These guidance notes are designed to help you complete an application form to become a Census Support Centre for the ‘digital first’ census being exercised in England and Wales in 2021.

**It is important you read this document not only to understand the nature of the service you’ll be undertaking but also to understand what is expected of you before filling in the application form.**

For each of the questions on the application form, you’ll find an explanatory note designed to make sure you understand our expectations.

**Introduction**

The United Kingdom census is a ten yearly compulsory survey that gives the most accurate estimate of all the people and households in England and Wales. The information collected from the census helps inform local authorities and government about demands for vital public services such as schools, hospitals, GP services and social care provisions.

In 2021, the census will be ‘digital first’ and accessible through an online platform. The Office for National Statistics (ONS) is responsible for carrying out the census in England and Wales and has contracted with Good Things Foundation to set up and mobilise a network of community organisations and libraries which will form the Census Support Centres aimed at providing people with support to complete their census online.
Application timelines

Please note, Good Things Foundation is working within the milestones listed below. However, these dates may be subject to change.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application opens</td>
<td>8th September 2020</td>
</tr>
<tr>
<td>Application closes</td>
<td>2nd October 2020</td>
</tr>
<tr>
<td>Notification of application outcome</td>
<td>30th October 2020</td>
</tr>
<tr>
<td>Training programme</td>
<td>January 2021 - February 2021</td>
</tr>
<tr>
<td>Census Support Service operational</td>
<td>March - May 2021</td>
</tr>
</tbody>
</table>

Working with ONS

Please note, we are currently working closely with ONS to finalise detailed requirements of the live service in 2021. Whilst all efforts have been made to detail these requirements here, some aspects of the service may be subject to change. If your application is successful we will keep you updated in regards to any changes.

The Project

The 2021 census will span a 9 week period from **the beginning of March to early May 2021** inclusive. Good Things Foundation will be contracting a network of Census Support Centres to provide customers with face to face support and/or access to an internet-enabled device and the internet during this period.

Contract Value

Contracts will be issued for an agreed number of hours of advisor support per week, which may include regular day-time opening hours, as well as additional delivery covering evenings, and a limited number of Saturdays and Sundays. The range of contract sizes are outlined in the table below. It is possible for an organisation who is delivering through multiple venues to be awarded more than one contract. The size of contract you are allocated will be discussed with you following the evaluation of your completed application. It will be agreed based on your suggested capacity, the other applications we receive, and the expected demand in your Local Authority area.
In addition to service payments, you will receive a payment to cover the cost of your staff taking part in our Advisor Training Programme. This payment will be calculated on the basis of the actual number of Advisors who complete the training programme, up to a maximum number dependent on your contract size, as indicated in the table below. You will be able to register more than the maximum number of Advisors for the training, but the amount payable will be capped at the Total Training Payment value indicated by the size of your contract.

Additional grants of up to £400 will be made available for organisations that require additional equipment to offer the service. Further details of this fund and how to apply will be provided to successful applicants.

<table>
<thead>
<tr>
<th>Contract Size</th>
<th>Maximum Advisors</th>
<th>Minimum Service hours per week</th>
<th>Total Service Contract Value</th>
<th>Total Training Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Micro</td>
<td>2</td>
<td>35 (part-time opening)</td>
<td>£4410</td>
<td>£350</td>
</tr>
<tr>
<td>Small</td>
<td>4</td>
<td>70</td>
<td>£8820</td>
<td>£700</td>
</tr>
<tr>
<td>Medium</td>
<td>6</td>
<td>105</td>
<td>£13,230</td>
<td>£1050</td>
</tr>
<tr>
<td>Large</td>
<td>8</td>
<td>140</td>
<td>£17,640</td>
<td>£1400</td>
</tr>
</tbody>
</table>

Please note, the smallest contract size that can be offered to an organisation to deliver the service within a local authority area will be 35 advisor hours per week. These advisor hours may be divided between different locations, as long as they are located within the same local authority area.

2019 Census rehearsal

ONS conducted a census rehearsal in Autumn 2019 to test the end to end service in four locations: Carlisle, Ceredigion, Tower Hamlets and Hackney. Good Things Foundation contracted with eight organisations to provide the Census Support Service during the eight-week rehearsal. The Rehearsal has provided Good Things Foundation and ONS with insight into how the census support model works and has allowed us to make improvements to the service for 2021.
Delivering the service - local authority areas

ONS have determined the Local Authority (LA) areas of England and Wales where the service will be offered. Based on our experience in the rehearsal, we have predicted the likely demand for the service in these areas, and the number of Advisor hours we require in each local authority area. The number of organisations we will recruit in each area will be dependent on the number of Advisor hours each organisation can provide to effectively target the audience we are hoping to reach with the service. Click here to view this information and to check if your organisation is based in the area where we will be delivering the Census Support Service.

