

What is the Local Authority Partnership Plan?

The Local Authority Partnership Plan (LAPP) is a template designed to help the Office for National Statistics (ONS) work with the local authority.

Local knowledge and support are key to a successful census. This document will take into account local expertise and will be used to plan and record activity by the census engagement manager (CEM). It is to be completed in partnership with the local authority assistant census liaison manager (ACLM) and/or census liaison manager (CLM).

The CEM will use this plan to record the information that the local authority wishes to share with them, as well as the local authority's offers of support for the operational period. The LAPP is a living document that will be updated regularly by the CEM and shared with the local authority at each meeting.

How is the LAPP structured?

The LAPP is structured around the Nine Strands of Partnership Activity (see the [Local Authority Partnerships Guide](#)), as well as providing space for other relevant details (such as key contacts). To access each of these sections, please see the buttons on the right hand side of this page.

Each page will provide information on how to complete. Once you have filled in the relevant detail, you will then be able to return home each time by clicking the home button.

Agreeing the LAPP

Local Authority:	Stockton on Tees Borough Council
Census Liaison Manager	Margaret Waggott
Assistant Census Liaison Managers	Kate Fulton and David Renn
Census Engagement Manager	Nicholas Dent

"We confirm that the plan has been drawn up in partnership with the local authority and that we are content with the proposed priorities for engagement and partnership actions"

ACLM Digital Signature _____

CLM Digital Signature _____

Leader of the Council _____

Date: _____

Name of LA: Stockton on Tees Borough Council

Key Contacts and communications	Local Priorities
Internal Census Promotion	Review and updating Area Profile
Local Information and local challenges	Address Index
Community Planning	Community priorities
Community updates	Concerns raised by LA
Supporting Online Census 2021 Completion	Local Media Support
Field Staff Support	Quality Assurance
County Council Report	Local Authority partnerships Guide

Note: To help with completion, the form is pre-populated with some examples, shown in italics

Local Priorities

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In the table below are the first eight strands of partnership activity (the ninth being census outputs which is outside of the scope of this LAPP)
Please rank the strands in their priority to the local area. You will need to rank them on a scale of high, medium, or low priority. The ranking is used to inform the level of activity required - please explain your reasoning in the notes column

Partnership Strands	Local Priority	Notes / Comments
Address register (updates and changes to inform the field operation)	High	<p>Stockton on Tees Borough Council (hereinafter referred to as "SBC") continue to work with GeoPlace to provide regular address updates and resolve address anomalies.</p> <p>SBC will maintain and improve address data quality by liaising with other local authority teams such as environmental health, planning, licensing, building control and social services.</p> <p>This may include providing information on caravan sites, hostels, hotels, houses in multiple occupation and residential care homes.</p> <p>SBC will stay alert for additional guidance from the ONS and GeoPlace to improve data entry consistency.</p> <p>SBC will seek guidance to understand ONS provisional records processes, which vary between local authorities. For example, do ONS records assume planned new builds are occupied?</p> <p>NOTE: The address list for communal establishments has already been taken. The household address list will be taken in October 2020. This list will be refreshed in January 2021. To ensure the follow-up field force has the latest information, SBC will still need to understand what changes have taken effect that will impact upon their visiting schedule.</p> <p>ACTION PLANS:</p> <p>Ongoing -16 October 2020 LAs to maintain and update their LLPG for inclusion in Address Frame for census to include in AddressBase Premium Epoch 80</p> <p>February 2020 - December 2020 ONS desk-based address resolution</p> <p>September 2020 - 16 October 2020 Address Frame creation for census enumeration</p> <p>December 2020 - 21 January 2021 Address Frame update</p> <p>Ongoing - 22 March 2021 LAs to maintain and update their LLPG to support the Census 2021 operation and census data processing.</p>
Information to identify and target local challenges	High	<p>SBC have identified:</p> <p>Areas with high numbers of non-English speakers</p> <p>Areas with high ethnic minority or faith-based communities</p> <p>Areas with high numbers of older residents</p> <p>Any information that will help SBC plan ahead, such as the location of gated communities, communal establishments, or clusters of houses with high numbers of multiple occupancies.</p> <p>ACTION PLANS:</p> <p>October 2020 – Ongoing</p> <p>CEM to share ONS area and community information with LAs</p> <p>October 2020 – May 2021</p> <p>CEM and LA to record local engagement plans and priorities in LAPP and keep plan regularly updated</p> <p>Initial design shared 1 February 2020 - Updated design shared 5 June 2020</p> <p>ONS share field design for students with LA</p> <p>Initial design shared 1 February 2020 - Updated design shared 5 June 2020</p> <p>ONS share field design for communal establishments with LA</p> <p>Initial design shared 1 February 2020 - Autumn 2020</p> <p>ONS share field design for homeless and rough sleepers with LA</p>

