

**UK STATISTICS AUTHORITY**

**National Statistician's Expert User Advisory Committee**

***Minutes***

**Monday 27 October 2025**

**MS Teams**

**Members Present**

Dame Kate Barker (Chair)  
Eva Aizpurua  
Professor Paul Boyle  
James Brooks  
Professor Paul Allin  
Helen Boaden  
Ed Humpherson  
Phyllis MacFarlane  
Guy Nason  
Emma Rourke

**Other Attendees**

June Bowman  
Alissa Goodman (item 2)  
Neil Townsend (item 4)

**Secretariat**

Kate Beeslee  
Tom Marsh

**Apologies**

Dr Sarah Cumbers  
Sarah Moore

**1. Apologies, minutes, and matters arising**

- 1.1 Members were welcomed to the meeting. Apologies were received from Sarah Cumbers. The minutes of the meeting on 28 July were approved.
- 1.2 Guy Nason and James Brooks provided an update on the salary ranges utilised in the private sector to recruit statisticians and analysts. Action 04/25 was closed.

**2. Discussion with User: Professor Alissa Goodman**

- 2.1 Professor Alissa Goodman provided an update on the Generation New Era study; a birth cohort study commissioned by the Economic and Social Research Council. The followings key points were made:
  - i. the study would utilise an 'opt-out' approach when selecting its sample to maximise its representation. In the context of declining response rates globally, it was noted that there would be a higher level of attrition throughout the life of the study than has been the case historically, although this would be offset by incentivisation; and
  - ii. members also discussed approaches to boosting samples for specific characteristics or geographies to ensure surveys would capture responses from hard to reach, or seldom heard groups

**3. Reflection and clarity on the purpose of NSEUAC [NSEUAC(25)07]**

- 3.1 June Bowman and Neil Townsend presented an update on the work underway since the Statistics Assembly and facilitated a discussion on the purpose of the committee. The following key points were made:
  - i. members reflected on how beneficial they had found the insights offered by the committee's series of guest speakers, who had provided their various perspectives as users of government statistics, however it was not always clear how that learning was transferred to statistics producers;
  - ii. the committee would be able to offer further value to the issues and proposals presented in papers if they were tabled earlier in their development;
  - iii. it would be important for the committee to maintain its focus on the response to the UK Statistics Assembly and inform any future significant user engagement events;
  - iv. members discussed whether it would be beneficial for the committee to identify specific themes where it would be able to offer most value across the system, informed by advice from the National Statistician; and
  - v. it was agreed that the March meeting would be used to facilitate a joint horizon scanning session between members of the committee and chairs of the other advisory committees to the National Statistician.

**4. Any other business**

- 4.1 The next meeting would take place on 3 December.

# UK STATISTICS AUTHORITY

## NATIONAL STATISTICIAN'S EXPERT USER ADVISORY COMMITTEE

**Agenda**  
**Monday 27 October 2025, 11:00-13:00**  
**Microsoft Teams**

**Chair: Dame Kate Barker**

**Apologies:** Dr Sarah Cumbers

<b>Timing</b>	<b>Agenda item</b>	
1 11:00-11:10 (10 mins)	Welcome, previous minutes and actions	Meeting of 28.07.2025 Dame Kate Barker
2 11:10-11:55 (45 mins)	Discussion with User	Professor Alissa Goodman
3 11:55-12:50 (55 mins)	Reflection and Clarity on the Purpose of NSUEAC	NSEUAC(25)07 June Bowman Sarah Moore
4 12:50-13:00 (10 mins)	Any other business	Dame Kate Barker

