

User Engagement Strategy for Statistics Users



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Last updated: April 2015

This policy will be reviewed annually.

Next review will take place by: April 2016

Introduction

This document sets out our strategy for engaging with users of our statistical publications and ensuring that we meet their statistical needs by complying with the 'user requirements' section of the Code of Practice for Official Statistics: www.statisticsauthority.gov.uk/assessment/code-of-practice/index.html

Our objective

We will establish and nurture a mutually beneficial partnership between data providers, data producers and users of our statistics based on trust and on continuous and open dialogue.

The main objective of our strategy is to meet users' needs through regular delivery of a range of statistical outputs and services, which, subject to considerations of practicality, legality and funding:

- are trusted and thus authoritative;
- reflect the views of users and are relevant to the range of uses to which they are put;
- strike the right balance between users' diverse and sometimes competing needs;
- are published in an open and standardised format;
- are presented and disseminated in ways that suit the wider community;
- are accompanied by suitable explanation and documentation;
- anticipate and respond to changes in users' needs.

Our users

Our users include:

- Awarding organisations
- Department of Business, Innovation & Skills
- Department for Education
- Government departments of Wales and Northern Ireland
- Learners and parents
- Media and publishing houses
- Ofqual staff
- Researchers
- Schools and Further Education colleges
- Skills Funding Agency
- Training providers
- Universities and other higher education institutions.

How we engage with our users

We have a *Publication and Dissemination Policy for Statistical Outputs* that describes how we publicise our outputs.

Each of our publications has an associated user satisfaction survey accessible from our website. We routinely monitor these surveys to keep us abreast of any issues.

We communicate any expected changes to our collection methods and outputs to appropriate members of our Statistics User Group by email and to other users by general notices on our website.

We keep our staff updated with our outputs at training and information sharing sessions and via our intranet.

We wish to make our publications widely accessible. Please contact us if you have any specific accessibility requirements.

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