groups in society who are most likely to need additional interactions, such as tailored messaging and community engagement activities, to take part in the census. We call these key population groups (KPGs). They include older people, some ethnic minorities, young people, migrants, students and some faith groups. In preparation for the census, we've already engaged on a national level with representatives from many of the communities and charities that local authorities are already engaging with locally. This has allowed us to understand many of the barriers to taking part that KPGs may face. It has also given us important information about their regional and local networks, which the CEM will share with you. Together, you and the CEM you work with will create a detailed profile of your local area, including which KPGs live there and what their barriers are likely to be. This will help us organise support together that lets everyone take part in the census.

The CEMs will share the outcomes of their engagement work with you at regular catchups.

You can find more information about KPGs in [Factsheet 5](#).

CHECKLIST:

To help us understand and engage with the KPGs in your areas, please help in the following ways:

Actions

Share details about community groups in your area with the CEM, including:

- local strategic and 'grass roots' partners
- voluntary/volunteer action groups
- town and parish council contacts who engage with specific communities
- resident associations, neighbourhood watch groups, rotary clubs and other local organisations
- local information known about rough sleepers, Gypsy and Traveller communities, residents of waterways and any circuses/travelling shows in the area around Census Day: Sunday 21 March 2021.

Explain to the CEM what support you already provide to communities, such as language assistance or community drop-in centres

Put the CEM in touch with your community outreach team

KEY DATES:

Start date	Activity	End date
October 2020	CEM to share ONS area and community information with LAs	May 2021
October 2020	CEM and LA to record local engagement plans and priorities in LAPP	May 2021
October 2020	Regular meetings between CEMs and LAs	April 2021
October 2020	CEMs and LAs to develop local engagement plans for each KPG in their area	March 2021
November 2020	CEMs, and CAs if relevant, to implement local engagement plans	30 April 2021
November 2020	Local community engagement – raising awareness	30 April 2021
21 March 2021	Local community engagement – encouraging and supporting completion	2 May 2021

6.2.4 | Strand 4: Help us recruit local field staff

STRAND OBJECTIVE: To support the effective recruitment of Census 2021 field staff

The ONS is recruiting over 35,000 field staff to encourage householders to fill in their questionnaires and maximise census response rates. As the public face of the census, field staff are essential to its success.

Large-scale recruitment specialists, Adecco, will manage the recruitment of census field staff. Still, we need local authorities' help promoting job opportunities to attract suitable, local candidates. We look to recruit people with knowledge of the local area and who can relate to the communities within it. The hours are flexible and include the opportunity to work part-time, evenings and weekends. Local authority employees are encouraged to apply. We also appreciate you sharing details about census recruitment via your newsletters, websites and other publications, plus when communicating with your community groups and volunteers in person.

You can visit www.censusjobs.co.uk to see all our Census 2021 vacancies. You can see a table of recruitment roles and employment dates in [Factsheet 4](#).

A summary of job descriptions for census field staff roles can be found in [Factsheet 3](#).

CHECKLIST:

To support the recruitment of census field staff, please help in the following ways:

Actions

- | Share lists of community organisations that may be useful for publicising vacancies and encouraging field role applications, such as faith groups, employment and training services, business groups and housing associations
- | Publicise vacancies in your own forums, such as the local authority website, emails, and newsletters, and through your own strategic partners
- | Encourage local authority staff to take up short-term and part-time roles
- | Share details about local media that can help promote the field roles

KEY DATES:

Start date	Activity	End date
March 2020	Share initial list of census job roles, volumes, language requirements, hours and start dates	Ongoing
June 2020	CEM and CA detailed job descriptions shared	Ongoing
July 2020	Share updated list of census job roles, volumes job descriptions, language requirements, hours and start dates	Ongoing
July 2020	Job descriptions available for census field staff and Census Coverage Survey (CCS) roles at www.censusjobs.gov.uk	Ongoing
July 2020	Job adverts go live for CEM and CA roles	August 2020
November 2020	Job adverts go live for census field staff roles	December 2020
December 2020	Job adverts go live for CCS staff roles	February 2021

You can view the full detail of all recruitment dates in [Factsheet 4](#).

6.2.5 | Strand 5: Provide practical support to the field operation

STRAND OBJECTIVE: Ensure effective census field operation through provision of practical support

For the census to achieve maximum success, ONS field staff will ask local authorities to offer a range of practical support. This may include the occasional use of local authority facilities, such as meeting rooms, parking permits or storage space for census documents. Where possible, we would be grateful to use such facilities free of charge. In light of the coronavirus (COVID-19), we will be minimising this type of request. Otherwise, rates and room bookings should be agreed in advance.

Our census teams may have other ad-hoc requests for support. The CEM will always log requests for support and remain mindful that you may not be able to support every request from us. Also, you may think of additional ways you can help the Census 2021 operation. If so, please make any offers of support or help to the ONS through your CLM.

CHECKLIST:

To support the field operation for Census 2021, please help in the following ways:

Examples of ways to help

Provide meeting rooms or signpost local facilities as appropriate.

We may need space to hold field staff meetings, for example inductions and debriefs of up to 20 people. CEMs may need to hold meetings with local authority teams or representatives from local communities.

Provide parking.

If possible, we would appreciate free parking. Where this is not possible, we would appreciate your parking enforcers being mindful that field staff are working on our behalf and not issuing fines. Field staff will have dashboard notices confirming they work for Census 2021.

Provide storage space.

It's possible field staff may need some office storage space to securely and temporarily hold census materials and equipment. Any storage space you could offer would be welcome.

