



Llywodraeth Cymru
Welsh Government

POLICY AND STRATEGY

Statistics and Research: user engagement strategy

Describes our approach for consulting with and informing users.

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Introduction

Meeting the needs of all users of statistics is a key part of the [Code of Practice for Statistics](#). Principle V1 of the code states ‘Users of statistics and data should be at the centre of statistical production; their needs should be understood, their views sought and acted on, and their use of statistics supported’. This strategy describes the approach of Statistical Services in the Welsh Government for consulting with and informing users.

The Welsh Government publishes a wide range of statistics about many topic areas, from the economy to public services such as local government, health and education as well as wider information about the population and the environment. Understanding the needs of the full range of users of such a breadth of statistics, taking account of all levels of expertise, is a fundamental part of our statistical production. We inform users of our plans and activity to ensure that we are being transparent in our approach and to maximise the

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impact of our work in order that it better supports decision-making and public debate.

We recognise and appreciate the contribution that users can bring to discussions of priorities and areas for improvement, from decisions about what data to collect to what formats they are disseminated in. We consult with users to seek their feedback and ideas. This ensures that our statistical work is based on a wide range of user priorities and remains relevant to the public debate.

Statistical plans

We publish information about our regular series of scheduled statistical outputs on our website, pre-announcing the dates on which outputs will be published. Through the Chief Statistician's blog and regular Statistics Wales Quarterly updates we inform users of key statistical priorities and improvement plans. The plans take account of user needs expressed through regular communication with users of statistics both within the Welsh Government and externally, through a range of mechanisms.

We invite comments on our plans and priorities and consider feedback received from all users, internal and external, on our work throughout the year to ensure that our statistical work takes into account emerging priorities.

User feedback

We recognise that users can provide useful contributions to discussions about priorities and improvements that can be made to statistical outputs.

Users are invited to feed back on the presentation, usability and content provided in Welsh Government statistical outputs and online platforms such as StatsWales, or interactive statistical websites.

We aim to make it easy for you to express your views by providing opportunities to feed back on all outputs.

A contact email for each statistical output and web page is provided in a clear location.

We also use blogs and Twitter to enable people to be aware of our published statistics and statistical developments and this also allows individuals to comment our work.

We aim to tell you what decisions we have taken about changes to our priorities or outputs as a result of your feedback.

We will continually seek to improve the ways in which we enable you to provide feedback.

User groups

We consult with users across a variety of organisations through a range of regular user groups. These user groups enable us to develop a better relationship with a range of users of our statistics and they act as a forum for informing and consulting users on our plans and activities.

Examples of key user groups

The **Welsh Statistical Liaison Committee (WSLC)** is a key consultative forum involving organisations across the public sector in Wales. The Committee is used to discuss and consult on statistical developments over the year. Papers for WSLC are published to ensure that the wider user base is able to access the latest news and presentations.

The **Third Sector Statistics User Panel for Wales**, set up jointly with the Wales Council for Voluntary Action, draws together representatives of the third sector to inform and consult with the sector regarding statistical issues. Minutes from the Third Sector Panel are published to enable others to be aware of how we are working with the sector and to contribute.

We are working with colleagues within the **Royal Statistical Society** (RSS) to

maximise the use of, and involvement in, the South West and Wales local group of the RSS.

Our statisticians are also part of groups more focused on particular themes, such as the [Welsh Health Analysts Network](#), the [Housing Information Group](#) and the [Census Advisory Group for Wales](#).

We establish user and technical groups for particular projects e.g. the Welsh Index of Multiple Deprivation Steering, Advisory and domain groups. These help us develop our work plans with a greater understanding of user needs and inform the development and progress of many of our projects.

Newsletters and social media

Our presence on [Twitter](#) is a key method of informing users of our products and new developments. We aim to make better use of Twitter to seek views and stimulate debate on any proposals for change.

The Chief Statistician will use their [occasional updates/blogs](#) to inform users of recent developments or to seek views on particular issues.

Our fortnightly [Statistics and Research newsletter](#) is used to inform subscribed users of our latest outputs and news via email.

We have a [Statistics Wales quarterly update](#) published on our website and circulated to all our key liaison group members. It informs users of Welsh statistics about our latest developments, consultations and plans.

Consultations

We use more formal and focussed consultations on particular topics to ensure that we are seeking user views in a systematic, evidence-based manner. For example, during 2018-19 we consulted with users on our plans for the next Welsh Index of Multiple Deprivation (WIMD).

All open and closed consultations, including those that relate to statistics, are [published on our website](#).

We publicly respond to all consultations.

Seminars and events

We organise seminars and events to both inform and consult users. Well-focused seminars can maximise the impact of our statistics and stimulate their use. Events to support public consultations can ensure a wider span of users are able to contribute their views. These can sometimes be undertaken jointly with the UK Statistics Authority, Office for National Statistics or other parts of the Government Statistical Service

We deliver online seminars to maximise the input of users across Wales, such as the WIMD 2019 Consultation webinars held in late 2018 which provided detail on proposed changes to the indicators to be used for measuring aspects of deprivation in Wales.

We also represent Welsh Government at a range of external seminars, events or meetings, often being asked to speak about our range of services. For example we regularly take part in the Gofod 3 Third Sector event and the National Intelligence Event for the public sector, but also subject specialists will take part in conferences and events relevant to their subjects where they will be meeting with those interested in data in a particular area.

Training

We hold training events to ensure our staff have the opportunity to continuously improve the way in which we work with and understand the interests of our users, and encourage staff to partake in external training courses, such as those held by the Office for National Statistics.

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