

Stakeholder engagement

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What we will cover

- How the ONS engages with their stakeholders
- Understanding stakeholder needs
- Effectively engaging with stakeholders
- Examples of ONS Census Dissemination products
- Activity

How the ONS engages with stakeholders

Stakeholder engagement

- No two working relationships are the same
- Bespoke approach to listening and engaging with our stakeholders
- Develop partnerships
- Broaden impact through trusted voices
- Build understanding and connection with underrepresented audiences

Creating effective communications



The ability to use language, written and oral, which is clear, formal, structured, succinct.

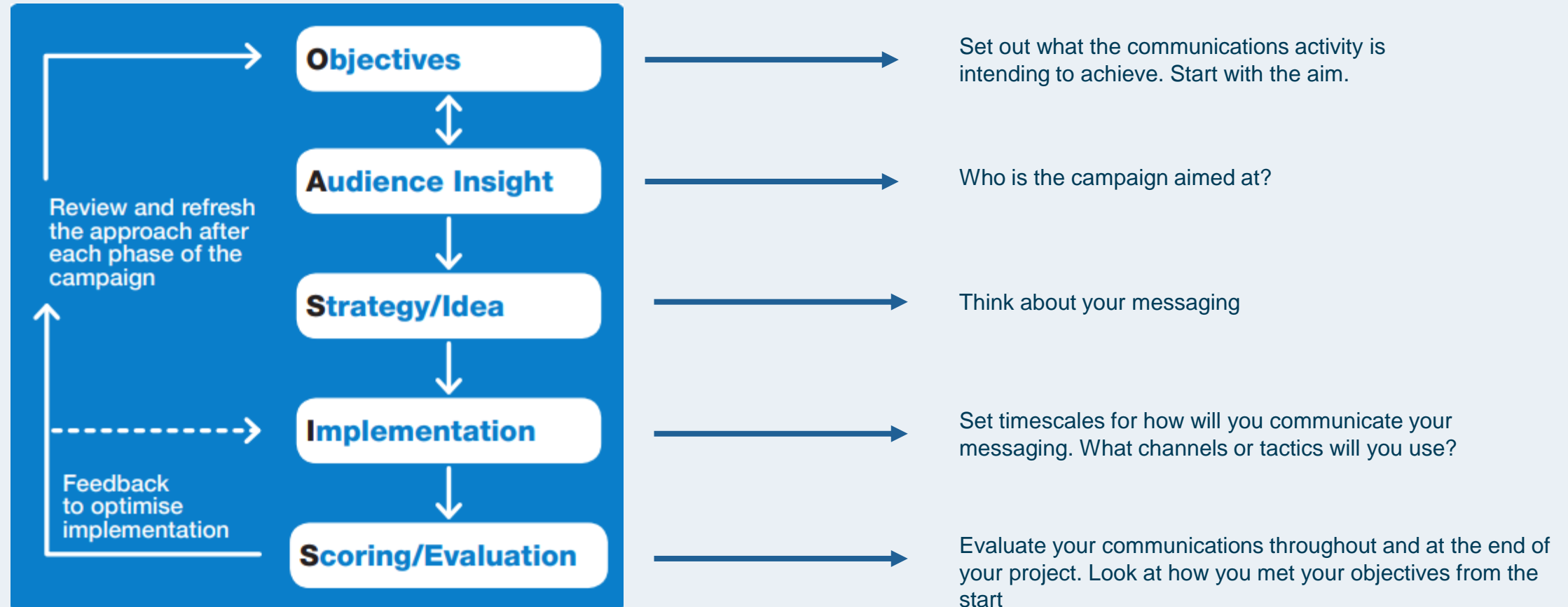


Helping our organisation speak with one voice.



The messaging is received, understood and if needed, acted upon by our audiences.

Planning our communications



How we keep people informed

Insight Segmentation, focus groups, attitudes research, website analytics, and online sentiment

Partnerships Establishing new and building on existing relationships

Webinars for new and previously underserved audiences

Case studies to show the value and relevance of statistics

Education resources to enhance ONS's voice and build awareness and trust with young audiences

Videos that answer frequently asked questions, and explain what we do in simple terms

Stakeholder interviews and satisfaction surveys

How do you understand stakeholder needs?

What is a stakeholder?

A stakeholder is either an individual, group or organisation who is impacted by the outcome of a project or a business venture.

For us, they are usually users of our data.

What do we already know about our stakeholders?

- What census data are they most interested in?
- What do they think about the census so far? Good? Bad? Indifferent?
- What challenges do they tell you they face?