**Next Meeting: Wednesday 3 December 2025, Remote**

# Maximising expert user engagement – NSEUAC's role

ONS

10 December 2025



Office for National Statistics



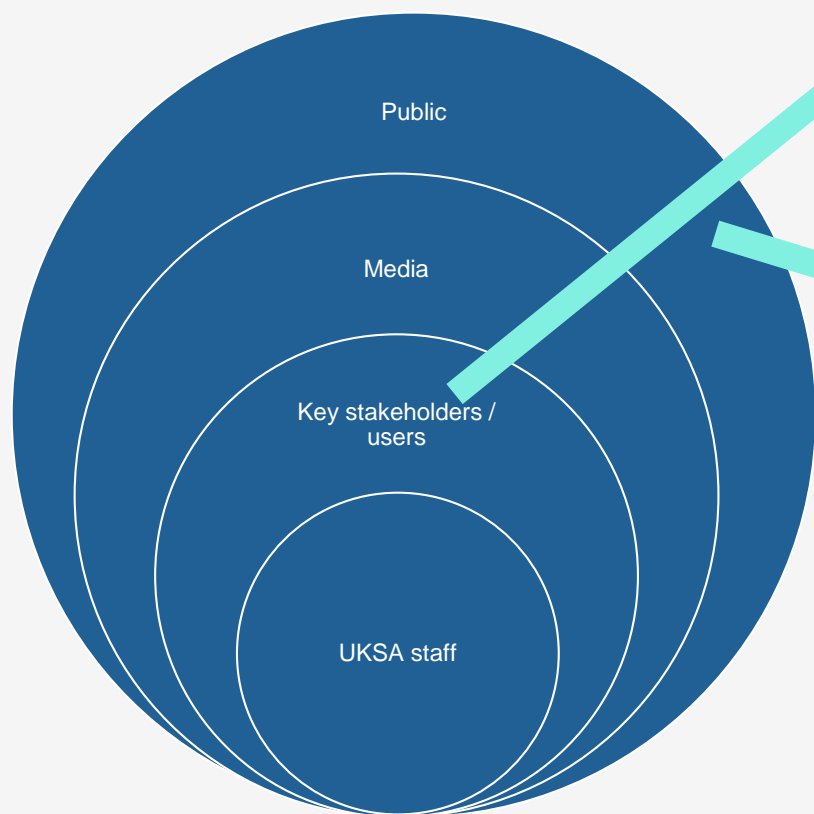
# Purpose of session

1. To provide an update on the Statistics Assembly, including strengthening UKSA user engagement
2. Some reflection time to explore the role of this committee and more broadly maximising the impact expert users can bring to UKSA, considering:
  - a) The important perspectives that expert users bring to the system
  - b) The range of UKSA fora and where expert users can have most impact
  - c) Ensuring expert users represent the breadth and diversity of our user base

# 1. Assembly update

- Published [brief update](#) on 15 September
- Progress on agenda for next National Statistics Executive Group
- Joint GSS and ONS leads assigned across the 4 key areas:
  - Strengthening user engagement
  - More granular statistics
  - Administrative data
  - Coherence
- Planning item on user engagement at the next NSEUAC as requested at the last meeting

# UKSA audiences



## Stakeholders / users defined by their ONS needs

Technical User

Information Forager

Expert Analyst

Inquiring Citizen

## Citizens segmented by trust and willingness to share data

Enthusiasts

Apprehensives

Optimists

Disengaged

- Open Advocates
- Tentative Sharers

- Guarded Sceptics
- Cautious Critics
- Uncertain Engagers

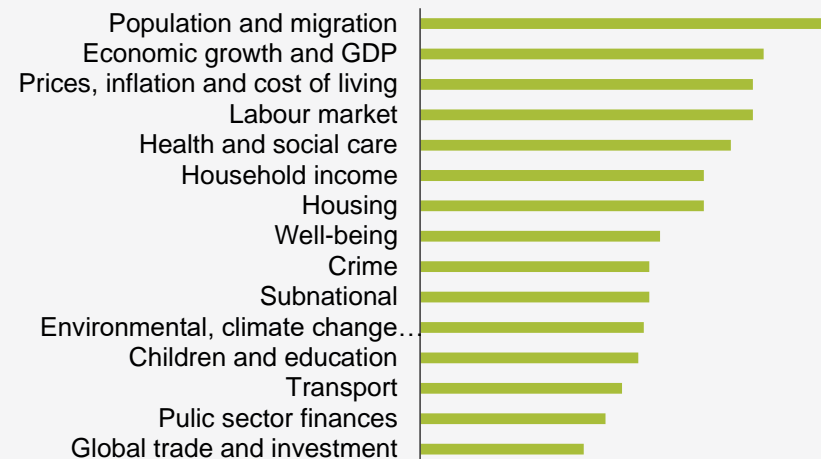
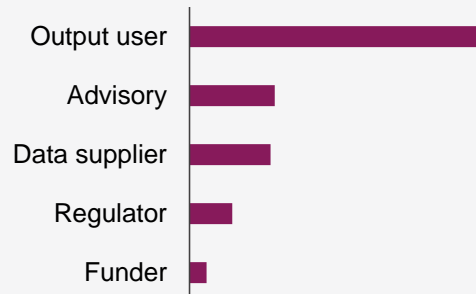
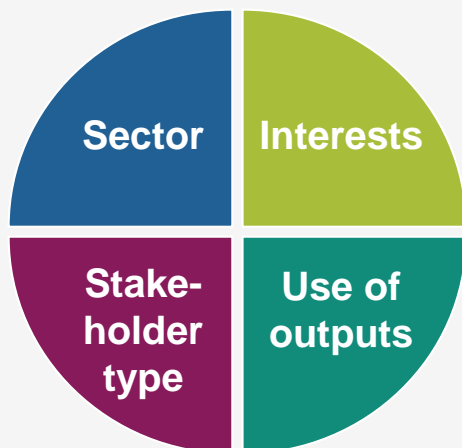
- Confident Contributors
- Positive Sharers
- Considered Networkers

