

## Census Engagement 2021

Liza Oxford is the Census Engagement Manager for Teignbridge. She will be working closely with the local authorities; district, town and parish, communities and organisations over the coming months to help ensure Teignbridge residents have the information they require to complete the census on or as close to 21st March 2021.

The 2021 Census is a 'digital first', meaning that the ONS are aiming for 75%+ surveys to be completed online. The benefits of a digital census are the speed of data collection and analysis and therefore the results can be acted on quicker.

It is Liza's responsibility to identify and engage with who the Census Team calls 'Key Population Groups' (KPG's). These are the communities who have been identified as 'hard to count or reach' in past census and/or those who may have trouble completing the survey online.

The main KPG's she will be working with in Teignbridge are:

- Adults 80+
- Eastern European
- Gypsy and Travellers
- Low Income Households
- Homeless and Rough Sleepers
- Adults with Low Digital Skills (65+)
- Short Term Migrant Workers (resident for 3 - 6 months)
- BAME
- Veterans
- LGBT+ Community
- Farmers and Rural Communities

Liza has lived in Devon for over 20 years and is aware that we have a changing population with evermore complex needs. The census is an important event every 10 years that informs policy and decision makers of where money in the community is needed most such as, on roads and infrastructure, schools or hospitals. By making sure our communities are counted, we can ensure that local public services are properly supported over the coming decade

She would love the opportunity to discuss how you may be able to work together to ensure the community that you support and are involved with are represented as fully as possible in the census results and future decisions.

Liza would like to support your councillors and community as much as possible and has attached the Census Councillor Handbook for you to circulate if you should wish. She would also be very happy to attend one of your 'virtual' council meetings to give a presentation or answer any questions that your councillors may have regarding Census 2021.

Please do not hesitate to contact Liza directly:

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