

From: [2021Census LA Liaison](#)
To: [REDACTED]
Subject: RE: Census Addressing Workshop
Date: 01 September 2020 15:57:00
Attachments: [image001.jpg](#)

Hi [REDACTED]

Thanks for this.

This is an email to confirm that I have reserved you a space at the addressing workshop on the 15th September.

The Outlook meeting invite with information of how to join the meeting will be sent out in due course.

Kind regards,

[REDACTED] | Census 2021 | Office for National
Statistics

Segensworth Road, Fareham PO15 5RR | Tel: [REDACTED]

| Email: [REDACTED]@ons.gov.uk | Web: www.ons.gov.uk | Twitter: @ONS

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From: [REDACTED] >
Sent: 01 September 2020 14:54
To: 2021Census LA Liaison <2021Census.LA.Liaison@ons.gov.uk>
Subject: Census Addressing Workshop

Hi,

Can I book a place on the upcoming addressing workshop on 15th September 2.00 – 4.00 pm, thanks.

[REDACTED]
Coventry City Council

Tel: [REDACTED]

Web: www.coventry.gov.uk

[We Are City of Culture 2021](#)



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From: [2021Census.LA.Liaison](#)

Bcc:

Subject: 2021 Census Quality Assurance process

Date: 09 December 2021 15:30:00


Dear CLM/ACLM,

Your local authority has signed up to participate in assisting us with the Quality Assurance of provisional aggregate census statistics. Following feedback from some local authorities and advisory groups, we have extended this invitation to combined authorities including West Midlands Combined Authority.

This email is just to keep you informed; no action is required from you.

If you have any questions, please do not hesitate to contact us.

Kind regards,


HPM Transformation | Health, Population and Methods
Office for National Statistics | Swyddfa Ystadegau Gwladol |
www.ons.gov.uk

2021Census.LA.Liaison@ons.gov.uk

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From: [2021Census.LA.Liaison](#)

Bcc:

Subject: Census 2021 Community Adviser job adverts go live

Date: 04 August 2020 15:48:00

Census 2021 jobs update

Dear ACLM / CLM

Following our bulletins last month, which announced census recruitment was underway and gave you details of our Community Adviser posts, we're now pleased to advise you we are now inviting applications for these 100 community adviser (CA) roles.

Job adverts can be found at www.censusjobs.co.uk, where the application window is now open. The posts will close on 21st August rather than 28th August as originally planned.

Based across England and Wales, the CA positions are hugely important to the success of next year's census on 21 March.

The CA's primary task is to proactively engage with specific communities to encourage and support them to take part in Census 2021. The CA roles will involve improving outreach and building trust around the census with one of the following communities:

- Arab
- Bangladeshi
- Black African
- Black Caribbean
- Chinese
- Indian
- Nepali
- Pakistani
- Somali

By helping community groups join in with the census, CAs can help communities in making sure their voices are heard.

The CAs will be working closely with your Census Engagement Officer (CEM), who will keep you informed of the progress made within your LA.

The CA contract will last just over six months with a planned start date of 26 October 2020 and projected end date of 7 May 2021.

Please visit www.censusjobs.co.uk to learn more about the CA

vacancies and how this role will enhance the census for your LA. We would be very grateful if you could publicise these jobs through your website and/or any other channels you have. Thank you for your help in promoting the Census Engagement Manager posts; we have had an excellent response.

If you have any questions please contact the Partnerships Team at 2021Census.LA.Liaison@ons.gov.uk

Useful links

[Census jobs landing page](#)

[Census job search](#)

[CA roles](#)



Office for National Statistics | Swyddfa Ystadegau Gwladol |

www.ons.gov.uk

2021Census.LA.Liaison@ons.gov.uk

Partnerships number – 01329 447434

[Register for email updates](#) about the Census 2021.

From: [2021Census.LA.Liaison](#)
Bcc: [REDACTED]
Subject: Community Adviser (CA) Allocations
Date: 17 July 2020 14:07:00
Attachments: [WestMidlands_Region_CA_Allocation.pdf](#)
[Phase1_recruitment_LA_notification.pdf](#)

Good afternoon

We wrote to you recently to tell you how we would like to work with local authorities and local communities to ensure the success of Census 2021. The census jobs website is already live with 200 census engagement manager (CEM) roles and you should have received information on the allocation for your area. The closing date for applications is 31 July 2020 and full information is available at www.censusjobs.co.uk. Thank you for helping to promote these roles.

We are now able to tell you more about the community adviser (CA) positions. The CAs will be working with different communities within your area. Areas were based on a combination of population of the community that the CA will be working with, assessment of likely response rates in areas, and local authority (LA) boundaries. All areas cover one or more whole LAs. Census engagement managers will work with all other communities who do not have a CA. The CA allocation for your area is attached.

Community advisers will engage with specific communities that have been identified as needing extra support and encouragement to understand the benefit of the census. There may be practical or motivational barriers to overcome and the CA will engage with the community to get the maximum number of people to complete the census questionnaire. They will start on 26 October 2020. Contract hours vary from 15 to 25 hours and pay rates range from £13.01 to £16.93 per hour. You can see the full details for each position, including a job description and indicative language, on the [community engagement](#) page of the census jobs website.

In allocating these roles we picked communities that statistically we have had lower response rates from in the past and where we think local engagement is an effective way to increase responses. The communities we have selected are clustered and have a degree of community so there are appropriate leaders and influencers to engage with.

We recognise that this will mean CAs don't cover all communities, especially newer ones. However, community advisers are just one

action we are taking to increase responses. Their existence will free up CEM time to work with other (newer) communities. There will also be materials available in many languages along with a comprehensive marketing campaign designed to reach all groups. Community adviser jobs go live on the census jobs website on 4 August 2020. The closing date is 28 August 2020. We would be grateful for your support in recruiting these staff by promoting them on your website job pages and to your community links. Please see the attached presentation for examples of some of our adverts.