KEY DATES:

Start date	Activity	End date
June 2020	ONS to share requirements for training facilities with LAs asking to use available rooms, for example, to carry out right to work checks in person	May 2021
19 January 2021	ONS may request space to hold area operations managers' and communal establishment co-ordinators' meetings	14 May 2021
15 February 2021	ONS may request secure storage of paper questionnaires in LA premises	18 April 2021
30 March 2021	ONS may request space to hold Census Coverage Survey managers' meetings	11 June 2021
26 April 2021	ONS may request space to hold non-compliance field managers' meetings	2 July 2021

6.2.6 | Strand 6: Support online completions and our Assisted Digital service

STRAND OBJECTIVE: Support people to complete their census online and promote the ONS Assisted Digital service

Census 2021 is taking a “digital-first” approach, meaning people are primarily encouraged to participate online. However, we understand going online is not easy for everyone. For those who need help completing their questionnaire online, we are making an Assisted Digital (AD) service available.

AD help will be offered at Census Support Centres where trained staff will provide the public with the assistance and technology they need. Approximately 500 of these centres will be located across England and Wales in areas where we anticipate they will need them most. These areas are likely to have high numbers of people that require access to online services or need support completing the census digitally.

Alongside our AD service, we know some local authorities already provide facilities to help their residents access online services. We encourage you to also use these for census completion – we’ll provide you with guidance and promotional materials to make this possible.

See paragraph 2.5 for more information on data protection and privacy.

CHECKLIST:

To support and promote an online census, you can do the following:

Ways to help

Allow residents to use any council public-facing IT facilities to complete their census.

We’ll supply guidance for helping others as part of your local authority toolkit. You can visit www.census.gov.uk/partners to access this nearer the time.

Signpost any community initiatives that could help boost online census participation.

Inform the CEM about any local Wi-Fi enabled venues where staff may be willing to help members of the public complete an online form.

Help us publicise our AD service available at Census Support Centres.

We’ll provide leaflets, posters and advice for LA contact centres.

KEY DATES:

Start date	Activity	End date
January 2020	Share ONS plans for AD support.	March 2021
1 October 2020	Allow residents to use any council public-facing IT facilities to complete their census.	1 March 2021
1 October 2020	Ask LAs to promote the Census Support Centres and AD service.	4 May 2021
October 2020	CEM to brief LA contact centres and staff supporting the use of LA online facilities. They will signpost people towards written guidance on helping others complete their questionnaires.	4 May 2021
1 November 2020	Share locations and opening hours for Census Support Centres (as promoted on the census website).	4 May 2021
23 February 2021	Online questionnaire goes live.	4 May 2021
1 March 2021	Census Support Centres available.	4 May 2021

6.2.7 | Strand 7: Support local publicity and media relations activity

STRAND OBJECTIVE: To support the promotion of Census 2021 communications campaigns

To raise awareness of the census and encourage people to participate, we'll publicise Census 2021 using consistent messaging through various channels. To make sure this reaches a maximum audience, we'll target our communications at both the general public and specific population groups.

The channels we'll use for census publicity will include:

- national and local TV and radio, including commercial and non-commercial channels and on-demand TV
- social media
- online advertising
- national, regional and local press
- local advertising, such as bus adverts and digital billboards
- leaflets and flyers
- cinema

The specific population groups we'll tailor messaging towards will include:

- young people and students
- ethnic minority communities
- older people

There are many ways local authorities can help us spread the message about the census and ultimately boost census completion. This may include publicising the census via existing local authority communication channels, such as websites, social media, newsletters and council facilities and services.

To support you in promoting the census, we'll provide a toolkit of communications content and materials, including bespoke articles and social media content. You can visit www.census.gov.uk/partners to find this resource. We'll let you know when the toolkit's updated with new content, but please also check the website regularly.

CHECKLIST:

To support local publicity and media for Census 2021, you can help in the following ways:

Actions

- Have you followed @Census2021 on Twitter, Facebook and Instagram and shared some posts from these accounts?
- Have you posted some of the local authority content in the Local Authority Toolkit or that was sent to you by email?
- Have you copied us into your social media posts using @Census2021?
- Have you shared content posted by your CEM(s) and CAs?
- Have you directed public enquiries to the Census 2021 contact centre where we'll be offering help through phone, webchat, email, social media and text message?
- Have you sent our Social Media team photos or case studies from your local area we can use?
- Have you told us about any campaigns you're running that we could link to and support by linking it with the census?
- Have you encouraged elected members and staff, via internal comms, to follow @Census2021 and share our content?
- Have you engaged with all local councils – district, county, city, town, borough and parish – to enable an integrated programme of census publicity activity?

Have you supported census publicity through existing local communication channels by using the bespoke articles and social media content sent to you or visiting www.census.gov.uk and using the materials available there? Local channels could include:

- newsletters and e-newsletters
- newspapers, podcasts and radio stations
- websites
- social media channels
- council facilities, amenities and services, including libraries, community groups, children's centres

Have you advised the CEM on the timescales involved in co-ordinating local communications campaigns?

We'd also be grateful for you sharing knowledge on which communication channels and approaches work best for local communities and specific population groups.

Have you provided the CEM details of organisations or people who may like to feature in case studies highlighting why the census is important?

Have you provided the CEM details of a local authority communications or media team contact, plus details of any local authority spokespeople to support census communication activities?

