

Census 2021

Chorley Councillors Briefing

census
2021

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Census Day - Sunday 21 March 2021

- Office for National Statistics is responsible for census in England and Wales
- Digital-first census
paper questionnaire available for those who need one
- Aim is to engage with everyone, including under-represented and hard to count groups
- Help will be available for people who need support online, email, phone, support centres, 'how to' video
- Resources in braille, easy read and sign language video



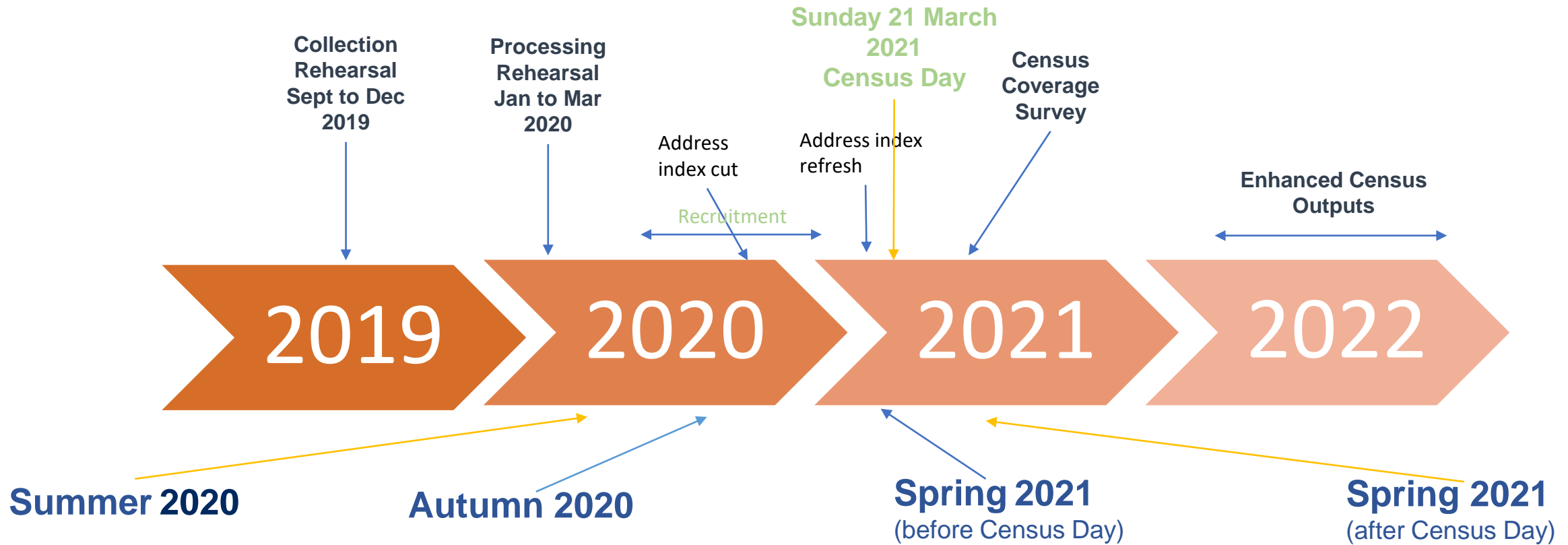
Why we have a census

- The census provides information that government / LA's need to:
- Shape policy
- Allocate resources
- Plan services
- Monitor equality

- Business opportunities
- Charitable services



Census 2021 timeline



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

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

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

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

Promotion & Publicity for Census 2021

1. Households Advanced Postcard

Aims to:

- Inform people that the census is coming
- Calls upon recipients to look out for their census invitation pack in the post

