

<b>Report to:</b>	<b>EXECUTIVE CABINET</b>
<b>Date:</b>	27 January 2021
<b>Executive Member:</b>	Executive Leader – Councillor Brenda Warrington
<b>Reporting Officer:</b>	Sarah Threlfall – Assistant Director – Policy, Performance & Communications
<b>Subject:</b>	<b>2021 CENSUS UPDATE</b>
<b>Report Summary:</b>	The Office for National Statistics (ONS) conduct a census of the population every ten years. The next census in England and Wales will take place on Sunday 21 March 2021. The report provides an update on the plans to assist ONS in achieving a successful census in Tameside.
<b>Recommendations:</b>	It is recommended that Executive Board note the content of the report and support the proposals.
<b>Corporate Plan:</b>	Information gathered from the census will help shape future Corporate Plans.
<b>Policy Implications:</b>	The census is a unique opportunity to gain a better understanding of the residents of Tameside. The figures derived from the census will be used to inform grant applications, funding formula for local authorities, strategies and policies in the future.
<b>Financial Implications: (Authorised by the statutory Section 151 Officer &amp; Chief Finance Officer)</b>	There are no immediate direct financial implications arising from this report. The proposals for the utilisation of existing staff to support the census activity make use of existing resources and budgets, and a small amount of additional grant funding has been secured to cover any additional costs. The current COVID lockdown may have implications for the planned activity from 1 March 2021. Any unforeseen costs arising as a result of unplanned changes will need to be considered if and when these arise.
<b>Legal Implications: (Authorised by the Borough Solicitor)</b>	As set out in the main body of the report it is in the Council's best interested to assist the ONS to ensure a successful census as the data derived from it will impact on the council's ability to plan and secure funding for core services which is more critical than ever in this time of such demand on the council's budget.
<b>Risk Management:</b>	A failure to assist ONS in administering a successful census for Tameside could lead to an undercount in our population. This will make it more difficult to plan appropriate services, such as schools, health services and housing.
<b>Background Information:</b>	The background papers relating to this report can be inspected by contacting Lorraine Kitching.



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## 1. INTRODUCTION

- 1.1 Every ten years the Office for National Statistics (ONS) carries out a census to find out more about the people who live in England and Wales, and about the make-up of local neighbourhoods. The next census will take place on **21 March 2021**.
- 1.2 The information the census provides on the population, their characteristics, education, religion, ethnicity, working life and health gives decision-makers in national and local government, community groups, charities and business the opportunity to better serve communities and individuals in the United Kingdom.

## 2. HOW WILL THE CENSUS WORK IN 2021

- 2.1 In order to ensure the census runs smoothly in each local authority area, ONS have recruited Census Engagement Managers for each area. The role of the Census Engagement Manager is to work with the local authority on engagement with key hard to reach target groups, publicise the census and ensure a high response rate. **The Census Engagement Manager for Tameside is Graham Thomas.**
- 2.2 Each local authority is required to have a Census Liaison Manager and an Assistant Census Liaison Manager, these are **Simon Brunet (Head of Policy, Performance and Intelligence) and Lorraine Kitching (Performance, Intelligence & Scrutiny Service Manager)** respectively. Their role is to assist the Census Engagement Manager in achieving a successful census.
- 2.3 The 2021 Census will be a digital first census with a target of achieving a 75% response rate online. For the majority of households initial contact for the Census will be made via a digital first pack detailing how to complete the census online. The letter will include a unique access code (UAC) and website address. An example of the letter can be found in Appendix 1.
- 2.4 Residents will be able to request a paper copy of the questionnaire via the Census website or by telephone. The census questionnaire can viewed online here: <https://www.ons.gov.uk/census/censustransformationprogramme/questiondevelopment/census2021paperquestionnaires>

## 3. ONLINE CENSUS CENTRES

- 3.1 It is recognised that Tameside, along with other areas in Greater Manchester, has a high level of digital exclusion and we would need to assist some residents with completing the census. ONS statistics estimates that 11.4% of resident in the UKD35 District (Tameside and Stockport) have either never used the internet or haven't used the internet in the last 3 months. This equates to approximately 20,000 residents aged 18+.
- 3.2 Tameside Council successfully bid for a small pot of funding through 'The Good Things Foundation' to provide online census centres in six of our libraries. The contract amounts to £13,290 plus an additional £1,050 to cover the costs of training. The contract requires that we provide a total of 105 advisor hours per week over a nine week period from Monday 1<sup>st</sup> March 2021 to Sunday 2<sup>nd</sup> May.
- 3.3 Our bid for this contract was based on running twelve four hour sessions across the week followed by one additional four and a half hour session each Saturday. These sessions will take place across six of our library sites, with the weekend session being held in a different location each week to increase accessibility.

3.4 The six library sites selected were chosen to ensure that services could be delivered across the borough in areas of greatest utility to our residents, and so that all sessions can be held within the libraries' standard operating hours. The six libraries are:

- Ashton
- Denton
- Droylsden
- Hattersley
- Hyde
- Stalybridge

3.5 In order to effectively run these sessions, we propose to create a bank of advisors from existing staff within the council and CCG. All advisors will be required to be DBS checked and this will be funded from the pot of funding. At the beginning of January we intend to seek volunteers to help run the centres. Advisors will work in pairs and need to be able to commit to running one four-hour session a week. They will assist members of the public in completing the Census online. Ideally we would like to recruit a cross section of volunteers; those with other language skills, those with British Sign Language skills, those with experience of working with those with a learning disability etc. to ensure we can offer a full service to our residents.

