

**census  
cyfrifiad**  
2021

# **Welcome to the CAG meeting**

**Please put your microphones on mute**

21<sup>st</sup> January 2021

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# Census Advisory Group for CLIP, CGAG and HSAG

21<sup>st</sup> January 2021

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# Agenda

		Time	Item	Presenter
1	10m	10:00 – 10:10	AG (21) 01 – Welcome, introduction, previous minutes	Lara Phelan
2	20m	10:10 – 10:30	AG (21) 02 - Overview of data collection operation	Orlaith Fraser
3	20m	10:30 – 10:50	AG (21) 03 – Adjustments for Covid-19	Jason Zawadzki
4	20m	10:50 – 11:10	AG (21) 04 – Census 2021 campaign update (especially for Key Population Groups)	Dan Finch
5	20m	11:10 – 11:30	AG (21) 05 – UK Outputs	Callum Foster
7	10m	11:30 – 11:40	AG (21) 07 - AOB and closing remarks	Lara Phelan

# AG (21) 01

## Welcome, introduction, previous minutes and actions

Lara Phelan

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# census cyfrifiad Actions 2021

Action Number	Meeting	Owner	Detail	Progress
CARRIED FORWARD				
AP01	June 2020	Neil Townsend	NT to inform CAG members whether 1961 census data is being uniquely loaded into NOMIS or if it will be available on UKDS	Closed. The data is getting closer to being ready for release on Nomis. We are aiming for the initial set of data to be released early in the New Year. We haven't made any decisions about it also being made available in the UK Data Service. There is nothing to prohibit this and would be happy to discuss this based on user needs.
NEW				
AP01	Sept 2020	Neil Townsend	NT to find out if Hard to Count Index can be disseminated wider than Local Authorities and update CAG members.	Closed. The Hard to Count is only being shared with LAs at this point.
AP02	Sept 2020	Dan Finch	DF to circulate LA campaign pack and launch date, once finalised, to CAG members.	Closed. See new slides attached featuring updated campaign information and LA campaign pack information.
AP03	Sept 2020	Neil Townsend	NT to update CAG members/LAs with online/paper distribution across households in each local authority area.	Closed. The online/paper distribution has now been shared with LAs via Census Engagement Managers.
AP04	Sept 2020	Liz McClaren	LM to check if multiple geographies can be selected and update CAG Secretariat.	Closed. The flexible table builder is still under development and currently only one level of geography can be selected. We will continue user research and prototyping.
AP05	Sept 2020	Liz McClaren	LM to find out if how origin destination data will be published and update CAG members	Closed. We are considering whether the flexible table builder can be used for public origin-destination data and a decision on this will be made next year. Secure origin-destination data will be made available in the ONS Secure Research Service (SRS) as it was in 2011. Safeguarded origin-destination data is likely to be made available in both the SRS and UKDS as it was in 2011.
AP06	Sept 2020	Liz McClaren	ONS to find out about the Outputs Working Group put together and when they will next be meeting, to update relevant CAG members.	Closed. There is currently not an Outputs Working Group. However, volunteers for user research are always welcome and we have other working groups too.

# AG (21)02

## Wave of Contact and Maximising Response in Census 2021

**Orlaith Fraser**

Head of 2021 Census Statistical Design (Collection)  
Census Data Transformation

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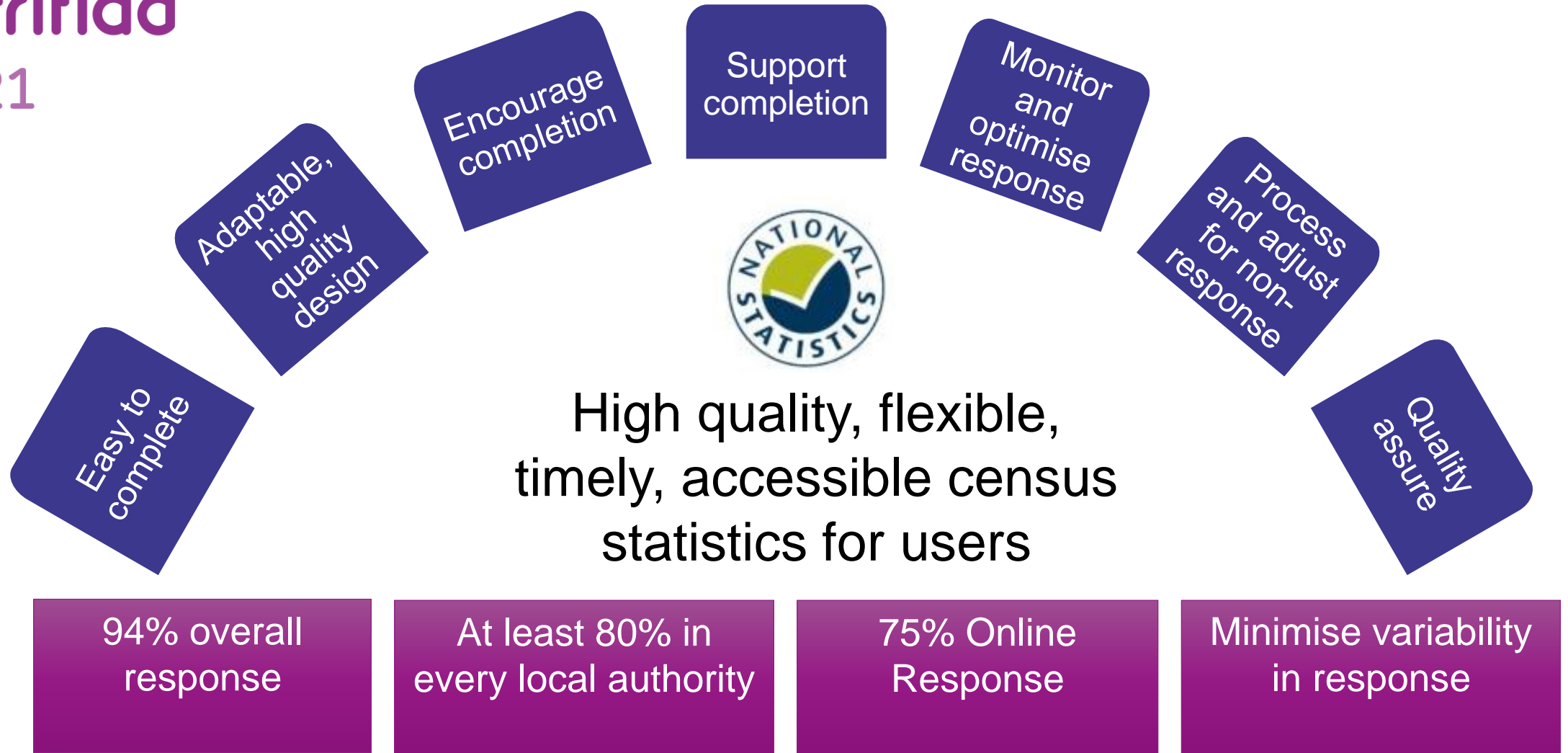


# census cyfrifiad 2021

## CENSUS SIMPLIFIED



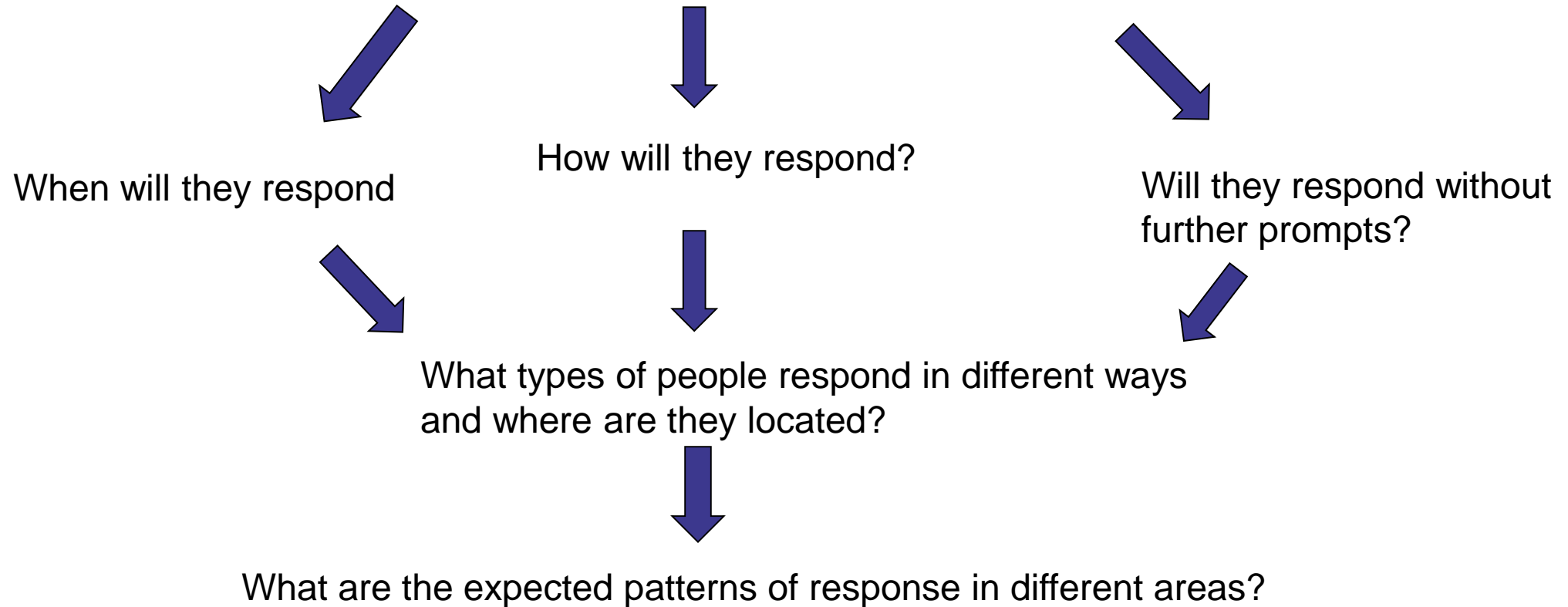
# Census 2021 quality targets





# How do we ensure we meet our targets?

## Understanding the population



# A changing landscape

Over the last decade...

Changing attitudes

harder to get people to respond

New technology

changes for respondents and field officers

New user needs

new questions

# An online first census

Principle to guide design & development of statistical and operational processes


- ➔ better data quality
- ➔ quicker outputs
- ➔ easier for respondents
  - complete anywhere on any device
  - routing and use of search-as-you-type

BUT – we don't expect everyone to complete a census online  
Aim is 75% of households choosing online completion in 2021

# How will it work?

- invitation letter with an access code unique to that household send out to around 90% of addresses in England and Wales
- around 10% of addresses in areas where we expect people to be less likely to complete online will be sent paper questionnaires.
- paper questionnaires will also have access codes on to enable online response

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<Householder>  
<Address\_Line1>  
<Address\_Line2>  
<Locality>  
<Town/Village>  
<Postcode>

If you need help  
go to [census.gov.uk](https://census.gov.uk)  
or phone us free on  
0800 141 2021.  
Quote this code if you need  
a paper questionnaire:  
**1234 1234**


Dear Householder,

The census counts everyone in England and Wales to give us a picture of the people, housing, jobs and the needs of everyone who lives here. 94 out of every 100 people responded to the last census, helping their areas receive their share of public funding. We're preparing for Census 2021 by running a rehearsal in your area.

**What you need to do**

Complete the questionnaire using your computer, tablet or smartphone.  
Here is your **unique access code**, please keep it safe:

**1A2B C3D4 E5F6 G7H9**



Receive your  
unique access code

Go to [census.gov.uk/start](https://census.gov.uk/start)  
and enter your code


Answer the questions  
and submit

**What you need to know**

- You should complete the questionnaire as soon as possible.
- This should take 20 to 30 minutes to complete online; every census completed online saves taxpayers' money.
- We have **centres** in your area where you can get help to go online.
- If you do not take part one of our census officers may **contact** you in person.

Thank you for your time

*Pete Benton* - Pete Benton - Director of Census Operations

 Your personal information is protected by law and will be kept confidential.

1234

# Helping those who can't or won't respond online

Paper questionnaires – four key routes:

1. as first contact
2. as a reminder
3. via contact centre
4. via the website

## Additional targeted support

- paper questionnaires available from census officers on the doorstep
- telephone capture for those who may have difficulty completing online or on paper
- census support centres in the community for those who wish to complete the census online but may need assistance to do so.

