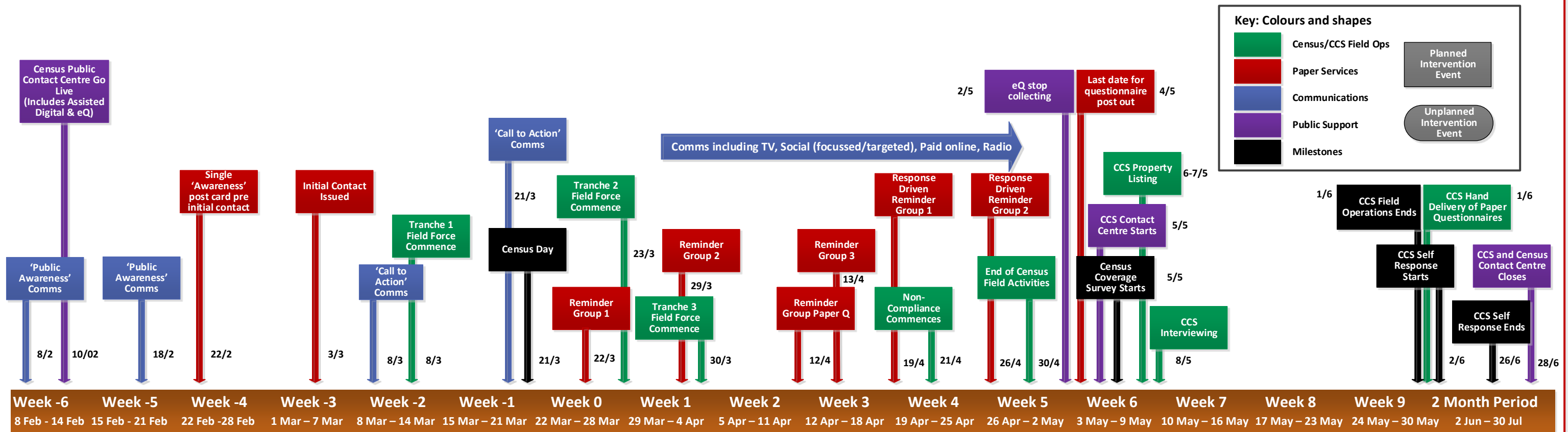


# Maximising Response in 2021 - Outbound Contact During Census and CCS

Version 3.0



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. Contact Centre goes live in conjunction with the Single awareness postcard to the public and the 'call to action' comms	Census awareness campaign – 'You'll get your access code' soon	Initial Postcard to be sent week commencing 22/02. Postcard delivered prior to Initial Contact, spread over 9 days with all landing by Tuesday of week -3	Initial Contacts spread over 10 days, with all landing by Friday of week -2	Tranche 1: (10% of field staff) Census Call to action campaign – 'You should have your access code soon – Do it'		Census Call to action campaign – Mandatory 'Just Do It'	Tranche 2: A further 40% of field force deployed at CD +2. Reminder Group 1 - no paper questionnaires All of Reminder 1 should land prior to field Tranche 3 (Reminder 1e available to land the day after Tranche 3 if low self-response prevents completion of Reminder 1 in batches a-d)	Tranche 3: Remaining 50% of field staff deployed at CD +9. Reminder Group 2 – no paper questionnaires Possibility of splitting RG2 into two different letters - one to those who have started but not submitted online, one to those who haven't started Reminder for those that started but not completed lands on 31 <sup>st</sup> March Note 2/04/2021 is Good Friday	Reminder comms will be scheduled to run until the end of the collection period. Reminder for those that started but not completed lands on 9th April Note 5/04/2021 is Easter Monday	Reminder Group Paper Q – Household hard to count groups 4 and 5 Reminder Group 3 – Stem Letter	Response Driven Reminder Group 1 – volume 500k	Response Driven Reminder Group 2 – volume 500k	DEC0210: Census Coverage Survey (CCS) field activities start no later than 6 weeks after Census Day and last a minimum of 4 weeks. CCS postcodes identified on 6&7/05 CCS interviewing commences from 8/05. Note 3/05/2021 is early May Bank Holiday Last date of questionnaire post out day before CCS 4 <sup>th</sup> / 5			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. Contact Centre Closure 28/06.

21 HH	Reason for change	Amendment / Addition / Deletion / No Change	Information / Date Change/ Other	Detail	Current Version Date	Changes Made by	New Version
Yes	Dates are incorrect within Wave of Contact	Amendment	Date Change	WOC missing week between week -3 and week -4. This is due to the start date of the wave being a week earlier.	10th June 2019		DRAFT
Yes	Interventions 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	Amendment	Date Change	Initial Contact dated 3/3	10th June 2019		DRAFT
Yes	Change of date for Reminder Group 1	Amendment	Date Change	Reminder Groups changes as per Excel Wave of Contact	10th June 2019		DRAFT
Yes	Change of date for Reminder Group 2	Amendment	Date Change	Reminder Groups changes as per Excel Wave of Contact	10th June 2019		DRAFT
Yes	Change of date for Reminder Group 3	Amendment	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 for Response Driven groups 1 and 2	Amendment	Date Change	Response Driven Reminder Groups changes as per Excel Wave of Contact	10th June 2019		DRAFT
Yes	Rename Reminder group 3b	Amendment	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 details for EQ stop collecting	10th June 2019		DRAFT