Best wishes

[Redacted signature]

Office for National Statistics | Swyddfa Ystadegau Gwladol |

www.ons.gov.uk

2021Census.LA.Liaison@ons.gov.uk

[Redacted contact information]

Keep in touch:

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- [Access census information](#) for community partners and local authorities
- Sign up for [Census 2021 jobs](#) here
- Follow @Census2021 on [Twitter](#) and [Facebook](#)

From: [2021Census.LA.Liaison](#)
To: [REDACTED]
Subject: Councillor Census Handbook
Date: 08 October 2020 11:18:00

Hi [REDACTED]

Thank you for your email regarding the Councillors Handbook. I will get the answer for you ASAP. For any future correspondence could you use this email address please. That way you will come straight to the Partnerships team and will save time.

Best wishes

[REDACTED]

Office for National Statistics | Swyddfa Ystadegau Gwladol |
www.ons.gov.uk

[REDACTED] | neil.yemm@ons.gov.uk

[Register for email updates](#) about the Census 2021.

Information for community partners and local authorities at
www.census.gov.uk/partners/

Follow @Census2021 on [twitter](#) and [facebook](#)

From: [Office for National Statistics](#)
To: [REDACTED] [Barton, Susan](#);
[REDACTED] [2021Census LA Liaison; Townsend, Neil](#);
Subject: Courtesy Copy: Census 2021 - An update to Chief Executives - Quality Assurance
Date: 26 July 2021 11:39:42

This is a courtesy copy of an email bulletin sent by [REDACTED].

This bulletin was sent to the following groups of people:

Subscribers of Census: Assistant Census Liaison Manager (ACLM) mailing list, Census: Census Liaison Manager (CLM) mailing list, or Census: Chief Executive (CE) mailing list, (1055 recipients)

[View as a webpage](#)

police



Logo



Census 2021 - An update to Local Authority Chief Executives

26 July 2021



Dear Chief Executive

Copy: Census Liaison Managers and Assistant Census Liaison Managers

Census 2021 – Quality Assurance

I wrote to you on 4 May 2021 to let you know we received a great response to the census and to thank you for your help during the data collection operation. I also said we would soon be providing more details of our quality assurance

process.

We are now processing the data and, given the unique perspective local authorities have on their populations, we would like to ask you for your help with our quality assurance process before we publish our results.

The Code of Practice for Statistics (<https://code.statisticsauthority.gov.uk>) allows us to provide early sight of aggregate census data for quality assurance purposes and we will be inviting each local authority to provide insight on early unpublished aggregate census data for their area.

Your Census Liaison Manager (CLM) and/or Assistant Census Liaison Manager (ACLM) has already been asked if your local authority wishes to take up this opportunity. Since writing to the CLMs and ACLMs we have been able to improve our process to share the information closer to final estimates. We believe there is greater value in receiving your input at this stage. We will provide further detail about the process and the timetable to the CLMs and ACLMs.

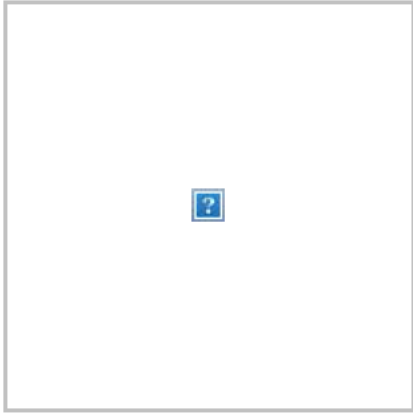
Given the importance of complying with the code of practice, as the aggregate data is unpublished, we will ask for a small, named group of representatives from each local authority to sign a Non-Disclosure Agreement (NDA). Only these representatives will be allowed to see the data and they will not be able to share or discuss numbers with anyone else. We also ask that the NDA is endorsed by you, the Chief Executive, to confirm that you understand our approach.

This is the first time we have involved local authorities with the quality assurance of census results in this way. I hope you will agree this approach will help us produce the best possible statistics for your local area and will participate in this work.

You may also be interested in my [recent blog](#) launching our consultation on the detail of the census outputs and pointing to further discussion over the coming months and years about the future of the census.

If you have any questions, please contact
2021Census.LA.Liaison@ons.gov.uk

Yours sincerely,



Pete Benton

Director of 2021 Census Operations



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From: [2021Census LA Liaison](#)
To: [REDACTED]
Subject: RE: 2021 Census Assisted Digital
Date: 14 February 2020 11:42:00
Attachments: [image001.jpg](#)

Hi [REDACTED]

GTF are a supplier to us and are basically setting up a network of centres for us. The centres will be paid by GTF - I'm not privy to the way this works.

We were just keen that local authorities had the opportunity to bid for this if they wish. If you are interested, I suggest registering with GTF then you will receive subsequent information and decide on that basis.

Best wishes

Neil Townsend

Head of Partnerships | Communications Division
Office for National Statistics | Swyddfa Ystadegau Gwladol |
www.ons.gov.uk

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From: [REDACTED]
Sent: 12 February 2020 14:06
To: 2021Census LA Liaison <2021Census.LA.Liaison@ons.gov.uk>;
census.ad@goodthingsfoundation.org
Subject: RE: 2021 Census Assisted Digital

Hi are you able to let us know what kind of support/funding will be offered if centres bid for this work?

Thanks

[REDACTED]
[REDACTED]
[REDACTED]
Web: www.coventry.gov.uk

Please note my working days are Monday - Thursday

From: 2021Census LA Liaison <2021Census.LA.Liaison@ons.gov.uk>
Sent: 11 February 2020 16:31
Subject: 2021 Census Assisted Digital

Dear ACLM, we want to make you aware of a potential opportunity for sites you run (e.g. libraries) to bid for work on the 2021 Census.

ONS is providing an Assisted Digital Service for the 2021 Census to provide face to face assistance to help people to complete the census online. We have awarded a contract to Good Things Foundation (GTF) to run this service. They will deliver this through a network of local centres.

