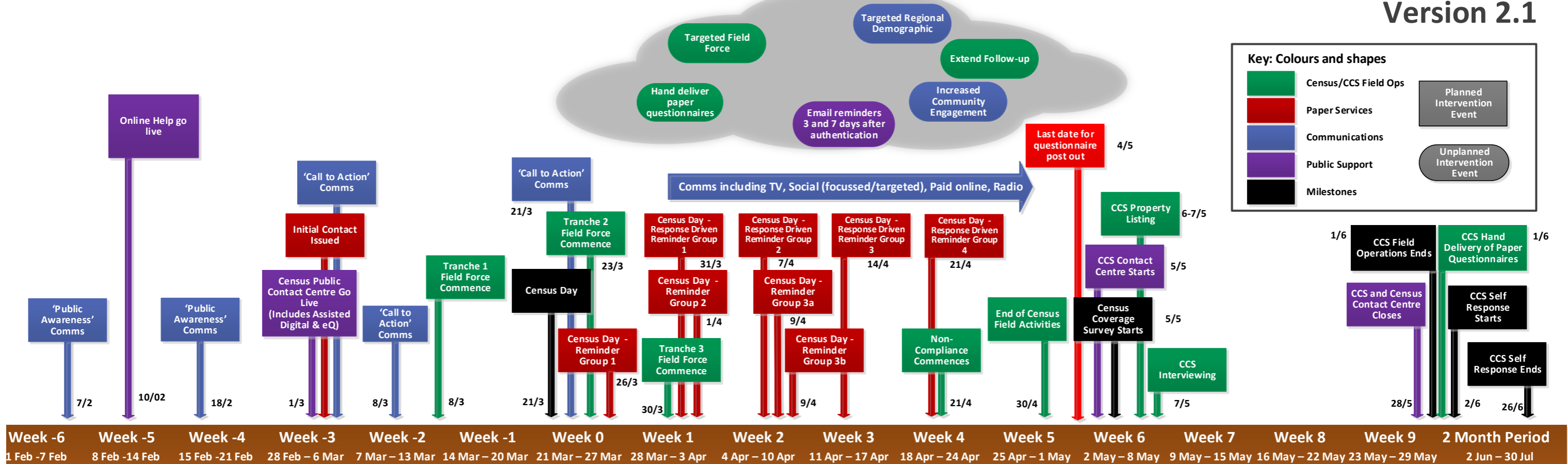


Maximising Response in 2021 - Outbound Contact During Census and CCS

Version 2.1

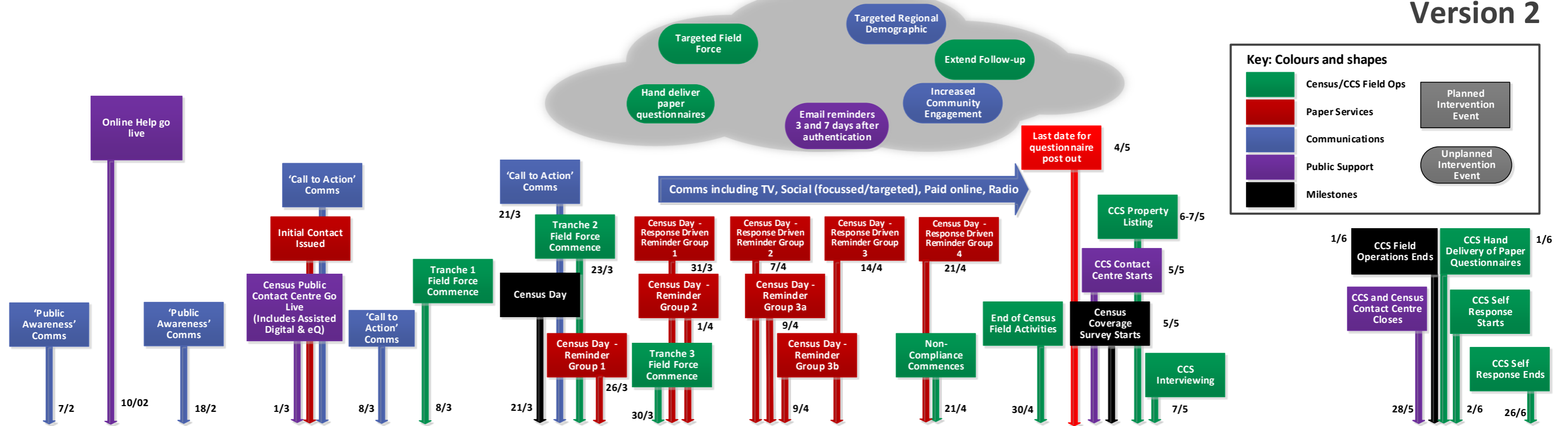


Week	1 Feb - 7 Feb	8 Feb - 14 Feb	15 Feb - 21 Feb	28 Feb - 6 Mar	7 Mar - 13 Mar	14 Mar - 20 Mar	21 Mar - 27 Mar	28 Mar - 3 Apr	4 Apr - 10 Apr	11 Apr - 17 Apr	18 Apr - 24 Apr	25 Apr - 1 May	2 May - 8 May	9 May - 15 May	16 May - 22 May	23 May - 29 May	2 Jun - 30 Jul
Online																	
LA																	
Overall																	

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.																	
Online Help go live 10/02/21																	
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.																	
Tranche 3: Remaining 70% of field staff deployed at CD +9.																	
Reminder Group 3a - no paper questionnaires																	
Census Day - Response Driven Reminder Group 3 - volume 500k																	
Census Day - Response Driven Reminder Group 4 - volume 500k																	
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 Closure 28/05.																	
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.																	

