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2021

# Census 2021 – Birmingham Central Roadshows

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# The census

- The census is a survey that happens every 10 years and everyone takes part.
- ONS is responsible for the census in England and Wales.
- The census is important because it gives the most detailed information we have about our society.
- Scotland and Northern Ireland hold their own around the same time.

# Keeping personal information safe

- Before we publish our statistics, we make sure that they don't include any personal information.
- The information we collect in the census remains anonymous for 100 years.
- Everyone must complete the census. Legislation made the modern census a legal obligation in 1920.



# Why we have a census

The census provides information that government needs to:

- Shape policy
- Allocate resources
- Plan services
- Monitor equality



**There has never been a more important  
moment to understand the needs of the  
population**

# Census information informs decisions that improve lives



## Planning and development

Census information is used to develop local plans to better reflect future needs and to identify inequalities at a very local level.



## Public health and social care

Census information is used to inform service demand, to identify pockets of health deprivation and to support future care planning.



## Housing

Census information is used to assess local housing needs and to measure housing affordability.

# Census information informs decisions that improve lives



## Education

Census information is used for pupil forecasting models, to inform capital bids and to monitor the supply of qualified persons.



## Transport

Census information is used for funding bids for road improvements, and informs planning and profiles around areas of transport change.



## Other

Census information is used to inform emergency services, libraries and waste collection and disposal.

# What happens next?

- Your local ONS census engagement manager will support you.
- We'll be recruiting local people to work on the census.
- All households will receive an invitation to fill out the census questionnaire with a household access code, as well as information to help them to take part online. You are also able to request a paper form at this stage.
- We'll have a media campaign to encourage participation - Feb 2021
- We'll work within the community to support those who need help, including help to get online & Census Support Centres & Census Helpline.



# Your Community Engagement Manager: Aisha Rehman - Birmingham Central

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- Build links with local councils, local community organisations, trusted local leaders and charities.
- Raise awareness to help people understand why the census is important.
- Support local communities with specific needs, such as providing support for those who do not use English as their first language.

# We cannot do it without you



- The census happens once every 10 years. It gives us a picture of all the people and households in England and Wales.
- The information we collect is vital to ensuring it will help all communities to get what they need - ie resources for schools, doctors & community centres.
- Your local knowledge and expertise is essential to support a successful completion of the census in your area. It helps to ensure census information continues to improve, protect and save lives.
- Thank you for supporting Census 2021! This will make a lasting impact in your community!

# Keep in touch

- If you have any questions about the census or activities in your area please email me at **[aisha.rehman96@field.census.gov.uk](mailto:aisha.rehman96@field.census.gov.uk)**
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- Bookmark the Census 2021 website: **[www.census.gov.uk](http://www.census.gov.uk)**
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**Thank you for listening**

**Any Questions ?**