

# Why Does the Census Matter to Councils?

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# Planning and Insight 1

- Census not just used by central government
  - Underpins much of a council's service planning:
    - allows targeting of resource and identifying likely future demand
    - supports infrastructure provision, like school place planning
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# Planning and Insight 2

- Informs local plans
    - Local Plan
    - Neighbourhood Development Plan
    - Joint Strategic Needs Assessments
  - Feeds into others' data tools:
    - ONS's Output Area Classifications
    - Experian MOSAIC and CACI Acorn
    - Indices of Multiple Deprivation
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# Financial Benefit

- Estimated value of Census to local government over 10 years of £1.8bn
  - Revenue Support Grant – Census is single most important data source for needs formula
    - population
    - sparsity
    - indices of other characteristics
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# Conclusion

- Census is crucial to how your council is funded (and by how much)
  - Census is crucial to how your council can most effectively target resources
  - You are crucial to how well the Census covers your area
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