KEY DATES:

Start date	Activity	End date
November 2020	We share an overview of the campaign timeline and messaging with LAs	June 2021
January 2020	Online toolkit available to LAs via www.census.gov.uk/partners	Ongoing
March 2020	We begin drip-feeding census-related posts on our social media channels	September 2020
September 2020	We make available the list of products that will be included in the LA toolkit	May 2021
October 2020	We start increasing the volume of census-related posts on our social media channels	June 2021
November 2020	We share social media plans and bespoke LA content for LA use	April 2021
November 2020	We share press releases with LAs for personalisation and distribution	February 2021
November 2020	We provide bespoke magazine articles to LAs for inclusion in existing publications	February 2021

Start date	Activity	End date
October 2020	We share the councillor handbook with LAs for distribution to councillors	November 2020
November 2020	CEMs and CAs to begin posting content on social media to raise awareness of the census	June 2021
8 February 2021	Campaign messaging phase: census is coming soon	2 March 2021
3 March 2021	Campaign messaging phase: census is underway	19 March 2021
20 March 2021	Campaign messaging phrase: Census Day is here	21 March 2021
22 March 2021	Campaign messaging phrase: Do not forget to take part in the census; it's not too late	4 May 2021
5 May 2021	Campaign messaging phase: Thank you for taking part in the census; here's what happens next	28 June 2021

6.2.8 | Strand 8: Provide local data to support quality assurance

STRAND OBJECTIVE: To support quality assurance for the census and help build trust in census data

Census 2021 will gather personal information from around 28 million households in England and Wales. Collecting data from so many sources is a complex process and because of this some errors may occur. Such errors could lead to population estimates being over- or underestimated. To make sure personal information collected in the census is as accurate as possible, we'll use several quality assurance procedures.

The Census Quality Assurance (QA) team want to build people's trust in census estimates so that they have confidence using them. To quality assure census estimates, we'll use a variety of data sources from the ONS and other government departments. These include mid-year population estimates, annual population surveys (APS), admin-based population estimates (ABPEs), the address index and council tax data.

Local authorities can also help us quality assure census outputs and make sure population estimates are as accurate as possible. You can do this by sharing your local authority data sources with us. This allows us to cross-check our information with yours for quality assurance.

So that we can better understand local authorities' needs, we've developed a range of questions while working with a group of local authorities through our QA Stakeholder Working Group. These are:

- when census estimates are published, what checks will local authorities do to make sure the data are accurate?
- aside from key administrative data sources, what other data sources will local authorities use to check census estimates?
- what data are particular to any local authority's circumstances that will help us understand them?
- as well as the checks detailed in our initial quality assurance approach, are there particular rates, measures or distributions we need to consider?
- what aspects of a local authority's population will need attention in our QA?
- what challenges have local authorities faced that may impact their ability to undertake the checks used in previous censuses?

The approach and processes for assuring the quality of Census 2021 data can be found at www.ons.gov.uk/census/censustransformationprogramme/approachandprocessesforassuringthequalityofthe2021censusdata#quality-assurance-strategy

CHECKLIST:

To support quality assurance for Census 2021, you can help in the following ways:

ACTIONS

Respond to the six key questions listed above by completing the section on your LAPP or by emailing the ONS QA team at Census.Quality.Assurance@ons.gov.uk

Work with the Council Tax team to provide your Council Tax information to the ONS

KEY DATES:

Start date	Activity	End date
July 2020	Respond to the six key questions listed above and in the QA section of your LAPP	5 October 2020

6.2.9 | Strand 9: Maximising local authority use of census data and supporting local community use of census data

STRAND OBJECTIVE: To encourage and support local communities in using census data

In providing population estimates, the census helps inform government decision making, resource allocation, and the planning and delivery of services. Census data are high-quality, free at the point of use and will be available from a year after the census, which is much more quickly than previous censuses. Ultimately, we want to make as much data available as possible, while protecting confidentiality, so government and local authorities can access the data that they need.

We plan to publish Census 2021 data on the ONS website in a user-friendly system. Users will be able to specify the information they require in pre-defined tables or by generating their own data tables. This means the census information will be:

- **Flexible** – the system will allow users to build their own datasets from census estimates by selecting the geography, population base and other variables they require
- **Timely** – we aim to make national- and local authority-level estimates for England and Wales available within 12 months of Census Day and all other estimates available within 24 months
- **Accessible** – most census data will be available on the ONS website and we'll follow government guidelines on digital service accessibility
- **Relevant** – to reflect the needs of society, we'll include three new topics on gender identity, sexual orientation and veterans of the UK Armed Forces

Once the census data collection operation has concluded, our focus at the ONS will move to planning for the outputs. We will work with local authorities and other groups to maximise their usage. We would be grateful if you could encourage the community groups in your area to participate in user engagement activities for census. We'll have more information about how you can specifically get involved on our website and will advise you when this is live.

CHECKLIST:

To support the use of data outputs for Census 2021, you can help in the following ways:

Actions

- Get involved in various engagement activities such as surveys, working groups or user research in order to improve the design of our products. For further information on how to get involved, email the Census 2021 Outputs and Dissemination team on census.outputs@ons.gov.uk
- Encourage the community groups in your area to participate in census outputs

KEY DATES:

Start date	Activity	End date
August 2020	Ongoing stakeholder engagement and user research	Ongoing

7. Factsheets

[Factsheet 1](#)

Role descriptions for census liaison managers (CLMs) and assistant census liaison managers (ACLMs)

[Factsheet 2](#)

Field staff roles and responsibilities

[Factsheet 3](#)

Field roles – recruitment allocation and dates

[Factsheet 4](#)

Key population groups (KPGs)

[Factsheet 5](#)

Communal Establishments (CEs)

7.1 | Factsheet 1 – Role descriptions for census liaison managers (CLMs) and assistant census liaison managers (ACLMs)

Background

By working with local authorities, the ONS can improve census response rates and reinforce confidence in census results.

Census liaison managers (CLMs) and assistant census liaison managers (ACLMs) are critical to our partnership. They're responsible for coordinating census activity in their local area and ensuring an integrated approach to census delivery. For example, during the census operation:

- they'll work closely with our census engagement managers (CEMs) and community advisers (CAs), and other local authorities in their region, to maximise engagement
- they'll enlist and/or manage the support of other local authority teams, including media, communications, community support, and Local Land and Property Gazetteer (LLPG) custodians
- we'll route our local authority newsletters, updates and online content through them to make sure census messaging reaches the right people

The way you organise census delivery within your council is up to you, but we suggest using the following role descriptions as the basis for your support.

