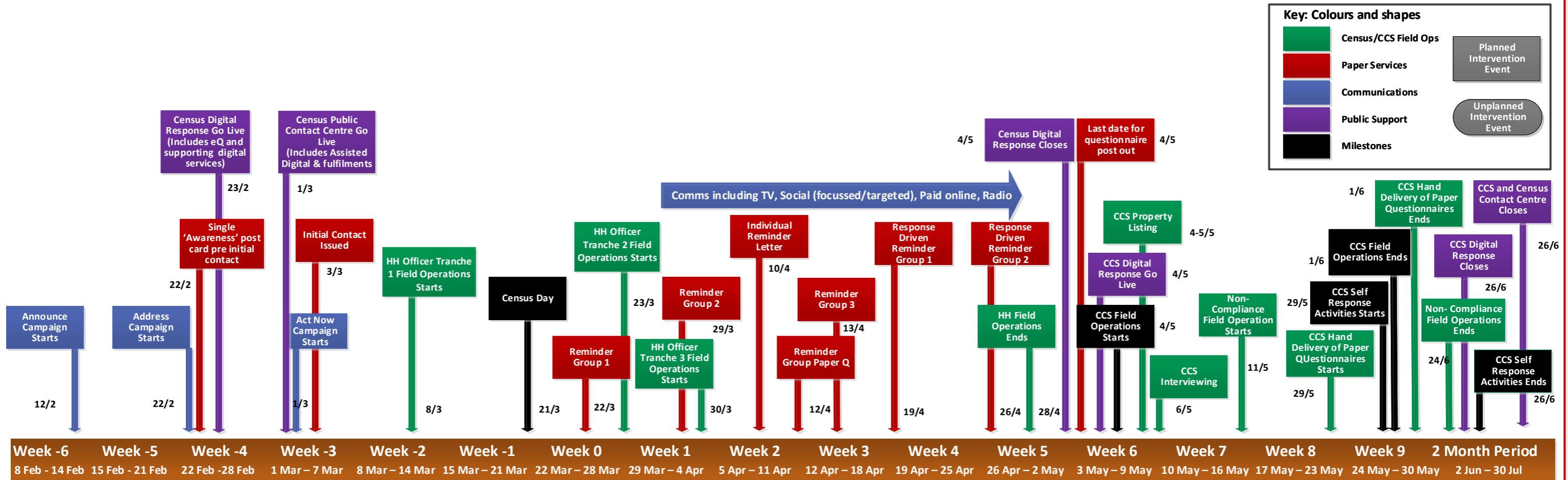


Maximising Response in 2021 - Outbound Contact During Census and CCS

Version 6.0



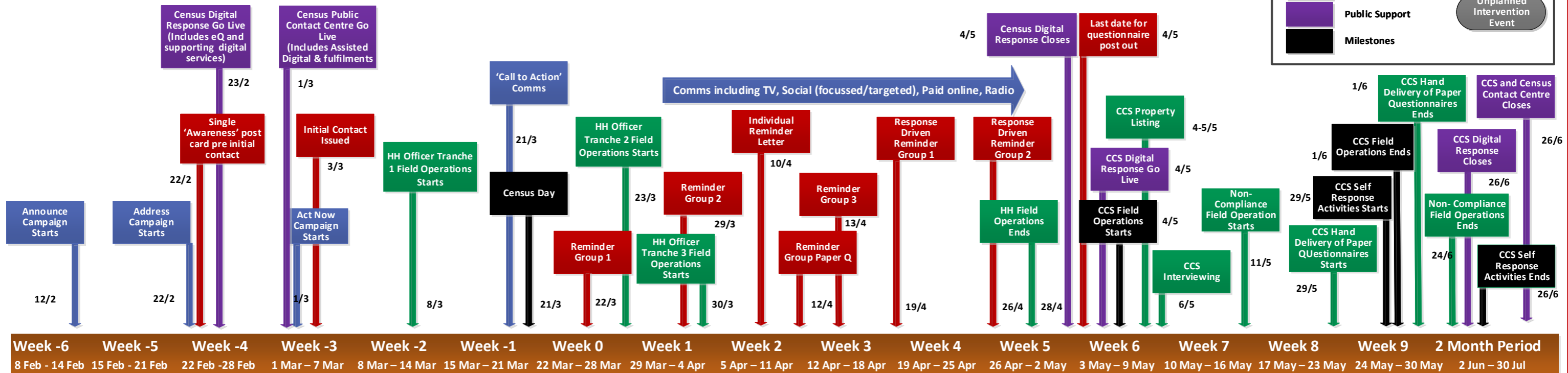
| Assumptions | Week -6 | Week -5 | Week -4 | Week -3 | Week -2 | Week -1 | Week 0 | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Week 8 | Week 9 | 2 Month Period |
|---|--|---|---|---|---|---|--|--|--|--|--|---|---|--------|--------|--------|----------------|
| <p>Broadcast campaign –</p> <p>Prime citizens that census is an important public event and land the benefits of completion</p> | <p>Targeted campaign –</p> <p>Drive motivation to complete and overcome emotional and functional barriers to completion</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>Drive