- Persuadable Individuals
- Independent Non-conformists



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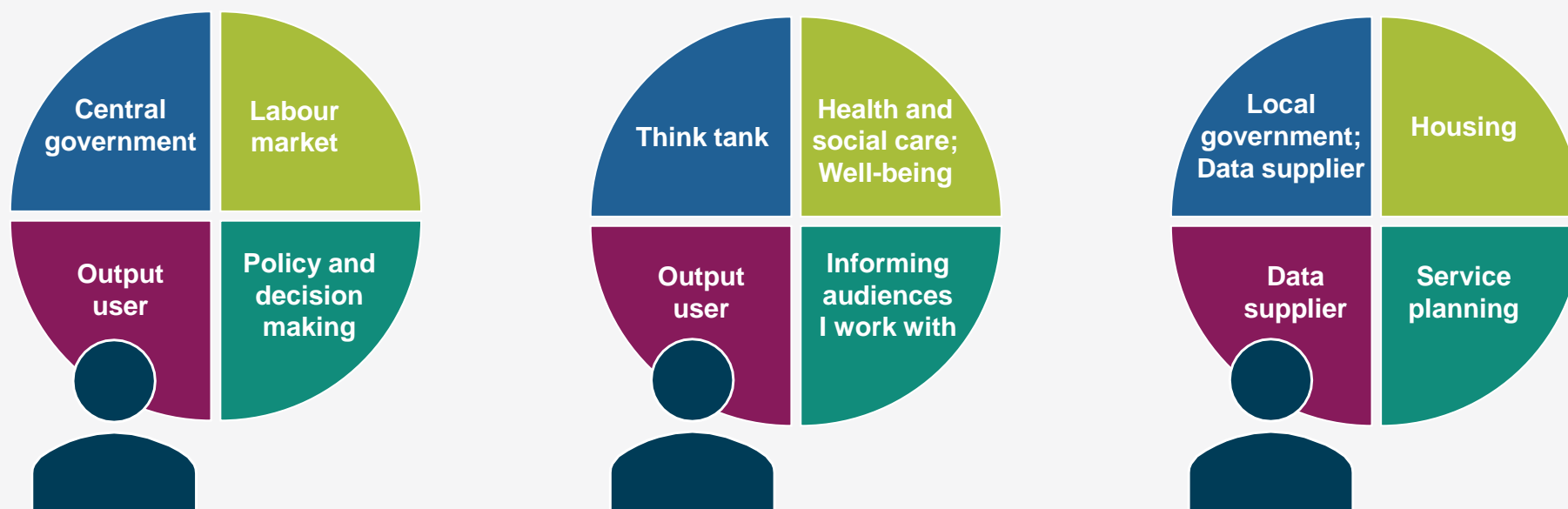
# Diversity of UKSA stakeholders