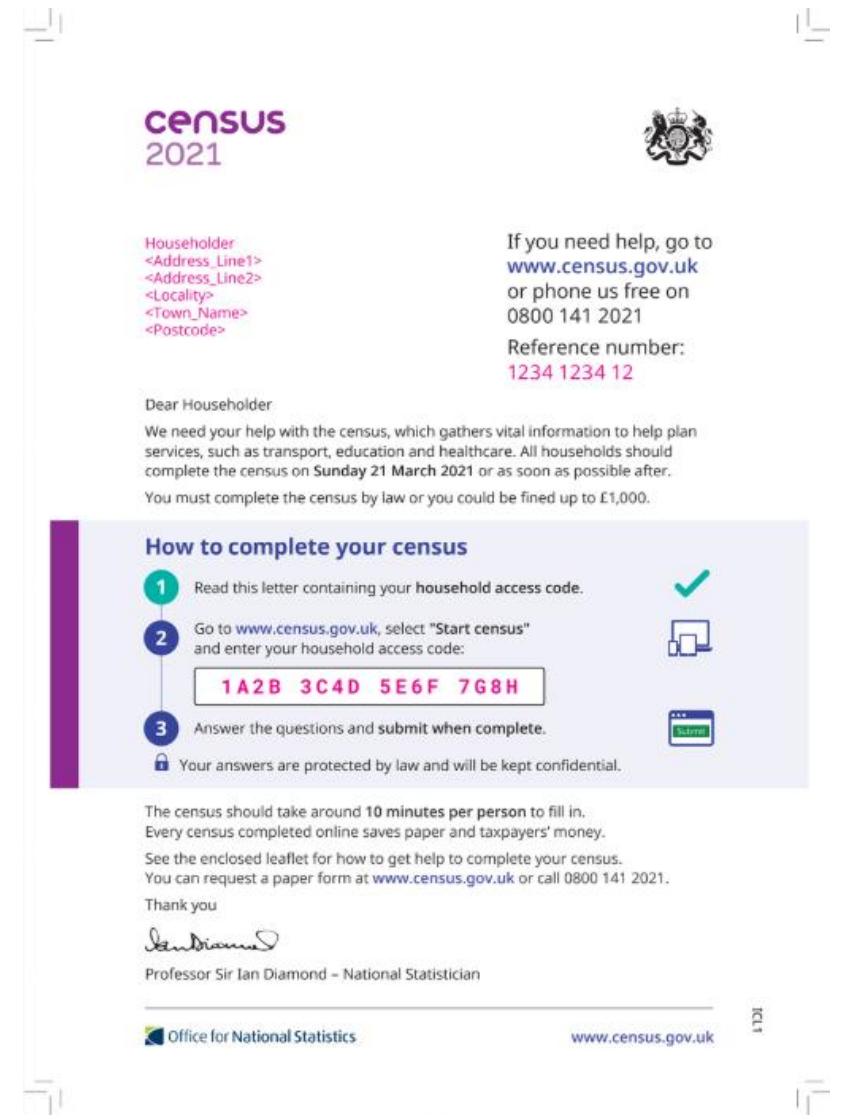


Initial Contact Packs

Digital-first pack:

Aims to:

- Provide Digital-First households (89% of all households) with their household access code for the electronic questionnaire
- Replicate messaging that appears on the front page of the paper questionnaire
- Provide help options - including where to request a paper questionnaire



Census Engagement Manager (CEM)

Build links:

Chorley Borough and Bolton Council

Local community groups, organisations, charities

Trusted local leaders

Connect with KPG's

Local engagement

To address barriers to completion for hard to count groups

Raise awareness and increase understanding

Provide relevant information in different languages

Build trust in the process

Myth bust

Provide reassurance

Explain the benefits

Key Population Groups (KPG's) Chorley

Indian

Pakistani

Eastern European (Polish)

Additional focus

People over 65 with limited digital skills or access

People from low income households

People with long-term health conditions or disabilities

Additional focus

CE Team

Gypsies and Travellers (with no permanent address)

Homeless and rough sleepers

Continuous cruisers

New voluntary questions

Sexual orientation and gender identity

Service in armed forces

Local Authorities: key partner



Local authorities are vital partners in Census

- Each LA appoints a Census Liaison Manager (CLM) and Assistant Census Liaison Manager (ACLM) who co-ordinate LA census activity in their area
- We are working together around Nine strands of partnership activity to produce a Local Authority Partnership Plan (LAPP)

How Chorley Council are helping

The nine strands of partnership activity



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

How councillor's can help

- Share knowledge about your local area
- Help us to connect with local groups and influencers
- Help build local awareness by spreading the word about Census 2021
- Help us to break down any barriers to completion
- Follow and promote Census 2021 in social media/media @Census2021
- Let us know about any media opportunities
- Posters and leaflets

- Your endorsement is influential in your communities
- Utilise the downloadable resources
- Councillor Handbook

How councillor's can help

- Bookmark the Census 2021 website:
www.census.gov.uk
- Follow us on social Media @census2021
 - [Twitter](#)
 - [Facebook](#)
 - [Instagram](#)
 - [LinkedIn](#)

More Information

www.census.gov.uk/partner

[S](#)

Downloadable resources

Census 2021 promotional materials and resources to help local authorities and community groups.



[Engagement leaflet \(English\)](#)

Leaflet, PDF, 1.3MB, 3 pages

Leaflet for community leaders and representatives, introducing the census and asking for support.

Please get in touch

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