Maximising Response in 2021 - Outbound Contact During Census and CCS Version 3.0 **Key: Colours and shapes** Census/CCS Field Ops **Census Public Paper Services** eQ stop collecting Communications post out Digital & eQ) **Public Support** Comms Comms including TV, Social (focussed/targeted), Paid online, Radio 6-7/5 Listing Tranche 2 Field Force nitial Contact 21/3 ost card pre Issued CCS Hand **CCS Field** Delivery of Pape Questionnaires Commence **CCS Contact Centre Starts Field Force** Census Day 23/3 Group 3 **Contact Centre End of Census** Awareness Comms 13/4 Coverage 5/5 Closes Field Activities 29/3 Survey Starts Tranche 3 Field Force Compliance Commences Group 1 CCS Self Response Ends 8/2 10/02 18/2 22/2 3/3 8/3 26/6 8/3 19/4 21/4 8/5 26/4 Week -6 Week -5 Week -4 Week -3 Week -2 Week 0 Week 1 Week 4 Week 5 Week 7 Week 8 Week 9 Week -1 Week 2 Week 3 Week 6 2 Month Period 1 Mar - 7 Mar 8 Mar - 14 Mar 15 Mar - 21 Mar 22 Mar - 28 Mar 29 Mar - 4 Apr 8 Feb - 14 Feb 15 Feb - 21 Feb 22 Feb -28 Feb 5 Apr – 11 Apr 12 Apr – 18 Apr 19 Apr – 25 Apr 26 Apr - 2 May 3 May - 9 May 10 May - 16 May 17 May - 23 May 24 May - 30 May 2 Jun - 30 Jul nitial Postcard Franche 2: A ranche 3: Remainin EC0210: Census CCS field ops finish 1/ DEC0211: After 4 weeks itial Contacts spread Tranche 1: (10% of eminder comms ponse Driven Census sponse Driven urther 40% of 50% of field staff will be scheduled t ver 10 days, with all field staff) overage Survey (CCS) of field operations, if vareness awareness to be sent aper O eminder Group 1 minder Group 2 ampaign campaign anding by Friday of ield force deployed at CD +9. run until the end of ousehold hard to olume 500k olume 500k ield activities start no attempts to gain an Census Call to action he collection later than 6 weeks afte CCS ends 1/6/21 with It's coming 'You'll get you reek-2 leployed at CD +2 count groups 4 and interview are 22/02. unsuccessful a selfcampaign – 'You Census Day and last a a debrief day for the access code' should have your Census Call to field interviewers on response online and/or Census Day o paper inimum of 4 weeks the 2/6/21 veeks. access code soon action campaign Reminder Group 3 paper post-back form will Postcard minder for thos Mandatory 'Just that started but no - Stem Letter CCS postcodes delivered prior be offered. Do It' identified on 6&7/05 to Initial Contact Centr ossibility of splitting **Contact Centre Closure** goes live in ontact. G2 into two differen 28/06. CCS interviewing conjunction spread over 9 etters - one to those Note 5/04/2021 is with the Singl days with all vho have started but ommences from 8/05 no paper wareness landing by ot submitted online. aster Monday Note 3/05/2021 is early All of Reminder 1 postcard to ne to those who Tuesday of week-3 the public and should land prior May Bank Holiday ven't started the 'call to to field Tranche 3 Last date of action' comm Reminder 1e minder for those questionnaire post out vailable to land hat started but not day before CCS 4th / 5 ompleted lands on he day after 31st March ranche 3 if low elf-response revents ompletion of Note 2/04/2021 is ood Friday eminder 1 in atches a-d)



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

Author: Business Architecture Requirements

Issued: 10th February 2020

Version: 3.0

21 HH	Reason for change	change Amendment / Addition / Deletion / Information / Date Change/ Other No Change			Current Version Date	Changes Made by	New Version	
		no change						
Yes	Dates are incorrect within Wave of Contact	A mendment	Date Change	W OC missing week between week -3 and week -4. This is duie to the start date of the wave beibng a week earlier.	10th June 2019	Ţ	DRAFT	
Yes	Inrventions to be removed from the WOC	Deletion	Information	Removal of the Intervention Cloud from the Wave of Contact	10th June 2019		DRAFT	
Yes	New Initial Contact Postcard added to Wave	Addition	Addition of an Event	Post card added and date amended to 22/2	10th June 2019		DRAFT	
Yes	Initial Contact letter Date changed	A me ndm ent	Date Change	Initial Contact dated 3/3	10th June 2019		DRAFT	
Yes	Change of date for Reminder Group 1	A me ndm ent	Date Change	Reminder Groups changes as per Excel Wave of Contact	10th June 2019		DRAFT	
Yes	Change of date for Reminder Group 2	A me ndm ent	Date Change	Reminder Groups changes as per Excel Wave of Contact	10th June 2019		DRAFT	
Yes	Change of date for Reminder Group 3	A me ndm ent	Date Change	Reminder Groups changes as per Excel Wave of Contact	10th June 2019		DRAFT	
Yes	Removal of Response driven group 3 and 4	Deletion	Deletion	Removal of Response Driven reminder 3 and 4	10th June 2019		DRAFT	
Yes	Change of dates ffor Response Driven groups 1 and 2	A me ndm ent	Date Change	Response Driven Reminder Groups changes as per Excel Wave of Contact	10th June 2019		DRAFT	
Yes	Rename Reminder group 3b	A me ndm ent	Change	Change of name for Reminder group 3b to Reminder Group paper Q	10th June 2019		DRAFT	
Yes	Add Event to WOC	Addition	Addition of an Event	New Event added to include detials for EQ stop collecting	10th June 2019		DRAFT	

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lax. paper volumes be			Jaon Educer Mio	- Carry							3 Field Force								
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