## Census Coverage Survey (CCS)

- survey of 1% of households 6 weeks after Census Day
- face-to-face interviews on the doorstep
- subset of Census questions asked
- used to establish coverage in the census and to impute missing people

**High quality census estimates dependent on maximising response to both the Census and CCS**



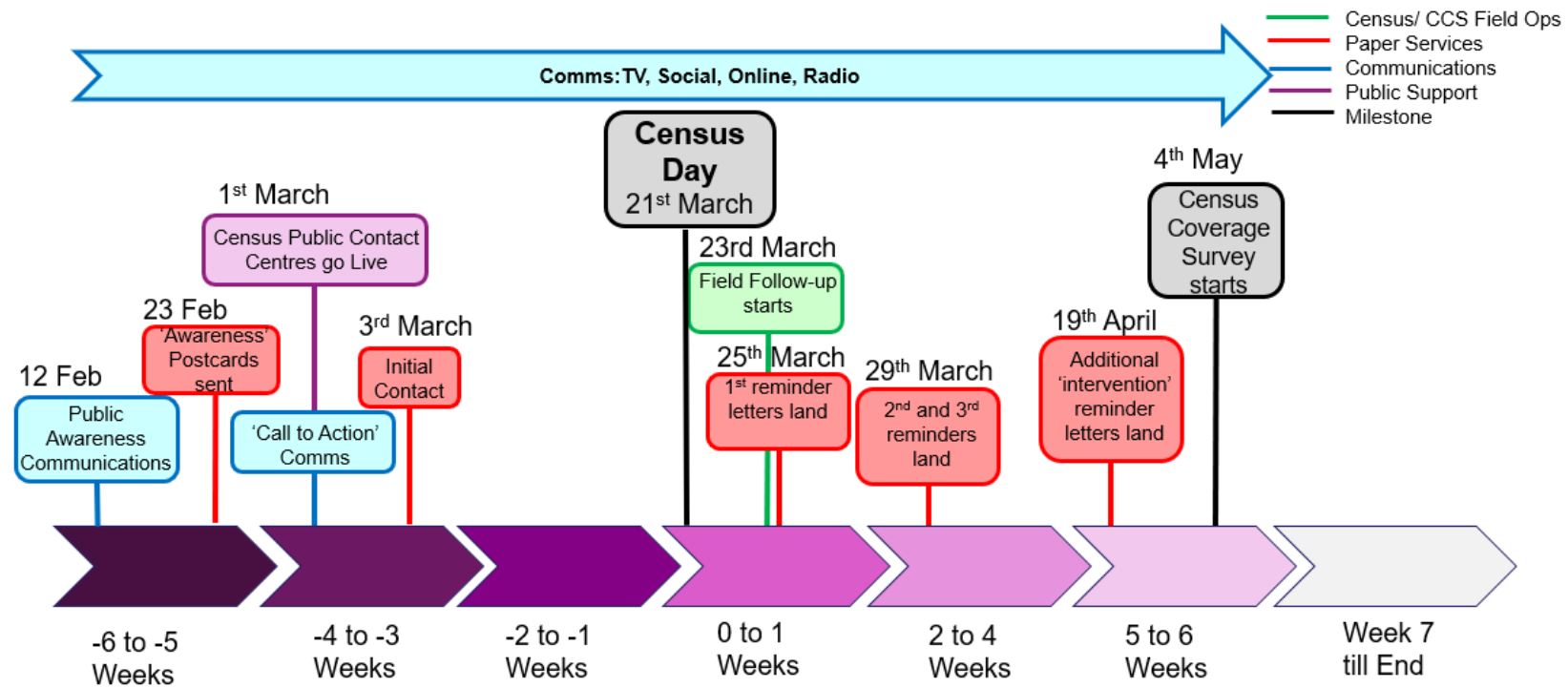
# How do we encourage people to respond?

- media campaign runs throughout the operation
- postcards posted out to let people know the census is coming
- initial contact letters and paper questionnaires designed using behavioural insights
- at least two reminder letters sent to all non-responding households, with additional letters for some
- census officers visit all non-responding addresses
- non-compliance operation for prosecution where necessary

**Learnings incorporated from 2017 Test, 2019 Rehearsal and International census experience**

# Wave of Contact – Census & Census Coverage Survey

## Wave of Contact - Households



# Hard-to-Count index

Generic term used for any group or area of the population where additional resources are needed to encourage or support people to complete the census

Why do we need a hard-to-count (HtC) index?

- classify areas according to their level of difficulty in ensuring everyone is counted
- to support where digital assistance will be needed
- to support planning of census field follow-up resources
- to be used as a stratification variable in the Census Coverage Survey

## Two types of hard-to-count

### Willingness Index

- how willing are people in an area to respond to the Census without intervention
- to support planning of follow-up resources, and their allocation

### Digital Index

- the likelihood of people in an area responding online
- to identify where help or digital assistance might be required
- to support planning of areas to which paper questionnaires are sent

**Both indices validated in 2019 Rehearsal**

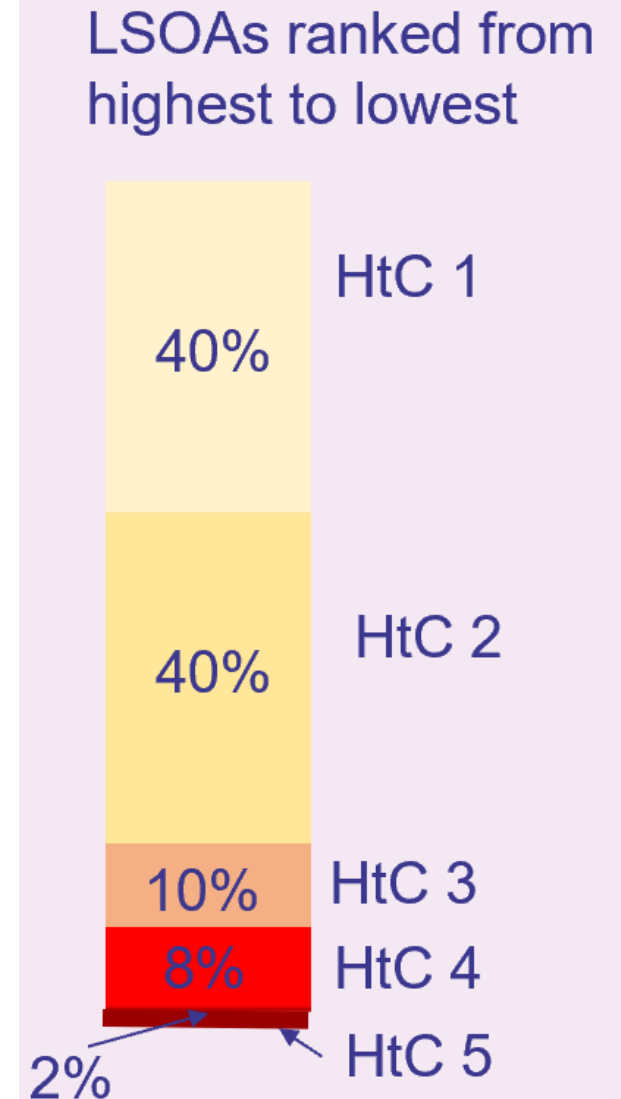
# Hard-to-count index methodology

willingness and digital hard-to-count indices developed from separate data-driven models

both assign all Lower Super Output Areas (LSOAs) across England & Wales a hard-to-count category from 1 – 5



hard-to-count category based on ranked model scores with category 5 representing the hardest 2% of LSOAs across England and Wales

**LSOA** - Lower layer super output areas, of which there are 34,753 in England and Wales. Usually includes approximately 1500 people, or 650 households.



## Which areas get paper questionnaires?

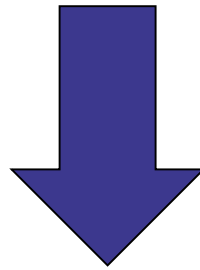
		Willingness				
		1	2	3	4	5
Digital	1					
	2					
	3					
	4					
	5					

-  Paper questionnaires as initial contact
-  Paper questionnaires included with reminder

Paper questionnaires are available to anyone on request via the contact centre, website or from census officers on the doorstep



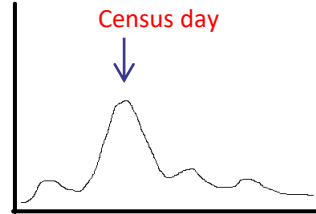
We now know who is likely to  
respond without further prompts



How do we get the rest of the  
population to respond?

## Response Profiles

Predicts patterns of self-response over time for groups of LSOAs sharing similar characteristics



## Field Operations Simulation

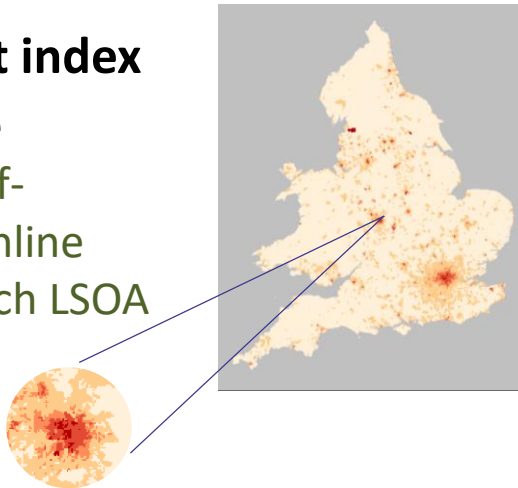


Models field staff hours, number of paper questionnaires and reminders needed and impacts of interventions

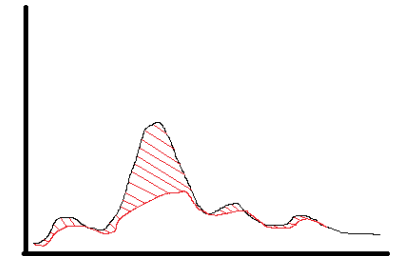


## Hard-to-Count index

Predicts relative likelihood of self-response and online response for each LSOA



## Response Chasing Algorithm tool



Identifies gaps between predicted and actual returns and suggests interventions

# Interventions to drive up response

## RCA-directed interventions

### **Increase field staff hours**

- Increasing existing staff hours
- Moving staff from other areas

### **Reminder letters**

Two further 'response-driven' reminder letters to areas that need it most, on top of up to 3 'planned' reminder letters

### **Paper questionnaires**

Capability to post extra paper questionnaires to areas that would benefit most

## Complementary interventions

### **Media Campaign & Community Engagement**

- Radio ads
- Social Media
- Digital Billboards
- Influencers
- Additional engagement with communities, local authorities and partners

# Putting the RCA into action

- flexibility in field force built into design
  - majority part-time contracts
  - 1% nationally mobile workforce
  - 5% regionally mobile workforce
  - most officers mobile within Census Coordinator Area
- flexibility around where we can send 'response-driven' reminder letters, volumes agreed in advance
- interventions are not 'contingency' – we will need to use them

**Maximising  
Response**

**Most effective  
use of resources**

**Minimising  
Variability**

**Optimising  
Response**

**High Quality Census Outputs that  
meet user needs**

# Summary

- making the most of best available data and methodology to design the operation with an optimal strategy and resource allocation to meet our quality targets
- maximising use of live return data during the census operational period to identify any areas of concern early
- flexible operational design to enable rapid, targeted approach to responding to areas of concern and optimise response
- inclusive design to ensure that everyone has the opportunity to respond in the way that they wish to do so.



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**Thank you**

**Any questions?**

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# AG (21) 03

## Adjustments for Covid-19

Jason Zawadzki

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# **Census 2021 is going ahead in England and Wales on 21 March 2021.**

- We have planned and built a flexible operation which can adapt to the changing circumstances of the pandemic.
- We have continued to review and adapt our plans to ensure our staff and the public can be kept safe, and everyone can be safely counted.
- We are currently ensuring that the right plans and resources are in place to deliver a successful census safely and securely.

# Why are we doing the census during a pandemic?

- Census 2021 will be essential to our understanding of how the people of England and Wales are now, after the worst of the COVID-19 pandemic, and it will give us detailed information on the health, social and economic impacts on all of us. It is essential we understand the needs of different groups and communities and the inequalities people are facing if we are to level up from the situation we find ourselves in.
- The census is the only source of local level information that gives us data on ethnicity, occupation and household composition and has already been crucial in our understanding of the pandemic so far. With fresh data from 2021, we will be able to update the work we have done.
- Census 2021 data will be there as a fresh baseline not only regarding people's health but also social and economic impacts which could have reverberations on us all for decades to come. Many of us will never go back to working in an office five days a week and some students may never return to university; the census will help us prepare for new ways of working and studying.
- To delay would mean waiting a whole year as it is important to conduct the census in March; not only would it cost a significant amount of money to do so, in a time of economic downturn, we would have to destroy all the printed questionnaires and leaflets at a cost to the environment.

# Keeping the public safe

We are committed to ensuring that everyone is kept safe as they take part in the census.

Digital-first census and we will be encouraging people to respond online if they can.

The census field operation, which follows up with people who need help to complete their questionnaires, will be carried out without anyone ever needing to enter anyone's home.