GTF will shortly be running an Expression of Interest (EOI) process for locations to apply to become a centre. Many libraries are already in their centre network but other sites may want to register interest with GTF so they will receive the EOI. They can do this by emailing census.ad@goodthingsfoundation.org

The timetable will be:

- EOI issued: 24 Feb 2020
- EOI open: 24 Feb - 27 Mar
- Application period: 27 Apr - 29 May
- Centres confirmed: 26 Jun

The EOI will outline what a centre will need to take part i.e. face to face support, access to devices and the internet, community links. A wide range of centres are anticipated, both large and small, from libraries to community centres and special interest groups, reflecting the varying needs of different areas.

The number of centres recruited in each area will vary. Application through the EOI does not guarantee that a centre will become part of the service.

Kind regards

Neil Townsend

Head of Partnerships, Communications Division, Office for National Statistics

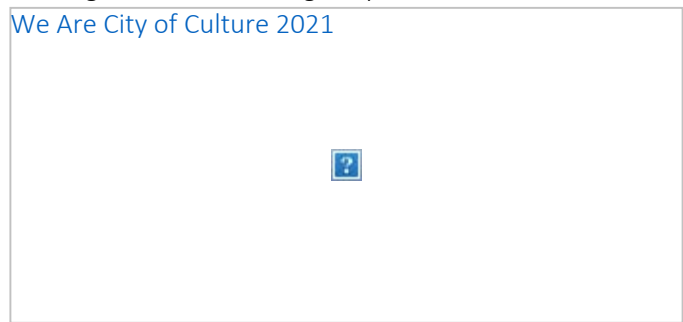
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For the latest data on the economy and society, consult our website at <http://www.ons.gov.uk>

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From: [Census.Quality.Assurance](#)
To: [Townsend, Neil](#)
Subject: FW: Coventry LAPP Quality Assurance
Date: 17 December 2021 08:55:09

From: Census.Quality.Assurance
Sent: 13 December 2021 11:16
To: Wroth-Smith, Jonathan <[REDACTED]@ons.gov.uk>
Subject: FW: Coventry LAPP Quality Assurance

From: [REDACTED] -
Sent: 23 November 2020 20:06
To: Census.Quality.Assurance <Census.Quality.Assurance@ons.gov.uk>
Cc: [REDACTED]
Subject: Coventry LAPP Quality Assurance

Dear Quality Assurance Team,

Please find below the completed questionnaire as requested in the LAPP.

Question	[REDACTED]
When census estimates are published, what checks will local authorities do to make sure the data are accurate?	We didn't really – it's the most robust dataset we have so we take it as accurate and don't second guess.
Aside from key administrative data sources, what other data sources will local authorities use to check census estimates?	I don't know – we usually do it the other way round and use Census Data to validate local sources.
What data are particular to any local authority's circumstances that will help us understand them?	Student populations, Migration data.
As well as the checks detailed in our initial quality assurance approach, are there particular rates, measures or distributions we need to consider?	Student populations, Migration data.
What aspects of a local authority's population will need attention in our QA?	Student populations, Migration data.
What challenges have local authorities faced that may impact their ability to undertake the checks used in previous censuses?	None.

Are you working with ONS's Council Tax team to provide your Council Tax information to ONS	Yes.
Please record any other comment you would like to make about ONS's approach to quality assurance in 2021 - add a link to the QA plans here	N/A.

Regards,

[Redacted signature]

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From: [Census.Quality.Assurance](#)
To: [Townsend_Neil](#)
Subject: FW: Quality Assurance Process
Date: 17 December 2021 08:55:42
Attachments: [image001.gif](#)
[image002.png](#)

From: Census.Quality.Assurance
Sent: 08 July 2021 15:22
To: [REDACTED]
Subject: RE: Quality Assurance Process

Hi [REDACTED]

Thank you for getting in touch.

Pleased to hear you would like to attend a session where we will show you unpublished early population data, and other information we are using in the quality assurance process. As we are offering these sessions to all local authorities it will take up until January 2022 to complete this work and we can't yet provide a date for the session for your particular area. However, we will contact your representatives at least a fortnight before the proposed date to arrange a convenient time for them.

Kind Regards,

[REDACTED]

[REDACTED] | Statistical Design & Research Division
Office for National Statistics | Swyddfa Ystadegau Gwladol
[REDACTED] | www.ons.gov.uk | @ONS



From: 2021Census LA Liaison <2021Census.LA.Liaison@ons.gov.uk>
Sent: 08 July 2021 15:08
To: Census.Quality.Assurance <Census.Quality.Assurance@ons.gov.uk>
Subject: FW: Quality Assurance Process

From: [REDACTED]
Sent: 08 July 2021 14:58
To: 2021Census LA Liaison <2021Census.LA.Liaison@ons.gov.uk>
Subject: Quality Assurance Process

Hi I am the ACLM for Coventry City Council

I would like to nominate the following to attend a session on the Census population estimates for Coventry.

[REDACTED]

[REDACTED]

Kind regards

[REDACTED]

Insight Team

[REDACTED]

Web: www.coventry.gov.uk

Please note my working days are Monday - Thursday

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From: [2021Census.LA.Liaison](#)
To: [REDACTED]
Subject: Introducing the Census Engagement Managers and Area Profiles
Date: 09 October 2020 15:39:00
Attachments: [Coventry.pdf](#)

Dear [REDACTED]

We wrote to you in June to tell you about our plans to recruit census engagement managers (CEMs) to work with you and local communities.

We are pleased to tell you that the CEM working with Coventry City Council is:

[REDACTED]

They will contact you in the next few weeks.

I am also attaching the local authority area profile which contains the information ONS holds for your area. Before you meet with the CEM please look at this information and compare it with what you know about your area and the communities within it.

One of the first tasks the CEM will work on with you is a review of this information. Building on this, they will work closely with you to create a local authority partnership plan (LAPP) which will identify and prioritise all engagement requirements in your local area. The first version of this plan should be completed by the end of October.

The CEM will keep the LAPP up to date and share it with you each time you meet up. They will use it to:

- manage contributions from local partners
- record and monitor progress, updating objectives and actions as the census draws nearer
- report progress to you

You will use your LAPP to:

- monitor engagement and contributions from local partners
- report progress to your senior officers and/or councillors

Please see the [Local Authority Guide](#) for more information on completing the LAPP.