completion, pre- and post- 21st March</p> | <p>Tranche 1: (10% of field staff)</p> | <p>Tranche 2: A further 40% of field force deployed at CD +2.</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>Note 2/04/2021 is Good Friday</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 Hand Delivery of Paper Questionnaires 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> | | | | |

Maximising Response in 2021 - Outbound Contact During Census and CCS

Version 5.0

Key: Colours and shapes

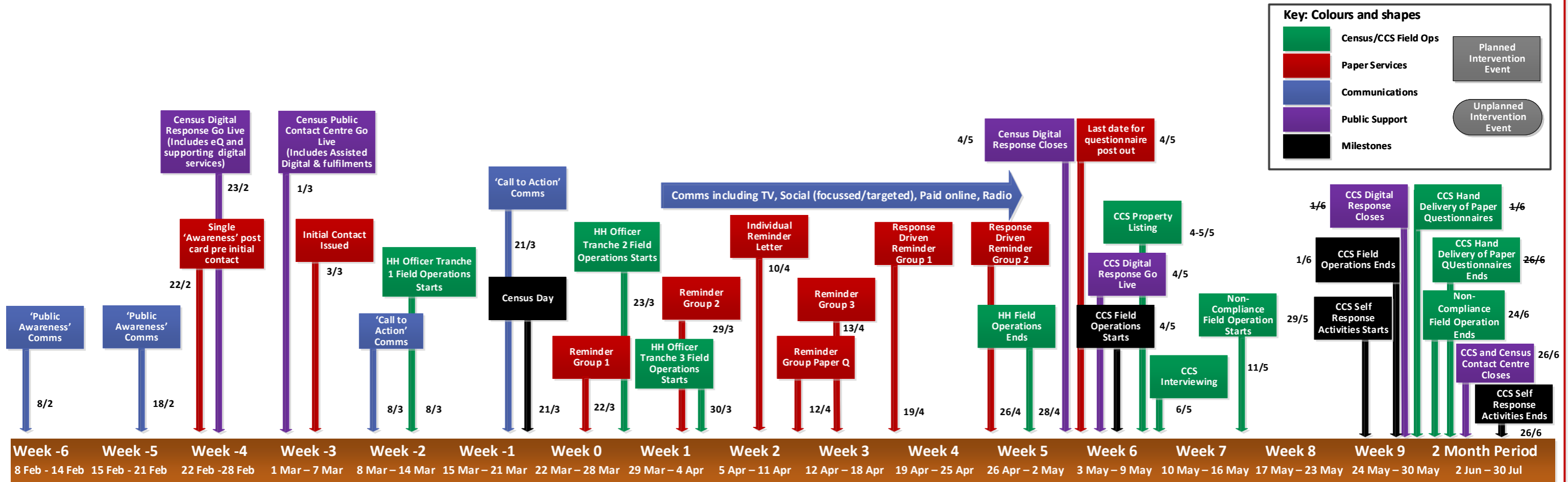
- Census/CCS Field Ops
- Paper Services
- Communications
- Public Support
- Milestones
- Planned Intervention Event
- Unplanned Intervention Event



