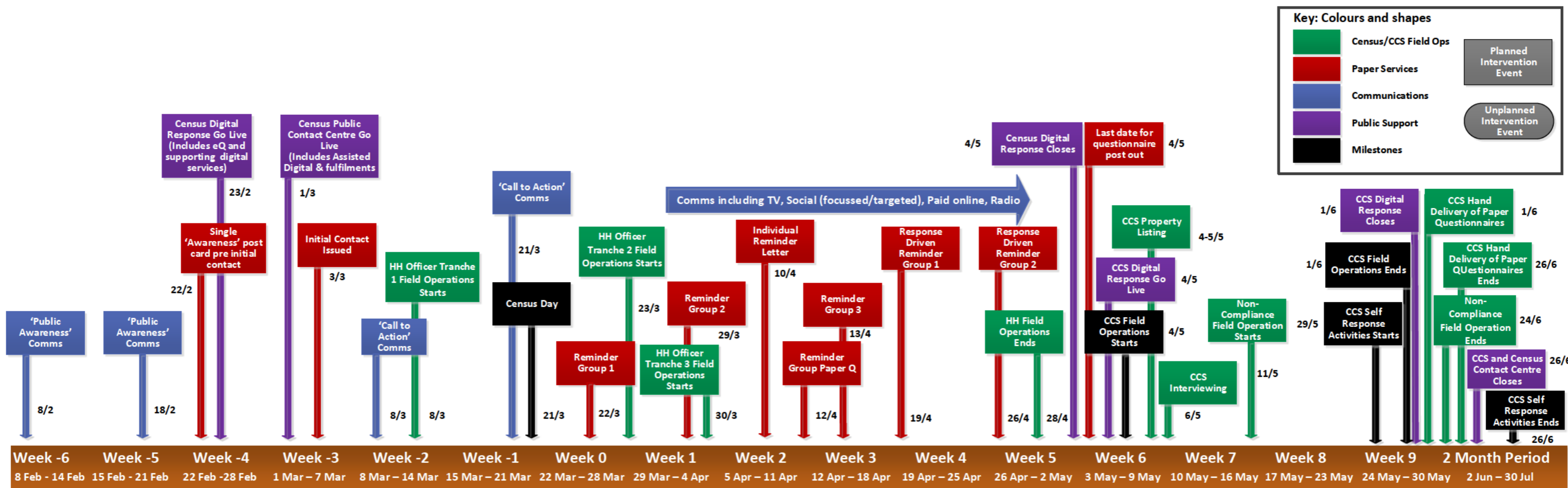


Maximising Response in 2021 - Outbound Contact During Census and CCS

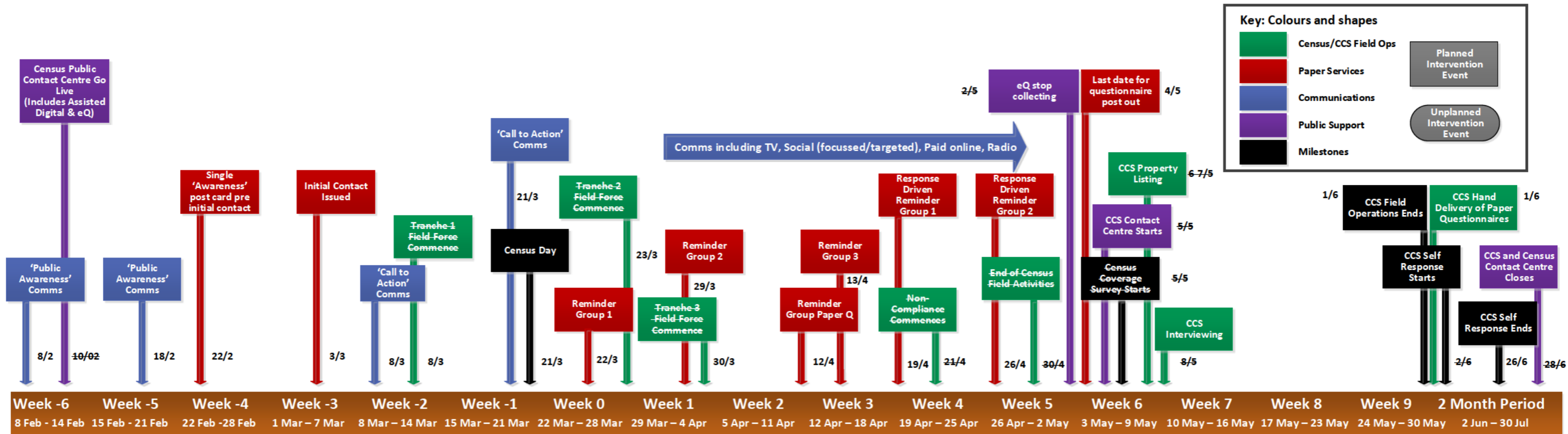
Version 4.0



Assumptions	<p>Census awareness campaign – 'It's coming' commences Census Day - 6 weeks.</p> <p>Census awareness campaign – 'You'll get your access code' soon</p> <p>Initial Postcard to be sent week commencing 22/02.</p> <p>Postcard delivered prior to Initial Contact, spread over 9 days with all landing by Tuesday of week -3</p> <p>Digital Response live to support CE operation from 23/02.</p>	<p>Initial Contacts spread over 10 days, with all landing by Friday of week -2</p> <p>Tranche 1: (10% of field staff)</p> <p>Census Call to action campaign – 'You should have your access code soon – Do It</p>	<p>Tranche 2: A further 40% of field force deployed at CD +2.</p> <p>Census Call to action campaign – Mandatory 'Just Do It'</p> <p>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)</p>	<p>Tranche 3: Remaining 50% of field staff deployed at CD +9.</p> <p>Reminder Group 2 – no paper questionnaires, letter 1 for those who are paper first and letter 2 for those who are digital first.</p> <p>Reminder for those that started but not completed lands on 31st March</p> <p>Note 2/04/2021 is Good Friday</p>	<p>Reminder comms will be scheduled to run until the end of the collection period.</p> <p>Reminder for those that started but not completed lands on 9th April</p> <p>Individual reminder letter for those who requested an individual UAC but haven't returned that UAC lands on 10th April.</p> <p>Note 5/04/2021 is Easter Monday</p>	<p>Reminder Group Paper Q – Household hard to count groups 4 and 5</p> <p>Reminder Group 3 – Stern Letter</p>	<p>Response Driven Reminder Group 1 – volume 500k</p>	<p>Response Driven Reminder Group 2 – volume 500k</p>	<p>DEC0210: Census Coverage Survey (CCS) field activities start no later than 6 weeks after Census Day and last a minimum of 4 weeks.