

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

### Statistics Engagement and Promotion area update

1. The Statistics Engagement and Promotion unit within NRS is a new area set up in January 2018. The work of the unit includes
  - Going out and talking to people about how Scotland's population is changing and the implications of this – examples include the Gathering in February 2018 and the Fire Starter Festival in March 2018. Further events are planned involving local area statistics.
  - Reviewing the format of our publications with input from users and learning from others to help convey key messages well – examples include infographic summaries of key points as well as our council area profiles which have been redeveloped in R markdown to include more comprehensive information and to allow for ease of regular updating.
  - Engaging with our customers and focusing on those issues which are important to them as well as those issues which are important to the general public and where NRS statistics have an important role in informing debate and policy making.
  - Sharing best practice and going out and talking about how we make our messages easier and more appealing for people to read, understand and remember, and the channels we use to do so – examples include a seminar for academics working on demography and a seminar for Scottish Parliament researchers.

**Suggestions for other areas of engagement and promotion of our statistics are always welcome.**

### Scotland's Census 2011

2. We continue to make enhancements to the Scotland's Census website (<http://www.scotlandscensus.gov.uk/>). The functionality has now been implemented to allow users to select outputs for a geography that is nested within a higher lower, for example to select some or all data zones contained within a specific council area. Users are now able to select some tables of 1991 Census data via the Census Data Explorer; work is underway to add some 1981 census data also.

3. Work continues in responding to requests for commissioned census tables and other bespoke outputs. While the standard outputs for the 2011 Census generally relate to the usually resident population, NRS has also created additional outputs on alternative population bases – this includes workplace population (for workplace zones) and daytime population (for data zones). The Classification of Workplace Zones (COWZ) – UK has now been published and a link to the outputs and supporting information can be found on the area classifications pages on the ONS website - .

<https://www.ons.gov.uk/methodology/geography/geographicalproducts/areaclassifications>

4. The Scottish Informatics and Linkage Collaboration has been set up to enable responsible, efficient and effective data linkage in a safe haven at the Bioquarter in Edinburgh. Three projects are underway which allow researchers to access de-identified record level census data. Two of these projects are linked to health data. A further 5 projects are in the final stages of approvals. Each project has undergone a rigorous process to ensure that the data is processed lawfully and that privacy and ethical considerations have been taken into account.

NRS: Statistics Engagement and Promotion  
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