Maximising Response in 2021 - Outbound Contact During Census and CCS

Version 2



Assumptions	Census awareness campaign – 'It's coming' commences Census Day - 6 weeks.	Online Help go live 10/02/21	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 Initial contact will commence being received by respondents with effect from 01/03 to ensure that all respondents are in receipt of it a week before Census day at the latest. (13/03/2021). The print and post out service provider will send out the initial contact on a rolling basis due to the volume of reminders. Paper questionnaire with UAC for 11% of households targeting those with the highest willingness and lowest digital ability. Letter with UAC for remaining households.	Tranche 1: (10% of field staff) Census Call to action campaign – 'You should have your access code soon – Do it'	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	Tranche 3: Remaining 70% of field staff deployed at CD +9. Reminder Group 2 – no paper questionnaires Census Day -Response Driven Reminder Group 1 – volume 500k Note 2/04/2021 is Good Friday	Reminder Group 3a – no paper questionnaires Reminder Group 3b – 3.5% of households will receive paper questionnaires as a 3rd reminder Census Day - Response Driven Reminder Group 2 – volume 500k Reminder comms will be scheduled to run until the end of the collection period. Note 5/04/2021 is Easter Monday	Census Day - Response Driven Reminder Group 3 – volume 500k Census Day - Response Driven Reminder Group 4 – volume 500k 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 5/05. CCS postcodes identified on 6&7/05 CCS interviewing commences from 7/05. Note 3/05/2021 is early May Bank Holiday Last date of questionnaire post out day before CCS 4 th / 5	Contact Centre Closure 28/05. CCS field ops finish 1/06. CCS ends 1/6/21 with a debrief day for the field interviewers on the 2/6/21	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.
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21 HH	Reason for change	Workstream	Amendment / Addition / Deletion / No Change	Information / Date Change/ Other	Detail	V1 Date	V2 Date	Comments	V2 Release	Changes Made by
Yes	RFC0489 Census Field Operations (CFO) Operational start and end date changes 2019 and 2021	CCS	No Change	Information	CCS Interviewers induction Wed 5th May	NA	NA	Not detailed in WOC	11/06/2019	
Yes	RFC0489 Census Field Operations (CFO) Operational start and end date changes 2019 and 2021	CCS & DCS	Amendment	Date Change	CCS Contact Centre supports	04/05/2021	05/05/2021 to 28/05/2021		11/06/2019	
Yes	RFC0489 Census Field Operations (CFO) Operational start and end date changes 2019 and 2021	CCS	Amendment	Date Change	CCS Property Listing	05/05/2021 to 06/05/2021	06/05/2021 to 07/05/2021		11/06/2019	
