

## How can councillors help with Census 2021?

The involvement and support of councillors and council executives will be vital to ensure a successful census in all local authority areas.

Things for you to consider:

- Are you up to date with local plans and activities - are you being regularly briefed on census progress in your area?
- Do you know who the CLM and ACLM in your Council are and have you met them?
- What can you do as a community leader to build local awareness of, and support for, the census?
- Your endorsement is influential – could you encourage people to take part in the census?

## How can local councils help with Census 2021?

### Developing the address index

We're already working directly with your council to ensure we have an accurate household address index. Local knowledge is essential in helping us identify and resolve missing or duplicate addresses and other errors that could impact the accuracy of our post-out operation. Your council team's community knowledge can also help us with our field checks and building an accurate list of communal establishments, such as care homes, university halls of residence and military bases.

### Building community profiles

We know that by building on our understanding of local communities, we can better encourage people to take part in the census. We continue to engage with a variety of groups in the local area including:

- non-English speakers
- faith groups
- older people
- Gypsy, Traveller and Roma groups
- short-term migrant workers
- asylum seekers
- the homeless and rough sleepers

### Promoting the census in your area

For Census 2021, we're using a mix of national and local publicity, advertising, and public and media relations to highlight the importance of the census and explain why and how people should take part. We'll also use targeted communications for specific population groups such as young people and students, ethnic minority communities, older people and those who are economically disadvantaged. Your council's ACLM and the council's communications team will work together with support from ONS to help us spread the word in your neighbourhoods and community groups.

## **Developing community liaison contacts**

We'd like to build on the relationships your council already has with your community and voluntary groups. By working together, we'll be able to tailor our community liaison more effectively and publicise important census messages. Your ACLM can help the census engagement manager to identify contacts, forums and other channels for reaching local people and strategic partners who fall within our target population groups.

## **Identifying candidates for local field staff recruitment**

For the census we'll employ a large team of temporary field staff in England and Wales. We would appreciate support in advertising these jobs via newsletters, social media, emails, libraries, community centres, websites and local events. We're also asking your council team to identify suitable candidates with appropriate experience and encourage them to apply for Census 2021 jobs. These may include electoral canvassers or people who worked on the last census. Census recruitment information, including how to apply, is at [www.censusjobs.co.uk](http://www.censusjobs.co.uk)

## **Supporting the online census**

Census 2021 will be primarily online, but there are people who find going online challenging. That's why we'll be making help available at a network of Census Support Centres. People who are not confident or do not have access to the internet can go to their nearest centre to get help with accessing the online questionnaire. They'll be located in trusted places within communities, so people can get the help they need as part of their daily routine. Information on where your nearest Census Support Centres are will be available on the census website. You can help us by positively promoting an online census and signposting local Census Support Centres through your surgeries and newsletters.

## **Supporting local publicity and media relations**

We'd welcome you promoting Census 2021 in the media and through social media. Please speak to your local census engagement manager (CEM) who can help with the correct census messaging. They'll have the latest relevant local messages and are already working with local authorities and communities to engage them in the census.

## **Supporting local census field teams**

We'd be grateful for any support you can offer to our local field staff during the census. For example, your council may know of, or own:

- suitable office accommodation where our managers could train field staff and hold meetings
- secure storage space for our materials and equipment
- car parking, or other facilities we could use

Please make any offers of help and support to the ONS or through your Census Engagement Manager.

## **Useful links**

Local authority resources: [www.census.gov.uk/partners](http://www.census.gov.uk/partners)

ONS census webpage: [www.census.gov.uk](http://www.census.gov.uk)

@Census2021

If you have any questions about our partnership activities with local authorities and community liaison, please email us at [2021Census.LA.Liaison@ons.gov.uk](mailto:2021Census.LA.Liaison@ons.gov.uk). Your local authority's census liaison manager and assistant census liaison manager are your internal census contacts.