

census
2021

Helping everyone take part in Census 2021

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ONS Census Engagement Manager, Merton

Minute Item 4

The census

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



Billions of pounds are allocated to local services using census-based information every year

Page 3 So that these funds can be allocated in the most appropriate and effective ways, it's important the census accurately captures everyone in our society.

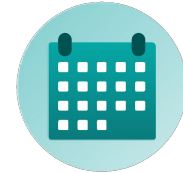


No one knows your community better than you

- By taking part and encouraging others to do the same, you'll help make sure your community is counted in decisions on services and funding.
- We understand that building positive relationships with communities means more people understand the benefits of the census and are likely to take part.
- We need your help to raise awareness and understanding of the census in your community.

Census 2021 facts

- The next census will take place on **Sunday 21 March 2021.**
- For the first time this will be a **digital-first** census, but paper will be available for those who need it.
- We'll focus on engaging with everyone, including under-represented and **hard to reach groups.**
- Help will be available for people who need support to take part online.



Keeping personal information safe

- Before publishing statistics, the ONS make sure that they don't include any personal information.
- The information collected in the census remains anonymous for 100 years.
- No individual or their responses can be identified in the statistics the ONS publish.
- Everyone must complete the census. Legislation made the modern census a legal obligation in 1920.



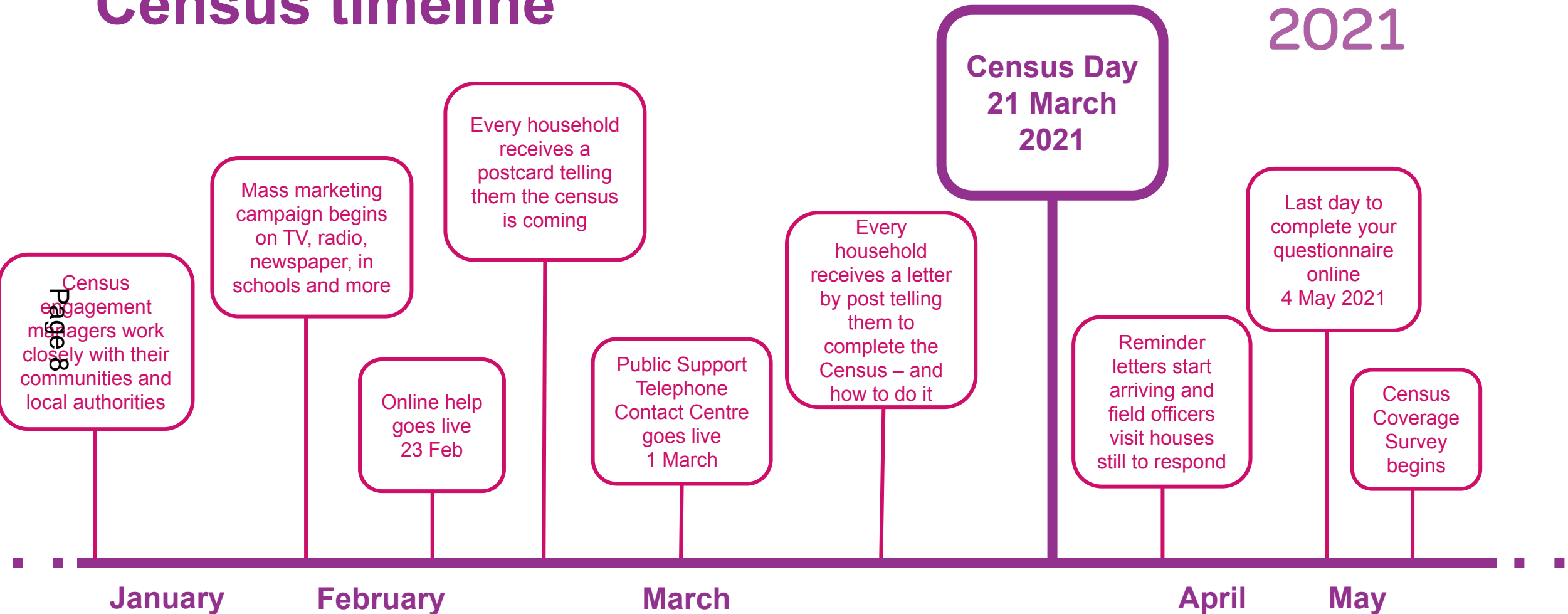
Keeping personal information safe

- Personal census information can't be used to change any service an individual gets, and it can't be seen by anyone who makes decisions about them.
- For example, it cannot be seen or used by government to influence benefit claims, a residency application, immigration status or taxes, or by landlords or any other private organisation



Census timeline

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Advanced Postcard

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Sent to every household - mid to end of **February**

Inform people that the census is coming.

