## Version 1.1 **Key: Colours and shapes** Targetted Regional Census/CCS Field Ops Intervention Event Extend Follow-up Paper Services Communications Community **Public Support** Engagement 'Call to Action 3 and 7 days after Comms Milestones CCS Property 21/3 Field Force Issued CCS Field Delivery of Pape Comms including TV, Social (focussed/targeted), Paid online, Radio Operations Ends 23/3 CCS Contact **Centre Starts** Field Force Census Public **Census Day** Contact Centre Go **CCS and Census CCS Self** Response Starts Includes Assisted Closes Awareness Comms Coverage Survey Starts **Awareness** 1/4 Collection Ends Digital) Compliance Commences Reminder Field Force Group 3b CCS Self Group 1 Commence Response Ends Interviewing 18/2 7-30/5 30/4 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 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 1 Feb -7 Feb Online **Target Response Rates** 75% LA 80% 94% Overall Contact Centre goes Tranche 1: (10% of Tranche 2: A Franche 3: Remaining Census Collection Contact Centre Closure | DEC0211: After 4 weeks Census ve in conjunction urther 20% of 0% of field staff Interventions will be end date assumed to Coverage Survey (CCS) of field operations, if equest paper wareness no paper vith the initial contact ield force eployed at CD +9. be Census Collection eld activities start no attempts to gain an estionnaires via th determined in 'It's coming You'll get you etter to the public ensus Call to action ontact Centre and deployed at CD +2. conjunction with the start date + 6 weeks later than 6 weeks afte CCS field ops finish interview are access code' nd the 'call to action ampaign – 'You Response Chasing ensus Day and last a Sun 30/05. unsuccessful a self-Census Day - ( hould have your ield force - 3.5% of Algorithm (RCA). response online and/or no paper nimum of 4 weeks. ccess code soon distributed across CCS ends 1/6/21 with paper post-back form will nitial contact will Do It all of England and The RCA tool a debrief day for the be offered. eceive paper Contact centre Wales. Approach combines live supports CCS with field interviewers. uestionnaires as eceived by for this tranche is response data with effect from 4/05. operational to target the ffect from 01/03 to ardest to count simulations to nsure that all will be scheduled t identified on 5&6/05 respondents recommend spondents are in within each run until the end o interventions CCS interviewing eceipt of it a week coordinator area the collection commences from 7-30/ efore Census day at for field follow-up. he latest. (13/03/ 17% of hous Note 5/04/2021 is Note 3/05/2021 is early nay request pape Easter Monday The print and post out May Bank Holiday art of field end out the initial ontact on a rolling asis due to the action campaign vith UAC for 11% of useholds targeting ose with the highes no paper villingness and lowe igital ability. etter with UAC for

**Note:** This model is limited to households. CEs are covered in a separate

wave model.

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Maximising Response in 2021 - Outbound Contact During Census and CCS

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 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 questionaires will be hand delivered as opposed to posted out.		1
21/06/2018	Field milestone added for Non Compliance start date	, <u> </u>	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		1.1
	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.		