

Introduction to Census 2021 and engagement

cyfrifiad
census
2021

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Head of Census Partnerships
Census 2021

24 May 2021

What's included

- Introduction to Census 2021
- Census 2021 engagement
- How to stay in touch

Introduction to Census 2021

Census 2021 facts

- Census Day was **Sunday 21 March 2021**
- for the first time this was an online-first census, with paper and help available for those who needed it
- we are focussed on engaging with everyone for the most inclusive census yet
- there were questions on gender identity, sexual orientation and veterans



The build up

- We ran the 2019 Census Rehearsal in Hackney, Tower Hamlets, Carlisle and Ceredigion
- We ran national and targeted media campaigns
- We produced communications in multiple languages
- We lit up England and Wales in census purple



Census 2021 successes

- High response rate nationally and locally
- High levels of media coverage that was mainly positive
- Census safely conducted despite pandemic
- Online questionnaire was quick and easy to complete on variety of devices
 - Paper preferred by some

Census 2021 Engagement

Census 2021 Community Engagement

- We engaged with communities locally and nationally
- Over 200 engagement field staff working across England and Wales
- We produced materials, videos and digital communications in community languages
- We ran online and in person activities to help people complete their census

Engagement online

H'smith, Fulham, Kensington & Chelsea, Ealing CA
@CensusHFKCE

The census is a big count of everyone in England and Wales. It happens every 10 years and gives a complete picture of how we live. It's happening on Sunday 21 March 2021. Follow me for updates and news and feel free to ask me any questions you have about [#Census2021](#)



6:25 PM · Feb 24, 2021 · Hootsuite Inc.

2 Retweets 3 Likes

CensusTVNF
@CensusTVNF

Has your [#Census2021](#) postcard landed yet?

Look out for your invitation pack, arriving soon! You will receive instructions how to complete your Census and make sure that you get counted.



7:20 PM · Feb 25, 2021 · Hootsuite Inc.

22 Retweets 1 Quote Tweet 33 Likes

Jason Roberts Foundation
@JasonRobertsFdn

'It's about us' Census 2021 is on 21st March. 'If we are not counted then we don't count.' For more information on [#Census2021](#) visit [census.gov.uk](#) and follow [@CensusBrentCam](#) for more updates and information. [#census](#) [#brent](#) [#community](#)



8:22 PM · Mar 4, 2021 · Twitter for iPhone

8 Retweets 7 Likes

Census in South Birmingham
@CensusBrumSouth

Hello! I'm Alison and this is the [#Census2021](#) account for south [#Birmingham](#). Look out for latest news and fun facts about the census plus info about support available locally if you need help filling in the questionnaire this March. [#FirstTweet](#)



1:31 PM · Feb 8, 2021 · Hootsuite Inc.

13 Retweets 2 Quote Tweets 20 Likes

Hackney Council
@hackneycouncil

Chinese-language [#Census2021](#) assistance is available from 10:00 - 12:00 on the below dates.

Follow [@CensusNHTH](#) for more Chinese-language updates specifically for [#Hackney](#), [@NewhamLondon](#) and [@TowerHamletsNow](#).

The [@Census2021](#) is here! Let's make it count.

Census completion assistance in Chinese is available from 10:00-12:00 on the following dates

March 2021



Weekend hotline
07452917541
07450582430
07452945986*

April 2021



Weekday hotline
07862175365
07452948214
07452945986

Office for National Statistics @Census2021 *Not in service census.gov.uk

Newham, Hackney and Tower Hamlets CA Pat @CensusNHTH · Mar 16
填寫人口普查時需要幫助嗎? 參加我們的人口普查工作坊, 我們可以回答您的問題。[#census2021](#)

以下日期每日上午**10:00-12:00**欢迎拨打人口普查语言协助热线

三月2021



周末热线
07452917541
07450582430
07452945986*

四月 2021



平日热线
07862175365
07452948214
07452945986

Office for National Statistics @Census2021 *无法提供服务 census.gov.uk

4:36 PM · Mar 16, 2021 · Twitter Web App

Engagement in the media



Special interview by Joe Gerrard with this area's census engagement manager Harry Crompton: Census findings are important to secure funding for services

An Office for National Statistics (ONS) manager in the East Riding has revealed what to expect from this year's census including new questions and the number of local Jedi knights.



Engagement out and about



London Chinatown



Al Manaar Mosque



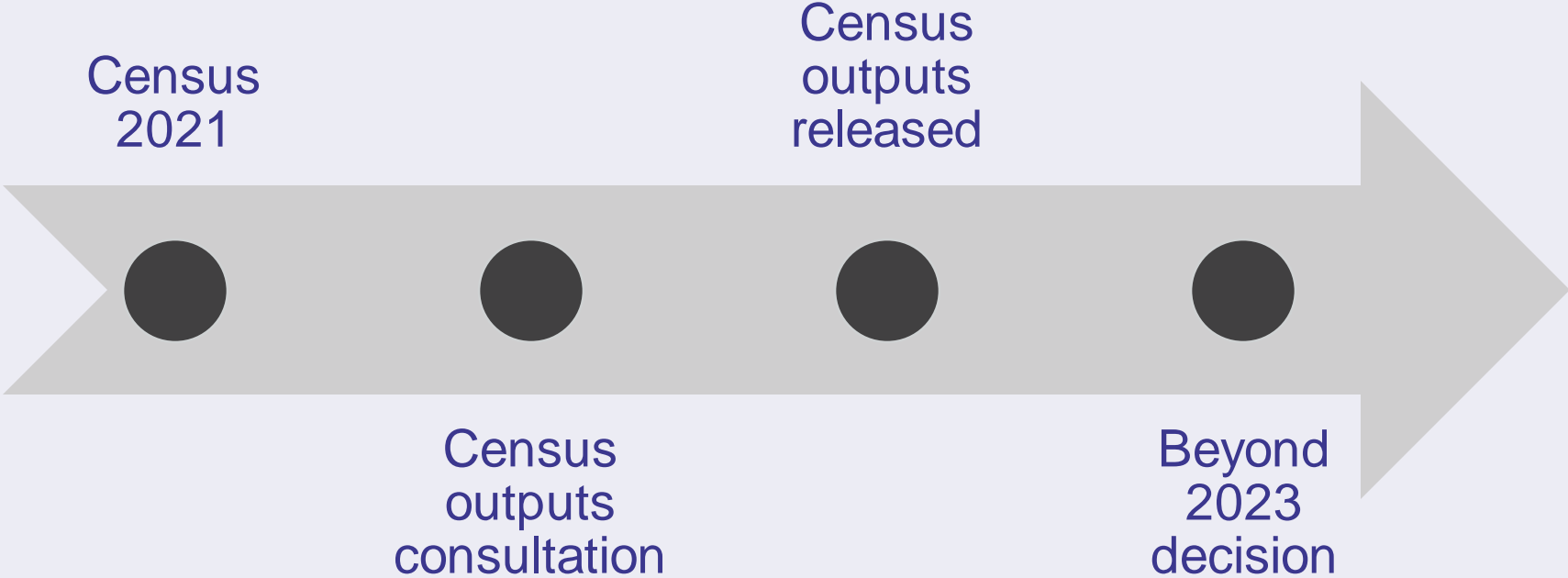
Harrow



Thamesmere Library

After Census 2021

What happens next?



Stay in touch

Email the team at 2021census.engagement@ons.gov.uk

Or [Register for email updates](#)