

cyfrifiad
census
2021

2021 Census in Shropshire

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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.
- Northern Ireland will hold their own around the same time.
- The Scottish census is delayed until 2022

Keeping personal information safe

- Before we publish our statistics, we make sure that they don't include any personal information.
- The information we collect in the census remains anonymous for 100 years.
- Everyone must complete the census. Legislation made the modern census a legal obligation in 1920.



Why we have a census

The census provides information that central & local government needs to:

- Shape policy
- Allocate resources
- Plan services
- Monitor equality



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, paper forms will be standard in some areas
- 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.



Census 2021 Timeline: Raising Awareness

- November 2020 to February 2021: engagement with Shropshire communities to raise awareness
- 8th-14th February: Postcards sent to all households to tell everyone about the census on 21st March. National advertising campaign starts
- 15th-21st February: Notice to households that the unique access code for the online census are on their way
- 22nd-28th February: Awareness postcards sent to households

Census 2021 Timeline: Engagement & Completion

- 1st-7th March: Contact & Census support teams go live
- 8th-14th March: Unique Access Codes & paper census forms are distributed. Opportunity to request paper forms
- 15th-21st March: Census to be completed. Census can be completed early online based upon the situation on 21st March

Census 2021 Timeline: Completion & Follow up

- 22nd March-28th March: "Just do it" reminder adverts
- 29th March-4th April: TV & Online reminders
- 5th-11th April: Individual reminders
- 12th-18th April: Stern reminders mentioning £1000 fine
- 19th-2nd May: Personal visits by Census team to complete forms

Local Authority Partnership Plan

- An agreement between Shropshire Council and the ONS
- Achieve 2011 94% response or more
- Agreed community priorities: Key Population Groups
- Shared contacts
- Shared marketing plan
- Facilities support

Shropshire Key Population Groups

- Eastern European populations
- Gypsy & Traveller households
- People lacking digital skills over 65 years old
- Adults over 80 years old
- The Homeless & Rough Sleepers

Shropshire Key Population Groups

- Bargees & continuous cruisers
- Low income households
- Veterans
- LGBT+ community
- Physical impairments preventing response

Census Support Activities

- A census support centre in Shrewsbury Library
- A national telephone helpline
- Communal teams will work with care homes
- Census curriculum plans are available for primary & secondary schools
- Specialist materials for the hard of hearing and the partially sighted

Census Support Activities

- Information will be included in Food Bank parcels
- Shropshire Council local hub
- Twitter, Facebook & Instagram social media

What happens next?

- We'll be recruiting local people to work on the census – there will be approximately 200 people employed in Shropshire
- All households will receive an invitation to fill out the census questionnaire with a household access code, as well as information to help them to take part online.
- We'll have a media campaign to encourage participation.
- We'll work within the community to support those who need help, including help to get online.

We cannot do it without you



- Covid presents many challenges for the Census team so please help us publicise the census. There are lots of posters and leaflets available in a variety of languages
- Follow the census activities online www.census.gov.uk
- I am very happy to attend online council meetings to answer questions and provide support
- You know your area better than anyone so if you are aware of members of the targeted key population groups in your area please let me know how to get in touch

Keep in touch

- If you have any questions about our partnership activities with local authorities please email us at roger.belham12@field.census.gov.uk
- Bookmark the Census 2021 website: www.census.gov.uk
- Follow us on social Media
 - [#Census2021](#)