Census liaison manager (CLM)

CLMs are responsible for:

- keeping senior management and elected members of their local authority informed about Census 2021
- preparing their local authority for the census and ensuring relevant teams understand why they should help
- helping ensure resources are made available to fulfil any agreed commitments
- coordinating activity across the authority and acting as a “champion” for the census
- providing the ONS with information that highlights potential issues or opportunities that could impact census operations
- appointing an appropriate ACLM to support census delivery

Assistant census liaison manager (ACLM)

ACLMs work with CLMs to ensure a successful local census. They are responsible for:

- day-to-day census liaison at an operational level
- supporting CLMs to coordinate and deliver local census activities
- liaising with CEMs and CAs to agree a local authority partnership plan (LAPP) and reporting progress to their CLM
- gathering information, advice or guidance from their authority for use by the ONS
- liaising with ONS census stakeholders to discuss local activity, progress and delivery

It may be helpful for different people to hold the ACLM role at different times to reflect the focus of the census as it changes.

We'll work closely with CLMs and ACLMs to help them plan and deliver activities that will help make the census a success. This will involve sharing CLM and ACLM contact details with teams at ONS headquarters, colleagues within the same local authority and, occasionally, from other local authorities.

7.2 | Factsheet 2 – Field staff roles and responsibilities

A large team of field staff will be on hand to help people across England and Wales during the response collection phase of Census 2021. They'll have local knowledge and be there to encourage, enable and support people to complete their questionnaires.

We've chosen Adecco to recruit, manage and train our field teams. All staff will sign confidentiality undertakings, which recognise their commitment to ensuring that personal census information remains secure and confidential.

We've listed the main field staff roles below. We want these staff to reflect the local communities they serve so we welcome applicants from all backgrounds and ages. Local authorities can help by promoting these job opportunities in your area. Direct people to www.censusjobs.co.uk to find out more and apply.

Role	Job description	Employment start date
Census engagement manager (CEM)	CEMs are responsible for leading support and engagement activities in their local area, including building relationships with local authorities, communities and charities; acting as a local spokesperson; and managing up to four community advisers.	28 September 2020
Community adviser (CA)	Supporting the CEM, the CA's role is to maximise response rates in a specific community in their area.	26 October 2020
Area operations manager	This role is responsible for making sure the day-to-day field operation runs smoothly; maximising local response rates; leading a team of coordinators; and working closely with the CEM to help keep them up to date with information on the local area.	25 January 2021
Area operations support	A field-based administration role supporting the area operations manager in day-to-day field operations.	3 February 2021
Census and communal establishment coordinators / team leaders	Coordinators manage up to 12 census and communal establishment officers and are responsible for carrying out their field work effectively and in line with correct procedures. Team leaders will engage with secure CE establishments, as these require a more tailored, non-standard approach, while CE officers will support all other types of CEs.	9 February 2021

Role	Job description	Employment start date
Census and communal establishment officers	Officers are responsible for contacting households, communal establishments (CEs) and special population groups (SPGs) who have not completed their questionnaire and encouraging or helping them to do so – all visits must be recorded on the Fieldwork Management Tool (FWMT).	16 February 2021
Census Coverage Survey (CCS) area manager	This role is responsible for making sure the CCS runs smoothly with good response rates; managing four CCS team managers; working with newly appointed CEMs to make sure they have the latest information about their area; and working alongside the local authority and police to assess any possible impacts on the CCS.	30 March 2021
CCS area operations support	An administrative role supporting the CCS area manager with the day-to-day management of the CCS.	6 April 2021
CCS team manager	This role is responsible for overseeing CCS fieldwork; managing a team of up to 14 field-based CCS interviewers and making sure they follow correct protocols; making sure census and CCS information remains secure and confidential; and dealing with any public complaints.	13 April 2021
CCS interviewer	A field-based role responsible, firstly, for listing all addresses in an area and then, secondly, for carrying out short doorstep interviews in specified areas, as well as recording each interview answer and making sure all census and CCS information remains secure and confidential.	27 April 2021

7.3 | Factsheet 3 – Field roles – recruitment allocation and dates

Census Day – 21 March 2021	Numbers Required	Weekly Contracted Hours Options	Planned Start Date	Planned Operational Finish Date
Census engagement manager	200	37	28/09/2020	14/05/2021
Community advisers	100	15 or 25	26/10/2020	07/05/2021
Communal establishment area manager	25	37	19/01/2021	23/04/2021
Communal establishment area support	25	37	26/01/2021	21/04/2021
Communal establishment team leader	201	37	09/02/2021	16/04/2021
Communal establishment officer	1,721	25	16/02/2021	14/04/2021
Household area manager	187	37	25/01/2021	14/05/2021
Household area support	187	37	03/02/2021	07/05/2021
Household mobile team leader	45	37	16/02/2021	07/05/2021
Household team leader	2,250	37	16/02/2021	07/05/2021
Household officer - tranche 1	2,736	37	01/03/2021	29/04/2021
Household officer - tranche 2	10,584	15 to 37	16/03/2021	29/04/2021
Household mobile officer tranche 2	300	37	16/03/2021	29/04/2021
Household officer – tranche 3	12,680	15 to 37	23/03/2021	29/04/2021
Household officer – tranche 3 HTC	500	15 to 37	23/03/2021	29/04/2021

Census Day – 21 March 2021	Numbers Required	Weekly Contracted Hours Options	Planned Start Date	Planned Operational Finish Date
Census Coverage Survey roles				
Census Coverage Survey area manager	30	37	30/03/2021	11/06/2021
Census Coverage Survey area support	30	37	06/04/2021	03/06/2021
Census Coverage Survey team leader	353	37	13/04/2021	07/06/2021
Census Coverage Survey mobile team leader	9	37	13/04/2021	07/06/2021
Census Coverage Survey mobile interviewer	60	37	27/04/2021	02/06/2021
Census Coverage Survey interviewer	4,236	15 to 37	27/04/2021	02/06/2021
Non-Compliance roles				
Non-Compliance field manager	10	37	26/04/2021	02/07/2021
Non-Compliance officer	100	37	04/05/2021	25/06/2021
Non-Compliance assistant	100	37	04/05/2021	25/06/2021

7.4 | Factsheet 4 – Key population groups (KPGs)

Our research has identified the groups in society who are most likely to need extra support to take part in the census. We call these key population groups (KPGs). Your engagement activity will focus on whichever KPGs live in your local area.