- All contacts with the public will be socially distanced
- Field staff will be provided with personal protective equipment (PPE) and given training on the use of PPE and social distancing.

We have also moved our field staff recruitment and training online where possible.

# Assisted Digital in-person support

- We aim to provide in-person support to complete the census online through Census Support Centres where it is safe to do so.
- We will continue to monitor the situation across England and Wales to assess whether and where Census Support Centres can open to provide this service.
- Support will be available for those who need help to complete the census online and by phone, including providing paper questionnaires for those who need them.
- People will also be able to complete the census over the phone with help from trained staff via our free phone contact centre.
- .



# Raising awareness for the digitally excluded

- Everyone will be informed by post in advance that the census is coming.
- They will then receive a letter inviting them to take part online, and how they can access support.
- Around 10% of households will receive a paper questionnaire as they may have more limited access online.
- Support will be available for those who need help to complete the census, including providing paper questionnaires for those who need them.
- People will also be able complete the census over the phone with help from trained staff via our free phone contact centre.
- A national advertising and PR campaign on traditional, as well as digital channels, will also help ensure everyone knows how they can get the help they need.

# Enumerating care homes

- Census officers will follow the coronavirus protocols in place in each care home [or any other communal establishment] and all local and national government guidance for that location.
- Census officers will contact the care home's manager in advance by phone to ensure that the delivery of census materials, and any assistance the manager needs, is done in line with their existing coronavirus safety protocols.
- Staff will be provided with PPE

# Changes introduced

## Since COVID started

- Full risk assessment of all aspects of the operation
- PPE for the field force
- Safety controls
- Virtual candidate journey
- Not crossing the threshold
- CSC premises - screens and signage
- Public Contact Centre virtual
- Increased Telephone Capture volumes
- Operation entirely virtual
- Engagement virtual
- Online guidance
- National Campaign
- Tackling usual residence
- Built in weekly monitoring of infection rates at small area levels based on the CIS
- Established principles around CEs to always follow the protocols of the specific establishment, in addition to PHE and other Government Guidance at the time.
- Regular engagement and advice from the CMOs, Cabinet Office and the Covid-19 Task Force

## • Since new variant

- Revisited our risk assessment at Board level last week
- Sneeze screens for induction events
- Further work on guidance for students
- CSC virtual workarounds if needed
- Critical Worker Essential Service
- Further sharpening of the doorstep routine: the most vulnerable, shielding
  - 1 - direct them to public helpline if need support completing and reminding them to complete to prevent further visits
  - 2 – in extreme circumstances, mark as an 'extraordinary refusal' to prevent further field visits (I've not yet explored if this has a knock on effect to other comms so stops reminder letters too as this may change the view as to whether or not this is an option)
- In progress:
  - Further assurance on websites for the recruitment campaign
  - Doorstep Routine and Induction videos
  - Frequent mass testing for the field officers

# Ensuring accurate estimates

- Return rates are closely monitored to identify where to prioritise follow up and other interventions
- Range of Covid and other scenarios have been rehearsed with learning also taken from 2020 US Census
- Census statistics are estimates rather than simple counts, using Census Coverage Survey to estimate total population as in 2001 and 2011
- Estimates are validated carefully against a range of administrative and survey sources

# Enumeration of students

- As in previous censuses, even if the student is staying at their non-term time address (e.g. family home) on census day itself, students should:
  - complete the census in full at their term-time address if they have one
  - complete a small number of questions, providing basic demographic information and details of any second or term-time addresses, as instructed at their non-term-time address (e.g. family home).
- Due to the lockdown initiated in early January, and expected to last until February half term at the earliest, some students may have returned home for the Christmas holidays and not returned before Census day (21 March 2021).
- We want to avoid a large proportion of the student population responding to the Census on a “population present” basis.
- **Definition simplified to a term-time address to the address that you intended to stay regularly during term-time this academic year.**

# Enumeration of students

Communications will include the secondary messaging directing:

- Students in communal establishments to individual forms, and those in private rented accommodation to household forms
- Students to state in their home address form that they have a term-time address (and what that is), and in their student address form that they have a second address outside of term-time (and what that is).
- CE managers to record the total number of students registered to stay there at any point this academic year

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**Thank you**

**Any questions?**

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# **AG (21) 04**

## **Census 2021 campaign**

**Dan Finch**

**Head of Campaigns**

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# National Campaign

# ANNOUNCE

OOH	PRESS	DIGITAL DISPLAY	SOCIAL
It's about our local schools (Education)			Film
It's about our environment** (Environment)			
It's about our community* (Local Community)	It's about our community* (Local Community)	It's about our community* (Direct Display Skin & Programmatic Display Skin) (Local Community)	
	It's about shaping careers (Economy (Skills/Training))	It's about shaping careers (Standard Banners) (Economy (Skills/Training))	
	It's about our key workers (Healthcare)	It's about our key workers (Direct Display Skin) (Healthcare)	

# ADDRESS

OOH	PRESS	AUDIO	DIGITAL DISPLAY	SOCIAL
		It's about finding a place we call home (DA1) (Housing)	It's about finding a place we call home (Standard Banners 1) (Housing)	It's about finding a place we call home (Social 1) (Housing)
It's about local businesses (Entrepreneurship)		It's about supporting local businesses (DA 2) (Entrepreneurship)	It's about supporting local businesses (Standard Banners 2) (Entrepreneurship)	It's about supporting local businesses (Social 2) (Entrepreneurship)
		It's about making a home (DA 3) (Housing)	It's about making a home (Standard Banners 3) (Housing)	It's about making a home (Social 3) (Housing)
It's about our local schools (Education)		It's about our local schools (DA 4) (Education)	It's about our local schools (Standard Banners 4) (Education)	It's about our local schools (Social 4) (Education)
It's about our healthcare (GP)		It's about our healthcare (DA 5) (GP)		It's about our healthcare (Social 5) (GP)
It's about having somewhere to catch-up / It's about our social life (Digi Van 2) (Local area)		It's about having somewhere to catch-up / It's about our social life (DA 6) (Local area)		It's about having somewhere to catch-up / It's about our social life (Social 6) (Local area)
It's about our services (Digi Van 1) (Transport)		It's about our services (DA 7) (Transport)	It's about our services (Standard Banners 5) (Transport)	It's about our services (Social 7) (Transport)
	It's about the joy of finishing (Time)	It's about the joy of finishing (Radio 1, DA 2, 3, 4) (Time)	It's about the joy of finishing, (Direct Display Skin 1, Standard Banners 1) (Time)	It's about the joy of finishing (Social 8) (Time)
	It's about protecting our answers (Data Security)		It's about protecting our answers (Direct Display Skin 2, Standard Banners 2) (Data Security)	It's about protecting our answers (Social 9) (Data Security)
		It's about respecting your privacy (DA 1) (Anonymity)	It's about respecting your privacy (Standard Banners 3) (Anonymity)	It's about respecting your privacy (Social 10) (Anonymity)
	It's about getting help (Help signposting)	It's about getting help (DA 5, 6, 7) (Help signposting)		It's about getting help (Social 11) (Help signposting)

# ACT NOW

OOH	VIDEO (TBC)	DIGITAL DISPLAY	SOCIAL
It's everyone's responsibility to complete the census		It's everyone's responsibility to complete the census	It's everyone's responsibility to complete the census
X Days Until Census Day	X Days Until Census Day	X Days Until Census Day (Display)	X Days Until Census Day
It's Census Day		It's Census Day (Skins, Display)	It's Census Day
	Help a friend or family member	Help a friend or family member (Display)	Help a friend or family member
		It's the law to complete your census (Display)	It's the law to complete your census



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it's about us  
census 2021



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# Announce



 Office for  
National Statistics

**It's about our  
local schools**

Census Day is  
21 March.  
Visit [census.gov.uk](https://www.census.gov.uk)  
to find out more

**it's about us  
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[www.census.gov.uk](https://www.census.gov.uk)  
to find out more

**it's about us  
census 2021**







Office for  
National Statistics

**It's about our  
key workers**

We owe a lot to those who look after us. A simple thing you can do is complete your census, which helps us plan for the health services your community needs.

Census Day is 21 March. Look out for more information in the post.  
[www.census.gov.uk](http://www.census.gov.uk)

it's about us  
census 2021



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National Statistics

**It's about  
shaping careers**

The census is your chance  
to inform decisions that  
are made about your  
community, like training  
opportunities and  
apprenticeships.

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it's about us  
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Office for  
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# Address



## Digital Display, Social, Audio



### High dwell copy: It's about making a home

The answers you give on the census build a picture of your community. This helps to understand what's important to your area, such as housing.

Census Day is 21 March.  
You can complete yours earlier.  
Visit [www.census.gov.uk](http://www.census.gov.uk) to find out more

### Low dwell copy: It's about housing

Census Day is 21 March  
Visit [www.census.gov.uk](http://www.census.gov.uk) to find out more

## OOH, Press, Digital Display, Social, Audio



### High dwell copy:

#### **It's about supporting local businesses**

We all want local businesses to thrive. By completing your census, you can help them understand how best to serve your community. This helps them plan for the future.

Census Day is 21 March.

You can complete yours earlier.

Visit [www.census.gov.uk](http://www.census.gov.uk) to find out more

### Low dwell copy:

#### **It's about local businesses**

Census Day is 21 March

Visit [www.census.gov.uk](http://www.census.gov.uk) to find out more



## OOH, Social, Audio



### High dwell copy:

**It's about looking after each other**

The healthcare services in our local area matter to all of us. When you complete your census, you help make sure we get the services we need for the future.

Census Day is 21 March.

You can complete yours earlier.

Visit [www.census.gov.uk](http://www.census.gov.uk) to find out more

### Low dwell copy:

**It's about our healthcare**

Census Day is 21 March

Visit [www.census.gov.uk](http://www.census.gov.uk) to find out more

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OOH, Social, Audio



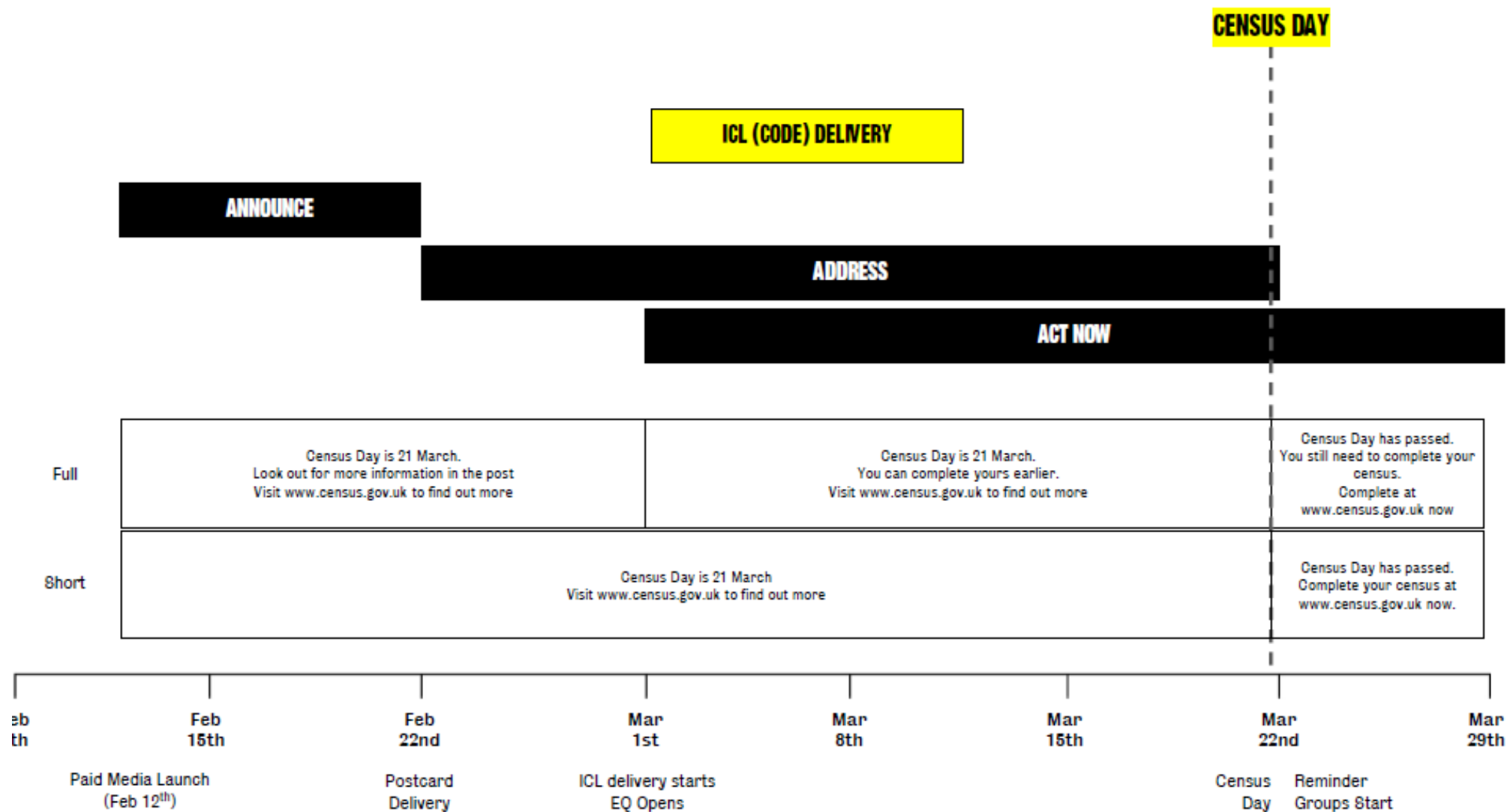
**High dwell copy:**  
**It's about our social life**

The answers you give on the census help to plan for community spaces. Make sure your needs are included when you complete yours.