</p> <p>CCS addresses identified on 4/5/05 but some areas may extend beyond this date</p> <p>CCS interviewing starts from 6/05 but response capture on paper questionnaires can occur during property listing</p> <p>Note 3/05/2021 is early May Bank Holiday</p> <p>Last date of questionnaire post out day before CCS 4th / 5</p> <p>Contact centre supports CCS with effect from 4/5. Household and Individual eQs no longer available after 4/5.</p>	<p>CCS field operations finish 1/06/21 but interviewer debriefs will occur on the 02/6/21</p> <p>Paper only responses after field operation 1/6.</p>	<p>CCS Hand Delivery of Paper Questionnaires Starts on 1/06/2021 and ends on 26/06/2021.</p> <p>Non-Compliance Field Operations ends on 24/06/2021, However, Non-Compliance HQ work continue before handing over to Crown Prosecution Service.</p> <p>DEC0211: After 4 weeks of field operations, if attempts to gain an interview are unsuccessful a paper post-back form will be offered.</p> <p>Contact Centre Closure 28/06.</p>
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Maximising Response in 2021 - Outbound Contact During Census and CCS

Version 3.0



Key: Colours and shapes

- Census/CCS Field Ops (Green box)
- Paper Services (Red box)
- Communications (Blue box)
- Public Support (Purple box)
- Milestones (Black box)
- Planned Intervention Event (Grey rectangle)
- Unplanned Intervention Event (Grey rounded rectangle)

Assumptions	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'	Tranche 2: A further 40% of field force deployed at CD +2. Census Call to action campaign – Mandatory 'Just Do It'	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 st 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 – Stern 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 th / 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.
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HH Wave of Contact May 2020 V4 Changes

