

census
2021

Helping everyone take part in Census 2021

Southampton Local Authority

10th February 2021

Census 2021 facts

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- Survey every 10 years - gives us a picture of all people and households in England and Wales.
- Many organisations use the information to shape policy, allocate resources, plan services and monitor equality.
- It is important that everyone takes part; we must complete the census by law.
- 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.
- All households will receive an invitation to fill out the census questionnaire with a household access code and information to help them to take part online.
- ONS will focus on engaging with everyone, including hard-to-reach and under-represented groups and provide completion support for those communities who need it.

Every ten years, the census provides a unique snapshot of our society

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The next census is happening in March 2021. 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.

Billions of pounds are allocated to local services across England & Wales using Census based information.



Why have the Census?

It is vital that the census accurately captures everyone in our society as the government and local authorities need to:

- Shape Policy
- Allocate Resources - e.g. Ward Funding
- Plan Services
- Monitor equality

(This includes Charities and Community Groups to justify their need & gain resources)



No one knows your community better than you

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, as it is your networks that can reach out to those who need support.



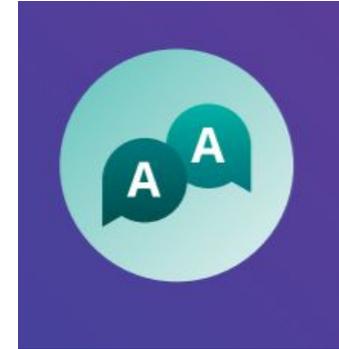
Knowledge

Your unique understanding of your communities' interests and the challenges they face can help us plan and implement support that lets everyone join in.



Awareness

Your community links can help us spread the word about what the census is and why it matters. This will build trust in the processes and boost participation.