Census Day is 21 March.  
You can complete yours earlier.  
Visit [www.census.gov.uk](http://www.census.gov.uk) to find out more

**Low dwell copy:**  
**It's about our social life**

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Visit [www.census.gov.uk](http://www.census.gov.uk) to find out more





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# Tactics

# Campaign strands

		THE PROGRAMME				
Workstream	National Campaign		KPGs	Commercial Partnerships	Students	Education
	All England & Wales		KPGs	All England & Wales	Students	Families of children under 16 from any segment
Strategic Priorities	Build mass awareness and understanding		Use community outreach to build awareness and understanding in audiences the NC can't reach	Use national employers and brands for incremental awareness and understanding	Build awareness and understanding of census in students	Use schools to raise awareness and relevance of census in the community
	Reduce common barriers to completion		Harness trusted voices to reduce the specific barriers found in hard-to-reach communities	Use partnerships to land context-relevant benefits and reduce barriers	Emphasise responsibilities that students have in doing Census	Use education to build trust in the Census, especially in KPG communities
	Encourage completion		Encourage completion in hard-to-reach communities, and empower CEMs and CAs to help do so	Use partner channels to create incremental opportunities to complete	Drive completion through the student-specific journey	Increase motivation to complete by making a connection between parents, their children and census
	ATL (TV, Print, OoH)		Outreach	Social	ATL (advertising)	Social
Channels	Social		Social	PR	Social	PR
	PR		PR	Influencers	PR	Influencers
	Influencers		Influencers		Influencers	

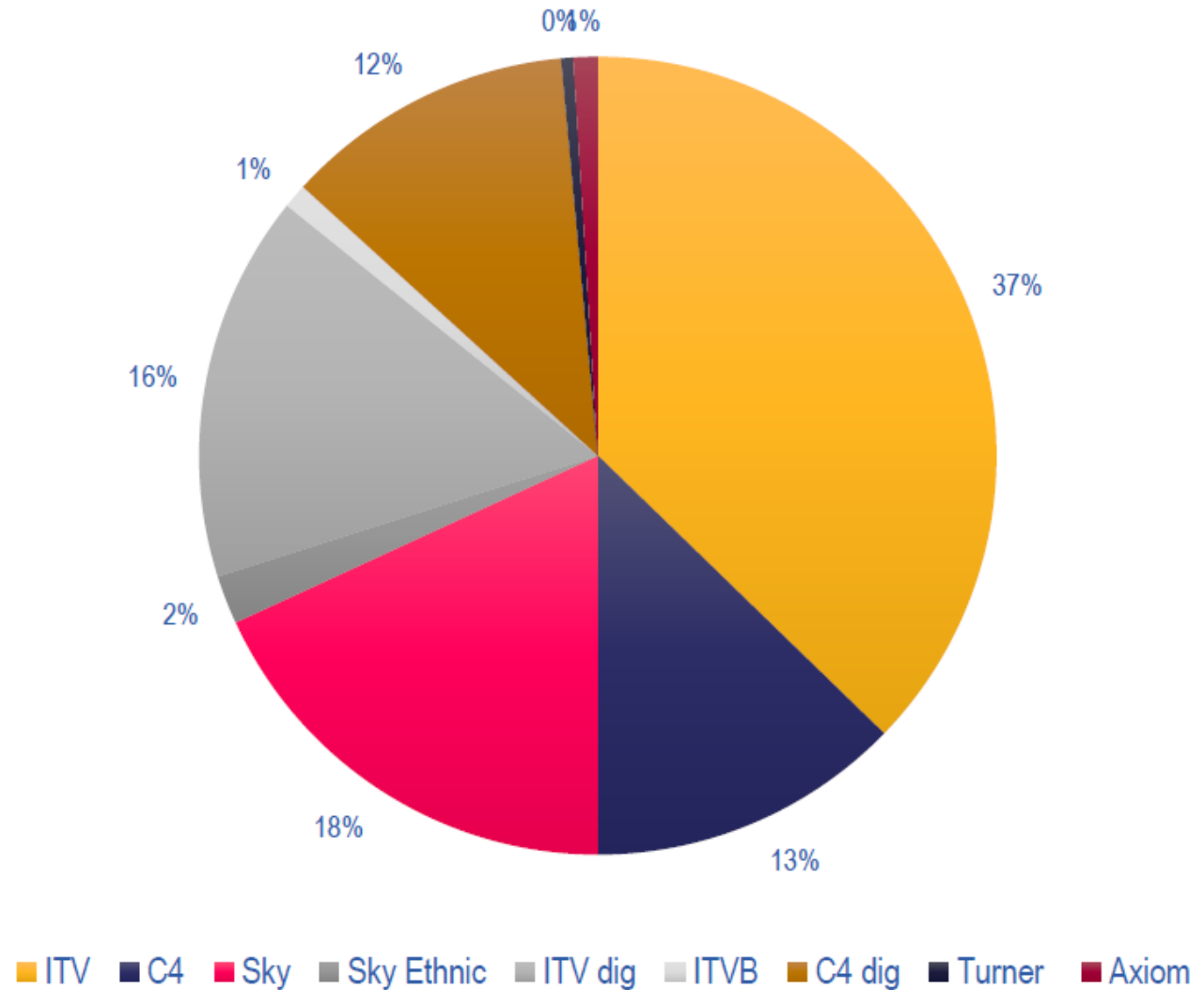
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# TV Advert

@Census2021 | @Cyfrifiad2021

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# TV advert channel mix



# Census advert vs other adverts

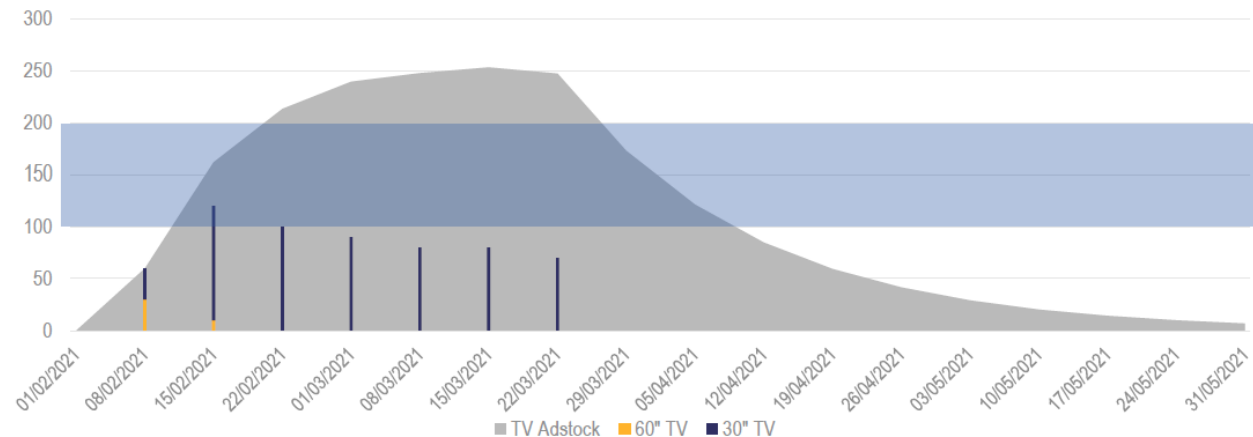
TV will reach 71% of adults maintaining high awareness throughout

OmniGOV  
Winning Together

Residual awareness must remain strong across the campaign to continue to prompt people

With this being our first time on TV in a very long time we must reach a certain level of awareness in announce phase but maintain this for as long as possible.

We want the audience to remember the ad and go on to fill in the Census



# Scripts

Four versions to match phases featuring small changes relative to phases:

- Announce – 30 second and 60 second
- Address – 30 second
- Act Now – 30 second
- Plus KPG version – subtitles / voice over

# Voice over

- English accent version – England only
- Welsh language version – S4C
- Welsh accent voice over – Wales only

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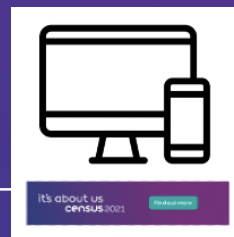
# Key Population Groups

@Census2021 | @Cyfrifiad2021



# Overview

## Announce



## Address



## Act Now

### Pre census day

### Post census day



## TV & radio



*We're really trying to cast the perception that this is coming from the community. Someone who speaks like an everyday person you might bump into down at the shops and chat to in the aisle. This shouldn't be the authorities voice of the government or the supermarket manager shouting over the tannoy. We'd prefer a female voice, aged around 30. Although we bear in mind that some cultures could be possibly better to go with a male voice.*

@Census2021 | @Cyfrifiad2021



# census cyfrifiad 2021 Press

It's about the future of  
our communities

Census Day is  
Sunday 21 March



The answers you  
give in the census  
help us plan public  
services you and  
your family need.  
Look out for  
more information  
in the post.  
[www.census.gov.uk](http://www.census.gov.uk)

it's about us  
census2021

Office for  
National Statistics

24 | METRO | Monday, October 5, 2016

**Diesel worries lead to big SUV discounts**

PRICES of SUVs are being slashed by nearly a quarter due to the threat of a diesel fuel tax and an increase in supply, according to What Car? In the past buyers had to pay full price for very popular sports utility vehicles, but analysis by motoring shoppers involving 1,000 new cars on sale between June and August found 'technological drop outs' of almost £3,000 off list prices. The figure was six per cent higher than the previous three months, according to the car buying guide. Possible savings include £1,700 - 22 per cent - on a Mitsubishi Outlander.

**Pupils turn bytes to bites with meal from 3D printer**

STUDENTS produced the ultimate pie - or should that be pIe - by using a 3D printer to make school dinner. Pupils from St John's primary school in east London led to ground food to create a meal of cauliflower, veggie, gammon, fish and chips, homemade squash, special sauce and fresh and fragrant pie.

The Catering Towns programme, a voluntary programme run by the Big Bang Fair, an event aimed to inspire youngsters to pursue careers in STEM subjects - science, technology, engineering and maths. The perfect programme highlighted a study suggesting 71 per cent of people were better at science or technology than at 100 projects at their schools. One in five believed all

Square meal: Gammon, fish and chips made by students using 3D printer

**RBS boss: It'll take a decade to restore our reputation**

by KAYLEENA MAKORTOFF

Barclays' reputation for other brands under its umbrella - NatWest and Chase - had been damaged.

Mr McEwen, who joined in 2011, said he was "concerned" and "disappointed", but not surprised.

He admitted further exercises "made a mess of matters before the crash, but said they were caught up in a quest for growth that almost led to RBS's collapse. "One major other factor, growth was the big agenda. Everybody wanted scale, everybody saw that was the way to get more profitable and I think we got caught up, being RBS, in that mythos for growth and being big," he said.

Mr McEwen also acknowledged RBS's role in the financial collapse. "We began why we, as a bank, were here - which was to serve customers - and the heavy effort banks they really wanted to show they were to serve their own needs and the shareholders' needs really, he said.

**BUSINESS BITES**

■ **RETAIL** services firms are no longer being staffed due to continued Brexit uncertainty, a leading business group has warned. The economy is "in a rut" with bosses left guessing over future trading conditions, said the British Chambers of Commerce. It asked for "radical, decisive action" in the next Budget as it said the lack of business investment was "starting to bite".

■ **STEEL** plants hit by job losses in the UK for personal reasons, according to research. Southdown, Tonnes, Telford and West Port Telford in South Wales all saw personal insolvencies rise by more than a 100%, said accountants GPT Macdonald Young.

■ **DYSLEXIC** employees could help fill skills shortages, a report claims. Cognitive flexibility, creativity, visualisation and complex problem solving - all recognised dyslexic traits - are seen as vital skills in the report by ET and charity Made By Dyslexia. The charity's chief executive Kate Briggs said educators and employers should be "willing to recognise and support" dyslexic people and their "valuable way of thinking".