There are many reasons why individuals and certain groups may be unwilling or unable to take part in the census without additional support. We call these reasons ‘barriers to participation’.

Some people will have rational barriers to participation, for example, lack of awareness about what the census is, or concerns around data privacy or mistrust of government.

Other people will have ‘physical’ barriers to participation, for example, no access to the internet, poor understanding of English, or an accessibility challenge, such as visual impairment.

There are many KPGs. Some KPGs are defined by ethnicity, for example the Bangladeshi, Chinese or Arab communities. KPGs defined by ethnicity often, but not always, live close together geographically and may share similar barriers to participation. Other KPGs, such as older people and disabled people, are likely to be geographically dispersed, have fewer central community structures in place and differing barriers to participation. Many people will also fall into more than one KPG and have more than one barrier to participation.

You know your local area better than anyone. Together with the CEM you work with, you will use your local authority partnership plan (LAPP) to record information about KPGs in your area. This information will allow you to jointly target and tailor community liaison activity. It's important for you to help us understand the KPGs in your area and their barriers to participation. Together, we can then think about the messages that are most likely to engage them in the census. Information we may want to consider includes:

- languages spoken
- clusters of ethnic minority populations
- student areas
- faith groups
- people who may need extra help to complete their questionnaire

You can begin by looking at your Area Information Pack, which includes specific local information for your area. It's extremely important for you to speak with and listen to your KPGs to understand the general and individual concerns.

7.5 | Factsheet 5 – Communal establishments

7.5.1 | What is a communal establishment (CE)?

A communal establishment describes any type of managed residential accommodation. These can be categorised as the following:

CE type	Manager of CE	Residents at CE
University halls of residence (those owned by universities and private providers, such as Unite) Note: Students living in private rented accommodation will have questionnaires posted to them along with the general population	Halls manager; accommodation manager; warden	Student; international student
Care homes	Care home manager; care manager; general manager	Resident; live-in staff

CE type	Manager of CE	Residents at CE
Hotel (includes B&Bs, guest houses, backpacker hostels and pubs with accommodation etc)	General manager; hotel manager; reception manager	Resident; live-in staff; customer
Hostel (supported accommodation, for example, for homeless people, or emergency housing for people with addictions/ mental illness and night shelters)	Manager	Resident; live-in staff
Boarding schools	Housemaster; housemistress; parent	Student; pupil
Children's homes / Residential special schools	Care manager; accommodation manager; head teacher	Student; pupil; resident
Staff accommodation (for example, in a holiday park or in a hospital)	Manager	Resident; employee
Hospitals / Hospices / Rehabilitation centres	General manager	Long-term patient; live-in staff
Secure CE types	Manager of CE	Residents at CE
Prisons (includes detention centres, high and low security psychiatric units, probation centres and immigration centres etc)	Warden; governor; manager	Inmate; prisoner; detainee; resident
UK and US military bases; Single Living Accommodation within military base* *Note: this type refers only to barracks-style accommodation – not Service Family Accommodation, which is a Special Population Group	Commandant; commanding officer (CO)	Soldiers

7.5.2 | What is a Special Population Group (SPG)?

Some population groups are technically households but require a bespoke strategy to receive and complete their census questionnaire. These are known as Special Population Groups (SPGs) and can be categorised as the following:

SPG type	What accommodation is included?	Notes
Secure	Royal households; government households; consulates and foreign embassies; Service Family Accommodation within a military base – Service Family Accommodation outside the boundary of a military base will have questionnaires posted to them along with the general population	These all have addresses listed on the address ‘frame’ (list of addresses used for the census)
Caravan parks and marinas	Caravans or static homes where the unit address is not listed on the address frame; any floating home that is moored – they usually have a license and pay mooring fees	
Gypsy and Traveller sites	Gypsy and Traveller units that are listed on the address frame	Often these are permanent or semi-permanent homes
Migrant workers	The migrant workers that are accommodated in migrant camps	These camps are not on the address frame
Transient groups	Gypsy and Traveller sites, often unauthorised; fairs and circuses; continuous cruisers (floating homes that are always on the move)	None of these groups are listed on the address frame
Rough sleepers	This group, although a transient SPG, will be invited to complete the census questionnaire through day/night shelters and will be treated like a CE	If there are any further procedures for rough sleepers then we’ll update you when they become available

7.5.3 | Questionnaires used to enumerate CEs

CEs will receive both a CE manager questionnaire and an individual questionnaire for each resident. SPGs will receive just one household questionnaire.

The CE manager questionnaire is:

- sent to CE managers with an access code to enable online completion
- a short survey with up to eight questions about the establishment
- accompanied by an optional listing form to assist the CE manager in tracking paper questionnaires distributed in the establishment
- available in a paper version, which people can request via CE field staff

The individual questionnaire is:

- sent to all CE residents with an access code to enable online completion
- a survey that includes questions specifically about the individual resident
- sent to some CE residents as a paper version in locations where we anticipate digital completion will be less popular, for example, in care homes
- available for all CE residents to request as a paper version via CE field staff or the public contact centre

The household questionnaire is:

- sent to all SPG households with an access code to enable online completion
- a survey that includes questions about the house and the individuals who live there
- sent to some SPG households as a paper version
- available as a paper version for all SPG households (except transient groups) who can request it via CE field staff or the public contact centre
- not the only one available, as any SPG resident can also request a separate individual questionnaire

7.5.4 | How will CEs and SPGs receive their census questionnaires?