Examples of challenges vs needs

Challenges

- Understanding who in the organisation is best fit to talk on a specific census topic
- Would like the opportunity to speak to senior leaders occasionally
- Accessibility of census data on website
- Format of data
- Timeliness of data (in general)

Needs

- Infographics
- Access to certain census datasets
- Accessible formats
- Receive premium level of engagement throughout census

How can you find out who your census stakeholders are?

Within your organisation

Other statisticians

Customer contact centre

Any team that deals with specific data (including correspondence like emails or leads on projects)

Communication teams

Project reviews

Social Media

Outside your organisation

Non-government organisations

Other government departments

Local and regional government organisations

Other statistical organisations

Universities and schools

Businesses

Media - such as journalists

Others?

Why is speaking to your stakeholders important?

- Helps you produce the right thing
- Can help you develop your strategy
- Easier to solve internal differences of opinion
- Reduces support costs
- Increases the usage of your statistics
- Stakeholders can promote the use of your statistics to new audiences

The purpose of stakeholder interviewing

To gather in-depth information, insights and perspectives from specific individuals, groups or organisations who have an interest in your organisation.

- Understanding Stakeholder Perspectives
- Informed Decision-Making
- Feedback and Input
- Building Relationships
- Data collection
- Continuous Improvement

Tips for writing a stakeholder interview

1. Use simple, direct language
2. Use 'open' questions
3. Make the questions easy to answer
4. 'Funnel' your questions
5. Test your questions, before you send the survey

Analysis of stakeholder feedback

Factors to consider:

- Who are your priority users? Why?
- How easy or quick would it be to fix issues to meet needs?
- What would have the biggest impact?

Other ways of identifying stakeholder needs

- Focus groups
- Project reports
- Brainstorming sessions internally

Understanding the different ways stakeholders use the ONS

- Use our statistics
- Provide data
- Are decision makers
- Understand the world around them

Stakeholder mapping

The Boston Matrix is a key identification tool to help you identify and categorise stakeholders in a consistent and clear manner. It is useful to brainstorm key stakeholders and where they fit on the matrix with your team.