**TOURIST RATES**

Location	Rate
London	£1.50
Edinburgh	£1.00
Manchester	£1.00
Birmingham	£1.00
Cardiff	£1.00
Belfast	£1.00
Other	£1.00

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**FREE METRO** THE WORLD'S MOST POPULAR FREE NEWSPAPER

Keep teams flowing  
Turn to page 31 to learn more  
Dropbox

**THE GREATEST GENERATION**

■ D-DAY HEROES HONoured BY WORLD LEADERS  
■ 280 PARAS IN HISTORIC DROP OVER NORMANDY  
■ QUEEN PRAISES WAR VETERANS AT 75th TRIBUTE  
■ LAST LETTER TO LOVED ONES READ OUT BY PM



They fought them on the beaches. Veterans stand proudly on stage at the D-Day commemorations in Portsmouth in front of a backdrop of soldiers bravely going into battle in Normandy 75 years ago.

It's about the future of  
our communities

Census Day is Sunday 21 March

The answers you give in the census help us plan public services you and your family need. Look out for more information in the post.  
[www.census.gov.uk](http://www.census.gov.uk)

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# census cyfrifiad Press 2021

તે આપણા સમુદાયોના ભાવિ વિશે છે

21 MAR ચ, સ્વાધિકારની ગણતરીનો દિવસ છે

જાણો તમે વસી રી, ગણતરીમાં આપો છો અથવા અમે તમે જાણીએ સેવાઓની શોધવા અસરકારક સહાય કરો તમારા કુટુંબ અથવા વાસ મહાનગર મારે જુઓ પોસ્ટ, અહીં

[www.census.gov.uk](http://www.census.gov.uk)

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census 2021

Office for National Statistics

لبقت س م ب رم آل ا قل ع تي  
ان تا ع م ت ح م

يوم التعداد هو الأحد  
21 مارس

امتداد يثا تاباجال  
داوختا يثا  
طی طخت یثا اندعاس  
و کال فواجلا تادوچلا  
لکمل یثا جاتحت  
نم دیزم نر شحبا  
تادوچلا

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The Nation

نیشن

PTI حکومت کے فیصلے خلاف تحریک چلانے کا اپوزیشن کا فیصلہ

LA

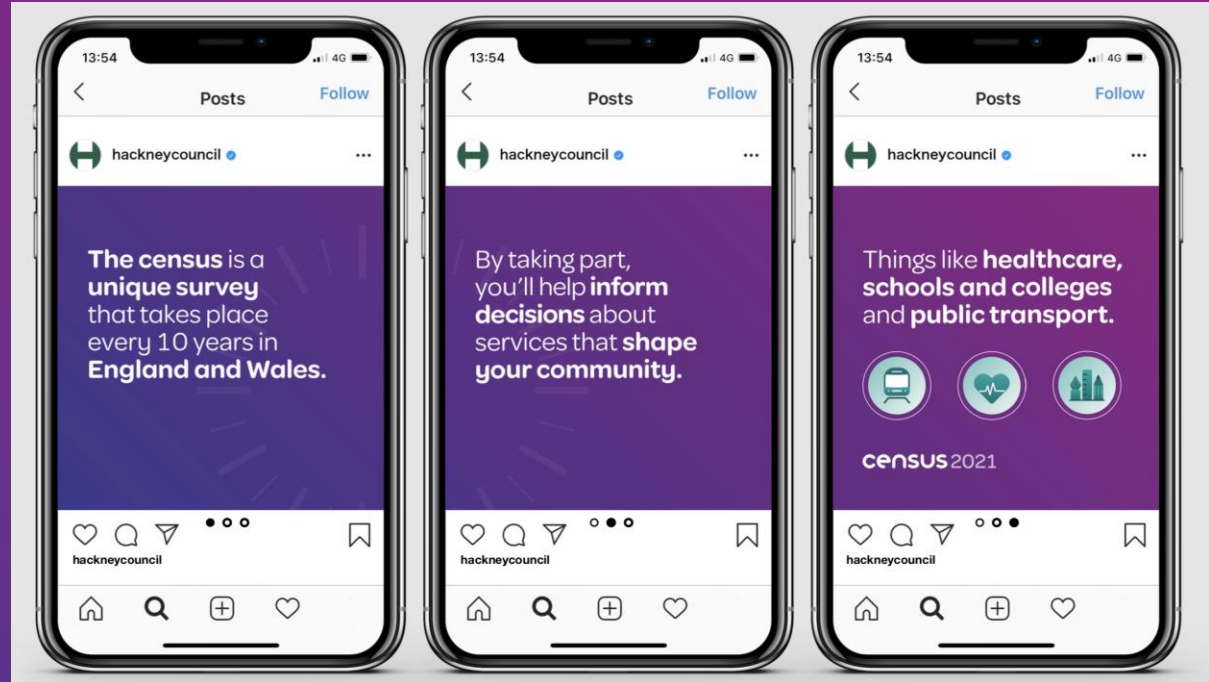
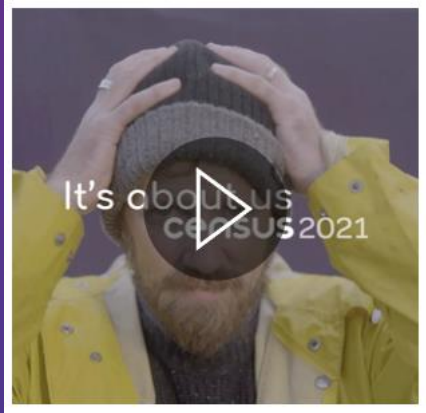
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LET'S  
DO THIS

# census cyfrifiad 2021

# Social



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# Display



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**our communities**

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Sunday **21 March**

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[Find out more](#)





# Mae'r cyfrifiad yma

## The census is here



Dydd Sul **21 Mawrth**

Drwy gymryd rhan,  
byddwch chi'n helpu i lywio  
penderfyniadau am y pethau  
sydd o bwys i chi a'ch  
cymuned.

Os bydd angen help arnoch  
chi i lenwi ffurflen y cyfrifiad,  
rydym ni yma i helpu.

Ewch i [www.cyfrifiad.gov.uk](http://www.cyfrifiad.gov.uk)  
i gael gwybod mwy.

ni sy'n cyfrif  
cyfrifiad 2021

Sunday **21 March**

By taking part, you will help  
inform decisions about the  
things that matter to you and  
your community.

If you need help to fill in  
your census form, we've got  
it covered.

Visit [www.census.gov.uk](http://www.census.gov.uk)  
to find out more.

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Swyddfa Ystadegau Gwladol  
Office for National Statistics



CGPTG32VA

# Mae'r cyfrifiad yma

## The census is here



Dydd Sul **21 Mawrth**

Drwy gymryd rhan,  
byddwch chi'n helpu  
i lywio penderfyniadau  
am y pethau sydd o  
bwys i chi a'ch cymuned.

Os bydd angen help arnoch  
chi i lenwi ffurflen y cyfrifiad,  
rydym ni yma i helpu.

Ewch i [www.cyfrifiad.gov.uk](http://www.cyfrifiad.gov.uk)  
i gael gwybod mwy.

ni sy'n cyfrif  
cyfrifiad 2021

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Swyddfa Ystadegau Gwladol  
Office for National Statistics



### The census is here

It informs decisions about the things that matter to your community.

In this leaflet you will find the answers to commonly asked questions about **Census 2021**.

It's important to fill in your census questionnaire because it gives us the most detailed information we have about our society. You must complete the census by law.

Census data helps inform funding decisions on public services in your area. Whether it's planning new schools, doctors' surgeries or bike lanes, the information you share has an impact on the lives of everyone living in England and Wales.

### When should I fill in my census questionnaire?

Census Day is Sunday 21 March – but you can fill yours in as soon as you get your access code in the post.

Your answers should be about the people who usually live in your household on this date – even if you're filling it before then.

If your household circumstances change on Census Day, you can let us know.

If you need help, visit  
[www.census.gov.uk](http://www.census.gov.uk)

  
[@Census2021](https://twitter.com/Census2021)

### What is the census?

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. All kinds of organisations, from local authorities to charities, use the information to help provide the services we all need, including transport, education and healthcare. Without the census, it would be much more difficult to do this.

### Do I have to take part?

If you live in England and Wales, you must fill in the census. Census information helps inform how billions of pounds of public funding is spent. By taking around 10 minutes per person to fill in the census questionnaire, you will help make sure your community gets the services needed now and in the future.



## Census Day is Sunday 21 March

It's easy to take part. If you need help to fill in your form, we've got it covered.



**We will send you a letter with an access code.**



**Visit our secure website and enter your access code to get started.**

If you, or anyone you know, needs help, a wide range of support services are available.

If you need help, visit  
[www.census.gov.uk](http://www.census.gov.uk)

  
[@Census2021](https://twitter.com/Census2021)

**census 2021**



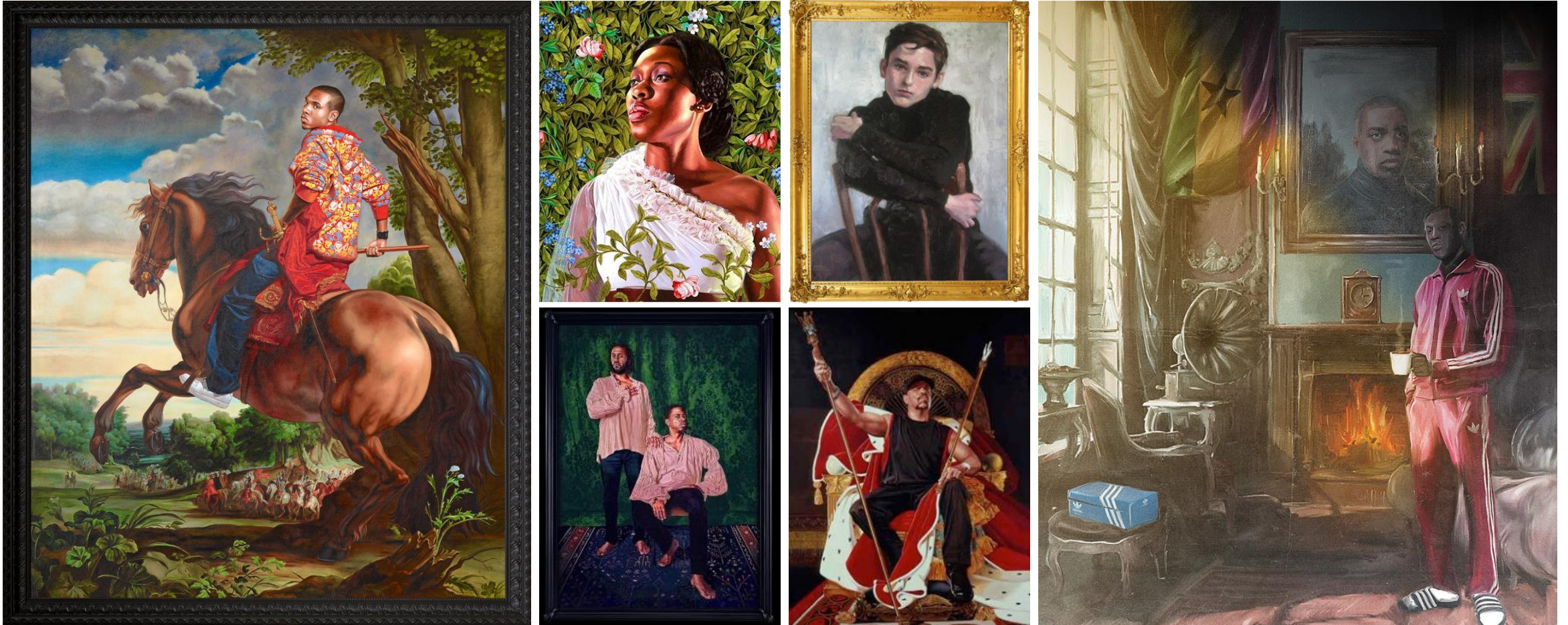
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# Students

@Census2021 | @Cyfrifiad2021

# Masters for the future

Taking the style and the poses of the old masters and re-creating these with modern subjects.



Note: These are found image references and are therefore not representative of the final cast selections (diversity across gender and ethnicity will be of paramount importance).



# DIGITAL 6 SHEETS



Complete the census.  
***Start a legacy.***

The Census 2021 will inform future decisions about student life, including the environment. Find out how you can start a legacy on your next walk into town.

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Complete the census.  
***Start a legacy.***

The Census 2021 will inform future decisions about student life, including sports & leisure. Find out how you can start a legacy on the way to the gym.

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Complete the census.  
***Start a legacy.***

The Census 2021 will inform future decisions about student life, including healthcare. Find out how you can start a legacy before your next check-up.