There are three ways that questionnaires will be delivered to CEs and SPGs. These are known as Route A, Route B and Route C.

7.5.4.1 | ROUTE A

This route includes the postal delivery of addressed questionnaires to a range of CEs and SPGs.

CEs to receive individual questionnaires via Route A:

- UK military bases, such as Air Force and army camps
- naval vessels
- service hospitals
- United States Air Force (USAF) bases and married quarters

SPGs to receive household questionnaires via Route B:

- embassies
- consulates
- royal households
- government houses

7.5.4.2 | ROUTE B

This route includes the hand-delivery of addressed CE manager questionnaires to CE managers. Route B also includes the hand-delivery of unaddressed questionnaires to the CEs and SPGs in the following list.

These CEs require standard 'Route B' procedure in terms of census delivery and support:

- hotels and motels
- boarding houses and guest houses
- inns and pubs with accommodation
- youth hostels
- other work-related managed accommodation and religious institutions

The CE manager will need to distribute paper questionnaires delivered to CEs via Route B and then collect them after completion. CE field staff can advise and support the CE manager with this.

Route B exceptions

The following CEs require a more tailored, non-standard 'Route B' procedure in terms of census delivery and support:

- military bases with accommodation within the boundary of the base
- university halls of residence
- boarding schools
- caravan sites and parks
- holiday camps and leisure parks
- marinas
- children's homes and refuges

Military bases (Single Living Accommodation and Service Family Accommodation within the military base)

An instruction document, called the Defence Instruction Notification (DIN), details the specific census procedures for military bases. This document is an agreement between the ONS and the Ministry of Defence and will be distributed to all military bases in the country. CE team leaders and the relevant military commanding officers will receive this document.

The main responsibilities of CE team leaders are to:

- contact all military establishments three to four weeks before Census Day to agree the census process with the CE manager or commanding officer
- deliver questionnaires to all secure establishments one to three weeks before Census Day
- make follow-up visits to any Service Family Accommodation within a military base to encourage and support people who have not yet completed their questionnaire
- collect completed questionnaires within three weeks after Census Day

University halls of residence

All university students will be counted for the census at their term-time address.

Roughly two months before Census Day, a CE team leader or CEM should meet the university's senior accommodation manager, or equivalent staff member. This is to make sure that they agree on a process for census delivery and support, including how they will track questionnaires. They should consider the university's layout and how resident students usually receive post.

The rest of the census process should be managed by a CE officer, who is responsible for:

- contacting the university accommodation manager to confirm the usual number of resident students and arrange access to the halls to deliver questionnaires
- delivering questionnaires roughly three to four weeks before Census Day
- confirming with the accommodation manager how and when to follow up with non-respondents

Follow-up procedures will depend on arrangements agreed by the CE team leader, including whether the university can help and if any census communications with students are in place.

This procedure also applies to the following establishments:

- privately-owned halls of residence
- other similar university or college accommodation
- homes for disabled children, theological colleges and training colleges

Boarding schools

Students and children at boarding school (who stay for four or more nights per week in general during term time) should be counted as usual residents at their boarding school term-time address and complete a census form at the school address. Day pupils are not counted as they will be included at their home addresses. The school will need to make sure that only boarding pupils receive an individual questionnaire.

The census procedure for boarding schools is similar to universities but with some important distinctions. As some boarding schools can be very large, we recommend that CE field staff make an appointment with the relevant establishment manager in advance.

The CE officer is responsible for:

- meeting with the school's CE manager to agree how to deliver questionnaires and invite the school to complete questionnaires online
- explaining that all boarders, regardless of age, need to complete an Individual Questionnaire
- confirming with the CE manager how and when to follow up with non-respondents

A member of school staff will need to oversee and support the completion of questionnaires, particularly for pupils under the age of 16 years.

Caravan sites and parks

Caravan parks are not treated as CEs. The way caravan sites are counted in the census depends on whether their unit address information is available.

If the unit address is available, the caravan site will receive a household questionnaire and be counted as standard along with the general public. A household census field officer will follow up with non-respondents.

If the unit address is unavailable, a CE field officer will visit the caravan site to check if any usual residents live there. If there are residents, the caravan site will be treated as an SPG and will fall under the responsibility of a CE officer. Their role is to:

- contact the caravan site manager roughly one month before Census Day to inform them about the census
- provide reassurance about data confidentiality
- explain the census procedure
- confirm how many people will be staying overnight on Census Day and count as residents, as well as the location of all units where people will be living
- confirm that no living accommodation has been missed at the site
- visit the caravan site within the three weeks leading up to Census Day to deliver the agreed number of questionnaires
- reassure caravan site residents who have concerns about data confidentiality that personal information gathered by the census remains anonymous for 100 years and is not shared with third parties, such as local authorities

CE officers should deliver household questionnaires to people who live permanently at caravan sites for more than six months in a year. People holidaying at caravan sites should complete the census at their usual home address.

Holiday camps and leisure parks

Any holiday camps or leisure parks where residents live permanently in cabins or chalets should be treated in the same way as caravan parks.

Even if such sites are closed for winter, they may still offer living accommodation to maintenance staff. Also, the sites may provide out-of-season accommodation to agricultural or construction workers, or migrants. We should still send a questionnaire to these out-of-season residents.

Marinas

Like caravan sites, we count floating homes in marinas for the census depending on whether their unit address information is available. Where unit addresses are available, we will deliver a Household Questionnaire by post and census field officers will follow up with non-respondents.

If the unit address is unavailable, a CE field officer will visit the marina to check if any usual residents live on the site. If there are residents, the marina will be treated as an SPG and will fall under the responsibility of a CE officer. Their role is to:

- contact the marina site manager roughly one month before Census Day to establish whether people live there and arrange for the delivery of questionnaires
- confirm which boats in the marina are registered and managed by the marina and so will require a questionnaire
- visit the marina between one and 15 days before Census Day to deliver Household Questionnaires to any residential boats or berths using the site address and a berth number

For continuous cruisers, please see the Section 7.5.5.3.2.

