

census  
2021

# Census 2021 in Tameside

@Census2021 | @Cyfrifiad2021

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# 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

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- **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?**