As one application phase has already taken place, there may be areas in which the Census Support Service will be delivered and sufficient applications have already been received. The areas in which we are seeking applications are marked ‘Yes’ on the delivery locations list.

Eligibility

Before starting on your application we recommend you consider the eligibility criteria below.

- Whilst we welcome organisations from outside of the Online Centres Network, you are required to join the Online Centres Network in order to apply. If you aren’t yet a member please click here to complete the application form to join. A guide to joining the Network can be accessed here. Please apply to join the Online Centres Network at least 3 working days prior to the date that the application closes.
- In order to enter into a service contract, your organisation has to be either registered with Companies House or The Charities commission (Local Authorities and Libraries) or be part of a local government organisation.
- You must commit to undertake a standard DBS check for all staff working on this project.
- You must be able to offer the Census Support Service for more than 35 advisor hours per week.
- You must operate within one or more of the local authorities in England & Wales listed here.
- If your organisation is located in Wales you must have at least one Welsh speaking advisor available during the live delivery period.
- You must be operating out of one or more physical locations, have a minimum of 3 devices with a wired internet connection or strong wifi with anti-virus software installed on each device.
- Must have Employer Liability & Public Liability Insurance.
A day in the life of a Census Support Advisor

During the 9 week census period you will provide support to the members of the general public to complete their census online. Every household in the UK will receive a letter asking them to complete their census online, and in some cases they may be sent a paper questionnaire. There will be a national advertising campaign which will remind people that it is mandatory to complete their census, and this will be supported by local marketing which will promote the Census Support Service.

You will meet and greet the people who come to your organisation to complete the census and check they have the information they need to answer the questions. If they do not bring their own device you will provide them with a computer/laptop or tablet on which to complete their questionnaire online.

You will assist them to log onto the census portal, using a unique web address which will identify them to ONS as having completed at your organisation. They will access their questionnaire by using a Household Access Code (HAC) that they have received on their letter of invitation from ONS, or on their paper questionnaire. If they do not come with a HAC then you will be able to obtain a code for them through our Data Collection Portal.

Depending on the digital and literacy skills of the individuals who come to your organisation, the support you provide to help them complete the questionnaire will take between 25-45 minutes. You may be required to assist them with reading and/or understanding each question, helping them to use ONS’s online help guide, or inputting answers on their behalf.

As part of the process, you will be required to use our Data Collection Tool (DCT). The DCT is designed to help us understand the day to day performance of the service. At the end of each support transaction you will complete some simple questions to log that you have delivered a support transaction, record how the person heard about the service, and whether they were able to complete their census at the end of the transaction. The DCT will not contain any personal data about the person completing their census. The DCT is available as a website and can be accessed via tablets, smartphones (organisation’s phone) or computers.

Good Things Foundation will provide more detailed information during the mandated training that will be conducted through a mixed face to face and online training platforms.
Completing Your Application

Section 1 & 2 Governance and VAT registration (3 marks)
This is not a ‘grant’, so we are unable to accept applications from Charitable Trusts or unincorporated organisations. 2 marks will be available for your answer to Q1.3 and Q1.4 an additional mark is available for Q1.5. If you have another status which allows you to enter into a service contract, as described in Q2.2 you will be awarded the full 3 marks.

1.1 Who should we record as the key decision-maker?
   ○ This must be the name of an individual within your organisation who is authorised to enter into a contractual relationship with Good Things Foundation.
1.2 Has this person been in post for more than a year?

1.3 Is your organisation registered with Companies House or a registered charity?

1.4 If yes, please tell us your Companies House number or registered charity number.

1.5 Has your organisation been incorporated for more than a year?

2.1 Is your organisation VAT registered?

2.2 If your organisation is not incorporated but has a status that allows it to enter into a service contract please provide further details. e.g. a local government organisation.

Section 3 - 8 Policies & Insurance (12 marks)
A total of 12 marks will be available for Sections 3 - 8. Full marks will be available where an organisation answers yes to all questions.