Children's homes and refuges

Address confidentiality is especially important with these establishments, which include children's homes and refuges for victims of domestic violence.

We do not know the details of refuges. Yet, to make sure residents complete their questionnaires and avoid census officers following up any non-responses, it's important these refuges receive the necessary communications. We will provide local authorities and relevant charities with a letter to share with refuges, which will explain what they should do and assure them of data confidentiality.

We will treat children's homes as CEs and a CE officer will count them for the census. The CE officer is responsible for:

- delivering a CE manager questionnaire and enough individual questionnaires, as arranged by the establishment manager, within 15 days before Census Day
- reassuring the establishment manager about the confidentiality and anonymity of personal information gathered by the census

Additional points applying to hostels

- Some accommodation hostels may be under strict security controls – we should contact these hostels in advance to allow enough time for the manager to make convenient visit arrangements.
- CE managers are not legally responsible for helping with questionnaire completion, but they should be encouraged to do so.
- CE officers may give assistance to residents with literacy or language difficulties, but they will not complete questionnaires on anyone's behalf.

7.5.4.3 | ROUTE C

Route C is divided into two groups: those that are in a fixed location or addressed and those that are transient with no address.

7.5.4.3.1 | ROUTE C – addressed and fixed location

This route includes the hand-delivery of addressed and non-addressed questionnaires with pre-paid envelopes for return to the following establishments:

- prisons, immigration removal centres and psychiatric units
- health and care establishments, including large care homes
- Gypsy and Traveller sites, migrant workers
- hostels for the homeless and night shelters

Prisons and immigration removal centres, high-security psychiatric units and medium/low security units, including approved premises

These establishments will be managed by CE team leaders, who are responsible for:

- arranging the delivery of addressed paper questionnaires and CE manager questionnaires to the establishment
- discussing any language and/or literacy issues with prison governors and other detention facility managers to identify where the establishment may need help
- agreeing a time for questionnaire collection with prison governors and other detention facility managers well in advance

Health and care establishments, including care homes with 100+ beds

The Care Quality Commission (CQC), Care and Social Services Inspectorate Wales (CSSIW), NHS Information Centre and other sources will provide information on these establishments.

The CE team leader is responsible for:

- contacting large establishments, such as those with 100+ beds, between three and five weeks before Census Day to arrange a visit
- organising a point of contact between the establishment and the CE officer to arrange census delivery
- discussing health and safety and security issues at the hospital with the CE manager
- explaining to the hospital manager what support will be available to help complete the questionnaires

The CE officer is responsible for:

- contacting the hospital manager between one and four weeks before Census Day to agree questionnaire delivery arrangements and confirm that they have the correct information about the establishment
- hand-delivering the questionnaires between one and four weeks before Census Day
- discussing options with the hospital manager if a resident cannot complete the questionnaire
 - in this case, the resident's family or friends may be the best option for help
 - the CE officer may provide help and guidance if asked, but they should never complete a questionnaire on any resident's behalf
- allowing CEs with lots of usual residents, such as care homes, enough time to complete the questionnaires
- ensuring that they do not deliver questionnaires or follow up early in the morning or at lunchtime when establishment managers may be busy caring for residents or patients
 - wherever possible, the CE officer should make prior arrangements before making a visit

For secure CEs included in Route C, a CE team leader will take on this role and establish procedures for the return of any completed paper questionnaires.

Gypsy and Traveller sites

There are several types of accommodation used by Gypsy and Traveller groups. These are:

- authorised local authority sites
- unauthorised private sites on privately owned or public land
- roving groups (see Section 7.5.5.3.2)
- single vans constantly on the move (see Section 7.5.5.3.2)

As with caravan sites, Gypsy and Traveller sites are not classed as CEs and do not require a CE manager questionnaire. The CE officer will visit each site and deliver a household questionnaire and pre-paid envelope to every family living on the site.

We recommend that local authorities and CEMs make contact at least two months before Census Day. This allows good time to explain the census delivery process and allow for successful engagement with Gypsy and Traveller groups.

The CEM needs to know well in advance about any local challenges or barriers to participation that may impact a successful census delivery. This will allow us to make any suitable arrangements accordingly.

One week before Census Day, the CEM will contact the local authority regarding a final update on any new, unauthorised sites. To make sure questionnaires are delivered on time, the CEM will then cascade this information to CE field staff.

Any information the local authority may have regarding contact points for Gypsy and Traveller site gatekeepers is essential for gaining access to the sites. In some circumstances, it may be necessary for a local authority liaison officer to accompany CE field staff on site visits.

The CE officer is responsible for:

- delivering household questionnaires to each separate household on any authorised site as arranged with the site manager or community leader
- helping people with literacy or language difficulties to complete their questionnaires but never completing a questionnaire on someone else's behalf
- visiting unauthorised sites, accompanied by a local authority liaison officer, as close as possible to Census Day in case the group is moved or evicted
- organising the census counting of transient sites on Census Day itself, in case the group moves on before questionnaires can be collected
 - residents will be treated as resident visitors on Census Day even if they have not been living at the site for at least three months – a resident visitor is someone living in the UK but with no usual address
 - resident visitors will be counted as a resident at the address they are staying at overnight on Census Day
- posting any completed questionnaires, which get returned by hand to the CE officer, back to the processing centre as soon as possible

- making sure family groups occupying more than one caravan still only receive one household questionnaire – continuation questionnaires can be used for further individuals
- establishing which ethnic groups are represented within authorised and temporary sites, as they may consist of more than one ethnic group
 - for example, Roma, Irish Travellers and Gypsies must be treated as separate ethnic groups
- maintaining good contact with the local authorities and special charities within the area to gain the trust and cooperation of these special groups
- encouraging residents on Gypsy, Roma or Traveller sites that have internet access to complete their questionnaires online

For roving and transient Gypsy and Traveller groups, please see Section 7.5.5.3.2.

