

census
2021

Census 2021 in Tameside

@Census2021 | @Cyfrifiad2021

Census 2021

- The census is a survey organised by the ONS that happens every 10 years - and every household takes part.
- Census 2021 is “Digital-First”, 90% of households receiving a Census Invitation Pack, 10% paper version. Paper Questionnaires are available to all.
- **Census Day 2021 - March 21st**
- **What’s New ? 3 new topics (Service in Armed Forces / Gender Identity / Sexual Orientation)**
- **Completion of the Census affects future local funding. So we need a big push to represent Tameside.**

Why is the Census important to Tameside ?

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Census 2021 provides us with the most detailed demographic information about society; it will provide information on key demographics, living arrangements, health, education and the jobs we do and the data from it will help inform policy at a local and national level for years to come. It will also provide us with important insights into the impact of the pandemic on our society.

Completion of the Census affects future local funding. So we need a big push to represent Tameside effectively ensuring services and funding are directed to those places where they are most needed

The Census impacts on Health Services incl. GP Surgeries, Schools & Transport Links

Impact of Covid-19 - Yes, Census 2021 is going ahead



Tameside Key Population Groups

Key Population Groups identified as Hard to Reach. To ensure a successful Census for Tameside, we need to engage effectively with these groups:

- **Pakistani**
- **Bangladeshi**
- **Indian**
- **Eastern European**
- **Adults 80 +**
- **Low Income Households**
- **Veterans**
- **People Lacking Digital Skills Aged 65 +**
- **Digital Access - Economic & Skills**
- **Mental Health & Wellbeing**

Engagement to date

- **BAME - Mosques / Temples - Imam Ghulam (Ashton Central Mosque) & Others**
- **Councillor Network - Individual meetings / Development Sessions**
- **Action Together - Dawn Acton**
- **Age UK / Foodbanks**
- **Diversity Matters**
- **Numerous Charities**
- **Eastern European Supermarkets**
- **All Housing Associations**
- **Veterans - TASC - David Brown**
- **Media - Correspondent / Reporter & Radio / In & Around**
- **TOG Mind**



Local Knowledge is Key



- **Local knowledge and expertise is essential to support a successful census in your area. It helps to ensure census information continues to improve, protect and save lives**
- **We need to know of any groups we can engage with**
- **Mechanisms you may have for getting the message out about the census to residents**



Online Census Support Centres

- **We acknowledge the difficulties some residents will have in completing the census online – lack of technology or digital skills**
- **Running six online census support centres - Main Hub - Ashton Library with 5 other local libraries : Denton / Droylsden, Hattersley / Hyde and Stalybridge**
- **Residents will be able to access PCs to complete the census themselves within the library**
- **Residents will be able to access assistance from a trained advisor to complete the census**
- **Impact of Covid-19 on our ability to deliver this offer**

Thank you
Any questions?