Good Things Foundation and the Office of National Statistics have an expectation that organisations delivering the Census Support Service on our behalf have the necessary insurances and policies in place to be considered for the project.

When answering this part of the questions please bear in mind that organisations taking part in the Census Support Service will come into contact with members of the public. As such you will have a crucial role in supporting vulnerable groups with their census. Therefore, it is important not only to have the policies listed on the application form but also to make sure that you have a designated individual responsible for each policy and all your staff are well trained as well as ensuring there are processes and procedures in place to investigate and remedy any issues that may arise in regards to each policy.
**Section 3 - Safeguarding**

3.1 Do you have a written Safeguarding policy for children and vulnerable adults?

3.2 Does your policy comply with the Safeguarding Vulnerable Groups Act (SVGA) 2006?

3.3 Do you have a named safeguarding lead?

3.4 Do you provide guidance to all your staff and volunteers on issues relating to safeguarding. For example, reporting safeguarding incidents, training and so on.

**Section 4 - Health & Safety**

4.1 Do you have a written Health and Safety policy that is in compliance with the Health and Safety at Work Act 1974?

4.2 Do you have a designated responsible person for health and safety at work?

4.3 Do you provide training and guidance on risk assessment, incident reporting and any other relevant Health & Safety requirements to your staff?

4.4 Do you provide information about emergency procedures to your staff?

**Section 5 - Physical Security Policy**

5.1 Do you have a written physical security policy?

5.2 Does your policy outline how access to the building is controlled or how visitors are signed in?

5.3 Do you have secure cabinets or lockers where you store sensitive documents?

5.4 Do you have a confidential paper shredding facility for securely destroying sensitive documents

**Section 6 - Data protection**

6.1 Do you have a written Data protection policy that complies with GDPR?

6.2 Do you have a designated responsible person for data protection at your organisation?

6.3 Do you provide guidance on minimising risk to people’s data to your staff and volunteers?

6.4 Do you have clear guidance on measures to be taken in case of a data breach?

**Section 7 - Complaints process**

7.1 Do you have a written complaints process?
7.2 Do you have a designated responsible person that deals with complaints?

Section 8 - Incident management process
8.1 Do you have a written incident management process?

8.2 Do you have a designated responsible person for incident management?

8.3 Do you provide guidance on what qualifies as an incident for reporting purposes to your staff?

8.4 Do you investigate incidents and communicate the outcome to those that raise them?

8.5 Do you have an appeals process or alternative reporting procedure for people who are not satisfied with the outcome?

Section 9 - Insurance (3 marks)
In this section, organisations will be awarded the full 3 marks if they have all the listed insurances in place. You will be required to have an Employer’s Liability and Public Liability Insurance. Professional Liability Insurance is desirable but not mandatory.

9.1 Which of the following insurance policies do you currently have in place, please select all that apply
   - Employers’ Liability Insurance (minimum of £5 Million)
   - Public Liability Insurance (minimum of £5 Million)
   - Professional Liability (minimum of £5 Million)

Section 10 - Accessibility (6 marks)
To be awarded the full 6 marks for this section organisations must share our commitment to making sure the service is as accessible as possible to the general public. It is important to us that the location where the service will be provided is in compliance with the 2010 Equality Act. We encourage organisations to adapt their services to address physical, communication and social barriers to inclusion of people with different types of disabilities with all information, feedback and complaints mechanisms being available in multiple and accessible formats. Therefore, it is important all Census Support Advisors have a general awareness of the support your organisation can provide to make the service more accessible.

10.1 In relation to the main premises you would deliver the service from, does your organisation comply with the 2010 Equality Act?

10.2 If you answered no to the previous question, please provide details of areas where you may not comply
10.3 Is the entrance to your building wheelchair accessible? For example, is there step-free access from the street?

10.4 Is there a bus stop within 50m of the vicinity?

10.5 Do you have a parking facility for disabled parking badge holders?

10.6 Is there a public car park within 50m of your building?

10.7 Do you have a disabled toilet facility on-site?

10.8 Do you have the facilities required to serve people with hearing impairments?

10.9 Do you have the facilities required to support people with visual impairments?

Section 11 - Location of Delivery and Advisor Capacity (12 marks)
Questions 11 - 11f should be completed for each location you wish to offer the service at.

11.8 You can deliver this service in up to 5 additional locations. Do you want to apply for more than one location? – if you choose ‘yes’ to this question, you will be displayed 5 further sections (11B-F).