The CEM will be in regular contact and will help you identify activities to promote the census. By sharing information and advice, you can help the CEM overcome local challenges and barriers to their engagement activity in your area. They'll also share your insights with the Census Partnerships team at the ONS's headquarters to inform and support ONS census activity.

The CEM's goal will be to encourage and support census completion. They will work to build local trust and understanding of the census and help everyone join in, working with community leaders and charities, as well as your local authority, to achieve this.

Best wishes

[REDACTED]

Office for National Statistics | Swyddfa Ystadegau Gwladol |
www.ons.gov.uk

[REDACTED]

[Register for email updates](#) about the Census 2021.

Information for community partners and local authorities at

www.census.gov.uk/partners/

Follow @Census2021 on [twitter](#) and [facebook](#)

From: [2021Census.LA.Liaison](#)
To: [REDACTED]
Bcc: [REDACTED] Census.Quality.Assurance@ons.gov.uk
Subject: Invitation to attend the Quality Assurance process
Date: 05 July 2021 11:03:00

Dear Census Liaison Manager (CLM) and/or Assistant Census Liaison Manager (ACLM)

You may have seen in the recent Census bulletin that ONS will be providing Local Authorities with the opportunity to be involved in the quality assurance of the Census population estimates for their area. From August 2021 to January 2022 we will be running sessions where we will present, on a strictly confidential basis, the unpublished early Census data for a local authority area. We will be inviting comments from that LA on whether the data presented raises any quality concerns that ONS should investigate further as part of our quality assurance of the Census results.

We are welcoming 2 representatives from each local authority to join us for a session. We recommend the representatives are data specialists or someone who understands the Census data.

If you would like us to run a session for your authority, please let us know by replying to this email and telling us the names and email addresses of the representatives to be invited.

A user guide and the confidentiality agreement will be sent to the nominated person and a letter will be sent out to the Chief Executive of your local authority to explain the approach. If you have any questions you want to ask us on the above, please email Census.Quality.Assurance@ons.gov.uk.

Best wishes

[REDACTED]
[REDACTED]
Office for National Statistics | Swyddfa Ystadegau Gwladol |
www.ons.gov.uk
2021Census.LA.Liaison@ons.gov.uk
[REDACTED]

From: [2021Census.LA.Liaison](#)
To: [REDACTED]
Subject: Please help to promote Census 2021 Community Adviser jobs in your area
Date: 24 August 2020 08:19:00

Good morning [REDACTED]

We've written to you recently to let you know about the census engagement roles in your area and to ask for your help with the promotion of the community adviser (CA) roles for Census 2021 locally.

Recruitment is now live for the CA roles and in general we've had a great response to our community adviser recruitment. However, numbers are lower in your area for the roles working with the Indian and Black African communities.

We'd be very grateful if you could promote these roles with any contacts that you have. The closing dates for applications for these roles is Friday 28th August 2020.

Thank you for all of the promotion of these roles that you've already done for us. You can find out about these roles and other census jobs on the Census Jobs Website here: www.censusjobs.co.uk

Best wishes

[REDACTED]
[REDACTED]
Office for National Statistics | Swyddfa Ystadegau Gwladol |

www.ons.gov.uk

2021Census.LA.Liaison@ons.gov.uk

[REDACTED]
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- [Access census information](#) for community partners and local authorities
- Sign up for [Census 2021 jobs](#) here
- Follow @Census2021 on [Twitter](#) and [Facebook](#)

From: [2021Census LA Liaison](#)
Subject: Please help to promote Census 2021 Community Adviser jobs in your area
Date: 19 August 2020 16:39:00

Your message has been filed to SharePoint at:

https://share.sp.ons.statistics.gov.uk/sites/cen/coms/_layouts/DocIdRedir.aspx?ID=Q566TXFWPHE-834016913-59670

From: [REDACTED]
To: [2021Census LA Liaison](#)
Subject: Quality Assurance Process
Date: 08 July 2021 14:58:02
Attachments: [0.png](#)

Hi I am the ACLM for Coventry City Council
I would like to nominate the following to attend a session on the Census population estimates for Coventry.

[REDACTED]

Kind regards

[REDACTED]

[REDACTED]

Web: www.coventry.gov.uk

Please note my working days are Monday - Thursday

[REDACTED]

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From: [2021Census.LA.Liaison](#)
To: [REDACTED]
Cc: census.customerservices@ons.gov.uk
Subject: RE: Councillor Census Handbook
Date: 08 October 2020 12:26:00

Hi [REDACTED]

The Councillor Handbook has not yet been uploaded to the <https://census.gov.uk> website as mentioned at the workshop. Apologies for the delay. As soon as it is available we will be letting our LA Partners know.

However there is a wealth of information on the website and the LA Partnerships Plan is available.

Thank you again for your email and continued interest in the census. Best wishes

[REDACTED]
Office for National Statistics | Swyddfa Ystadegau Gwladol | www.ons.gov.uk

[REDACTED]
[Register for email updates](#) about the Census 2021.

Information for community partners and local authorities at www.census.gov.uk/partners/

Follow [@Census2021](#) on [twitter](#) and [facebook](#)

From: 2021Census LA Liaison
Sent: 08 October 2020 11:18
To: [REDACTED]
Subject: Councillor Census Handbook

Hi [REDACTED]

Thank you for your email regarding the Councillors Handbook. I will get the answer for you ASAP. For any future correspondesnce could you use this email address please. That way you will come straight to the Partnerships team and will save time.

[REDACTED]
Office for National Statistics | Swyddfa Ystadegau Gwladol | www.ons.gov.uk

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Information for community partners and local authorities at
www.census.gov.uk/partners/
Follow @Census2021 on [twitter](#) and [facebook](#)

From: [2021Census.LA.Liaison](#)
To: [REDACTED]
Subject: RE: ONS Addressing workshop
Date: 05 August 2020 15:44:00
Attachments: [image001.jpg](#)

Hi Garry,

Thanks for this information.