Calls upon recipients to look out for their census invitation pack in the post.



Initial Contact Packs - Letter

Sent to households **beginning of March**

Provide households with their access code for the electronic questionnaire.

Provide help options - including where to request a paper questionnaire.

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If you need help, go to www.census.gov.uk or phone us free on 0800 141 2021
Reference number: 1234 1234 12

Householder
<Address_Line1>
<Address_Line2>
<Locality>
<Town_Name>
<Postcode>

Dear Householder

We need your help with the census, which gathers vital information to help plan services, such as transport, education and healthcare. All households should complete the census on **Sunday 21 March 2021** or as soon as possible after. You must complete the census by law or you could be fined up to £1,000.

How to complete your census

- 1 Read this letter containing your household access code. ✓
- 2 Go to www.census.gov.uk, select "Start census" and enter your household access code:
1A2B 3C4D 5E6F 7G8H
- 3 Answer the questions and submit when complete.

Your answers are protected by law and will be kept confidential.

The census should take around **10 minutes per person** to fill in. Every census completed online saves paper and taxpayers' money. See the enclosed leaflet for how to get help to complete your census. You can request a paper form at www.census.gov.uk or call 0800 141 2021.

Thank you

Professor Sir Ian Diamond – National Statistician

Office for National Statistics www.census.gov.uk

Initial Contact Packs - Information

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Included with the letter

Provide households with answers to common questions about the census and how to complete the form.

Communicate different methods of contact for getting help.



What the census is

The census is a survey that happens every 10 years and gives us a picture of all the people and households in England and Wales.

Why you have to take part

Organisations such as local authorities and charities use census information to understand the services we all need, including transport, education and healthcare.

You must complete the census by law. If you do not, or if you supply false information, you could be fined up to £1,000.

Some questions are clearly labelled as being voluntary. It is not an offence if you do not answer these.

When to complete your census form

You should complete your census form on Sunday 21 March 2021 or as soon as possible after.

You can submit your completed questionnaire before 21 March if you know who will be in your household on that day. If you submit your questionnaire before 21 March but your circumstances change before that day, you can let us know.

Who should fill it in

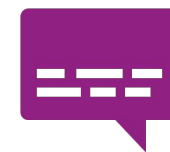
The householder should fill in the census for the household. This is the person who owns or rents (or jointly owns or rents) the property, or the person who is responsible (or jointly responsible) for paying household bills and expenses.

Answering separately from your household

If you want to answer separately from the people you live with, you can contact us to request an individual access code. Someone must still complete a census for your household.

Making it accessible for all

- Large print format
- Braille format
- Accessible videos with BSL, audio & subtitles
- Easy Read leaflet
- Text Relay
- Compatible electronic questionnaire
- Online guidance
- Translation booklets of the questionnaire
- Language support line



Online & Language support

Dedicated Contact Centre

- People will be able complete the census over the phone with help from trained staff via free phone.
- Guidance and translation service in many languages.
- Request a paper version of the questionnaire.
- Accessible census guidance, for example, in braille



Language support

Translated versions of a number of engagement communications in 49 languages e.g.

Languages		
Arabic	Czech	Hebrew
French	Hungarian	Urdu
Bengali	Bulgarian	Somali
Mandarin	Polish	Spanish
Cantonese	Romanes	Portuguese
Cornish	Punjabi	Kurdish
Romanian	Gujrati	Tamil
Lithuanian	Hindi	Vietnamese
Latvian	Nepali	Turkish
Slovak	Yiddish	Additional languages available

What you can do

- Support people to fill in their questionnaire
- Direct people to the telephone and language support
- Help to promote the message that personal census information is kept safe and secure
- Post news items or articles if you are able to communicate online with your community

Keep in touch

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- Bookmark the Census 2021 website: www.census.gov.uk
- Follow us on social Media [#Census2021](#)