Hostels for the homeless and night shelters

These establishment groups include night shelters, rough sleeper hostels, YMCA hostels and other agencies or charities. Hostels, meanwhile, can range from those offering shelter on a day-by-day basis to those offering longer term accommodation of a week or more. The CEM will check with local authorities to make sure all locations catering for these groups are included in the current address list. People who are homeless are individuals who are permanent residents in the UK but who do not have a permanent address. They could be:

- living temporarily in another household
- in contact with night shelters and day centres
- individuals who do not have a permanent address but who request to participate through the census contact centre

The enumeration of this group does not include sofa surfers living temporarily in another household, people in campsites or other sites used for recreational purposes or organised protest, squatters or Travellers.

We will be hand-delivering pre-addressed CE manager forms to the person in charge of the centre to complete online. Individual paper questionnaires and pre-paid envelopes will be handed out to those residing at either the day or night centres. CE field officers will link any additional questionnaires to the establishment using the fieldwork management tool.

The CEMs will liaise with local authorities and various homeless organisations to assist with the enumeration. They will need to confirm and obtain new address information for the centres.

Delivery

- CE officers will confirm capacity with the centre manager, or the establishment point of contact, to estimate the number of questionnaires required
- CE officers will visit each site as arranged, as close as possible to Census Day, to hand deliver census questionnaires. They will take with them anything that's been identified to help overcome literacy or language barriers. CE officers will also encourage completion online if access to a digital device is apparent.

Rough sleepers

We're still finalising the process for enumerating rough sleepers. We'll share this process with you when it's available.

Migrant workers

Many migrant workers are recruited by gangmasters, which are agencies that supply workers, normally for the agricultural and food sectors. These agencies are made up of sole operators, who recruit for their own businesses, and multiple operators, who recruit on behalf of multiple businesses. Multiple operators are required to be registered with the Gangmasters Licensing Authority (GLA), whereas GLA registration is only optional for the sole operators.

Migrant workers used to tend to live in specific migrant worker camps. However, it's now thought most migrant workers live in houses in multiple occupation (HMOs), normal households, rented accommodation and sometimes in caravans or temporary accommodation. Most of those living in standard accommodation will receive their census access letter through the post.

Community engagement is the key strategy for this community, so we need to identify the locations of any camps through the local authority engagement and liaison with the CEMs. These migrant camps and sites are not classed as CEs and do not require a CE manager questionnaire. The CE officer will visit each site and deliver a household questionnaire and pre-paid envelope to every family living on the site.

The CEM needs to know well in advance about any local challenges or barriers to participation that may impact a successful census delivery. This will allow us to make any suitable arrangements accordingly.

Any information the local authority may have regarding contact points for migrant camps or those managing the camp would be very useful for gaining access to the sites.

The CE officer is responsible for:

- delivering household questionnaires to each separate household
- helping people with literacy or language difficulties to complete their questionnaires but never completing a questionnaire on someone else's behalf

7.5.4.3.2 | Route C – transient groups

This route includes the hand-delivery of non-addressed questionnaires with pre-paid envelopes for return to the following groups:

- Gypsies and Travellers
- travelling fairs and shows
- continuous cruisers

The census is heavily reliant on the local authorities for the locating and enumeration of these transient groups. Due to the transient nature of these groups, it's important to get a snapshot of the location of these groups to prevent duplication counts.

We are planning to enumerate all transient groups over a three-day period from 20 March to 22 March. It's important local authorities provide the location information on these groups to CEMs before this period. CEMs can then cascade this information to the CE officer for enumeration no later than a week before Census Day. After locating a transient group, the CE officer will record the group's location using latitude and longitude coordinates and create a case. Due to the transient nature of these groups, they will not be followed up by a field officer.

Gypsies and Travellers (transient)

Gypsies and Travellers occasionally live in roving groups or in single vans and are regularly on the move around the countryside. They may be found on common land, lay-bys or on private property.

If a new group arrives on or during the three-day census period, the CE officer will visit the site with a local authority Gypsy Liaison Officer. They will need to gather information about the group and how long they intend to stay in the area. In case they move, the residents will be counted as resident visitors if they are present on Census Day. All engagement that is required with Gypsy, Roma and Traveller sites (see Section 7.5.5.3.1) also applies to this group.

Travelling fairs and shows

Travelling fairs and circuses do not fit the census definition of usual resident as most people who live and work at fairs have a permanent base for the winter, which is often a house rather than a caravan. As the fairs and circuses are transient, it may be difficult to deliver questionnaires. The CE team leader will check with the local authority, through the CEM, if there are travelling fairs or shows in the area that require questionnaires on Census Day.

The CE officer is responsible for:

- contacting the fair or show manager between one and 15 days before Census Day to arrange a convenient time to distribute the household questionnaires
- delivering one household questionnaire and pre-paid envelope to each household unit or caravan present on Census Day
- establishing departure dates for travelling fairs and shows, as they normally travel on a Sunday (Census Day), to make sure household questionnaires are delivered

Continuous cruisers

The CE officer needs to count continuous cruisers - boats with no permanent moorings - in the census. However, this can be difficult as they have no fixed address. Therefore, local authorities and CEMs need to obtain information on non-registered mooring locations. The enumeration of this group is reliant on pre-communication and creating awareness of the census as some of these boaters will be impossible to locate.

If not done by the CEM already, points of contact will be cascaded to field officers by the CE team leader. These will include likely locations of continuous cruisers from the Canal and River Trust, if there are any visiting boats that are moored temporarily.

When visiting a marina, the officer will need to enquire if there are any visiting boats that are moored temporarily, which means less than 14 days. These will need to be identified and a census questionnaire provided. An option to get a household access code by text message can also be used to provide access to complete the census. The telephone number of the occupant will be required for this purpose.