

Population And Migration Statistics (PAMS) Committee (Scotland)

Statistics Engagement and Promotion area update

Introduction

The Statistics Engagement and Promotion unit within NRS was set up in January 2018. The unit currently consists of two teams: the Statistical Promotion and Analysis team, and the Statistics Dissemination team, which includes our customer services, historic census work, and website officers. We are also in the process of creating a third team which will be responsible for helping users access NRS microdata for research purposes.

Recent work

Our aim is to increase the reach and impact of our work, by getting our messages across to a wider audience. Since the last meeting, this work has included:

1. Giving a presentation on 'How is Scotland's population changing and what are the implications?' to audiences such as:
 - Data Festival events in Aberdeen, Dundee and Stirling. A lot of PAMS reps and other people from councils came to these events.
 - The Improvement Service (arranged by Nick Cassidy from PAMS).
 - The Gathering, the largest free third sector event in the UK.
 - Various teams within the Scottish Government.
2. We have been running workshops on how to bring your data to life using charts, infographics and Twitter. These have been really popular, so we are now recording them and we will put the videos on YouTube, so anyone can view them. We'll let PAMS members know when they are available.
3. Continuing our work to develop [infographics and interactive data visualisations](#), to help people understand our data better. We now produce 16 infographic summaries for individual publications, the 'Scotland's Population' infographic booklet, and 8 interactive visualisations, as well as our Council Area Profiles.
4. Continuing to use [Twitter](#) to promote our statistics, and in particular trying to tweet more at times when we don't have a publication coming out.
5. Continuing to publish historic census tables on the [Scotland's Census website](#), which includes providing a service for commissioned census tables, and for extracts of safeguarded census microdata through the use of Data Sharing Agreements.

6. We would welcome feedback on any of this. If there are other things that you think NRS should be doing to increase the reach and impact of our work, please let us know.

Staff changes

7. Kirsty MacLachlan retired in September, and Ryan Scott has taken over as the Head of Statistics Engagement and Promotion.
8. Hannah Smith is now heading the Statistics Dissemination team. Her team currently consists of Jack Reid, Jake Twigg and Fraser Amos. Clare Leadbetter will be joining the team in May.

NRS: Statistics Engagement and Promotion
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