

# The Vision for Demographic Statistics

NRS: Statistics and Registration Directorate - 2018-2020 Statistics Plan

Published on 20 September 2018

## Vision

To build our capacity to develop **high quality statistics** and increase our reach and impact

# Ambition 1

To continue to **collect, analyse and publish important information about the people of Scotland**, exploring the potential of existing administrative data sources to further enhance our data and analysis

- Produce relevant data and analysis to meet the **needs of all users**, publishing in line with our annual publications schedule
- Continue to improve our **local area profiles** and enhance access to local area statistics
- Continue to enhance the **'Scotland's Population' compendium report**, ensuring it meets a wide range of user needs
- Continue to **develop our statistics** by regularly reviewing methodologies and identifying opportunities to improve the trustworthiness, quality and value of key statistics
- Produce high-quality and timely **census outputs** that meet user needs and maximise benefits
- Maximise the overall **response to the census** and deliver in a cost-effective way
- Explore the use of **administrative data** to develop efficiencies in the production of future demographic statistics
- **Engage with users and stakeholders** to find out what demographic statistics they need and/or find helpful

## Ambition 2

To increase our reach and impact and be recognised as an **influential leader across Scotland**

- Provide informed advice to **support the uses of our statistics** by Ministers and other key stakeholders
- Lead and participate in **regular consultation** and steering groups across the demographic statistics network
- Play a key role in **improving demographic literacy in Scotland**. Improve the dissemination, impact and use of our statistics through increased engagement and promotion, including regular presenting at key events and seminars
- Develop new infographics and visualisations, and increase the use of social media, to improve our **delivery of key messages**, to help reach new users and existing users quickly
- Work with the Scottish Government (SG) and other partner organisations to increase public trust and understanding in the **use of personal data for research**
- Increase the use and impact of our **longitudinal datasets**, such as the Scottish Longitudinal Study
- Promote the use of **census microdata** and linkage to feed into national and local decision making
- Make recommendations for the approach to **future censuses in Scotland**

## Ambition 3

To be recognised as a **trusted, expert and professional organisation**, continuously improving our customer and digital services

- Provide a high quality and responsive **customer service**, to meet bespoke user needs
- Continue to develop the quality and use of the **NHS Central Register (NHSCR)** as the key population database, adding value within the data linkage arena
- Develop our approaches to **data linkage** and safe access to data to facilitate legal, ethical and public value research
- Protect, and be seen to protect, **confidential** census information and other demographic data, ensuring we have comprehensive and up-to-date disclosure control and data sharing protocols, in line with EU General Data Protection Regulation (GDPR)
- Look for opportunities to develop our **geospatial analysis**, as part of a wider geography information strategy
- Collaborate with the Scottish Government (SG), the Information Services Division (ISD) and others, **sharing best practice and analytical tools**
- Regularly review our **IT capabilities** to ensure we are holding and maintaining information safely and responsibly and respond in an agile way to the ever-changing opportunities of the digital age
- Review our **NRS Statistics website** to
  - enhance access to our wealth of resources
  - explore the potential for statistics tabulation tools for census and demographic data
  - publish more open data and
  - encourage the use of APIs to provide continuously updated information