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# DIGITAL 6 SHEETS





# DIGITAL 6 SHEETS

Complete the census.  
***Start a legacy.***

The Census 2021 will inform  
future decisions about student  
life, including sports & leisure.  
Find out how you can start a  
legacy on the way to the gym.



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# DIGITAL 6 SHEETS

Complete the census.

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The Census 2021 will inform future decisions about student life, including the environment. Find out how you can start a legacy on your next walk into town.



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# Paid Media Partnership

@Census2021 | @Cyfrifiad2021

# Two roles for media partnerships, to compliment the national campaign

## 1

### ADDRESS:

Tackle individual barriers, in-depth storytelling



Publisher approach



News UK

Reach

- Tackle the emotional and functional barriers for our less willing and able audiences to drive census completion
- Targeted media approach, utilising key partners with proven scale vs. target segments
- Depth of messaging and storytelling – authentic voices tackling the barriers to completion

## 2

### CENSUS WEEKEND:

Deliver fame - make the Census a cultural moment



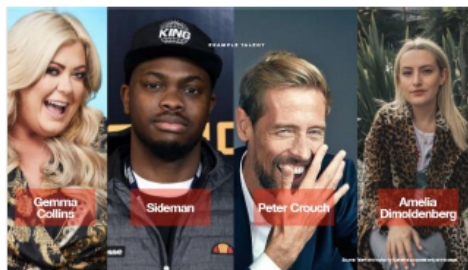
A/V approach



- A media partnership that will help us authentically create salience and deliver effective outcomes at a pivotal moment
- Show representation and inclusivity across all segments
- Include a mix of celebrity, talent and the general public
- Act as social proof to demonstrate the scale of Census completions
- Actively drives people to complete the Census

# - LADbible: How it works

## 1. The talent call out



## 2. The questions

### This or That

*Town or Country?*  
*Being single or being in a relationship?*  
*Going to university or going straight into a job?*  
*Having kids or not having kids?*  
*Young or old?*  
*Working from home or being in the office?*

What does 'us' mean to you?



Content will be sourced from the community, a production call-out and talent to ensure we have the right UGC to address our audiences' barriers



## 3. The outcome

A long-form edit of the compilation on Facebook, whilst a 60" cut down will run on Instagram. We'll also create a slide 3 snapchat edition of the best answers featured between editorial content + polls and stories to engage.



All content housed on LADbible's social channels is brand-safe and people featured in content will be fully background checked

## Cash Strapped Families, Family First



### Census Week in The Sun

In a series of 6 daily features in The Sun newspaper, we will talk to diverse families who represent modern Britain – to feature in Fabulous Daily. This series will launch with a DPS in Fabulous Magazine, profiling a relatable celebrity with a diverse family – such as Olympic swimmer Rebecca Aldington

### talkSPORT

Top & Tail 30” creative airtime ads taking the first and last ads in the break. The top ad will introduce a quirky fact uncovered by censuses past that will appeal to our time poor, family focused audience and the tail ad will be a call to action to complete the 2021 census

Media  
first

## Young Starters, Self Starters



**My Plan for Success** A bespoke video featuring one of the entrepreneurial success stories of the last decade. To discuss the practical side of running a business, and how data gained from the census can help planning

**Case Studies** A series of native articles interviewing business leaders, asking them about their plans for success and their inspiring stories. The importance of local data-driven decisions the census can provide plus busting myths around data protection and time required. Example talent: Hayden Wood and Amit Gudka, founders of Bulb + Levi Roots.

**Times Radio & Podcast** Times Radio programming will create a bespoke one-hour special, taking an in depth look at the scenarios and themes impacted by the Census that this audience care most about. Broadcast 7pm on Sunday + turned into a podcast.

## – Reach

### Community Focused & Less Able:

Tapping into the pride these audiences feel for where they live.  
Tackling technical barriers.



**Regional relevant & trusted voices** A regionalised native content series around the interesting and sometimes quirky stats to come out of the census and the ways in which the Census benefits local communities – written by trusted journalists to speak to the tangible benefits of the census.

**In Your Area** The go to place for everything happening in communities across the UK. 5m users Nov-Dec 2021. (43% of users 55+). Sponsored survey, dynamic ads, memory lane, time comparison.

**Step by step guides & Helping others** Running in all regional & national titles + CTA encouraging people to help others

### Disengaged and Disconnected:

Tapping into passion points these audiences share & the faces they love



**Polls** Get real people to have their say on what matters most to you – parks, youth clubs etc. to inform content creation.

**Well-known faces** A 'Who Do You Think You Are' style series where famous faces uncover their roots. They'll discover how different organisations have benefited from Census data. Edited into video shorts for social and pre roll, as well as longer form in native articles, e.g. talent Alisha Dixon.

**Passion-point hijacking** Tap into passion points like the football and soaps to show that it only takes ten minutes to complete the census. Tactical time-targeting e.g. half time.



# census cyfrifiad 2021

– An unmissable A/V partnership in a critical window of opportunity

OmniGOV  
Blending Content



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Friday 19<sup>th</sup> March – Sunday 21<sup>st</sup> March 2021

Learnings from other 'deadline' clients the ONS forecasts indicates how important the Census Weekend is for completion – we need to drive urgency at scale and encourage action

Our A/V partnership will create an **unmissable cultural moment** in time by making the census the social norm

This collaboration with **major broadcasters and talent** will endorse and promote the importance of Census in a massive weekend takeover.

We need to also upweight our least motivated segments as ever to ensure they feel included and engaged to take action



Kicking off Census weekend....

GOGGLEBOX

## – UK's most loved, relatable and representative show

We will work with 5-6 families (more families than any other GB partnership!) and create a **full ad break takeover** to run in Gogglebox. They will react to and review the Census TVC in their infamous warm, honest ad funny way.

### Goggleboxers help us hit our less willing and able groups:

Community focussed *Michaels, Siddiquis*

Cash stretched families *Malones, Vens, Paige & Sally*

Less able *Mary & Marina, John & Beryl, Giles & Mary, Anne & Ken*

Disengaged and disconnected *Pete & Sophie, Izzi & Ellie, Tremaine, Twaine & Tristan*

Career focused high achievers *Stephen & Daniel*

### DWP results:

The Partnership had a substantial impact on claimed actions amongst Gogglebox viewers;

61% would recommend pensions to their friends and family

42% are less likely to opt out of their workplace pension as a result





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# Commercial Partnerships

@Census2021 | @Cyfrifiad2021

# Status – End Dec

---

- Amazon Alexa – confirmed as partner
- Welsh Rugby Union – confirmed as partner
- Premier League – confirmed as partner
- EFL – confirming on club-by-club basis
- LNER – looking at estate we can use in campaign
- Association of Convenience Stores – in negotiation
- Transport for Greater Manchester – in negotiation
- Thames Water – agreed in principle, confirming details

## Other key discussions

- Waitrose
- Boots
- Barclays
- NatWest
- Royal Mail

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# Media & PR

@Census2021 | @Cyfrifiad2021

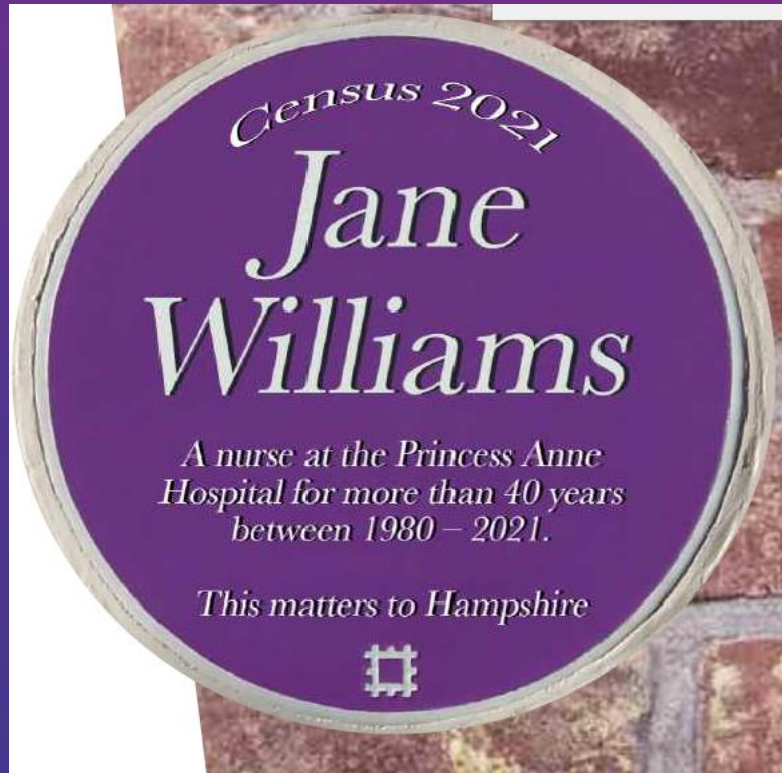
# Ambition

Build trust and momentum towards the census.  
Promote the value of the census and how it benefits everyone.

Build a groundswell of positivity and understanding in conjunction with reactive handling.



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# Census Community Hero Awards

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# Purple Takeover



**easyJet**



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# Spokespeople

Wide range of spokespeople from across ONS  
– from senior leadership through CEMs/CAs  
and Census Champions. We aim to train up  
individuals to focus on key angles.

# Audiences

Tailoring content for LAs, charities and a range of diverse community groups, ensuring the best spokespeople are in the right place, at the right time.

# census cyfrifiad 2021



## INDEPENDENT

**Day in the life of...  
Census 2021**

**A day in the life of ... a Census  
Community Engagement Manager**

John helps individuals complete their Census and answers any questions they may have. Here's what his day looks like.

*Herold Pink*  
Fri 12 Jul 2013 08:30 BST



# WIRED

Cities

## Meet the team behind the UK's first 'digital Census'

The ONS are aiming for more than 70% of the population to complete the Census through digital channels. Here's how they're doing it.



# The LADbible

News

## 10 things you didn't know about the Census. You won't believe number 8!

 **TOM WOOD**  
Published 17:19, Sunday 09 August 2020 BST

 Share  Tweet



# census cyfrifiad

## 2021

Community Heroes  
web page launch  
Call for nominations

Panel ambassador  
interviews

Final chance to  
nominate  
Op Ed by Panel  
ambassador on  
deliberations

Student media

Primary School  
media day with  
David Olusoga

Student amplification  
eg listicles

Community Heroes  
plaque winners  
announced

Soap inclusion

Purple Takeover  
Weekend interviews

December

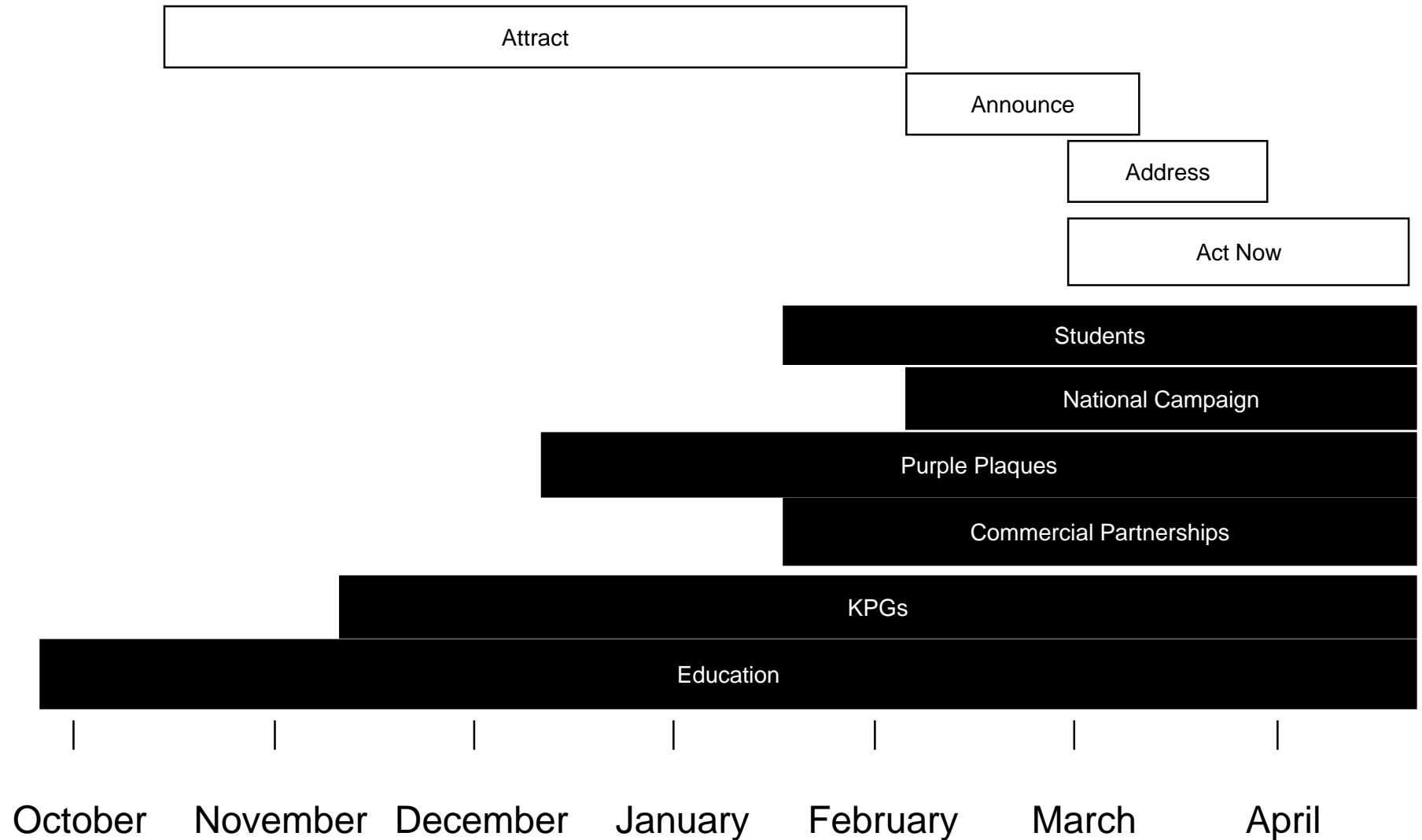
January

February

March



# Overall Programme Timing



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**Thank you**

**Any questions?**

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# AG (21) 05

## UK Data - update

Callum Foster

Business Lead, Census Outputs and Dissemination

@Census2021 | @Cyfrifiad2021

## **This item will cover....**

What do we mean by UK data?