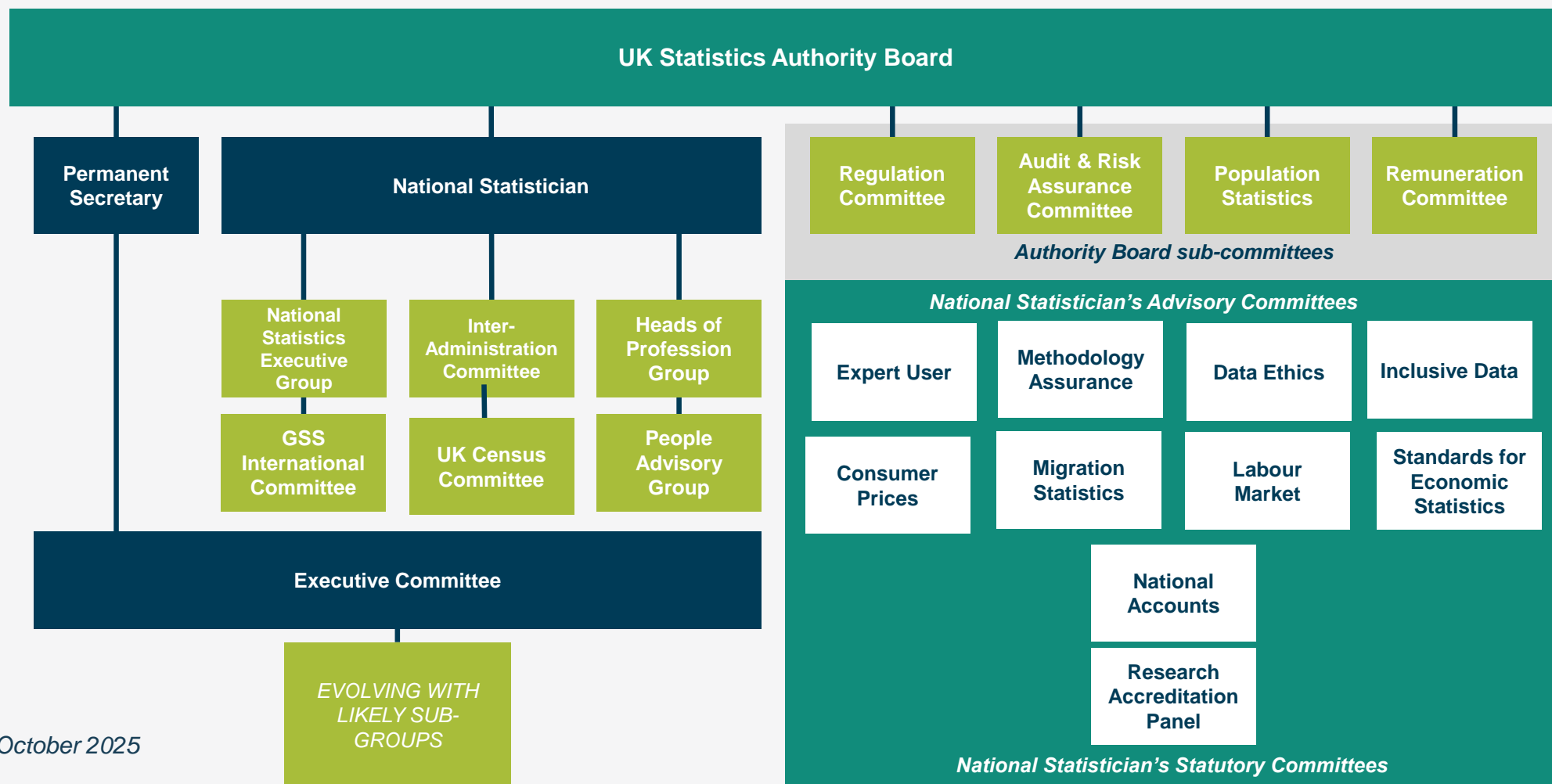


# Diversity of UKSA stakeholders

Stakeholders represent a diverse range of sectors and bring with them unique combinations of interests and needs. While a group of stakeholders might share a common interest - such as labour market outputs - their individual contexts mean that their needs may differ from one another.

The examples below illustrate how these different factors combine to form a stakeholder's unique perspective and needs.





October 2025

## Discussion questions

1. How can expert users help us progress the 4 priority areas from the Statistics Assembly ahead of the next event?
2. What range of expert users should support the UKSA's work?
3. Does challenge and advice to the system reflect the breadth and diversity of our user base?
4. What issues should expert users provide support and challenge on?
5. How does this committee complement existing fora?