This is an email to confirm that you have been reserved a place at the workshop. The Outlook meeting invitation with further details will be sent out later this week.

Thanks,

[REDACTED] | Census 2021 | Office for National
Statistics

Segensworth Road, Fareham PO15 5RR | Tel: [REDACTED]

| [REDACTED] | Web: www.ons.gov.uk | Twitter: [@ONS](#)

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From: [REDACTED]
Sent: 05 August 2020 11:07
To: 2021Census.LA.Liaison <2021Census.LA.Liaison@ons.gov.uk>
Subject: ONS Addressing workshop

Hi

Could I reserve a place on this please?

Many thanks

[REDACTED]

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From: [2021Census LA Liaison](#)
To: [REDACTED]
Subject: RE: Updated Census Liaison Manager posts for Coventry City Council
Date: 06 January 2020 15:21:00
Attachments: [image001.png](#)

Hi [REDACTED]

Thanks for this.

I have amended our records accordingly.

Please get in touch if you have any further questions.

Thanks,

[REDACTED] | Census 2021 | Office for National Statistics

Segensworth Road, Fareham PO15 5RR | Tel: [REDACTED]

[REDACTED] | Web: www.ons.gov.uk | Twitter: [@ONS](#)

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[REDACTED]
Sent: 06 January 2020 14:36

To: 2021Census LA Liaison <2021Census.LA.Liaison@ons.gov.uk>

[REDACTED]
Subject: Updated Census Liaison Manager posts for Coventry City Council

Hi -

We've reviewed our CLM / ACLM posts for Coventry City Council, and going forwards, Valerie De Souza (Consultant in Public Health Insight and Communities) will be our Census Liaison Manager and Kristi Larsen (Programme Officer Consultation and Engagement) will be our Assistant CLM.

Hope this is okay

Best wishes

Si

[REDACTED]
[Coventry City Council](#)

[REDACTED] • www.coventry.gov.uk/infoandstats/ • [REDACTED]
[Explore city metrics using the Citywide Intelligence Hub at www.coventry.gov.uk/citywideintelhub/](#)



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From: [2021Census LA Liaison](#)
To: [REDACTED]
Subject: RE: We need your support for the 2021 Census emails – an apology
Date: 13 March 2020 14:59:00
Attachments: [image003.jpg](#)
[image001.png](#)

Hi [REDACTED] I've copied the correct email you and your colleagues should have received below in italics. It was originally sent from a system so it could be your spam filter rejected it. It was sent to [REDACTED] and yourself.

Kind regards

Dear Chief Executive (copied to census liaison managers and assistant census liaison managers)

2021 Census

I am writing to you and every local authority chief executive in England and Wales to ask for your support with the 2021 Census which will take place in March next year. The census is the most comprehensive source of information to help your authority plan key services for residents such as transport, education, housing, planning and social care, and its success in 2011 was underpinned by the fantastic support we received from LAs. I am conscious of constraints on LA funding so to minimise the burden on you we have significantly increased our resources for local community engagement and support in 2021 and are only asking for help where we really need it.

We have identified nine strands of activities where I would really welcome your support:

- *Development of the census residential address list*
- *Providing local information to identify and target local enumeration challenges*
- *Identification of local community networks and contacts*
- *Help with the recruitment of field staff (e.g. advertising the roles on your website)*
- *Provision of practical support to the field operation (e.g. meeting rooms)*
- *Providing help to people with low digital confidence to complete the census online*
- *Support for local publicity and media relations activity*
- *Providing local data to support quality assurance of census results, including Council Tax data*
- *Maximising use of the census results in local authorities and local communities*

We provided more detailed information last week to your nominated contacts to support census activities - an executive-level census liaison manager (CLM) and an assistant census liaison manager (ACLM).

*I would like to draw your personal attention to one immediate priority, which is **ensuring that your Local Land and Property Gazetteer (LLPG) is up to date**. A robust address list is the foundation of a successful census and we are now actively developing it. We are using Ordnance Survey's AddressBase which is managed by GeoPlace and maintained daily from your LLPG. This needs to contain accurate details of every residential address, including places like care homes, student halls, hostels and traveller sites, correctly classified. Please could you ensure that your LLPG Custodian has the resources they need for this work.*

I would also like to thank you for the support your Authority has already given by providing us with a copy of your council tax data. This is a key data source for census planning and for quality assurance of the results.

Thank you in anticipation of your continued support. If you have any questions we'd be pleased to help. For addressing, please contact addresses@ons.gov.uk. If you would like to discuss the 2021 Census more widely, please contact 2021Census.LA.Liaison@ons.gov.uk.

Yours sincerely

A close up of a logo Description automatically generated



Peter Benton

Director - Census and Survey Operations

Neil Townsend

Head of Partnerships | Communications Division

Office for National Statistics | Swyddfa Ystadegau Gwladol |

www.ons.gov.uk

[Register for email updates](#) about Census 2021.

[Access census information](#) for community partners and local authorities.

Follow @Census2021 on [Twitter](#) and [Facebook](#)

[Redacted]

March 2020 11:34

To: 2021Census LA Liaison <2021Census.LA.Liaison@ons.gov.uk>

Subject: RE: We need your support for the 2021 Census emails – an apology

Hi I didn't receive an email on March 10th

I would be interested in hearing your priorities.

Thanks

[Redacted]

[Redacted]

Web: www.coventry.gov.uk

Please note my working days are Monday - Thursday

From: 2021Census LA Liaison <2021Census.LA.Liaison@ons.gov.uk>

Sent: 11 March 2020 10:42

Subject: We need your support for the 2021 Census emails – an apology

Dear Census Liaison Manager / Assistant Census Liaison Manager

Please accept our apologies for the emails sent on 10 March which were sent by mistake.

On 9 March we wrote to you – our nominated census contact – and your chief executive, to ask for support with the 2021 Census, and to draw attention to our immediate priorities. This email contained the correct content for your local authority. In error, we duplicated our email from 9 March, and sent an additional email indicating that we are not receiving your Council Tax data. We should not have sent these to you, and we ask that you please ignore them. We're sorry for any confusion or concern that these emails have caused. We did not send any additional emails to your chief executive.