For more information on the 9 strands see the LA Guide 6.2

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<p>Community liaison contacts and information (to support engagement)</p>	<p>High</p>	<p>SBC intends to share details about community groups in its area with the CEM, including:</p> <ul style="list-style-type: none"> local strategic and 'grass roots' partners voluntary/volunteer action groups town and parish council contacts who engage with specific communities resident associations, neighbourhood watch groups, rotary clubs and other local organisations <p>local information known about rough sleepers, Gypsy and Traveller communities, residents of waterways and any circuses/travelling shows in the area around Census Day: Sunday 21 March 2021.</p> <p>explain to the CEM what support it already provides to communities, such as language assistance or community drop-in centres</p> <p>put the CEM in touch with its community outreach team</p> <p>ACTION PLANS:</p> <p>October 2020 - May 2021</p> <p>CEM to share ONS area and community information with LAs</p> <p>October 2020 - May 2021</p> <p>CEM and LA to record local engagement plans and priorities in LAPP</p> <p>October 2020 - April 2021</p> <p>Regular meetings between CEMs and LAs</p> <p>October 2020 - March 2021</p> <p>CEMs and LAs to develop local engagement plans for each KPG in their area</p> <p>November 2020 - 30 April 2021</p> <p>CEMs, and CAs if relevant, to implement local engagement plans</p> <p>November 2020 - 30 April 2021</p> <p>Local community engagement – raising awareness</p> <p>21 March 2021 - 2 May 2021</p> <p>Local community engagement – encouraging and supporting completion</p>
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<p>Support for recruitment of field staff</p>	<p>Medium</p>	<p>SBC hereby pledge to:</p> <p>Share lists of community organisations that may be useful for publicising vacancies and encouraging field role applications, such as faith groups, employment and training services, business groups, and housing associations</p> <p>Publicise vacancies in its own forums, such as the local authority website, emails, and newsletters, and through its own strategic partners</p> <p>Encourage local authority staff to take up short-term and part-time roles</p> <p>Share details about local media that can help promote the field roles</p> <p>ACTION PLANS:</p> <p>March 2020 - Ongoing</p> <p>Share initial list of census job roles, volumes, language requirements, hours and start dates</p> <p>June 2020 - Ongoing</p> <p>CEM and CA detailed job descriptions shared</p> <p>July 2020 - Ongoing</p> <p>Share updated list of census job roles, volumes job descriptions, language requirements, hours and start dates</p> <p>July 2020 - Ongoing</p> <p>Job descriptions available for census field staff and Census Coverage Survey (CCS) roles at www.censusjobs.gov.uk</p> <p>July 2020 - August 2020</p> <p>Job adverts go live for CEM and CA roles</p> <p>November 2020 - December 2020</p> <p>Job adverts go live for census field staff roles</p> <p>December 2020 - February 2021</p> <p>Job adverts go live for CCS staff roles</p>
<p>Practical support for field operations (for example meeting rooms or parking)</p>	<p>Medium</p>	<p>SBC will make reasonable provision for:</p> <p>Provide meeting rooms or signpost local facilities as appropriate.</p> <p>Census 2021 may need space to hold field staff meetings, for example inductions and debriefs of up to 20 people. CEMs may need to hold meetings with local authority teams or representatives from local communities.</p> <p>Provide parking. If possible, ONS would appreciate free parking. Where this is not possible, we would appreciate your parking enforcers being mindful that field staff are working on our behalf and not issuing fines. Field staff will have dashboard notices confirming they work for Census 2021.</p> <p>Provide storage space. It's possible field staff may need some office storage space to securely and temporarily hold census materials and equipment. Any storage space SBC could offer would be welcome.</p> <p>ACTION PLANS:</p> <p>June 2020 - May 2021</p> <p>ONS to share requirements for training facilities with LAs asking to use available rooms, for example, to carry out right to work checks in person</p> <p>19 January 2021 - 14 May 2021</p> <p>ONS may request space to hold area operations managers' and communal establishment co-ordinators' meetings</p> <p>15 February 2021- 18 April 2021</p> <p>ONS may request secure storage of paper questionnaires in LA premises</p> <p>30 March 2021 - 11 June 2021</p> <p>ONS may request space to hold Census Coverage Survey managers' meetings</p> <p>26 April 2021- 2 July 2021</p> <p>ONS may request space to hold non-compliance field managers' meetings.</p>