21 HH	Reason for change	Workstream	Amendment / Addition / Deletion / No Change	Information / Date Change/ Other	Detail	V3 Date	V4 Date	Current Version Date	Changes Made by	New Version
Yes	RFC0708 Changes to Census Field Operation Dates in 2021 Wave of Contact	HH	Amendment	Information	Removal and addition of an event. 'Tranche 1 Field Force Commence' has been removed from the Census Field Ops box and replaced by 'HH Officer Tranche 1 Field Operations Starts'.	08/03/2021	08/03/2021	20/05/2020		Draft
Yes	RFC0708 Changes to Census Field Operation Dates in 2021 Wave of Contact	HH	Amendment	Information	Removal and addition of an event. 'Tranche 2 Field Force Commence' has been removed from the Census Field Ops box and replaced by 'HH Officer Tranche 2 Field Operations Starts'.	23/03/2021	23/03/2021	20/05/2020		Draft
Yes	RFC0708 Changes to Census Field Operation Dates in 2021 Wave of Contact	HH	Amendment	Information	Removal and addition of an event. 'Tranche 3 Field Force Commence' has been removed from the Census Field Ops box and replaced by 'HH Officer Tranche 3 Field Operations Starts'.	30/03/2021	30/03/2021	20/05/2020		Draft
Yes	RFC0708 Changes to Census Field Operation Dates in 2021 Wave of Contact	HH	Amendment	Information & Date change	Removal and addition of an event. 'End of Census Field Activities' has been removed from the Census Field Ops box and replaced by 'HH Field Operations Ends'.	30/04/2021	28/04/2021	20/05/2020		Draft
Yes	RFC0708 Changes to Census Field Operation Dates in 2021 Wave of Contact	HH	Amendment	Information & Date change	Removal and addition of an event. 'Non- Compliance Commences' has been removed from the Census Field Ops box and replaced by 'Non- Compliance Field Operation Starts'.	23/04/2021	13/05/2021	20/05/2020		Draft
Yes	RFC0708 Changes to Census Field Operation Dates in 2021 Wave of Contact	HH	Amendment	Date and information added	Census Field Ops box for 'Non- Compliance Field Operation Ends' and information to say that 'Non-Compliance Field Operations ends on 24/06/2021 however, Non-Compliance HQ work continue before handing over to Crown Prosecution Service' added.	N/A	24/06/2021	20/05/2020		Draft
Yes	RFC0708 Changes to Census Field Operation Dates in 2021 Wave of Contact	CCS	Amendment	Information & Date change	Removal and addition of an event. 'Census Coverage Survey Starts' has been removed from the Milestone box and replaced by 'CCS Field Operations Starts'.	05/05/2021	04/05/2021	20/05/2020		Draft
Yes	RFC0708 Changes to Census Field Operation Dates in 2021 Wave of Contact	CCS	Amendment	Date change and information added	CCS Property Listing date changed and information added: 'CCS addresses identified on 4&5/05 but some areas may extend beyond this date'	06-07/05/2021	4/05/2021-5/05/2021	20/05/2020		Draft
Yes	RFC0708 Changes to Census Field Operation Dates in 2021 Wave of Contact	CCS	Deletion & Addition	Information	CCS postcodes identified on 6-7/05 assumption deleted and replaced with 'CCS addresses identified on 4&5/05 but some areas may extend beyond this date'	6-7/05/2021	4/05/2021-5/05/2021	20/05/2020		Draft
Yes	RFC0708 Changes to Census Field Operation Dates in 2021 Wave of Contact	CCS	Amendment	Date change and information added	CCS interviewing date changed: 'CCS interviewing commences from 8/05' replaced with 'CCS interviewing starts from 6/05 but response capture can occur during property listing'	07/05/2021	06/05/2021	20/05/2020		Draft
Yes	RFC0708 Changes to Census Field Operation Dates in 2021 Wave of Contact	CCS	Amendment	Date change and information added	Information added: 'CCS ends 1/6/21 with a debrief day for the field interviewers on the 2/6/21' replaced with 'CCS field operations finish 1/06 but interviewer debriefs will occur on the 02/6/21'	01/06/2021	01/06/2021	20/05/2020		Draft
