



Beyond 2011

Communication Strategy

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Purpose of the Beyond 2011 Communication Strategy

1. Why we need to speak with you

The Beyond 2011 programme is contacting population and socio-demographic data users to understand how they use this information and how their future needs might be met.

The census has long been the benchmark for capturing a snapshot of the population. However, various sources indicate that the current system of providing population and key socio-demographic information may no longer meet all user needs so National Records of Scotland (NRS) is considering a range of options for providing population and socio-demographic information to meet users' needs.

As there are a considerable number of population and socio-demographic information users, any changes in the way this data is captured and presented may have a wide ranging impact.

It is for this reason that NRS want to document how they plan to engage with their stakeholders. NRS want to involve the right audience and clearly communicate how the programme is progressing and explain how any recommendations have been decided upon.

2. What we want to tell you

The Beyond 2011 programme is an ongoing programme to research suitable methods for producing population and socio-demographic information. Some of these options are:

- Continuing to run a full census
- a short form to count the whole population and surveys for collecting other characteristics
- use of administrative data plus surveys
- hybrid option

All options would be based on a Scotland address register, which would be maintained on an ongoing basis with the latest address and geographical information.

The Beyond 2011 programme will produce a recommendation to Ministers, providing the evidence required to make a decision on any future method for collecting population and socio-demographic information.

NRS takes the privacy concerns of individuals and organisations seriously and will take steps to address these issues.

Members of the public should note that no decisions have yet been made about the future of a 2021 census. Stakeholders will be given a chance to voice any views in a specific consultation on these issues.

3. What we need from you

National Records of Scotland's Beyond 2011 communication strategy has the following objectives.

- To engage with our users to understand their requirements and priorities in terms of what type of data they need, the detail/granularity required, the minimum accuracy required and the frequency of updates to the data.
- Explain to our users how future proposals may affect them.
- To help alleviate any potential privacy concerns.

NRS is working more broadly with representatives from different public organisations, such as the UK government, the Scottish Government, local authorities and health boards, to find ways to reduce the burden of surveys and questionnaires on the general public.

The B2011 programme is working with the wider UK administrations on researching methods for capturing population and socio-demographic information to ensure that any research and experience is shared across the administrations.

4. Who are our stakeholders?

Population and socio-demographic data currently collected by the census provides important information which impacts on all our daily lives.

Therefore, NRS want to ensure that all stakeholders have the opportunity to engage and be consulted on the B2011 programme of work.

NRS are engaging with the following broad stakeholder groups:

- academics
- advisory groups
- charities
- data custodians and guardians
- equalities groups
- health service
- genealogists and family historians
- general public and data users
- government departments and agencies across the UK
- media
- population study groups
- public bodies
- privacy groups.

Please contact the Beyond 2011 team if you are a user of population and socio-demographic information and want to be involved in any discussions or stakeholder events.

5. How are we reaching our stakeholders?

Multiple channels will be used to communicate with stakeholders:

- the Internet through the [NRS website](#), which will be updated on a regular basis and also through the Scotland 2011 Census website;
- the Census 2011 email newsletter;
- the ScotStat email register;
- meetings and conferences, details of which will be posted on the NRS website;
- public consultation events, details of which will be posted on the NRS website;
- reports and publications, details of which will be published on the NRS website; and
- through the [Beyond 2011 Scotland page](#) on the Knowledge hub.

6. When are we doing all this?

There are two main engagement stages before any recommendation to Ministers.

In the first stage, which has already begun, NRS are collecting user requirements for population and socio-demographic information. This will continue through 2013 and will produce a report on user requirements, which will be a key element for the second phase.

The main milestones of stage 1 are:

- A series of public engagement events running until the end of the first consultation to collect the views of stakeholders.
- A formal consultation on user needs, which will run for 12 weeks.
- A consultation report which will be published a few months after the consultation closes.

In the second stage, the Beyond 2011 programme will present the list of proposed options with the intention of capturing views on how well these options meet user needs.

The main milestones of stage 2 are:

- A series of public engagement events running until the end of the second consultation to collect the views and concerns of stakeholders.
- A formal consultation on user views of the options, which will run for 12 weeks.
- A consultation report which will be published a few months after the consultation closes.

NRS will collate the evidence from both stages to feed into an evidence based recommendations paper, which will discuss the different methods researched for producing timely and cost-effective population and socio-demographic information fit for the 21st century that best meet the needs of users.

7. Transparency

To increase transparency NRS will publish documents explaining findings, such as:

- The public consultation report on users views from stage 1, which will form the criteria for assessment of the proposed options.
- The public consultation report on the views of the general public on the different methods for collecting population and socio-demographic information from stage 2.
- All Privacy Impact Assessments (PIA). These papers document the potential privacy issues and how these are being addressed within the Beyond 2011 programme.

The ultimate purpose for NRS is to make a clear proposal for the method(s) recommended to capture population and socio-demographic information in future and to ensure that stakeholder needs and concerns are taken into account.

8. Our Contact Details

For further information or enquiries about the Beyond 2011 please contact:

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