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<p>Support for online completion and ONS's Census Support Service</p>	<p>Medium</p>	<p>SBC pledge to:</p> <p>Allow residents to use any council public-facing IT facilities to complete their census. SBC will supply guidance for helping others as part of the ONS local authority toolkit. You can visit www.census.gov.uk/partners to access this nearer the time.</p> <p>Signpost any community initiatives that could help boost online census participation.</p> <p>Inform the CEM about any local Wi-Fi enabled venues where staff may be willing to help members of the public complete an online form.</p> <p>Help ONS publicise its AD service available at Census Support Centres. SBC will provide leaflets, posters and advice for LA contact centres.</p> <p>ACTION PLANS:</p> <p>January 2020 - March 2021</p> <p>Share ONS plans for AD support.</p> <p>1 October 2020 - 1 March 2021</p> <p>Allow residents to use any council public-facing IT facilities to complete their census.</p> <p>1 October 2020 - 4 May 2021</p> <p>Ask LAs to promote the Census Support Centres and AD service.</p> <p>October 2020 - 4 May 2021</p> <p>CEM to brief LA contact centres and staff supporting the use of LA online facilities. They will signpost people towards written guidance on helping others complete their questionnaires.</p> <p>1 November 2020 - 4 May 2021</p> <p>Share locations and opening hours for Census Support Centres (as promoted on the census website).</p> <p>23 February 2021 - 4 May 2021</p> <p>Online questionnaire goes live.</p> <p>1 March 2021 - 4 May 2021</p> <p>Census Support Centres available.</p>
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<p>Support for local publicity and media relations activity</p>	<p>Medium</p>	<p>SBC will consider the following engagements:</p> <p>Has SBC followed @Census2021 on Twitter, Facebook and Instagram and shared some posts from these accounts?</p> <p>Has SBC posted some of the local authority content in the Local Authority Toolkit or that was sent to SBC by email?</p> <p>Has ONS copied SBC into its social media posts using @Census2021?</p> <p>Has SBC shared content posted by its CEM(s) and CAs?</p> <p>Has ONS directed public enquiries to the Census 2021 contact centre where SBC will be offering help through phone, webchat, email, social media and text message?</p> <p>Has ONS sent the SBC Social Media team photos or case studies from its local area that SBC can use?</p> <p>Has ONS told SBC about any campaigns ONS is running that SBC could link to and support by linking it with the census?</p> <p>Has ONS encouraged elected members and staff, via internal comms, to follow @Census2021 and share its content?</p> <p>Have ONS engaged with all local councils – district, county, city, town, borough and parish – to enable an integrated programme of census publicity activity?</p> <p>Has SBC supported census publicity through existing local communication channels by using the bespoke articles and social media content sent to SBC or visiting www.census.gov.uk and using the materials available there? Local channels could include:</p> <ul style="list-style-type: none"> newsletters and e-newsletters newspapers, podcasts and radio stations websites social media channels council facilities, amenities and services, including libraries, community groups, children's centres <p>Has SBC advised the CEM on the timescales involved in co-ordinating local communications campaigns?</p> <p>SBC will also be grateful for ONS sharing knowledge on which communication channels and approaches work best for local communities and specific population groups.</p> <p>Has ONS provided the CEM details of organisations or people who may like to feature in case studies highlighting why the census is important?</p> <p>Has ONS provided the CEM details of a local authority communications or media team contact, plus details of any local authority spokespeople to support census communication activities?</p> <p>ACTION PLANS:</p> <p>November 2020 - June 2021</p> <p>ONS share an overview of the campaign timeline and messaging with LAs</p> <p>January 2020 – Ongoing</p> <p>Online toolkit available to LAs via www.census.gov.uk/partners</p> <p>March 2020 - September 2020</p> <p>SBC begin drip-feeding census-related posts on our social media channels</p> <p>September 2020 - May 2021</p> <p>ONS make available the list of products that will be included in the LA toolkit</p> <p>October 2020 - June 2021</p> <p>SBC start increasing the volume of census-related posts on its social media channels</p> <p>November 2020 - April 2021</p> <p>ONS share social media plans and bespoke LA content for LA use</p> <p>November 2020 - February 2021</p> <p>ONS share press releases with LAs for personalisation and distribution</p> <p>November 2020 - February 2021</p> <p>ONS provide bespoke magazine articles to LAs for inclusion in existing publications</p>
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Local Priorities

