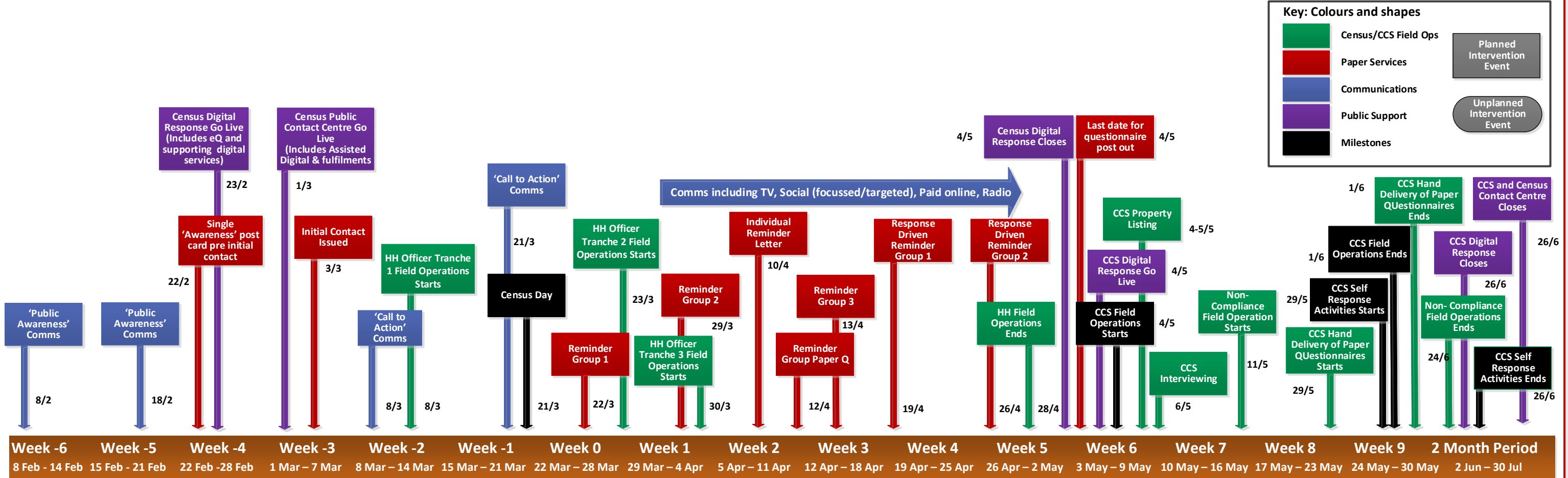


Maximising Response in 2021 - Outbound Contact During Census and CCS

Version 5.0



Key: Colours and shapes

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

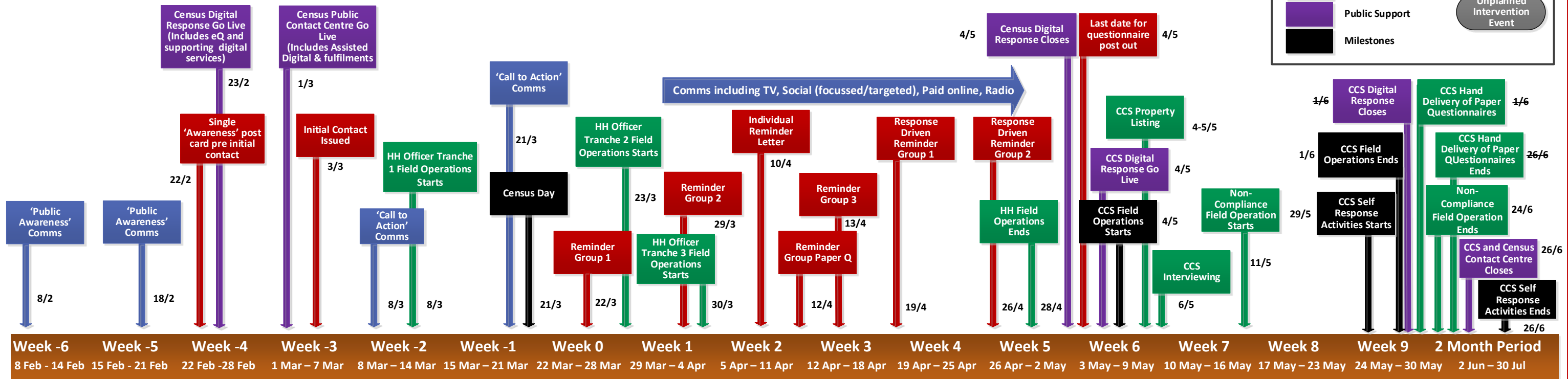
Assumptions	<p>Census awareness campaign – 'It's coming' commences Census Day - 6 weeks.</p> <p>Census awareness campaign – 'You'll get your access code' soon</p> <p>Initial Postcard to be sent week commencing 22/02.</p> <p>Postcard delivered prior to Initial Contact, spread over 9 days with all landing 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 – Stem 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 Hand Delivery of Paper QQuestionnaires Starts on 29/05/2021 and ends on 01/06/2021.</p> <p>CCS Last day of interview in the Field is on the 01/06/2021.</p> <p>CCS field operations finish 1 /06 but Interviewer debriefs will occur on the 02/6/21.</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 26/06.</p> <p>Telephone capture will be available via the CC until 26/06.</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>
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Maximising Response in 2021 - Outbound Contact During Census and CCS

Version 4.0

Key: Colours and shapes

- Census/CCS Field Ops
- Paper Services
- Communications
- Public Support
- Milestones
- Planned Intervention Event
- Unplanned Intervention Event



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 – Stem 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 QQuestionnaires 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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HH Wave of Contact August 2020 VS 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	RFC0796 Change to level 1 milestone PDCS155 Telephone Capture closes for CCS.	HH	Amendment	Information & Date change	CCS digital response closes changed from 01/06/21 to 26/06/21.	01/06/21	26/06/2021	10/08/2020		Draft
Yes	Amendment of incorrect information	HH	Amendment	Information & Date change	CCS hand delivery of paper questionnaires changed from 01/06/21 to 29/05/21	01/06/2021	29/05/21	10/08/2020		Draft
Yes	Amendment of incorrect information	HH	Amendment	Information & Date change	CCS hand delivery of paper questionnaires ends changed from the 26/06/21 to 01/06/21.	26/06/2021	01/06/2021	10/08/2020		Draft
Yes	Amendment of incorrect information	HH	Amendment	Information & Date change	Assumption comment 'paper only responses after 01/06/21' changed to 'Telephone capture will be available via the CC until 26/06/21'.	01/06/2021	26/06/2021	10/08/2020		Draft
Yes	Amendment of incorrect information	HH	Amendment	Information & Date change	Assumption comment 'Contact Centre closes 28/06/21' changed to CCS Contact Centre Closes 26/06/21.	28/06/2021	26/06/2021	10/08/2020		Draft