Yes	RFC0708 Changes to Census Field Operation Dates in 2021 Wave of Contact	CCS	Amendment	Date change and information added	Removal and addition of an event. 'CCS Self Response Starts' has been removed from the Milestone box and replaced by 'CCS Self Response Activities Starts'.	02/06/2021	20/05/2021	20/05/2020		Draft
Yes	RFC0708 Changes to Census Field Operation Dates in 2021 Wave of Contact	CCS	Amendment	Information	The word 'Activities' added to the Milestone box for CCS Self Response Ends.	26/06/2021	26/06/2021	20/05/2020		Draft
Yes	Removal of incorrect information	CCS	Deletion	Information	CCS field ops finish Sun 30/05 removed from the note on the WDC V4	N/A	N/A	20/05/2020		Draft
Yes	RFC0758 Changes to L1 milestones and Wave of Contact following decisions on Census service start/end dates	HH	Amendment	Information & Date change	Change to the wording in the Public Support Box: "Census Public Contact Centre Go Live (Includes Assisted Digital & eQ)" is now "Census Digital Response Go Live (includes eQ and supporting digital services)"	10/02/2021	23/02/2021	30/06/20220		Draft
Yes	RFC0758 Changes to L1 milestones and Wave of Contact following decisions on Census service start/end dates	HH	Amendment	Information	Assumption notes regarding Census Public Contact Centre Go Live changed from "Contact centre goes live in conjunction with the single awareness postcard to the public and the 'call to action' comms" to "Digital Response live to support CE operation from 23/2".	10/02/2021	23/02/2021	30/06/20220		Draft
Yes	RFC0758 Changes to L1 milestones and Wave of Contact following decisions on Census service start/end dates	HH	Addition	Information & Date change	Public Support Box added for "Census Public Contact Centre Go Live (Includes Assisted Digital & fulfilments)"	N/A	01/03/2021	30/06/20220		Draft
Yes	RFC0758 Changes to L1 milestones and Wave of Contact following decisions on Census service start/end dates	HH	Amendment	Information & Date change	Change to the wording in the Public Support Box from "eQ stop collecting" to Census Digital Response Closes.	02/05/2021	04/05/2021	30/06/2020		Draft
Yes	RFC0758 Changes to L1 milestones and Wave of Contact following decisions on Census service start/end dates	HH	Addition	Information & Date change	Assumption notes regarding Census Digital Response Closes added to say: "Household, CE and Individual eQs no longer available after 4/5".	02/05/2021	04/05/2021	30/06/2020		Draft
Yes	RFC0758 Changes to L1 milestones and Wave of Contact following decisions on Census service start/end dates	CCS	Addition	Information & Date change	Public Support Box added for "CCS Digital Response Go Live"	N/A	04/05/2021	30/06/2020		Draft
Yes	RFC0758 Changes to L1 milestones and Wave of Contact following decisions on Census service start/end dates	CCS	Addition	Information & Date change	Public Support Box added for "CCS Digital Response Closes" and assumption notes added to say "Paper only responses after field operation".	N/A	01/06/2021	30/06/2020		Draft
Yes	RFC0758 Changes to L1 milestones and Wave of Contact following decisions on Census service start/end dates	CCS & HH	Amendment	Date change	Date for CCS and Census Contact Centre Closes changed from 28/06/2021 to 26/06/2021	28/06/2021	26/06/2021	30/06/2020		Draft
Yes	RFC0758 Changes to L1 milestones and Wave of Contact following decisions on Census service start/end dates	HH	Addition	Information & Date change	Individual reminder letter added to the HH Wave for those who requested an individual UAC but haven't returned that UAC.	N/A	10/04/2021	08/07/2020		Draft