Provision of local data to support quality assurance	Medium	<p>SBC will:</p> <p>Respond to the six key questions listed above by completing the section on your LAPP or by emailing the ONS QA team at Census.Quality.Assurance@ons.gov.uk</p> <p>Work with the Council Tax team to provide your Council Tax information to the ONS.</p> <p>ACTION PLAN:</p> <p>July 2020 - 5 October 2020</p> <p>Respond to the six key questions listed above and in the QA section of the LAPP.</p>
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To complete this page, refer to the bespoke area profile of information sent in October. This area profile shared an overview of the demography of your local authority area compiled from ONS data. The information was taken from 2018 mid-year population estimates and responses from the 2011 Census. The purpose of the area profile is to support local authorities work with ONS field staff, such as census engagement managers (CEMs) and community advisers (CAs). The data will also help ONS field staff develop their understanding of the local area they'll be working in during Census 2021, especially 'hard-to-count' communities.

Record below any section(s) or information from your LA Data Pack that requires updating, including any communities that are missing. Include your reasons for any adjustments.

Section number	Profile sections	Representative of the area	Record below any updated information including your reasons/justification/evidence to support any changes required to the data pack and links to any relevant data
1	Population	Yes	The 2018 mid-year population estimate is 197,213 but SBC calculate that the 2019 mid-year population estimate is 197,348, a net increase of 135.
2	Hard to Count breakdown	Yes	The HTC1 population is significantly higher than the national average, suggesting that the local population is both willing and digitally able to complete Census 2021.
3	Age Groups	Yes	The ONS 2018 mid-year population estimate is fundamentally correct with the exception that there has been a 1% decrease in the population aged between 16-24 (compared to a 1% increase in the national average) but a 1% increase in the population aged between 80-84.
4	Ethnic Groups - non white British/Irish Population	Yes	The largest ethnic group by number is Asian Pakistani at 3072 or 25% of the non-white British or Irish population, but there is also significant mixed or multiple ethnic groups, other white, and Asian Indian.
5	Types of Dwelling	No	SBC calculate that there has been a 5% decrease in semi detached whole house or bungalow from 33,720 to 31,554; the percentage of detached whole house or bungalow remains stagnant although has increased by 778 in real terms, but the 5% decrease in semi detached dwellings has been countered by a 5% increase in terrace whole house and bungalow from 19,365 to 26,011.
6	Household spaces	No	An analysis of the 2019 ward profiles by SBC would suggest that there has been a 2% increase in household spaces with at least one usual resident from 79,158 to 84,600 with the corresponding 2% decrease of households without any usual residents from 3,149 to 1,600.
7	Top 5 languages spoken by electoral ward	Yes	Numerically, there are 173 residents whose primary language is Punjabi and do not speak English well or at all; 76 residents whose primary language is Urdu and do not speak English well or at all; 55 residents who rely on Polish; 24 residents who rely on a Chinese language other than Mandarin; and 14 residents that rely on Mandarin. Numerically, the greatest number of non English speaking residents are within Parkfield and Oxbridge.
8	Top 5 ethnic groups by electoral ward	Yes	SBC has not offered any data that would suggest any material change in the data collected by ONS during Census 2011.
9	Dwelling types by electoral ward	No	By analysing the Gazetteer, SBC has been able to accurately revise the type of each dwelling in each electoral ward, recording the change in each type of dwelling both numerically and as a percentage. This detailed analysis has been made available both to the Regional Manager and the Local Engagement Officer.
10	Household spaces by electoral ward	No	By analysing the ward profiles from 2019, SBC has been able to accurately revise each household space by electoral ward, recording the change in each household space both numerically and as a percentage. This detailed analysis has been made available both to the Regional Manager and the Local Engagement Manager.
11	Missing information		

