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2021

Councillors and the Census

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Please write down any questions that you have and they will be answered at the end

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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.

Census 2021

- 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 communities who might not want to do it.
- Help will be available for people who need support to take part online.



Why we have a census



Planning and development
Census information is used to develop local plans to better reflect future needs and to identify inequalities at a very local level.



Public health and social care
Census information is used to inform service demand, to identify pockets of health deprivation and to support future care planning.



Why we have a census



Housing

Census information is used to assess local housing needs and to measure housing affordability.



Education

Census information is used for pupil forecasting models, to inform capital bids and to monitor the supply of qualified persons.



Why we have a census



Transport

Census information is used for funding bids for road improvements, and informs planning and profiles around areas of transport change.



Other

Census information is used to inform emergency services, libraries and waste collection and disposal.



Case studies

Local examples of how the Census has helped



- Discovered that visitors to their reserves were almost exclusively white and middle to upper class who arrived by car.
- YWT used Heritage Lottery Fund to improve public transport and access to twelve nature reserves from parts of Yorkshire that were less represented.
- The scheme also saw people brought to reserve locations by coach from various of the target wards.

Electoral Commission

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- Uses Census data to help the democratic process.
- To vote in an election in the UK it is necessary to be included on an electoral register but levels of voter registration vary considerably among population groups. For instance, younger adults, people from minority ethnic groups and home renters are far more likely to be under-registered. Census data helps to change that.

Fire Service

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- Uses Census data to map risks based on population and age data.
- For example, areas with a higher population of elderly residents have a higher risk of injury or death if a fire occurs.
- Producing models using Census data saves lives.

Muslim Council of Britain

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- Uses Census data to allocate Muslim chaplains to NHS hospitals.
- Set up the Muslim Spiritual Care Provision to work with healthcare providers.
- Uses data to secure funding for employment of imams paid for by the Department of Health's central funding of chaplaincy services.



- Supermarkets use Census data to inform store locations.
- Utilities companies use Census data to inform demand and ensure consistent supply.
- Small businesses use the data for researching demographics.
- Banks use data to ensure they have language provision in branches.

Students



- Students use Census data to underpin undergraduate and postgraduate research projects.
- Social science students use the data to study how the make-up of the country changes over time.
- For example, Reading University students analysed Census data for their local council.

Equality and Diversity



- The Civil Service uses Census data to make policy that reflects society, monitoring equality and diversity in employment.
- The NHS and BBC use Census data to inform their employment policy, as do many other organisations.
- Census 2021 will ask voluntary questions about gender and sexuality for the first time to ensure representation for the LGBT+ community.

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Genealogy



- After 100 years, Census records are released to the public. Without it, the lives and lifestyles of our ancestors would remain undocumented, making historical research much harder.
- The [1911 Census](#) had 22 million views in the first two days after publication, illustrating the appetite for family history in the UK.
- TV shows like *Who do you think you are?* Use Census data to trace family history.

Who do we work with?

- We work with public bodies
- We work across a range of third parties
- We work with schools and businesses
- We work with charities
- We work with community leaders
- We work with faith groups
- We work with communities



If you can help us with these, please get in touch

Keeping personal information safe

- Before we publish our numbers and figures, we make sure that they **don't** include any personal information.
- The information we collect in the Census remains anonymous for 100 years. This means that your name is taken off it, so nobody knows that it is your data.



Legality

- Everyone must complete the Census.
- Since 1920, it has been mandatory.
- You can be fined £1,000 for not taking part.
- If you have been in the UK for 3 months or more or plan to be, you must complete the Census.



Census facts

The Census is run by the [Office for National Statistics \(ONS\)](#) - **independent**.



Census facts

Nobody, including the government, Home Office or police, can use the data to identify you because they do not get access to individual data.



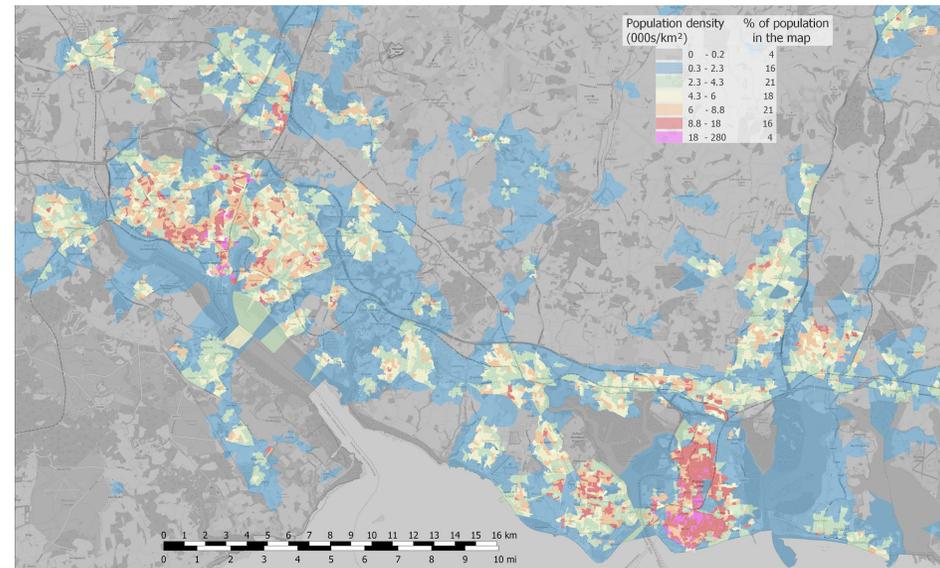
Census facts

Your name is removed from your Census form and stored separately.