Section 11B-F are designed for organisations that have multiple locations to enable them to provide us with sufficient information on each location. If you have only one location you only need complete this information once, and then you can move directly to Question 12.

Please note: You do not need to complete all 5 sections (11B-F) – eg, if you only have 2 additional locations, you would leave blank 11D & 11F.

Applications will only be accepted for organisations who can deliver in the Local Authority areas listed.

Organisations will score additional marks if they are able to open some evenings, and some weekends (particularly census weekend). This is because we anticipate that some people will need to access the service outside working hours and that there may be increased demand for the service around census weekend.

Additional marks will also be available if in addition to opening some evenings and weekends, you can offer a waiting area and a private space. We anticipate the service may become busy at times and waiting may be necessary, we also expect some of the people you serve to be vulnerable and require a private space to complete their census.

Organisations will score full marks if they can provide more than 70 Advisor hours a week in one or more locations and have answered yes to Q11.3-11.6 for one or more
locations. Over 50% of the marks are available in this section for smaller organisations who can offer 35+ Advisor hours

**Please consider the following when answering Q11.7:**
Please provide the number of Advisor hours you can commit to the Census Support Service. Bear in mind we are unable to offer organisations a contract if they are unable to commit to a minimum of 35 hours a week. To calculate the number of hours, please consider the number of Advisors that will be available at a single time multiplied by the number of hours a day where the advisor is available, and multiply that by the number of days. For example, 2 advisors working 7 hours a day for 5 days is calculated as (2x7x5) = 70 hours a week.

Example:
2 Advisors working 7 hours a day for 5 days (2x7x5) = 70 hours per week

<table>
<thead>
<tr>
<th>Number of Advisors supporting at any one time</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of hours (on average)</td>
<td></td>
</tr>
<tr>
<td>Number of days per week service will be offered</td>
<td></td>
</tr>
<tr>
<td>Total hours delivery</td>
<td></td>
</tr>
</tbody>
</table>

Where you are not able to offer more than 35 hours per week we are unlikely to offer you a direct contract. However, if you submit an application we may ask whether you would consider working as an outreach venue for another organisation.

Although the number of advisors you commit to this service is at your discretion, we have calculated an expected demand per local authority area and developed a series of contract sizes based upon the hours of service anticipated. We expect the demand to ramp up slowly over the 9 week period, and also to tail off towards the end. We want to work with you to ensure that you feel confident in supplying staff to meet the demand. This may mean increasing the number of staff working on the service in specific weeks.

11.1 Please select which local authority area for this location (Please note: Local Authority areas in the drop down lists are organised by region. If you start typing your Local Authority in the box, this will autofill, or you can scroll down the list and click on your Local Authority)

11.2 Please provide the full postcode for this location

11.3 At this location are you able to stay open and provide the service in the evening (approximately 5 pm to 8 pm) during the 9-week period?
11.4 We will require Census Support Centres to open during the census weekend on either Saturday or Sunday or both. Is it possible for you to run the service on a weekend at this location?

11.5 Does this location have a reception area or an area which can be allocated for customers to wait if there is a queue?

11.6 Due to the nature of the project and the information which customers may disclose, some customers may prefer to be in a private space where you can talk to them on a one-to-one basis. Do you have access to a space that could be used in this way?

11.7 Based on an estimated fee of £14 per advisor hour, how many hours per week are your staff/volunteers available to deliver the service?

**Section 12 - Census Support Advisors (3 marks)**
Organisations will need to answer yes to Q12.1 and 12.2 to be awarded marks for this section. A full three marks will be available if the answer to Q12.4 suggests the organisation would be willing to train double the number of Advisors it requires to operate the service for the number of hours indicated in Q11.7.

**DBS Checks:** Since advisors will be providing a face to face support they will be exposed to personal and sensitive information about members of the public. ONS requires all staff acting as Census Support Advisors to have up to date Standard DBS checks. You will be required to verify their DBS status, as their employer, either through the Update Service or by taking a copy of their DBS certificate, which should be dated after 1st December 2019. Where Advisors are supporting vulnerable adults or those aged below 18 on a one to one basis an Enhanced DBS check will be required. Organisations that are unable to commit DBS checks for Census Support Advisors will not be eligible to take part in the service. Good Things Foundation will reimburse the application costs of DBS checks for Advisors.

12.1 ONS require all staff supporting the service to have a Basic DBS check. Individuals will not be permitted to operate as Census Support Advisors without an up to date DBS check (one covered by the Update Service or where the certificate is dated after December 2019).