Yes	RFC0489 Census Field Operations (CFO) Operational start and end date changes 2019 and 2021	CCS	Amendment	Date Change	CCS Interviewing	07/05/2021 to 30/05/2021	07/05/2021 to 01/06/2021		11/06/2019	
Yes	RFC0489 Census Field Operations (CFO) Operational start and end date changes 2019 and 2021	CCS	No Change	Information	CCS Last day of interviewing	01/06/2021	01/06/2021	No Change	11/06/2019	
Yes	RFC0489 Census Field Operations (CFO) Operational start and end date changes 2019 and 2021	CCS	No Change	Information	CCS Interviewers debrief 2nd June	NA	NA		11/06/2019	
Yes	RFC0489 Census Field Operations (CFO) Operational start and end date changes 2019 and 2021	CCS	No Change	Information	CCS Hand delivery of Self Response invitations 1st June	01/06/2021	01/06/2021	No Change	11/06/2019	
Yes	RFC0489 Census Field Operations (CFO) Operational start and end date changes 2019 and 2021	CCS	No Change	Date Change & Milestone box colour change	Self-Response starts	02/06/2021	02/06/2021	No Change	11/06/2019	
Yes	RFC0489 Census Field Operations (CFO) Operational start and end date changes 2019 and 2021	CCS	Amendment	Date Change & Milestone box colour change	Self-Response ends	30/07/2021	26/06/2021		11/06/2019	
Yes	RFC0489 Census Field Operations (CFO) Operational start and end date changes 2019 and 2021	CCS	Amendment	Date Change	CE - move end date of 2021 field operation from Sunday 11th April to Saturday 10th April	11/04/2021	10/04/2021		11/06/2019	
Yes	Extra detail added for Version 2	EQ	Addition	Information	Added "&eQ" to Census Public Contact Centre Go live box	NA	01/03/2021		11/06/2019	
Yes	Extra detail added for Version 2	PP	Addition	Information	Last post out of paper Questionnaire	NA	04/05/2021		11/06/2019	
Yes	Extra detail added for Version 2	DCS	Addition	Information	Online Help go live box & date added	NA	10/02/2021		11/06/2019	
Yes	Amendment	NA	Amendment	Other	Arrows removed from boxes in cloud	NA	NA		11/06/2019	
Yes	Amendment	NA	Amendment	Other	Extend follow- up removed from box in cloud	NA	NA		11/06/2019	
Yes	Extra detail added for Version 2	CFO	Amendment	Information	Black Box "Census collection Ends" 30/04/2021 amended to end of Census Field activities	30/04/2021	30/04/2021		11/06/2019	
Yes	Resulting from CCS date change (RFC0489)	DCS	Amendment	Information	Contact Centre remains open until the 4th of May for telephone capture	NA	NA	Not directly Captured in WOC -though CCS contact Centre starts on the 05/05/21 is captured.	11/06/2019	
Yes	RFC 0495 - Response- Driven intervention reminder letters for 2019 and 2021	PP	Addition	Addition	Census day Response Driven reminder group boxes (1,2,3& 4) and detail added to Wks 1,2, 3 & 4 respectively	NA	to land on 31/03/21; 07/04/21; 14/04/21 & 21/04/21	Planned reminders - 4batches end of 1st, 2nd, 3rd and 4th after Census day to land on the Friday of that week.	11/06/2019	