Census facts

Data is grouped together into larger areas, so that individuals or households cannot be identified. The data is used in larger groups only.



Census facts

No organisation can access individual data or data that can identify you. Not the police, not the Home Office, not immigration officials - nobody. Your name is removed and data anonymised for 100 years.



Census facts

It is kept and processed according to the law (GDPR).



Barriers

There are many barriers to completing the Census. Barriers are things that might stop someone from completing their Census. We want to change that. Barriers might include:

- Fear of authorities or data security
- Disabilities or lack of access to technology
- Language issues - levels of English, or literacy, might vary
- Not wanting to be seen/found
- Being unaware of the Census or what it is for
- Not feeling included
- Myths and misinformation

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What will people receive?

Digital-first Census

Advanced Postcard

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Aims to:

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

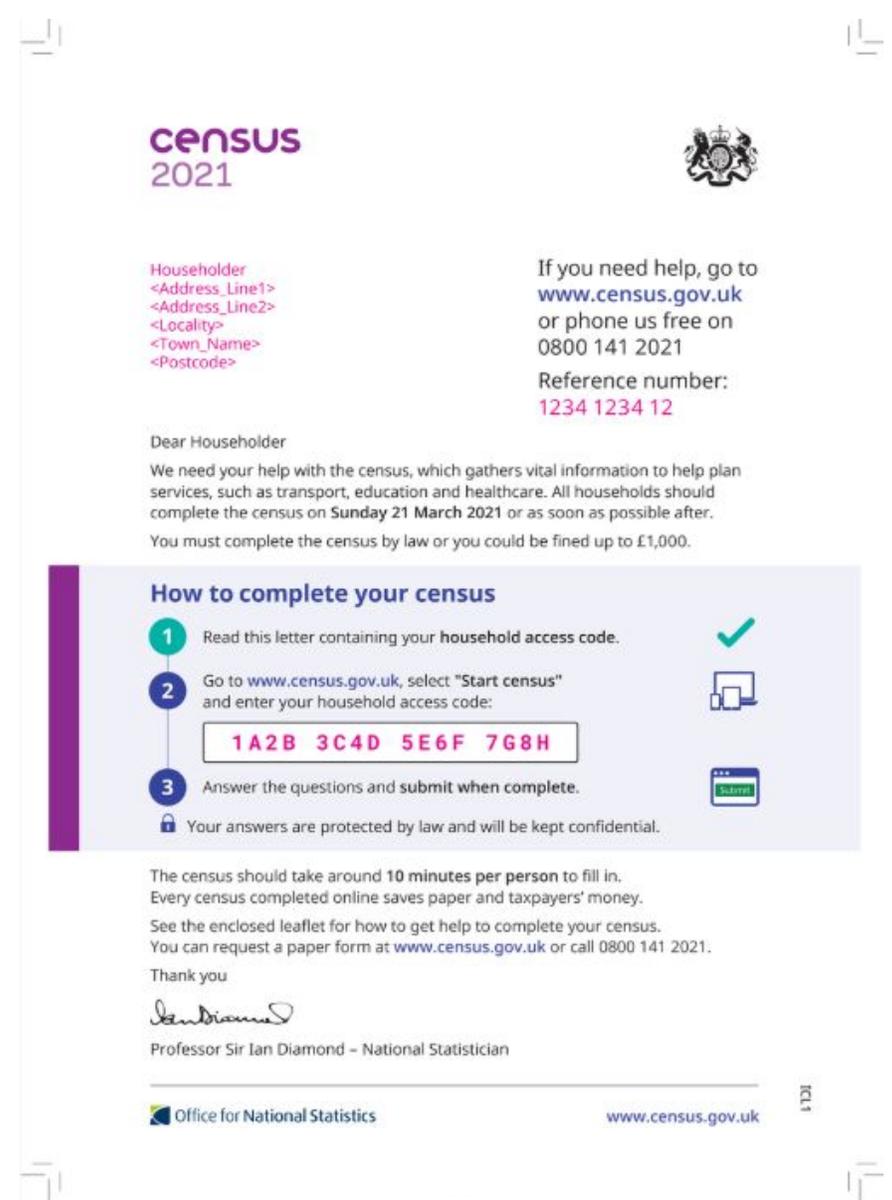


Initial Contact Packs

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.



Initial Contact Packs

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Digital-first pack

Aims to:

- Provide Digital-First households with answers to common questions about the census and how to complete the form.
- Document the 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.

Census Reminder Card

Aims to:

- Remind the recipient to submit their census.
- Inform them that a census officer will visit



How can you help?

1. The Census only works if people want to get involved. Pass on any useful contact information you might have.
2. Speak to people in your community about what you've learned today - encourage them to take part.
3. Help talk through any fears other people have - or pass on my details and I'll gladly talk to them for you.
4. Follow the Census social media account @Census2021
5. **Complete your Census form on 21st March 2021.**

Thank you

Please send additional questions to:

scott.martin64@field.census.gov.uk