[To add another row right click on the last row of the table above and select 'add another row'](#)

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The Community Planning page is here to help you identify which Community groups are the highest priority for your local area. The ONS will provide you with a proposed top 10 communities list. It is expected that you will work with the local authority to determine whether this list represents the highest priority communities in the local area. If you and the local authority would propose a different top 10, you will need to list them below and include your reasons in a short justification.

Once you have determined your top 10, you will need to list the other communities in your local area. The expectation is that you (the CEM) will engage with all communities within their patch, but the top 10 will help you identify your priorities and what the focus of your workload should be. The ONS will also provide you with a copy of the LA Area Profile (a data pack of the information they hold about your area and the communities within it) which you will discuss with the local authority and record any differences in the Area Profile Review section of this LA Partnership Plan.

For more information on Community Planning refer to your LA Area Profile and see the LA Guide 6.2.3 and 7.4

ONS Top 10 Community Groups (CEM to replicate ONS provided list here)	LA agree in top 10?	Justification / reason
Pakistani		Entry as per suggested Key Population Groups provided by ONS - yet to be discussed with LA
Eastern European		Entry as per suggested Key Population Groups provided by ONS - yet to be discussed with LA
Low income households		Entry as per suggested Key Population Groups provided by ONS - yet to be discussed with LA
Adults 80+		Entry as per suggested Key Population Groups provided by ONS - yet to be discussed with LA

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Other groups in the area	Proposed by	Justification / reason
Asian Indian	ONS	Asian Indian constitute 12% of all non white British/Irish residents in Stockton on Tees
Other Asian	ONS	Other Asian constitute 9% of all non white British/Irish residents in Stockton on Tees
Black African	ONS	Black African constitute 8% of all non white British/Irish residents in Stockton on Tees
Asian Chinese	ONS	Asian Chinese constitute 7% of all non white British/Irish residents in Stockton on Tees

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Agreed Top 10	ONS or proposed	Justification / reason
Pakistani		N.B. Entries only here for the purposes of populating the 'Community Priorities' tab
Eastern European		N.B. Entries only here for the purposes of populating the 'Community Priorities' tab
Low income households		N.B. Entries only here for the purposes of populating the 'Community Priorities' tab
Adults 80+		N.B. Entries only here for the purposes of populating the 'Community Priorities' tab

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	Engagement routes/ activities	General public	Top 10						Other											
			Pakistani	Eastern European	Low income households	Adults 80+							Alevi	Group	Group	Group	Group	Group	Group	Group
Local intermediary organisations in the community	Citizens Advice Bureau	High	High	Medium	High	Low														
	Voluntary organisations	High	High		High	High														
	Faith and belief groups		High		Medium	High														
	Religious centres		High			High														
	Community leaders		High	High	Medium															
	Community centres	High				High														
	Other (insert name)																			
Media	Community news websites		High																	
	Community radio																			
	Local independent radio																			
	Community newsletters																			
	Local newspapers																			
	Other (insert name)																			
	Local strategic partnerships																			
Local authority communication mechanisms	Schools																			
	Libraries																			
	Care workers																			
	Call centre staff																			
	Volunteer staff																			
	Website																			
	Residents newsletters																			
Communication direct to public	Other (insert name)																			
	Leafletting																			
	Door-knocking																			
	Shops, hairdressers and cafes																			
Events	Events																			
	Other (insert name)																			

