



**Paper Title: Statistics Engagement and Promotion Update**

**Presented by the head of the 3 teams that make up this Unit:**

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<b>Security marking</b>	Not sensitive
<b>Can this be shared wider than PAMS?</b>	Yes
<b>Aims</b>	To update PAMS members on the latest updates from across the Statistics Engagement and Promotion Unit at NRS.
<b>Key questions for PAMS members</b>	We would welcome PAMS members' views on our proposed changes to this year's Scotland's Population publication, and any thoughts on what the content should be.
<b>What is required from PAMS members</b>	We would welcome any comments on this work.

## Population And Migration Statistics (PAMS) Committee (Scotland)

### Statistics Engagement and Promotion area update

#### Introduction

1. The Statistics Engagement and Promotion unit consists of three teams: the Statistical Promotion and Analysis team; the Statistics Dissemination team, which includes our customer services, historic census work, and website officers; and the Data Access team which helps users access NRS microdata for research purposes.

#### Recent changes to our work, due to COVID-19

2. Since lockdown began, we are all working from home, and some of our work has changed substantially. The Dissemination team is spending a lot of time answering queries and disseminating the new weekly statistics on deaths involving COVID-19, which are produced by our Vital Events team. Several members of our teams have moved to support the high-priority work around COVID-19, and there may be more changes like this in the coming months. Combined with a recruitment freeze, this means we have fewer resources for our normal work.
3. Due to the COVID-19 pandemic, applications for custom extracts of census records for research projects are [only being considered where the research relates to the pandemic](#). However, NRS are continuing to accept requests to produce new commissioned tables from the 2011 census. [Census microdata products](#) based on samples of the 2011 census remain available.

#### Proposed changes to ‘Scotland’s Population’ publication for this year

4. NRS has published an overview report on Scotland’s Population (also known as the Registrar General’s Annual Review of Demographic Trends) each year for 164 years. In recent years we have made a lot of changes to make it more readable and interesting. We have also included an infographic booklet which summarises the trends. This year, to reflect the COVID-19 situation, we are planning to make a number of changes. We are planning to include a new chapter on COVID-19, and change the other chapters to focus more on how they relate to COVID-19, such as the population on each area that is aged over 70. Due to some re-prioritisation work to ensure NRS can deliver on key outputs, the publication will be delivered slightly later this year, in October rather than August.

**We would welcome PAMS members’ views on these proposed changes to this year’s Scotland’s Population publication, and any thoughts on what the content should be.**

#### Work since October 2019

5. We have been working on making our publications easier to read and understand, and we have produced a new style for our publication web pages, to make it easier to find what you need. You can see an example with our latest [population estimates](#).

6. We have given lots of presentations about our statistics to different audiences. For example, Paula Argo from PAMS invited us to Aberdeen, for a talk focussing on the statistics for the north east. Around 60 people signed up for this event, including the councils in the region and other organisations in the public sector and third sector. Although we are not holding face-to-face events at present, there is scope to do more online. For example, we are involved in organising the British Society for Population Studies conference in September. By changing it to an online conference, more people across the country can take part more easily.
7. NRS has a number of social media channels you can follow to hear about our work, including Twitter ([NRS](#) and [Census](#) accounts) and [LinkedIn](#).

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