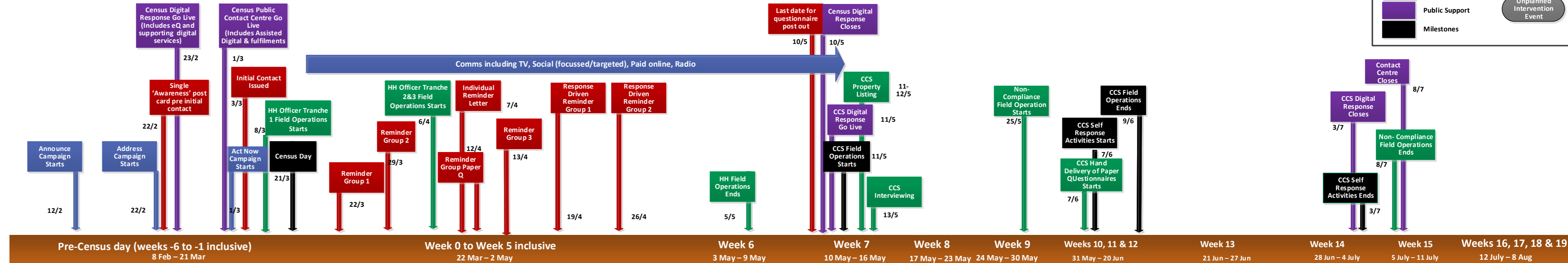


Maximising Response in 2021 - Outbound Contact During Census and CCS

Version 7c

Key: Colours and shapes

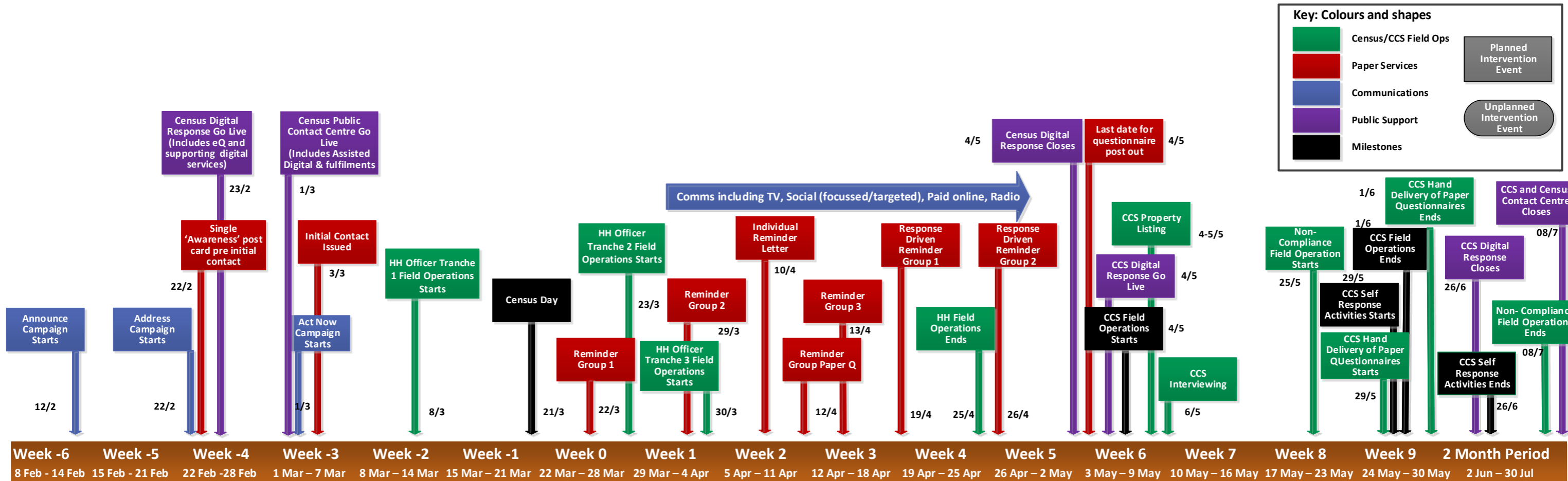
- Census/CCS Field Ops
- Paper Services
- Communications
- Public Support
- Milestones
- Planned Intervention Event
- Unplanned Intervention Event



Notes	Pre-Census day (weeks -6 to -1 inclusive) 8 Feb – 21 Mar	Week 0 to Week 5 inclusive 22 Mar – 2 May	Week 6 3 May – 9 May	Week 7 10 May – 16 May	Week 8 17 May – 23 May	Week 9 24 May – 30 May	Weeks 10, 11 & 12 31 May – 20 Jun	Week 13 21 Jun – 27 Jun	Week 14 28 Jun – 4 July	Week 15 5 July – 11 July	Weeks 16, 17, 18 & 19 12 July – 8 Aug
Broadcast campaign – Prime citizens that census is an important public event and land the benefits of completion	Targeted campaign – Drive motivation to complete and overcome emotional and functional barriers to completion	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 Drive completion, pre- and post- 21 st March Tranche 1: (10% of field staff) 2 week delay to start of field operations	Tranche 2&3: Tranche 2&3 combined so that remaining are deployed on 6/4. Reminder Group 1 – no paper questionnaires Start to land 25/03 (Reminder 1e available to land the day after Tranche 3 if low self-response prevents completion of Reminder 1 in batches a-d) Reminder Group 2 – no paper questionnaires, letter 1 for those who are paper first and letter 2 for those who are digital first. 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 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 Note 3/05/2021 is early May Bank Holiday	Non-compliance warning letter 1 starts to land with respondents 12/05 CCS addresses identified on 11-12/5 but some areas may extend beyond this date CCS interviewing starts from 13/05 but response capture on paper questionnaires can occur during property listing Last date of questionnaire post out day before CCS 10/5 Contact centre supports CCS with effect from 11/5. Household and individual eQs no longer available after 10/5.	DECO210: Census Coverage Survey (CCS) field activities start no later than 6 weeks after Census Day and last a minimum of 4 weeks. If HH field is delayed by 2weeks can this decision stand? CCS Hand Delivery of Paper Questionnaires Starts on 7/06/2021 and ends on 9/06/2021. CCS Last day of interview in the Field is on the 9/06/2021. CCS field operations finish 9/06 but Interviewer debriefs will occur on the 10/6/21. Non-compliance final warning letter start to land with respondents 17/06 DECO211: After 4 weeks of CCS field operations, if attempts to gain an interview are unsuccessful a paper post-back form will be offered.	Date on CCS questionnaire paperwork for last postal submission is 26/6 CCS Telephone capture will be available via the CC until 3/7.	Last date for questionnaires to be received at Leidos is 9/7 Non-Compliance Field Operations ends on 8/7 however, Non-Compliance HQ work continue before handing over to Crown Prosecution Service. Contact Centre Closure 8/7.		

Maximising Response in 2021 - Outbound Contact During Census and CCS

Version 7.0



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
Broadcast campaign – Prime citizens that census is an important public event and land the benefits of completion	Targeted campaign – Drive motivation to complete and overcome emotional and functional barriers to completion	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 Drive completion, pre- and post- 21 st March	Tranche 1: (10% of field staff)			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, letter 1 for those who are paper first and letter 2 for those who are digital first. 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 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 CCS field operations, if attempts to gain an interview are unsuccessful a paper post-back form will be offered. Contact Centre Closure 26/06. CCS Telephone capture will be available via the CC until 26/06. Non-Compliance Field Operations ends on 08/07/2021 however, Non-Compliance HQ work continue before handing over to Crown Prosecution Service.