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Supporting Local Media

Please use the following section to help identify ways for the LA to support the CEM and Census with engaging local media. Within this, there are three main sections:

- **The support checklist** - A checklist of proposed ways to best support sharing Census messaging
- **Bespoke Communications Log** - please use this area to record ways the LA is supporting Census messaging with bespoke communications e.g. the bespoke articles and social media you will receive
- **Contacts suggestion box** - please use this area to suggest the best contacts for the CEM when engaging with local media

More information on the media campaign will be included in the second edition of the LA Guide, but for now the definitions of the three national campaign messaging phases below are:

- Announce** - Prime citizens that census is an important public event, and land the benefits of completion
- Address** - Drive motivation to complete and overcome emotional and functional barriers to completion
- Act Now** - Drive completion, pre- and post- 21 March 2021.

Support checklist:	Announce	Address	Act Now	Next steps/actions
Has the local authority:				
Promoted Census 2021 on your website?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Provided details of a local authority communications or media team contact?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Shared details of any local authority spokespeople able to support census communication activities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Engaged with other local councils – district, county, city, town, borough and parish – to enable an integrated programme of census publicity activity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Shared which communication channels and approaches work best for your local communities and specific population groups?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Suggested local organisations or people who may like to feature in case studies highlighting why the census is important? Can the LA introduce ONS to these contacts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Used the press releases included in the local media pack provided by ONS?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sent ONS photos or case studies from their local area that can be used to promote the census?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Directed any public enquiries to Census 2021 contact centre where we'll be offering help via phone, webchat, email, social media and text message?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Told us about any campaigns you're running that we could link to and support by linking it with the census?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Social media checklist	Announce	Address	Act Now	Next steps / actions
Has the local authority:				
Followed @Census2021 / Cyfrifiad on Twitter, Facebook and Instagram?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Shared some posts from these accounts?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Posted some of the local authority social media content* that was shared with you by email?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Mentioned @Census 2021 channels so that we can share your posts?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Shared social media content posted by your CEM(s) and CAs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Directed public enquiries to Census 2021 contact centre where we'll be offering help via phone, webchat, email, social media and text message?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Encouraged elected members to follow @Census2021 and share our content?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Encouraged staff, via internal comms, to follow @Census2021 and share our content?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

* bespoke resources and social media content will be sent out to each local authority from November 2020

Timescales - Lead in time and Media Type	Social media	Articles	Interviews
To help us to understand what lead in time the local authority needs please tell us what timescales are involved in co-ordinating a local communications campaign			

Press Office Contact	Name	Role/position	Contact number and email
The ONS Press Office may need to make contact with your press office. Please record the name and contact details of the relevant person here			

Bespoke Communications

Bespoke Communications Log - please use this area to record ways the LA is supporting Census messaging with bespoke communications e.g. the bespoke articles and social media you will receive from ONS which include stories about your local area

Detail of bespoke communications	Link / evidence	Link / evidence	Date published / shared	Notes/Actions
The ONS has made contact with the editor of Tees Business and the BDM of Aycliffe Today and both have been receptive to promoting Census 2021.				
SBC has produce a comprehensive and detailed communications and engagement plan. The communications and engagement plan includes but is not necessarily limited to using SBC's social media accounts to post interesting facts from the most recent Census in 2011, accompanied by graphics. It is hoped that these will start online discussions and raised the profile of the Census and Census data.				
There is a possibility that SBC could do some "Up or down?" style questions, however this would need further development as it could lead to more of a toxic discussion.				
ONS have also provided some example social media posts, however SBC activity will not be limited to these.				
The March issue of Stockton-on-Tees News will feature an article for the Census 2021 including the date of Census Day, telling people how to complete the Census and encouraging people to do so.				
An SBC web page will be used to hold all of the information on the 2021 Census. A shortlink of will be created pointing to this page to be used on all outgoing communications as a call to action.				
A FAQs page will also be created on the SBC website to answer any common questions about the Census.				
SBC Media Team to publish a Press Release along the lines of the pre-written release included in the ONS 2021 Media Pack (Appendix 1)				
The Media Team will be briefed on the Census and given the FAQs to answer any incoming questions from press or through social media.				

