

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

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

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

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