Opportunities and challenges

Current activities and plans

# census cyfrifiad 2021 Responsibilities for UK data

Census Offices

ONS –England and Wales

NISRA – Northern Ireland

NRS – Scotland

ONS also have  
responsibility for  
providing UK data

All 3 census offices are signed up to harmonise wherever possible

Aim to learn from 2011 UK data provision and provide accessibility



# About UK data and different user needs

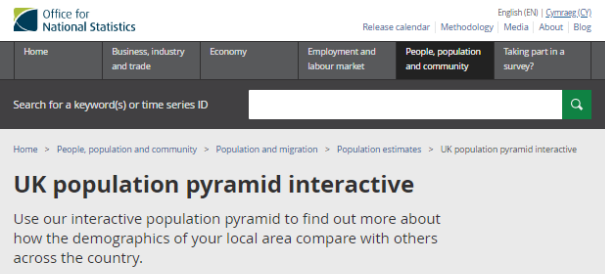
# UK data and user needs

There is a user need for consistent UK data in a number of ways. Census data use can be direct (Research/ Policy/ Planning) and indirect (for onward production of other statistics such as Population Estimates). Different types of direct use include:

- Aggregate data
  1. Totals for the UK
  2. Comparable data for all small geographical areas across the UK
  3. Comparable data for distinct areas from across the UK
- Microdata
  4. Consistent data to enable UK wider research

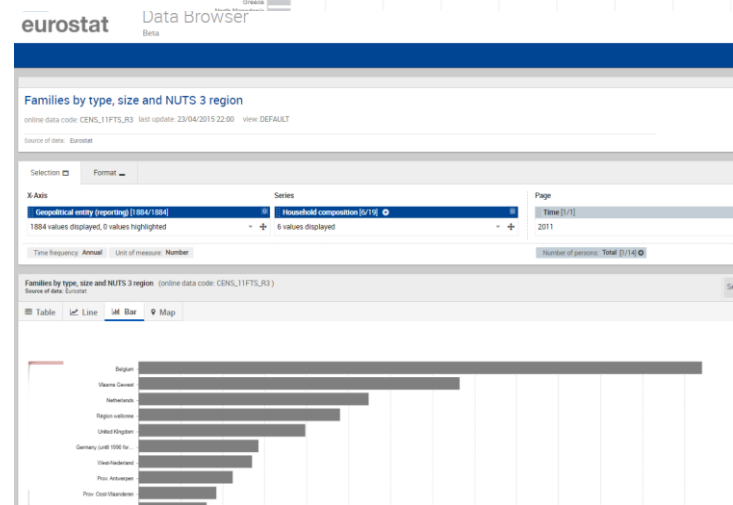
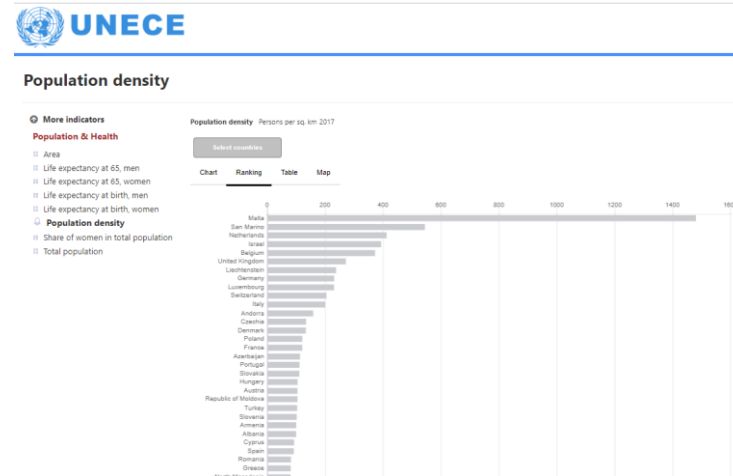
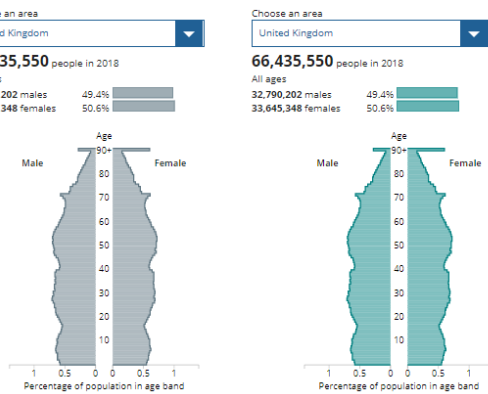
# census cyfrifiad 2021

## Example 1a: UK Totals as headline figures and for comparing to other countries



The demography of the UK is changing as people are living longer, but the age and sex structure of local areas can differ greatly depending on where you are. Have a look at how your area compares with others, or the whole of the UK.

To use the tool, pick areas of interest and choose the year using the slider at the bottom. You can also see how the population has changed over time, and how it is projected to change in the next 20 years, by pressing the play button.

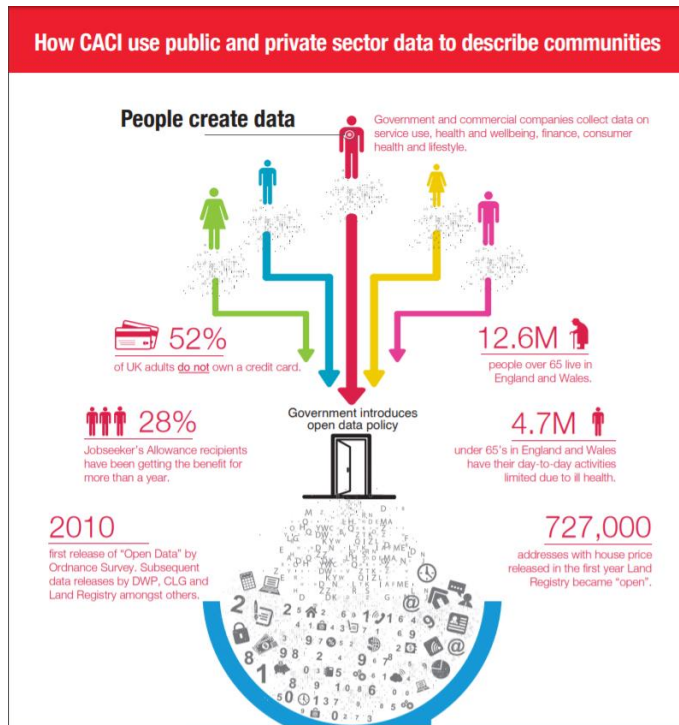


## **Example 1b: UK Totals as a comparison for small areas (including separate nations)**

Being able to compare any area smaller than the UK, to the UK total for comparison purposes

- Small areas against a UK average
- Separate countries or regions against the UK average (for example to measure differences of impacts of single events such as Brexit, and also the relative success of devolved policies)

## Example 2a) Informing decisions made on a UK basis



- Comparable Census data from across the UK are used by many organisations (particularly commercial organisations) to make investment decisions, such as where to locate a new supermarket.

Sometimes this uses data directly, other times intermediary products are used (for example the ACORN classification). These types of products need consistent data for small geographic areas from across the UK, and Census data is often at the core of those products.



## **Example 2b) To understand areas of need and to measure the success of any initiatives to make changes**

This is arguably one the areas where there is most opportunity.

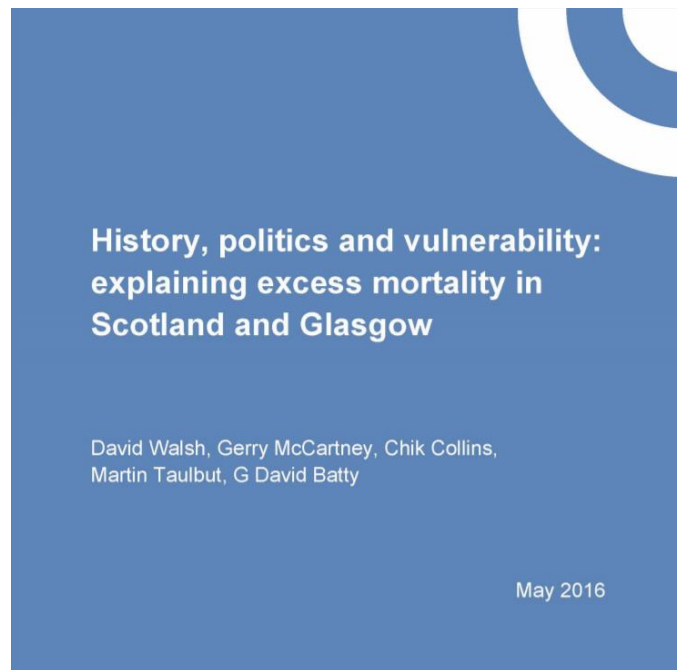
Initiatives such as 'Levelling up' will require a base understanding of how areas (or population groups) compare in order to focus initiatives and investment in areas of most need. The success of those interventions also need to be measured.

Regardless of whether the policy to effect change is local, national, devolved or not, the measurement of impact needs to be using comparable data across the UK. Consistent data enables different policies to be evaluated against each other and learning achieved.

Indices created to understand variability (or dissimilarity) require consistent data for all areas. Arguably, the Index of Multiple Deprivation would be even more useful if were able to cover the whole of the UK.

The use and understanding of statistics available on a consistent basis across UK parliamentary constituencies is limited and there is potential to provide much more information to support decision making.