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Suggested Channels and Contacts

Please use this area to suggest the best contacts for the CEM when engaging with local media

Census 2021 is taking a digital first approach, meaning people are primarily encouraged to complete their census questionnaire online. However, we understand that going online is not easy for everyone.

For those who need help completing their questionnaire on line ONS are providing Census Support Centres across the country and we would like to help to promote these.

In addition we would like you to identify opportunities to provide online support to your local communities.

You can help us if you:

- can allow local residents to use any council public-facing IT facilities to complete their census
- signpost any community initiatives that could help with online participation
- let your CEM know of any local Wi-Fi enabled venues with staff happy to help members of the public to complete an internet form
- help us to publicise our ONS Census Support Service and Census Support Centres (We'll provide leaflets, posters and advice for LA Contact Centres)

For more information on supporting online activity see the LA Guide 6.2.6

Record the details of the local ONS Census Support Centres below and share them with the LA - ask them to signpost these centres to residents and record below the help offered

Census Support Centre	Date shared with LA	Notes
Data released by the ONS on or about 30 November 2002 would suggest that the nearest Census Support Centres ("CSCs") will be at Community Hub Central in Hartlepool, A1 Community Works Limited in Northallerton, The Hope Foundation in Middlesbrough, and Communicators Training Associates Limited in Newton Aycliffe.	Monday 21 December 2020	There will be a need to analyse and update the list of final CSCs.

Record offers of help to promote the ONS Census Support Service and Census Support Centres	Action needed	Date

[To add another row right click on the last row of the table above and select 'add another row'](#)

The LA may share ideas or initiatives to support online completion - record these below and include what action you've taken

Record details of help offered or ideas/initiatives and suggestions for online census completion	Linked contact Details	Action taken and who Shared with/when?

[To add another row right click on the last row of the table above and select 'add another row'](#)

Any offers of LA venues with an open walk in service that can be used for online completion should be noted in the table below

Record LA Census 2021 completion facilities stood up (where / when / how often) <i>Note: This would be in addition to the ONS Census Support Centres (CSCs). Do not record ONS CSCs here</i>	CEM briefed LA staff	Date

[To add another row right click on the last row of the table above and select 'add another row'](#)

Strand 8 - Provide local data to support quality assurance (QA)

The Census Quality Assurance Team want to build people's trust in census estimates so that people have confidence in using them. To quality assure census estimates they will use a variety of data sources from ONS and other Government Departments. You can help us to cross check our information by sharing local data sources with ONS. Please answer the following questions so that we can better understand your needs.

Question	Answer
When census estimates are published, what checks will local authorities do to make sure the data are accurate?	
Aside from key administrative data sources, what other data sources will local authorities use to check census estimates?	
What data are particular to any local authority's circumstances that will help us understand them? As well as the checks detailed in our initial quality assurance approach, are there particular rates, measures or distributions we need to consider?	
What aspects of a local authority's population will need attention in our QA?	
What challenges have local authorities faced that may impact their ability to undertake the checks used in previous censuses?	
Are you working with ONS's Council Tax team to provide your Council Tax information to ONS?	
Please record any other comment you would like to make about ONS's approach to quality assurance in 2021 - add a link to the QA plans here	

For more information on how you can help with QA see the LA Guide 6.2.8

ONS Quality Assurance Team Contact details
Census.Quality.Assurance@ons.gov.uk

ONS Council Tax Team contact details
Council.Tax@ons.gov.uk

Once completed, CEM to copy and paste table into an email and send it to the ONS Census Quality Assurance team - census.quality.assurance@ons.gov.uk

CEM Record Date sent to ONS Quality Assurance Team here:	Sent DD/MM/YYYY
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County Council Name:	
Tier 2 District Council areas:	
County Council ACLM Contact details	
County Council CLM Contact Details	
Agreed Day, Time and Frequency of CEM contact with County Council	
CEM contacting Council:	

This report should only be completed by the CEM that is linked to the County Council.
Please tick this box to confirm you are the linked CEM

The purpose of this County Council Report (CCR) is to capture offers of help and information shared by that council. Each County Council will already be networking with their district councils to ensure a joined up approach to census activities across their areas.

