

Annex A Model for user engagement

Engagement Hub

The Engagement Hub is a central resource within ONS Communications to coordinate our engagement with users across the ONS and provide a stronger infrastructure to support enhanced user engagement across the Government Statistical Service (GSS).

Primary roles include:

- Management of the User Network theme groups and user engagement.
- Capture and share insight from theme groups and strategic issues to seek contributions from the National Statistician's Expert User Advisory Committee (NSEUAC), ONS Assembly and to escalate to the National Statistician's Executive Group (NSEG) sub-committee, the Communications Committee.
- Centralised news service / mailing system direct to statistics users.
- Centralised and coordinated consultations for ONS.
- Support best practice in user engagement for the GSS.
- Community Outreach to build relationships with key population groups and networks at the regional and national levels.

ONS Assembly

An Assembly of community leaders, charities and organisations that represent the interests of populations that are traditionally under-represented in both survey data and administrative data.

This aims to increase understanding of the issues and impacts that communities, charities and other organisations face when identifying, accessing and using data and statistics. It also increases understanding of the lived experience of groups under-represented in UK data and evidence.

The Assembly insight will input into how the ONS and wider GSS can continue to improve communications.

User Network

Collection of theme-based forums made up of key users and producers of statistics to collaborate on workplans, identify and address data gaps, and help improve how we present our statistics and data. These forums will be led by relevant senior statisticians (ONS or GSS) who work together in an overarching group to cover cross-cutting themes such as inclusion, poverty and other strategic issues.

Online collaboration

Currently using the StatsUserNet platform, mirroring the User Network theme-based forums to encourage and promote online collaboration on projects and themes. These will be developed as part of the ONS digital presence project.

Single issue forums

Issue-specific engagement sitting under the User Network themes.

Communications Committee