To avoid further confusion, we confirm that we are receiving your Council Tax data.

Thank you again for your continued support, your help is important to us.

Neil Townsend

Head of Partnerships | Communications Division

Office for National Statistics | Swyddfa Ystadegau Gwladol |

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For the latest data on the economy and society, consult our website at <http://www.ons.gov.uk>

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From: [2021Census LA Liaison](#)
To: [redacted]
Subject: RE: Newsletter for Census Partners Issue 6
Date: 06 July 2020 14:50:00
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.jpg](#)

Hi [redacted]
Thank you for your email.
I have emailed colleagues at ONS for guidance on this matter. As soon as they respond, I will answer in full.
Kind regards,

[redacted] | Census 2021 | Office for National Statistics
Segensworth Road, Fareham PO15 5RR | Tel: [redacted]
[redacted] | Web: www.ons.gov.uk | Twitter: [@ONS](#)
[Register for email updates](#) about the 2021 Census and/or other areas of ONS

From: [redacted]
Sent: 06 July 2020 14:25
To: 2021Census LA Liaison <2021Census.LA.Liaison@ons.gov.uk>; [redacted]
Subject: FW: Newsletter for Census Partners Issue 6
Hi I am the ACLM for Coventry City Council
I have had the recent request from a member of the Migration Team and I wonder if you could help please.
Kind regards

[redacted]
[redacted]
[redacted]
Web: www.coventry.gov.uk
Please note my working days are Monday - Thursday

Sent: 01 July 2020 09:39
[redacted]
Subject: RE: Newsletter for Census Partners Issue 6
Hi [redacted]
Thank you for the below.
This is something we will have on our radar as a Migration Team and will plan comms ahead.
Our understanding is that refugees will take part in the census, but can you please confirm whether asylum seekers need to?
If you are unsure I will do some digging online.
Kind regards and thank you in advance,



[redacted]
Sent: 01 July 2020 08:15
To: 7 CXD Public Health, Insight, Migration <[redacted]>
Subject: FW: Newsletter for Census Partners Issue 6
Please find the latest edition of the Census newsletter below.
Kind regards
[redacted]
[redacted]
Web: www.coventry.gov.uk
Please note my working days are Monday - Thursday

[View as a webpage](#)



8 months 3 weeks to go 0 days

Newsletter for local authority partners
Issue 6 | June 2020

Welcome to the latest in a series of newsletters to keep you up to date with Census 2021 developments.

These newsletters are one of the ways we'll support you to plan and deliver a successful census.

What's in this issue

- **Recruitment Update – first jobs go live on 7 July 2020**
- **Address Index update – Student Halls and Communal Establishments**
- **Working with Universities to support Census 2021**
- **Council Tax and Census 2021**
- **The Census Schools campaign**
- **The census is on social media!**
- **Regional Workshops – Update**
- **Census 2021 questionnaires now available online**



Helping you to prepare for Census 2021

Here at ONS we're continuing to work on the deliver the 2021 Census as planned.

We are aware of the extraordinary demands the current situation is putting on local authorities, and like many of you, we're working differently.

We continue to be guided by the evidence and latest advice from Government and medical experts and will keep you updated on any changes through these newsletters.



Recruitment Update – first jobs go live on 7 July 2020

Census engagement managers and community advisers

As part of our phased approach to Census 2021 recruitment for field staff, our first vacancies for Census Engagement Managers (CEMs) begins on 7 July. We've recently written to all local authorities to let them know about the CEMs in their area including a job description for this role. We'll shortly be sending out links to the online recruitment for these posts. We'll write out again in July to share the job descriptions and locations of the census community advisers.

As a reminder a brief description of these roles are below:

Census Engagement Managers will work with the local authority and engage with community leaders to promote the benefit of the census and gain their support for it. They will develop a partnership working plan with the local authority that will contain details of agreed activities and support for the census operation.

Community Advisers will engage with specific communities that have been identified as needing extra support and encouragement to understand the benefit of the census to encourage completion of the census questionnaire.

How to register your interest for future Census jobs

Anyone who is interested in census jobs can find out about other roles and register your interest on line.

Use this link: <https://censusjobs.co.uk/the-roles/>

They will receive an email confirmation their registration and instructions on what to do next.

We are taking a phased approach to Census 2021 recruitment for field staff. Census engagement manager roles will be advertised from July. We will send you details to help us to promote these jobs. They will start in late September and be ready to work with you from October 2020. Community advisers will start work in November.

We will be contacting local authorities individually in the next month to let them know about the engagement staff that will be working in their areas. As a reminder, here is what those roles include:

Census Engagement Managers will work with the local authority and engage with community leaders to promote the benefit of the census and gain their support for it. They will develop a partnership working plan with the local authority that will contain details of agreed activities and support for the census operation.

Community Advisers will engage with specific communities that have been identified as needing extra support and encouragement to understand the benefit of the census to encourage completion of the census questionnaire.



Things to do now

Appoint your Census Liaison Manager (CLM) and Assistant Census Liaison Manager (ACLM)

If you are one of the few councils who have yet to nominate a census contact please get in touch with our team at

2021Census.LA.Liaison@ons.gov.uk

and we'll be pleased to share suggested job role descriptions with you.



Help to promote Census Jobs

Recruitment for our first census roles begins on 7 July with our census engagement managers. To help us to attract local candidates, please promote these vacancies through your normal channels



Find out who in your authority is talking to ONS about Council Tax data and if your supply has started yet.

Council Tax data is a key element of Census 2021 Census (see this month's article for more information).



Keep your address index up to date

Work with us and GeoPlace to ensure that your address register is as accurate a possible.



Address Index update – Student Halls and Communal establishments

Accurate addressing is a vital to ensuring everyone is invited to take part in Census 2021.