| 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. | 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 Digital Response live to support CE operation from 23/02. | 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, letter 1 for those who are paper first and letter 2 for those who are digital first. 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) 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 Individual reminder letter for those who requested an individual UAC but haven't returned that UAC lands on 10 th 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 addresses identified on 4/5/05 but some areas may extend beyond this date CCS interviewing starts from 6/05 but response capture on paper questionnaires can occur during property listing Note 3/05/2021 is early May Bank Holiday Last date of questionnaire post out day before CCS 4 th / 5 Contact centre supports CCS with effect from 4/5. Household and Individual eQs no longer available after 4/5. | | | CCS Hand Delivery of Paper Questionnaires Starts on 29/05/2021 and ends on 01/06/2021. CCS Last day of interview in the Field is on the 01/06/2021. CCS field operations finish 1/06 but interviewer debriefs will occur on the 02/6/21. | DEC0211: After 4 weeks of field operations, if attempts to gain an interview are unsuccessful a paper post-back form will be offered. Contact Centre Closure 26/06. Telephone capture will be available via the CC until 26/06. Non-Compliance Field Operations ends on 24/06/2021 however, Non-Compliance HQ work continue before handing over to Crown Prosecution Service. | |

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> |
|-------------|---|---|---|--|---|---|---|---|--|--|--|
|-------------|---|---|---|--|---|---|---|---|--|--|--|

| HH Wave of Contact August 2020 V5 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 |

| Wave of Contact October 2020 | | | | | | | | | | |
|------------------------------|---|------------|---|-----------------------------------|---|------------|------------|----------------------|-----------------|-------------|
| 21HH | Reason for change | Workstream | Amendment / Addition / Deletion / No Change | Information / Date Change / Other | Detail | V4 Date | V5 Date | Current Version Date | Changes Made by | New Version |
| Yes | RFC0875 Change to level 1 milestone PCAM017: 'Public Awareness' Comms - Census Day 6 weeks. | HH | Deletion | Other | Removal of the milestone - to be replaced with a different milestone detailed below | 07/02/2021 | 08/02/2021 | n/a | | Draft |
| Yes | PCAM019: 'Public Awareness' Comms - You will get your access code soon' | HH | Deletion | Other | Removal of the milestone - to be replaced with a different milestone detailed below | 15/02/2021 | 15/02/2021 | n/a | | Draft |
| Yes | PCAM020: 'Call to Action' Comms 1/3 | HH | Deletion | Other | Removal of the milestone - to be replaced with a different milestone detailed below | 01/03/2021 | 03/03/2021 | n/a | | Draft |
| Yes | PCAM021: 'Call to Action' Comms | HH | Deletion | Other | Removal of the milestone - to be replaced with a different milestone detailed below | 08/03/2021 | 08/03/2021 | n/a | | Draft |
| Yes | PCAM022: 'Call to Action' Comms - Mandatory - just do it | HH | Deletion | Other | Removal of the milestone - to be replaced with a different milestone detailed below | 21/03/2021 | 21/03/2021 | n/a | | Draft |
| Yes | Announce Campaign Starts | HH | Addition | Other | Addition of milestone | n/a | n/a | 12/02/2021 | | Draft |
| Yes | Address Campaign Starts | HH | Addition | Other | Addition of milestone | n/a | n/a | 22/02/2021 | | Draft |
| Yes | Act Now Campaign Starts | HH | Addition | Other | Addition of milestone | n/a | n/a | 01/03/2021 | | Draft |