Notes:

Operational limit of 2.5m reminder letters per batch

Three day lag between cut and landing (Cut 1am on Monday, land Thursday)

No printing or Royal Mail activity on Good Friday, Sundays or Easter Monday

200K limit on paper questionnaires for RP1/2/3

Most people get three reminders. Paper first people get 2 (excluded from R1)

R3 is 'stern' messaging

No changes to CCS or Non-Compliance

Multiple reminder letters possible on the same day as long as total does not exceed 2.5m

Letter volumes exceeding 2.5m will be rolled over to following day

Reminder 1e currently not needed, but will be used if volumes of non-responding households exceed expectations. Remaining capacity to be used for RU1.

T1= Tranche 1 Field force
T2 =Tranche 2 Field Force
T3 = Tranche 3 Field Force
R = reminder letter
RP = Reminder with paper questionnaire
RDR = Response-driven reminder
RU = Reminder for those who have authenticated their UAC but not submitted a return ("Unsubmitted")
RPF = Letter reminder for those who got paper questionnaires as initial contact
IR=Individual reminder (just for those who have requested an i-form via eQ)

Post card lands (for all residential addresses)						Initial Contact lands															
M	T	W	T	F	S		M	T	W	T	F	S	S	T1 Start	T	W	T	F	S	S	
Week-4							Week-3						Week-2								
22/02/2021	23/02/2021	24/02/2021	25/02/2021	26/02/2021	27/02/2021	28/02/2021	01/03/2021	02/03/2021	03/03/2021	04/03/2021	05/03/2021	06/03/2021	07/03/2021	08/03/2021	09/03/2021	10/03/2021	11/03/2021	12/03/2021	13/03/2021	14/03/2021	
											Cut RU1			Land R1d							
							Cut R1a	Cut R1b	Cut R1c	Cut R1d	Cut R1e			Land R1a	Land R1b	Land R1c	Cut RPF1	Land RU1	Land RPF1		
							CENSUS DAY										Cut R2a	Cut R2b	Land R1e	Land R2a	Land R2b
																	T3 Start	W	T	GOOD FRIDAY	S
Week-1							Week+1						Week+2								
15/03/2021	16/03/2021	17/03/2021	18/03/2021	19/03/2021	20/03/2021	21/03/2021	22/03/2021	23/03/2021	24/03/2021	25/03/2021	26/03/2021	27/03/2021	28/03/2021	29/03/2021	30/03/2021	31/03/2021	01/04/2021	02/04/2021	03/04/2021	04/04/2021	
							Cut RU2			Land RU2			Cut RP1	Cut RP2	Cut RP3		Land RP1	Land RP2	Land RP3		
							Cut R2c	CUT IR		Land R2c	Land IR		Cut R3			Land R3		Cut RDR1		Land RDR1	
EASTER MON																					
Week+3							Week+4						Week+5								
05/04/2021	06/04/2021	07/04/2021	08/04/2021	09/04/2021	10/04/2021	11/04/2021	12/04/2021	13/04/2021	14/04/2021	15/04/2021	16/04/2021	17/04/2021	18/04/2021	19/04/2021	20/04/2021	21/04/2021	22/04/2021	23/04/2021	24/04/2021	25/04/2021	
							Cut RDR2			Land RDR2											
											End of Field										
Week+6																					
26/04/2021	27/04/2021	28/04/2021	29/04/2021	30/04/2021	01/05/2021	02/05/2021															

Reminders	Cut	land	code England	code Wales	Contains UAC?	UAC first/Paper	Description
R1a	22-Mar	25-Mar	1RL1	1RL2B	Y	UAC	First reminder, going to UAC first households that haven't authenticated or submitted a return
R1b	23-Mar	26-Mar	1RL1	1RL2B	Y	UAC	First reminder, going to UAC first households that haven't authenticated or submitted a return
R1c	24-Mar	27-Mar	1RL1	1RL2B	Y	UAC	First reminder, going to UAC first households that haven't authenticated or submitted a return
R1d	25-Mar	29-Mar	1RL1	1RL2B	Y	UAC	First reminder, going to UAC first households that haven't authenticated or submitted a return
R1e	26-Mar	31-Mar	1RL1	1RL2B	Y	UAC	First reminder, going to UAC first households that haven't authenticated or submitted a return
RU1	26-Mar	31-Jan	1RL1A	1RL2BA	N	Both	First reminder going to those who have authenticated but not submitted
RPF1	29-Mar	01-Apr	2RL1B	2RL2B8	Y	Paper	First reminder going to paper first households, excluding those who have authenticated but not submitted
R2a	29-Mar	01-Apr	2RL1	2RL2B	Y	UAC	Second reminder going to UAC first households, excluding those who have authenticated but not submitted
R2b	30-Mar	03-Apr	2RL1	2RL2B	Y	UAC	Second reminder going to UAC first households, excluding those who have authenticated but not submitted
R2c	06-Apr	09-Apr	2RL1	2RL2B	Y	UAC	Second reminder going to UAC first households, excluding those who have authenticated but not submitted
RU2	06-Apr	09-Apr	2RL1a	2RL2B8	N	Both	Second reminder going to those who have authenticated but not submitted
IR	07-Apr	10-Apr	1IR1	1IR2B	N	Both	Individual reminder going to those who have requested an individual form via eQ only
RP1	12-Apr	16-Apr	RNP31*	RNP32B*	Y	UAC	Paper questionnaire going to HC willingness 4&5
RP2	13-Apr	17-Apr	RNP31*	RNP32B*	Y	UAC	Paper questionnaire going to HC willingness 4&5
RP3	14-Apr	19-Apr	RNP31*	RNP32B*	Y	UAC	Paper questionnaire going to HC willingness 4&5
R3	13-Apr	16-Apr	3RL1	3RL2B	Y	Both	Third reminder letter going to anyone except those getting RP1/2/3
RDR1	19-Apr	22-Apr	RNP41	RNP42B	Y	Both	Response-driven reminder 1 going to worst performing areas
RDR2	26-Apr	29-Apr	RNP51	RNP52B	Y	Both	Response-driven reminder 2 going to worst performing areas

*plus H1, ILPN1 *plus H2 &H2W, ILPN2B and return envelope