

# Update on the User Engagement Strategy for Statistics

## Purpose

This paper provides an update on the launch and implementation of the new User Engagement Strategy for statistics. Members of this group are invited to:

- i. note progress towards and plans for implementing the user engagement strategy
- ii. share their user group's biggest success(es) with the [project team](#) to highlight the positive impact of effective user forums and inspire others to follow your example

## Background

1. The 2019 Public Administration and Constitutional Affairs Committee (PACAC) report into the Governance of Official Statistics included the recommendation that the "UK Statistics Authority should develop a strategy for engaging all users of official statistics."
2. In response to that recommendation, ONS Best Practice and Impact division (BPI) worked with users and producers of statistics to develop the [User Engagement Strategy for Statistics](#) that was launched on 22 February 2021.

## The strategy's vision and goals

3. The strategy's vision is that:

"user engagement is second nature for all producers of statistics; is embedded into an organisation's wider engagement activities and is actively implemented throughout the statistical development, production and review cycle".

4. The goals over the four-year life of the strategy are around collaborating, capability building and strengthening culture.

**Goal 1:** Collaborate across boundaries to offer a more coherent user experience

**Goal 2:** Build capability and equip producers of statistics with the practical skills and tools to deliver effective user engagement activities.

**Goal 3:** Strengthen our culture and ensure user engagement is always an ongoing and essential part of a statistics producer's role.

A set of [detailed deliverables](#) outlines how these goals will be delivered.

## Implementing the strategy

5. The strategy is being delivered in three distinct phases so that we can build momentum and provide the necessary support for sustainable and meaningful change. As part of Phase 1 the project team have started:
  - working with their network of user engagement champions to promote the strategy's goals and vision, secure senior buy-in for the strategy and source case studies of effective engagement to publish on the GSS website
  - mapping out engagement activities including conducting an audit of existing user groups and forums across the Government Statistical Service with a view to joining up activities and exploring a more theme-based approach to engagement
  - drafting 10 top-tips for user engagement to highlight some quick wins and effective behaviours that could enhance analysts' engagement activities
  - scoping out the support that a new central User Support and Engagement Resource (USER) hub could offer to producers and users of statistics in Phase 2 of the strategy's implementation

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