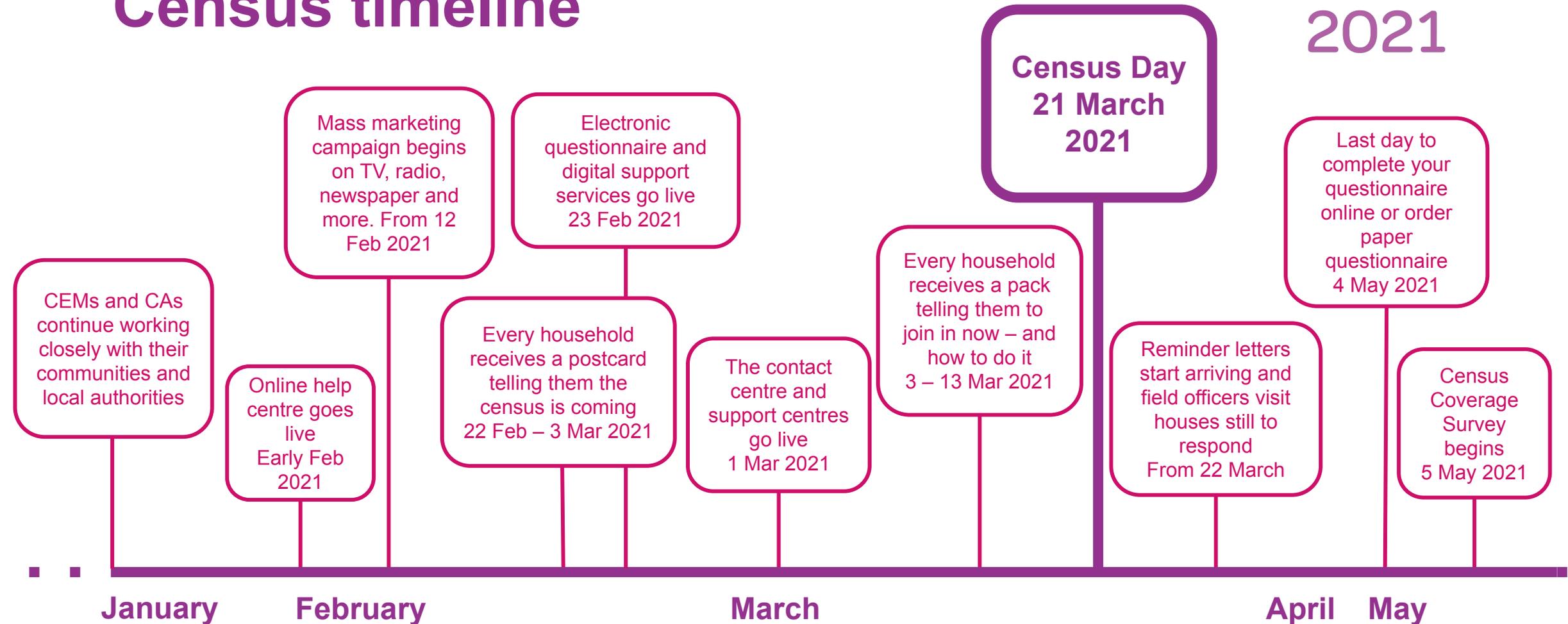


Access

Your networks can help us reach those members of your community who need support. This will help make sure they're included and counted too.

Census timeline

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What support will be available?

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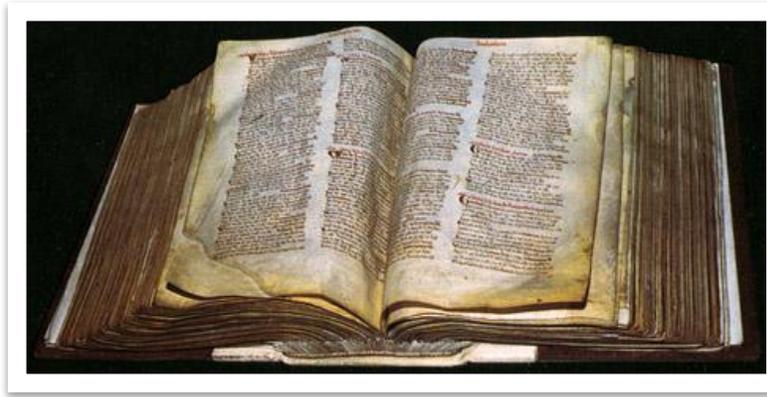
- Census Website: www.census.gov.uk has a lot of helpful information as well as downloadable resources including translation support materials, such as posters & leaflets
- Census Contact Centres handle:
 - Telephony Support which will include a number of languages
 - Online Chat & Social Media communications
 - Requests for Paper Copies of the Questionnaire
 - Requests for Census guidance, for example, in braille
- Online Questionnaire: This has inbuilt help and information as well as access to language aids
- Census Completion Events: Supporting local charity & community groups (Covid dependent)
- Census Field Officers: Post 21st March reminding and providing assistance with forms completion
- Everyone - Support and encourage our families and friends to complete the Census!

Census facts

The first modern UK census was in 1801. It collected everyone's name and address, and some age data...



A census enumerator in a Gray's Inn Lane tenement, London



... but the first thorough survey of England was in 1086 when William the Conqueror ordered the production of the Domesday Book. This detailed inventory of land and property was a massive undertaking at the time, taking many years to complete.



In 2011, the census captured more than **94%** of people in England and Wales.

The population on Census Day was **56,075,912**

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On Census Day in 2011, 1,586 babies were born in England and Wales...



...6,242 people put their religion as 'Heavy Metal'...



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...and 176,632 people identified as Jedi!



(This was down from 390,127 in 2001)

How can you help?

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- Help promote the Census - its benefits, value to all and what support is available to assist your local community through your communication channels e.g. newsletters, e-mails, posters, meetings/conversations or social media
- Encouraging Local Communities - signpost support available to ensure your community takes part and where necessary dispel any concerns or misgivings e.g. learnings from current Covid community experiences and share best practice
- Review the Census Councillor Handbook so we are familiar with the Census 2021

Contacts & information

- Bookmark the Census 2021 website: www.census.gov.uk
- Follow us on social Media: [#Census2021](https://twitter.com/Census2021)
- Download the councillor handbook from the Census Website:
Census2021_A4_English_CouncillorHandbook_CHE1D-A

Southampton LA

Thank you for your ongoing support and please do contact me with any queries, opportunities to engage with your local community or any other suggestions about the ways to help Southampton join in Census 2021.

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For more information on the census visit www.census.gov.uk

Follow the census on Twitter, Instagram and Facebook @Census2021 @Cyfrifiad2021