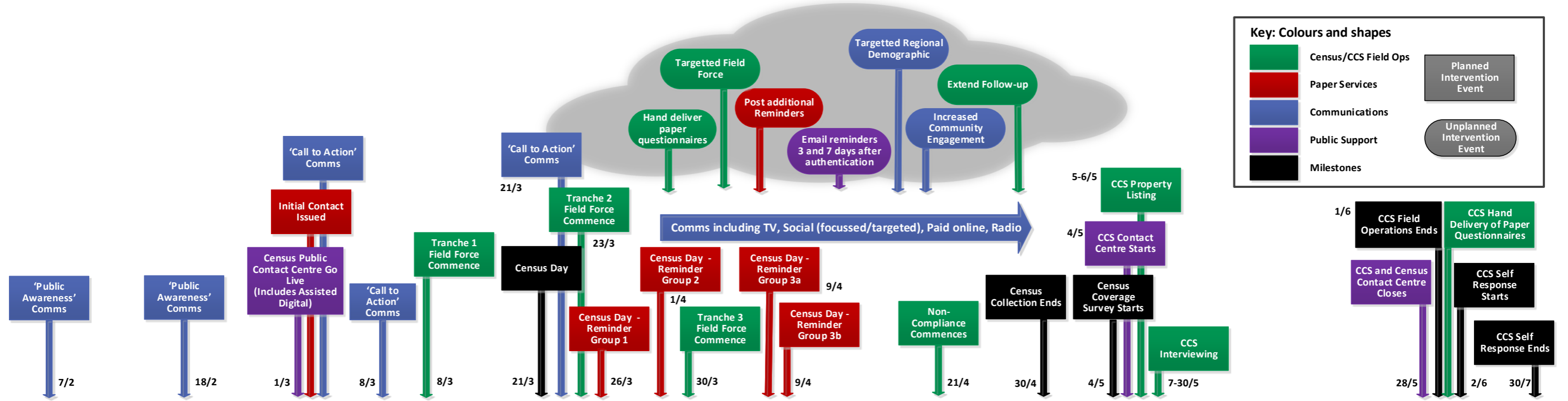


Maximising Response in 2021 - Outbound Contact During Census and CCS

Version 1.1



Week	Week -6	Week -5	Week -4	Week -3	Week -2	Week -1	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	2 Month Period
Online	1 Feb - 7 Feb	8 Feb - 14 Feb	15 Feb - 21 Feb	28 Feb - 6 Mar	7 Mar - 13 Mar	14 Mar - 20 Mar	21 Mar - 27 Mar	28 Mar - 3 Apr	4 Apr - 10 Apr	11 Apr - 17 Apr	18 Apr - 24 Apr	25 Apr - 1 May	2 May - 8 May	9 May - 15 May	16 May - 22 May	23 May - 29 May	2 Jun - 30 Jul
LA	Target Response Rates																
Overall	75%																
	80%																
	94%																

Assumptions	Week -6	Week -5	Week -4	Week -3	Week -2	Week -1	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	2 Month Period
Census awareness campaign - 'It's coming' commences Census Day - 6 weeks.																	
Census awareness campaign - 'You'll get your access code' soon																	
Contact Centre goes live in conjunction with the initial contact letter to the public and the 'call to action' comms																	
Tranche 1: (10% of field staff)																	
11% of households will request paper questionnaires via the Contact Centre and online																	
Tranche 2: A further 20% of field force deployed at CD +2.																	
Field force distributed across all of England and Wales. Approach for this tranche is to target the hardest to count respondents within each coordinator area for field follow-up.																	
17% of households may request paper questionnaires as part of field follow-up																	
Census Call to action campaign - Mandatory 'Just Do It'																	
Reminder Group 1 - no paper questionnaires																	
Reminder Group 3a - no paper questionnaires																	
Reminder Group 3b - 3.5% of households will receive paper questionnaires as a 3rd reminder																	
Reminder comms will be scheduled to run until the end of the collection period.																	
Note 5/04/2021 is Easter Monday																	
Unplanned Interventions will be determined in conjunction with the Response Chasing Algorithm (RCA).																	
The RCA tool combines live response data with operational simulations to recommend interventions.																	
Census Collection end date assumed to be Census Collection start date + 6 weeks																	
DEC0210: Census Coverage Survey (CCS) field activities start no later than 6 weeks after Census Day and last a minimum of 4 weeks.																	
Contact centre supports CCS with effect from 4/05.																	
CCS postcodes identified on 5&6/05																	
CCS interviewing commences from 7-30/05.																	
Note 3/05/2021 is early May Bank Holiday																	
Contact Centre Closure 28/05.																	
CCS field ops finish Sun 30/05.																	
CCS ends 1/6/21 with a debrief day for the field interviewers.																	
DEC0211: After 4 weeks of field operations, if attempts to gain an interview are unsuccessful a self-response online and/or paper post-back form will be offered.																	

Date	Change Description	Source of Change	Version No
18/06/2018	Dates for the three batches of reminder letters have changed to arrive on: the Friday after Census (26/03) the following Thursday (01/04) the following Friday (09/04) Labels for the three reminder groups have changed to: Reminder Group 1 Reminder Group 2 Reminder Group 3	Design Forum 6/06/2018	1
21/06/2018	Intervention events updated to reflect current RCA interventions list	CSOD Decision making framework published 16/05/2018	1
21/06/2018	Tranche 1 field activity date changed to start on 8/03 based on CFPS Invitation to Tender	Design Forum 6/06/2018	1
21/06/2018	Milestone for CCS self response changed from red to green as CCS paper questionnaires will be hand delivered as opposed to posted out.	Decision recorded at Design Forum 20/06/2018	1
21/06/2018	Field milestone added for Non Compliance start date	██████████, ██████████ ██████████	1
13/11/2018	The Wave of Contact for the 2019 Rehearsal was signed off at Transformation Programme Board on 26/09/18. During the development of the 2019 Wave, a number of decisions on statistical and operational strategy were made. These have resulted in changes to the operational milestones in both the Household Wave of Contact and the Communal Establishments Wave of Contact diagrams. The objective for the 2019 rehearsal is to ensure that we test the statistical and operational strategy for 2021, therefore some of these changes have also been reflected in the 2021 Wave of Contact following the approval of RFC 0461.	RFC Ref 0461	1.1