The work that LA Land and Property Gazetteer custodians undertake is an essential part of ensuring address records are up to date. It's important that this work continues as normal, and to support efforts to ensure the accuracy of student accommodation GeoPlace contacted all custodians earlier this year providing guidance and setting out the actions required. The guidance is taken from section 11 and Appendix C of the GeoPlace document . Further guidance and a discussion thread is also available to LLPG Custodians through Khub.

GeoPlace has produced lists of student accommodation for LAs who already have this data uploaded on to their system. Any LA who does not have student accommodation uploaded will not have received a list.

In addition to this activity, we've set up an ONS address resolution team whose primary role is to support an accurate census address index. Their work does not replace what is already being done within local authorities.

The address resolution team are currently checking the accuracy of some student hall information and seeking information where there are gaps. This work is useful as part of making contact with all halls and we are aware that local authorities have been unable to complete room level addressing because of the current pressures of COVID19. Going forward, they will move on to checking other types of communal establishment addresses such as monasteries and care homes to confirm the type of communal establishments and bed spaces.

Working with Universities to support the census

We are writing to Vice Chancellors/Principals explaining how enumerating students is a critical part of the census, and that we will count them at their term-time address.

As part of our census preparations, we are asking universities to support us by putting us in touch with the right contacts to provide information about accommodation and to help us to communicate with students.

Council Tax and Census 2021

The Council Tax team at ONS need your help to get your council to supply council tax data.

Council tax data are important for the 2021 Census because:

- they are a vital data source for quality assuring census returns
- they allow groups who often give low returns to the census to be better represented
- they will help to improve population statistics which allows for more accurate planning of local services.

The more accurate and complete our council tax dataset is, the better-informed decisions can be made by local and national government.

From April 2020, the council tax data acquisition was added to the [Single Data List](#) (SDL) by the Ministry of Housing, Communities & Local Government (MHCLG), with agreement of the Local Government Gateway Group. This is the list of data that local authorities must submit to central government.

While ONS has the mandatory powers to ensure local authorities supply data to us, we still prefer to work with councils and collect data through our permissive powers where possible.

This is where you come in. Please find out who in your authority is talking to ONS about Council Tax and ensure they know how important it is your census work and its delivery.

Council Tax data is a key element for the 2021 census preparations in your area. Each council needs to have signed an agreement with us and arranged to start supplying data. Have you talked to the Council Tax contact to ensure they know the importance of it to your census work and its delivery?

Due to the Covid-19 pandemic, data supplying has been paused until August. To ensure that we can resume data sharing in August, all councils need to be in contact with ONS by the end of July 2020.

ONS will also provide New Burden Funding to enable councils to supply council tax data, and your existing revenues and benefits software provider will provide the associated software module free of charge. We also have a helpful team who can answer any questions at council.tax@ons.gov.uk.

If they are not already, your authority needs to start supplying ONS with council tax data as soon as possible.

The Census Schools Campaign

To inspire the next generation to get involved in the census, we've developed an education programme to teach pupils about the importance of the once-in-a-decade event.

The primary school programme, 'Let's Count!', aims to excite and engage both children and families with the census. With maths and statistics at its core, the cross-curricular initiative provides lesson plans and interactive activities for pupils to learn about the relevance of statistics to a range of other subjects.

Let's Count! was piloted in the 2019 census rehearsal with great success. 58% of schools in the rehearsal areas took part, with a total of 148 schools participating across Carlisle, Ceredigion, Hackney and Tower Hamlets. The programme encouraged high levels of student engagement and 91% of teachers at participating schools said Let's Count! made a positive educational impact at their school. Additionally, 82% of teachers said their children were strongly engaged with the activities and 87% said they would run the Let's Count! activity again in 2021.

We are currently improving the programme to create an even stronger set of activities to engage primary school pupils to get involved with the census. Let's Count! will be rolled out in 2021 across England and Wales, with school recruitment starting in September 2020

We will be writing to the Head Teachers of primary and secondary schools in the autumn, and we will ensure that local authorities who deal with education are kept up to date. We'll keep everyone informed on our developing plans in this area through these newsletters.

The census is on social media!

Now, more than ever before, social media will play a huge part in telling residents about the census and encouraging them to fill it in.

From sharing census facts, case studies and key information, to revealing the census forms of famous people from the past, our social channels provide a great opportunity to engage with the census.

We're really looking forward to working with you on social media. Later this year we'll be making resources available on the census website. These will include example social media posts and a suite of images that your comms team and councillors will be welcome to use. We'll also keep you updated via this newsletter when new content becomes available.

If you haven't already, be sure to follow the census on [Twitter](#), [Facebook](#) and [YouTube!](#) @Census2021

Tweet us using #Census2021

Feel free to contact the team on census.social.media@ons.gov.uk

Local Authority Regional Workshops - Update

We have now completed our first series of 13 interactive workshops. 83% of local authorities in England and Wales were represented with over 400 attendees, and feedback has been positive. For example:

"I found it really useful with plenty of opportunities to ask questions as we went."

"This has been a really useful workshop to inform us of the Census process and what LAs need to do to support this."

During these events we've shared:

- An overview of support for local authorities
- How the census operation will work
- Our processes and challenges around enumerating special population groups and communal establishments.

We are investigating ways of adjusting our workshops in response to your feedback. These include shorter, more specific events and the use of different meeting software. You have also told us that you would like future sessions including the following topics:

- Further information on local authority roles, responsibilities and key dates
- Addressing the census

We are currently working through your frequently asked questions and survey comments and responses will be available shortly. Thank you to all those who attended and to those who responded to the survey. Remember, completing the surveys helps us to plan our future sessions and to ensure we share with you the information you most need.

Census 2021 paper questionnaires

The questions and response options for Census 2021 are included in the Census Regulations for [England](#) and for [Wales](#) (for more information see our [legislation and policy page](#)). Census 2021 is online-first and so paper forms are considered a secondary mode of completion.

You can find more details about how we developed the paper and electronic questionnaires in the [question and questionnaire development overview for Census 2021 report](#) and our question development reports which we will be publishing throughout 2020.

Census 2021 [paper questionnaires are now available to view online](#)

Have you missed previous Newsletters?