For more information on County Councils and the LAPP see the LA Guide 6 and 6.1

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Supporting recruitment of Census Jobs

Record offers to promote census recruitment internally, through media channels or by other means below.

Date	Record of advertising commitment	Link for evidence	Note

[To add another row right click on the last row of the table above and select 'add another row'](#)

For more information on field staff recruitment and support see the LA Guide 6.2.4 and 6.2.5

Community Information/Intelligence

Record community information shared by the County Council to help census activity and engagement below

Group	Intelligence	Shared by	Note

[To add another row right click on the last row of the table above and select 'add another row'](#)

For more information on Community Planning refer to your LA Area Profile and see the LA Guide 6.2.3 and 7.4

Community Contacts

Record shared community contacts below include Council Community Outreach Team contacts here

Contact name	Contact Details	Reasoning for contact	Shared by

[To add another row right click on the last row of the table above and select 'add another row'](#)

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Field Operations Support

Record any direct requests for ad-hoc requests here (for example the use of a meeting room)

Date needed	Proposed help needed	Confirmed	Note

[To add another row right click on the last row of the table above and select 'add another row'](#)

Offers of Support for campaign

Record offers of support for media or campaign in the tables below, including Schools programme and Social Media across the 3 main phases of the census campaign. (Census 2021 messaging changes throughout the campaign and we'd like you to switch your messaging to reflect this. Our bespoke media packs will help you. In the period leading up to Census Day our messaging focusses around 'census is coming'. Once the Census2021 invitations and questionnaires have been sent out, and it's possible to complete the census online our messaging will change to reflect that 'census is happening now'. After Census Day our messaging will change to 'It's not too late to complete the census')

For more information on engaging local media see the LA Guide 4 and 6.2.7

Support Descriptions (Census 2021 messaging: Announce)

County Council Report Information

Date	Messaging	Note	Link

[To add another row right click on the last row of the table above and select 'add another row'](#)

Support Descriptions (Census 2021 messaging: Address)

Date	Messaging	Note	Link

[To add another row right click on the last row of the table above and select 'add another row'](#)

Support Descriptions (Census 2021 messaging: Act now)

Date	Messaging	Note	Link

[To add another row right click on the last row of the table above and select 'add another row'](#)

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Supporting Online Completion and ONS Census Support Centres

Census 2021 is taking a digital first approach, meaning people are primarily encouraged to complete their census questionnaire online. However, we understand that going online is not easy for everyone. For those who need help completing their questionnaire on line ONS are providing Census Support Centres across the country and we would like to help to promote these. In addition we would like you to identify opportunities to provide online support to your local communities

For more information on supporting online activity see the LA Guide 6.2.6

You can help us if you:

- can allow local residents to use any council public-facing IT facilities to complete their census
- signpost any community initiatives that could help with online participation
- let your CEM know of any local Wi-Fi enabled venues with staff happy to help members of the public to complete an internet form
- help us to publicise our ONS Census Support Service and Census Support Centres (We'll provide leaflets, posters and advice for LA Contact Centres)

Date	Record details of help offered or ideas/initiatives and suggestions	Details of who to contact to take offer forward	Shared with / when

[To add another row right click on the last row of the table above and select 'add another row'](#)

Record here County Council 'public walk-in' IT facilities which can be used for Census 2021 questionnaire completion (where / when / how often)

Note: This would be in addition to the ONS Census Support Centres (CSCs). Do not record ONS CSCs here

Date facilities available	Facilities offered	Support needed	Notes

[To add another row right click on the last row of the table above and select 'add another row'](#)

There may be ad-hoc offers of support from the County Council to help in other areas not listed above. Record offers made and actions taken below

Date of support offered	Description of support offered	Action taken	Notes

[To add another row right click on the last row of the table above and select 'add another row'](#)

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