- I agree on behalf of my organisation to make sure that all individuals working as Advisors on this service will have an up to date Standard DBS Certificate and will hold evidence of this.

**Lead Advisors:** Organisations are required to delegate the role of a Lead Census Support Advisor in order to ensure smooth daily communication with Good Things Foundation for the 9-week operational period. The lead advisor will be required to attend a face to face training with the responsibility of cascading information to the other advisors employed by you. If applying for multiple organisations you may nominate a Lead Advisor for each location.
12.2 You will need to have a Lead Advisor in the Organisation who will be responsible for day-to-day communications with Good Things Foundation staff in the 9-week operational period.

- I agree on behalf of my organisation to appoint a Lead Advisor/s who will act as a key point of contact for the service.

**No. of staff:** Although the number of advisors you commit to this service is at your discretion, we have calculated an expected demand per local authority area and developed a series of contract sizes based upon the hours of service anticipated. We expect the demand to ramp up slowly over the 9 week period, and also to tail off towards the end. We want to work with you to ensure that you feel confident in supplying Advisors to meet the demand. This may mean increasing the number of staff working on the service in specific weeks.

All Census Support Advisors will be required to undergo face to face and webinar training to equip them to deliver effectively. We would anticipate you would need to train twice the number of advisors you require to run the service - this is also good practice for in the event of unforeseen staff absence.

Advisors may be existing employees or volunteers and will need to be available to take part in training in Phase 1 in October-December 2020 or Phase 2 in January-February 2021.

12.4 We advise training more staff than you think will be required to run the service in the event of unforeseen staff absence. With this in mind, how many staff / volunteers would you agree to attend Good Things Foundation training to become a Census Online Support Advisor?

- 1 - 2
- 3 - 4
- 5 - 6
- Over 7

**Section 13 - Engagement (12 marks)**

Good Things Foundation & ONS are committed to ensuring people who are socially or digitally excluded have access to support to complete their census. Hence, we require organisations to proactively engage with the one or more of the groups listed in Q13.1. If successful in gaining a contract you will be expected to work closely with Good Things Foundation regional staff and ONS local engagement team. You will be awarded up to 6 marks for your answers to Q13.1-13.3.

13.1 Good Things Foundation & ONS are committed to ensuring people who are socially or digitally excluded have access to support to complete their census.
Please select from the list which, if any, groups you currently engage with:

- Disadvantaged Young People 16-25 who are NEETs (Not in Education, Employment, or Training)
- People without access to a device or Internet connections
- People with no, or limited, digital skills
- Older people
- People with Physical disabilities
- People with Cognitive disabilities
- People in Faith or Minority Ethnic communities
- Other, please specify

13.2 As community organisations, we understand that you will have a wealth of experience in engaging with your local residents and potentially socially or digitally excluded groups. An important aspect of the service will be to assist in encouraging footfall to your organisation from these groups.

You will be provided with marketing materials to promote the service. Please use the box to provide details of any marketing or outreach that you could carry out to engage with these groups during the census period. (Max 700 words)

We are looking for you to clearly describe:
- Any networks or partner organisations that you would engage with to promote the service
- Outreach activities or methods that you would utilise
- Any relevant examples of successful marketing or outreach in previous projects

13.3 Please use the box to provide additional information about why your organisation would be suitable to deliver this service. (Max 700 words)

We are looking for you to clearly describe:
- Any additional information about your staff, facilities, location or engagement with your community that makes your organisation suitable to deliver this service
- Relevant evidence or statistics to demonstrate your experience.

14 Please enter the email address that the outcome of your application should be sent to

14.1 Please let us know how you heard about this opportunity

We are working closely with the Office for National Statistics to ensure people who are digitally and socially excluded have a place where they can get face to face support with Census 2021. We may share information we receive from you as part of this application with ONS to ensure the organisations we select for this project meet the requirements that have been set.
I agree with Good Things Foundation sharing my application details with ONS for the purposes stated above.

Throughout the duration of this contract, Good Things Foundation, and ONS may conduct ‘mystery shopper’ calls or visits to observe your service. By submitting your application you agree to your consent to this.

Good Things Foundation may conduct audit visits to your organisation and also request to see written copies of your policies. By submitting your application you agree to your consent to this.

If you have any questions regarding the Census Support Service or the application process please contact the Census Support Team: census.support@goodthingsfoundation.org / 0114 349 1666