Catch up here

- Issue One [September 2019](#) – featuring how we will work together and testing processes for the 2019 Rehearsal
 - Issue Two [February 2020](#) – featuring the timeline of census activities and preparing for the 2020 workshops
 - Issue Three [March 2020](#) – featuring the 9 strands of partnership working with local authorities and an update on addressing.
 - Issue Four [April 2020](#) – featuring regional workshops to prepare you for census
 - Issue Five [May 2020](#) – Recruitment update – census engagement managers and community advisers.
-

Useful Links

The Census White Paper: Help Shape Our Future: The 2021 Census of Population and Housing in England and Wales
<https://www.ons.gov.uk/census/censustransformationprogramme/legislationandpolicy>

Census 2021 Website

<https://census.gov.uk/>

ONSs approach and processes for assuring the quality of 2021 Census data:

The ONS initial proposal for how we will check the Census 2021 processes and results to make sure users can rely on them

<https://www.ons.gov.uk/census/censustransformationprogramme/approachandprocessesforassuringthequalityofthe2021censusdata>

Everyone counts

census.gov.uk



#Census2021



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From: [2021Census LA Liaison](#)
Bcc: [REDACTED]
Subject: UPDATED Community Adviser (CA) Allocations
Date: 20 July 2020 18:17:00
Attachments: [Phase1_recruitment_LA_notification.pdf](#)
[UPDATED_WestMidlands_Region_CA_Allocation.pdf](#)

Good afternoon

Further to our email on Friday I'm writing to provide you with an updated list of community adviser positions in your area.

Unfortunately, some of the roles for Sandwell and Walsall were omitted from the original attachment, and additionally it wasn't clear which CA roles were shared across more than one local authority.

I'm including a revised attachment which I hope clarifies the position for each area. Please accept my apologies for any confusion caused by our earlier communication.

Best wishes

Susan

Susan Barton | Census Local Authority Partnerships Manager
Office for National Statistics | Swyddfa Ystadegau Gwladol

[REDACTED] | www.ons.gov.uk | [@ONS](#)

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-

From: 2021Census LA Liaison
Sent: 17 July 2020 14:08
Subject: Community Adviser (CA) Allocations

Good afternoon

We wrote to you recently to tell you how we would like to work with local authorities and local communities to ensure the success of Census 2021. The census jobs website is already live with 200 census engagement manager (CEM) roles and you should have received information on the allocation for your area. The closing date for applications is 31 July 2020 and full information is available at www.censusjobs.co.uk. Thank you for helping to promote these roles.

We are now able to tell you more about the community adviser (CA) positions. The CAs will be working with different communities within your area. Areas were based on a combination of population of the


community that the CA will be working with, assessment of likely response rates in areas, and local authority (LA) boundaries. All areas cover one or more whole LAs. Census engagement managers will work with all other communities who do not have a CA. The CA allocation for your area is attached.

Community advisers will engage with specific communities that have been identified as needing extra support and encouragement to understand the benefit of the census. There may be practical or motivational barriers to overcome and the CA will engage with the community to get the maximum number of people to complete the census questionnaire. They will start on 26 October 2020. Contract hours vary from 15 to 25 hours and pay rates range from £13.01 to £16.93 per hour. You can see the full details for each position, including a job description and indicative language, on the [community engagement](#) page of the census jobs website.

In allocating these roles we picked communities that statistically we have had lower response rates from in the past and where we think local engagement is an effective way to increase responses. The communities we have selected are clustered and have a degree of community so there are appropriate leaders and influencers to engage with.

We recognise that this will mean CAs don't cover all communities, especially newer ones. However, community advisers are just one action we are taking to increase responses. Their existence will free up CEM time to work with other (newer) communities. There will also be materials available in many languages along with a comprehensive marketing campaign designed to reach all groups. Community adviser jobs go live on the census jobs website on 4 August 2020. The closing date is 28 August 2020. We would be grateful for your support in recruiting these staff by promoting them on your website job pages and to your community links. Please see the attached presentation for examples of some of our adverts.

Best wishes


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www.ons.gov.uk

2021Census.LA.Liaison@ons.gov.uk

Partnerships number – 01329 447434

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- [Access census information](#) for community partners and local authorities
- Sign up for [Census 2021 jobs](#) here
- Follow @Census2021 on [Twitter](#) and [Facebook](#)

From: [REDACTED]
Subject: LA Concerns
Date: 28 January 2021 17:19:00

Hi [REDACTED]

As I have mentioned at our recent 1-1's, my LA contact raised concerns regarding the ONS decision to go ahead with the Census 2021. After the 3rd lockdown announcement, they were expecting that the ONS would decide to postpone the census until next year.

I asked my LA contact to send me an email (see below) with their concern which I agreed to cascade to the management.

I will be grateful if you help me draft a reply to their concern, if possible.

Regards,

[REDACTED]

[REDACTED]

Office for National Statistics |Website: www.ons.gov.uk Mobile: [REDACTED]
|Email: [REDACTED]

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----- Forwarded message -----

From: [REDACTED]
Date: Thu, 28 Jan 2021 at 17:03
Subject: RE: Census 2021 Local Authority Partnership Plan (LAPP)
To: [REDACTED]

Hi [REDACTED]

Thank you for meeting earlier. I can confirm I am happy to sign off the LAPP.

I would just like to have noted the following concerns that we discussed earlier:

It is clear that the situation we find ourselves in does not lend itself to active on the ground engagement and there is a feeling that the ONS have not fully reflected and recognised the impact of Covid on their planned activity.

We have had feedback from local community representatives that at this point in time members of their communities are only interested in hearing Covid/Vaccination, so there is a fear that Census promotion may get lost.

The Census is such a valuable tool and the fear is that the current situation will only have a detrimental effect on the number's participating and thereby bring into question the overall validity of the results.

I am aware you and your team have done extensive work engaging with many community groups and voluntary sector organisations across Coventry and the Council will continue to support and promote the work of the Census in every way we can.

Kind regards

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Web: www.coventry.gov.uk

Please note my working days are Monday - Thursday