3.6 We are therefore seeking support from services to facilitate this request and where appropriate release staff to assist with this project for a 4 hour slot each week.

#### 4. COMMUNICATIONS AND ENGAGEMENT

4.1 ONS will be running a national advertising campaign via television, radio, the media and billboards in order to promote the census, however it will be particularly important for Tameside to communicate the message to its residents and in particular to those areas that are considered hard to count to ensure the highest possible response rate.

4.2 The Policy, Performance and Communications team will lead on local communications utilising social media, local newspapers and publications (including the Citizen). Messages will also be cascaded to partner organisations and community groups through existing networks such as the Tameside and Glossop Partnership Engagement Network (PEN).

4.3 Community Champions have been particularly successful at helping to spread the word around keeping safe during Covid and it's proposed that we seek to utilise this network to help promote the importance of completing the Census.

4.4 The key target groups for engagement are detailed in the table overleaf, these are the groups deemed most difficult to enumerate in Tameside.

**Table 1: Key Target Groups for Tameside**

Target Group	Reason for inclusion
BME communities	High proportion of non-English speaking residents who may need language support. Target areas Ashton & Hyde.
Eastern European residents	Populations are located in the North Ashton areas – important to ensure they engage with the Census.
People Lacking Digital Skills 65+	Although digital skills have improved in the last 10 years, this is the age group most at risk of being digitally excluded.
Older people aged 80+	Tameside has an ageing population and long term health conditions are prevalent, this age group may require additional assistance with the census.

Low Income Households	There are high levels of deprivation and poverty in some areas of the borough. Low income households may have limited access to digital channels and skills and will therefore require the necessary tools and advice to complete the census.
Veterans	It is estimated that approximately 7,500 ex forces veterans live in Tameside. There are forces and community groups already engaged with this cohort who will be able to assist them.
Mental Health & Wellbeing	Mental health and wellbeing is an issue amongst a proportion of Tameside's residents and it's recognised that these may have been exacerbated by Covid 19 meaning that some people may find the census a challenge in terms of deadlines and emotional capacity to prioritise and complete.
Digital Access – Economic & Skills	Groups of the population of Tameside cannot afford digital devices or connectivity in their own home and will therefore be dependent on a community provider. There will also be a proportion who do not have the digital skills or literacy skills to complete the census and will require assistance.

4.5 Elected members will play a key part in promoting the census to their local communities through their network of contacts and knowledge of the local area. In order to fully brief elected members a development session has been organised for Wednesday 27 January at 5pm. This will provide members with the opportunity to meet Graham Thomas (Census Engagement Manager from ONS) and the key contacts in Tameside.

4.6 The Policy, Performance and Communications team will work with the Census Engagement Manager and elected members, community groups and partners to promote the benefits of completing the census widely.

## 5. LOCAL LAND & PROPERTY GAZETEER (LLPG)

5.1 All local authorities have a responsibility for maintaining an address database known as the Local Land and Property Gazetteer (LLPG). This is a collection of address and location data created by the local authority. The information within the Local Land and Property Gazetteers are standardised to an addressing standard known as BS7666, which means that all data within them, regardless of the authority, is stored and maintained in an identical fashion. It is because of this standardisation that the LLPGs can be amalgamated to form the National Land and Property Gazetteer (NLPG), which holds addressing information for all local authorities.

5.2 The LLPG plays an important part in ensuring Tameside has a successful census. The census packs will be posted out to the majority of addresses using an address register created by ONS based on each authorities LLPG. The Growth Directorate have been cleansing the database over the last few months to ensure the LLPG is up-to-date and accurate.

5.3 **Currently ONS are planning to accept any address changes up to 21st January 2021.** It will therefore be important to continue to keep the LLPG up-to-date, as amendments to the LLPG have to be submitted to the national hub (NLPG).

## 6. RECOMMENDATIONS

6.1 As set out at the front of the report.

Example letter to be sent to households

**census**  
2021



Householder  
<Address\_Line1>  
<Address\_Line2>  
<Locality>  
<Town\_Name>  
<Postcode>

If you need help, go to  
[www.census.gov.uk](http://www.census.gov.uk)  
or phone us free on  
0800 141 2021

Reference number:  
1234 1234 12

Dear Householder

We need your help with the census, which gathers vital information to help plan services, such as transport, education and healthcare. All households should complete the census on **Sunday 21 March 2021** or as soon as possible after.

You must complete the census by law or you could be fined up to £1,000.

## How to complete your census

**1** Read this letter containing your household access code.



**2** Go to [www.census.gov.uk](http://www.census.gov.uk), select "Start census" and enter your household access code:



1A2B 3C4D 5E6F 7G8H

**3** Answer the questions and submit when complete.



Your answers are protected by law and will be kept confidential.

The census should take around **10 minutes per person** to fill in. Every census completed online saves paper and taxpayers' money. See the enclosed leaflet for how to get help to complete your census. You can request a paper form at [www.census.gov.uk](http://www.census.gov.uk) or call 0800 141 2021.

Thank you

Professor Sir Ian Diamond – National Statistician