## **Example 3a) Using similar areas from across the UK to understand a specific area better**

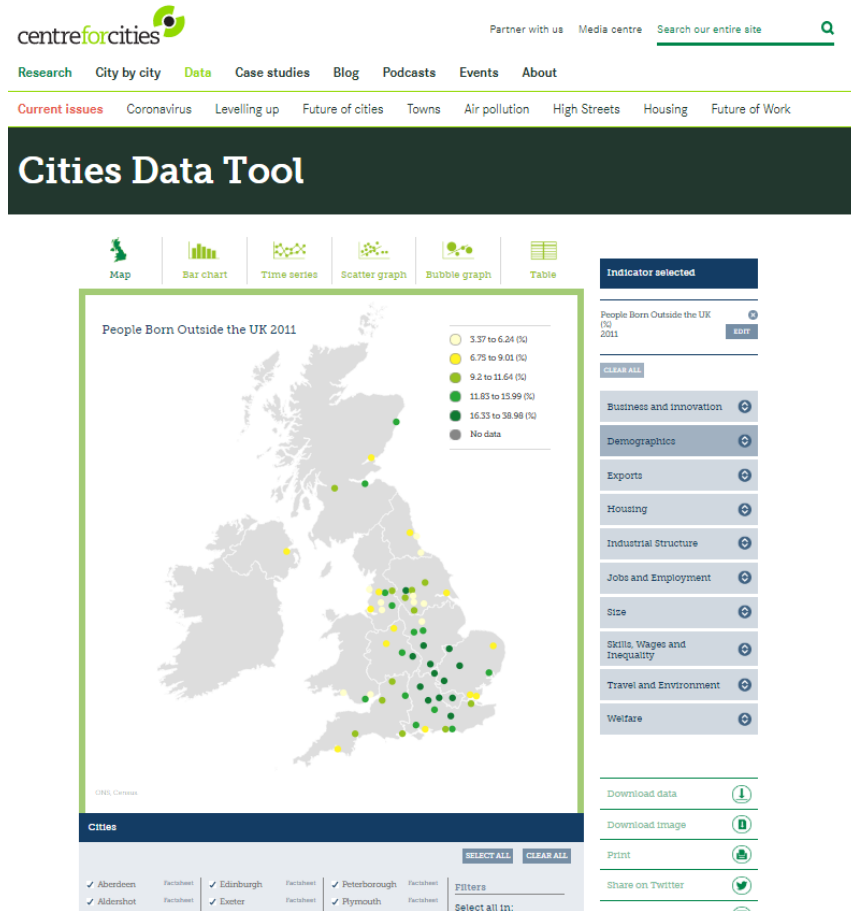


This extensive research focused on understanding excess mortality in Glasgow, used data for similar post-industrial UK cities (Liverpool, Manchester and Belfast) to make comparisons and to understand higher mortality over and above that explained by differences in socioeconomic deprivation

[https://www.gcph.co.uk/assets/0000/5988/Excess\\_mortality\\_final\\_report\\_with\\_appendices.pdf](https://www.gcph.co.uk/assets/0000/5988/Excess_mortality_final_report_with_appendices.pdf)

# Example 3b) Data for specific areas from across the UK

e.g. CoreCities UK and Centre for Cities



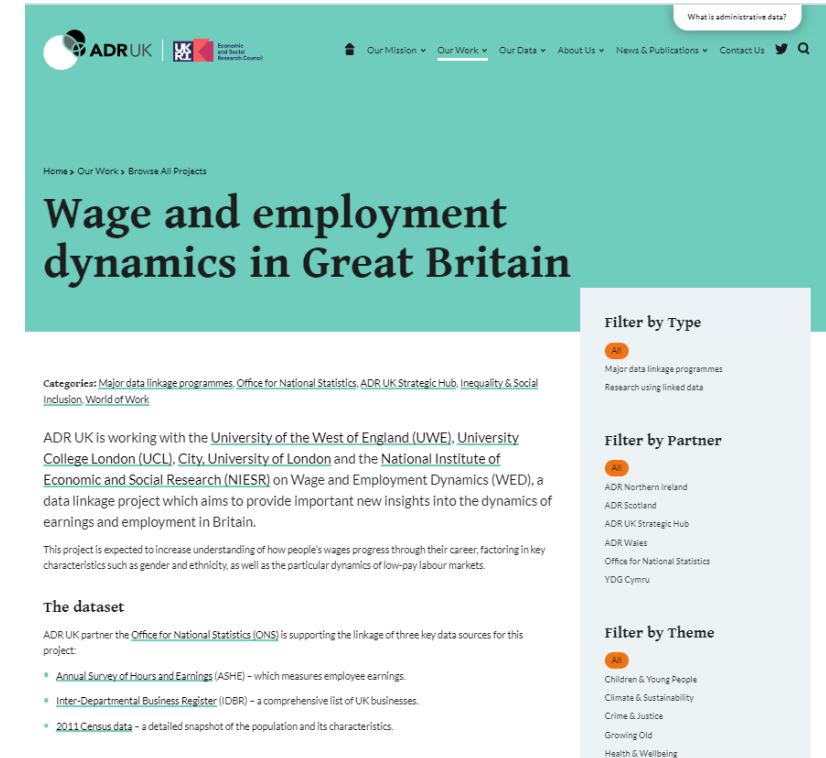
- Networks and think tanks that provide focus and analysis on cities. Relate to wider initiatives and policies such as 'levelling-up', housing and regeneration.
- Strong need for comparable data for these areas across the UK

<https://www.corecities.com/>

<https://www.centreforcities.org/data-tool/#graph=map&city=show-all>

## Example 4: Research user

- Data available through UK Data Service (a single point of access for all microdata across the UK) as well as the country specific Approved Researcher Secure Research Services (e.g. SRS, SAIL eDRIS and NISRA Research Service)
- 2011 Census Microdata files for researchers are separate for different countries and not as consistent as could be (e.g. naming/labelling/metadata differences). For 2001 a UK level file was produced and it would be good to see what more we can do to aid the consolidation of separate microdata files for 2021.



# Opportunities and Challenges



# UK Outputs (slide from recent Outputs webinar)

The need for information about UK outputs is understood and something we still aim to provide.

The decision to move the Scotland Census to March 2022 does create some challenges:

- Minor impacts on England and Wales Outputs (e.g. workplace populations in some areas).
- Higher level of impact on plans for UK Outputs:
- Timing and scope.
- Particular issues UK Origin-Destination outputs – meaning we need to think more creatively.
- A UK Data User Group is being set up to ensure user input will inform decision making on UK Census Outputs.

Given the role of census data in the wider Population Statistics system (e.g. Population Estimates) the impacts ripple wider than Census, most likely around the timing and ‘neatness’ of changes at the UK level.

# UKDS Discovery Phase

30 day project undertaken by JISC (part of UK Data Service)

ONS approached the UK Data Service in summer 2019 with a view to:

- Understanding what would be required to pull together datasets from the 3 UK Census offices
- Identifying how ONS, NRS and NISRA would then disseminate the combined data via their respective websites once a solution has been developed
- Providing users with the ability to access UK data without the need to visit 3 different websites.

A report has been provided to support ONS in specifying tender requirements to bring together data from ONS, NRS and NISRA and produce Census 2021 UK data outputs, which users can access through a single platform (user interface)

# UKDS recommendations

The Discovery Phase report includes 28 recommendations, which can be classified into themes:

- **Harmonisation** – already in-progress. Acknowledgment of harmonisation working groups
- **Communication** – maintain current communication channels supporting harmonisation
- **Solutions** - Develop look-ups between the various terms, for example, mnemonics used for the classifications. Also linked to on-going harmonisation progress
- **Technical** – open access APIs, review existing systems such as DKAN, correction management
- **Methods** – business rules made available, statistical geography changes kept to a minimum
- **Policy** – decide priority for GB outputs over UK outputs to align with release schedules
- **Scope** - Alternative population bases to be considered as in scope, such as workday populations which should be defined as early as possible
- **Metadata** – Data description standards for unit data, DV structures and calculations made available, pre-release of agency specific metadata

# Harmonisation

The expectation is that in general the level of harmonisation (i.e. consistency of definitions, output classifications, naming and labelling etc) should not be impacted. NRS have stated that they will continue to work collaboratively with ONS and NISRA on that work.

However, there are questions about how comparable the data will be, as from two separate reference dates, and so the ability to build reliable UK Outputs

## **Usual resident population figure from Census for the UK**

If add the usual resident populations from E&W, NI and Scotland at the different reference points you:

- A. will count some people twice (those who moved from E&W & NI to Scotland between March 21 and March 22)
- B. miss some people (those who moved from Scotland to E&W and NI between March 21 and March 22)

In 2011 figure for A was around 42,000 and figure for B was around 41,000 so largely off-setting. Clearly that balance could have changed over the time period and more recent estimates suggest figure for A may be lower in 2021.



# General UK Outputs

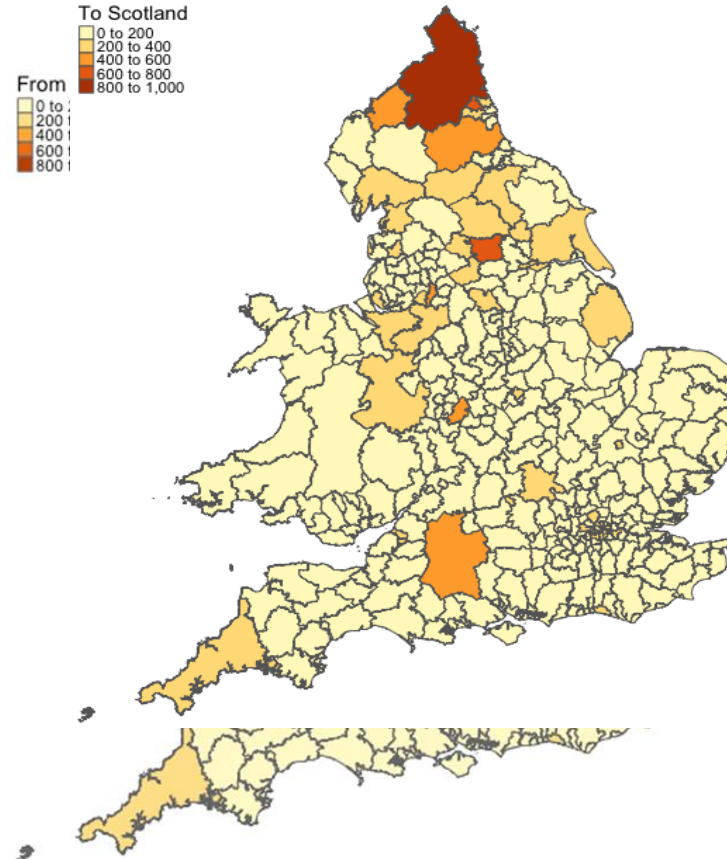
‘Standard Tables’

- The different reference dates will be an issue.
- Potentially relatively safe to combine data for variables that are static (such as Sex, Age, Ethnicity(?)), but less safe for those that less predictable change over time relating to Health, Employment, Tenure, Household structures etc – particularly where may be influenced by Covid restrictions more in 2021

# Special Migration Statistics

From 21 Census in E&W will get something like this

From 22 Census in Scotland will get something like this



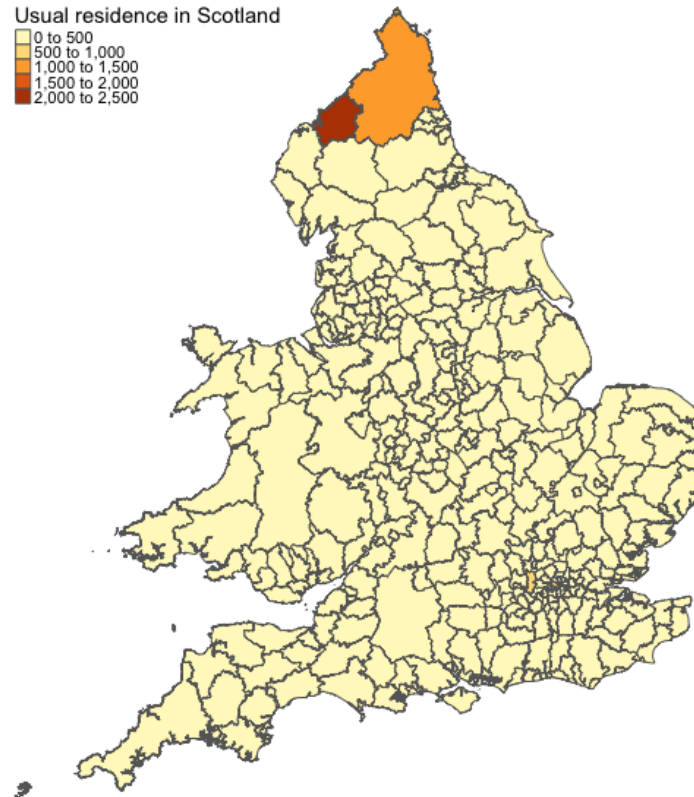
But, unlikely to be able to produce similar outputs to the Special Migration Statistics from 2011.

We need to explore with users what can be produced that may fit some of the needs, and potential use of alternative data sources

# Special Workplace Statistics

From 21 Census in E&W will get something like this

From 22 Census in Scotland will get something like this



Similar position to Special Migration Statistics with 2011 type SWS data for UK unlikely, particularly as more significant change expected between reference points. Again, we need to explore what might be useful with users using census data and other data sources.

## **Wider impacts on the demographic and social statistics system**

- Mid-2021 Population Estimates will not be fully based on 2021 Census as the Scottish element will still be based on 2011. Timing not affected, but means a 'less clean' update of the estimates using census data. Full update of Population Estimates using all Census data will not be until Scotland Census data included for Mid-2022 Population Estimates
- Similar implications for Administrative data migration estimates for the UK
- Knock-on impacts to social and economic statistics where used for UK level survey weighting, population denominators, per capita calculations and so on.

# Working with users on these challenges to get to best outcomes



# census cyfrifiad **UK Data User Group** 2021

Likely to be a group of people to share and discuss thoughts with, rather than a traditional working group. It itself may trigger specific working groups to look at specific areas.

If interested in being involved contact  
[census.outputs@ons.gov.uk](mailto:census.outputs@ons.gov.uk)

Thank you

Any questions?

# AG (21) 06 – AOB and closing remarks

Lara Phelan

@Census2021 | @Cyfrifiad2021



**Thank you for all your help and support in the build up to Census 2021, we look forward to updating you after!**