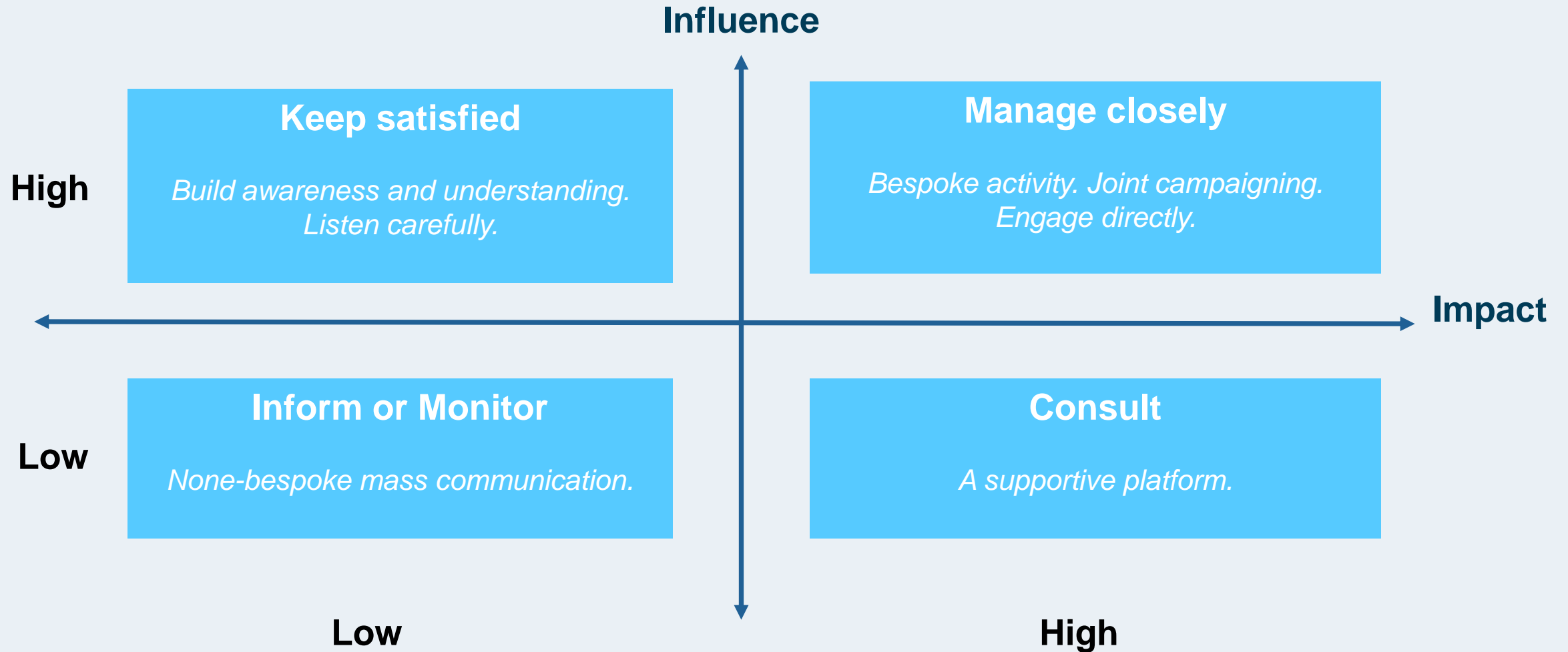
The Boston Matrix

The Boston Matrix allows you to plot your stakeholders on the matrix using influence or interest and impact.

Use the completed stakeholder map to support writing your comms and engagement plans. Review the map at each phase of your project/campaign comms messaging cycle.

In this case, we would be using the map to help us strategically disseminate our census data in a way that aligns with their influence, needs and information needs.

The Boston Matrix



How do we effectively engage with stakeholders?

Once engaged – the responsibility is then on you to keep them that way! Do not get what you want and move on. Relationships can need proactive management to deliver value.

Tips for building and maintaining stakeholder relationships

- Ensure there is a well-maintained ranked database or contact sheet for all stakeholders involved in the project.
- Nominate a relationship lead primary contact.
- Ensure stakeholder management is a regular agenda point on policy/progress and update reporting.
- Create regular check-ins.
- Monitor online conversations.

Effective engagement

- Tailoring your message
- Choosing the right products
- Use clear and concise language
- Consistent engagement
- Ensure accessibility

Questions to ask yourself when evaluating

- Can we demonstrate that we have met the objectives?
- What metrics can we use – number of stakeholders?
- Social media activity? Media coverage?
- Qualitative and quantitative data?
- What are the outputs and out-takes?
- Can we get feedback from our stakeholders?
- What has worked well and what have we learned for future activity?
- What is the best way to present our evaluation and who needs to see it?

Why do we need to measure success?

- To check you produced the right thing and that it has desired impact
- Have you reached everyone you thought you would
- Justifying continuing developing new products
- Working out what you should do next
- To better understand the needs of our audiences

ONS Census Dissemination

Strategy

Our aim was to get respondents to drive high quality completion so that the ONS could have better data to benefit everyone.

Understanding our stakeholders needs and gaining quality completions resulted in the ONS disseminating census products helping others making better decisions.

Products for different users

Data

Table population: All usual residents	
Variable by measures	
Units: Persons	
Date	2011
Geography	England
	value
All usual residents	53,012,456
Males	26,069,148
Females	26,943,308
Lives in a household	52,059,931
Lives in a communal establishment	952,525
Schoolchild or full-time student aged 4 and over at their non term-time address	650,145
Area (Hectares)	13,027,842.85
Density (number of persons per hectare)	4.1

Commentary

Population and Household Estimates for England and Wales: Census 2021

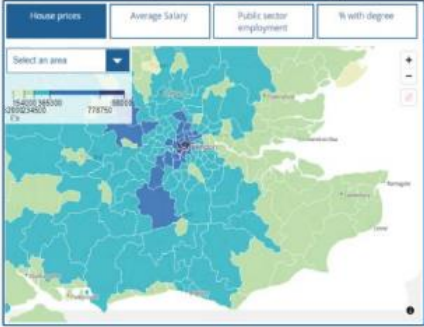
This release provides population and household estimates for local authorities in England and unitary authorities in Wales. The estimates are classified by age and by sex, giving a detailed overview of the composition of the population.

1. Main points

- On census night, the size of the usual resident population in England and Wales was x million, x million in England and x million in Wales. This was the largest the population had ever been.
- The population of England and Wales has grown by x million (x per cent) since the last census in 2011, when it was x million.
- There were x million men and x million women in England and Wales.
- The proportion of the population who are aged 70 and over is now x% (x% in 2011).
- There were x million households in England and Wales on census night.

2. The population of England and Wales and how it has grown

Exploratory



Explanatory

How our population is changing

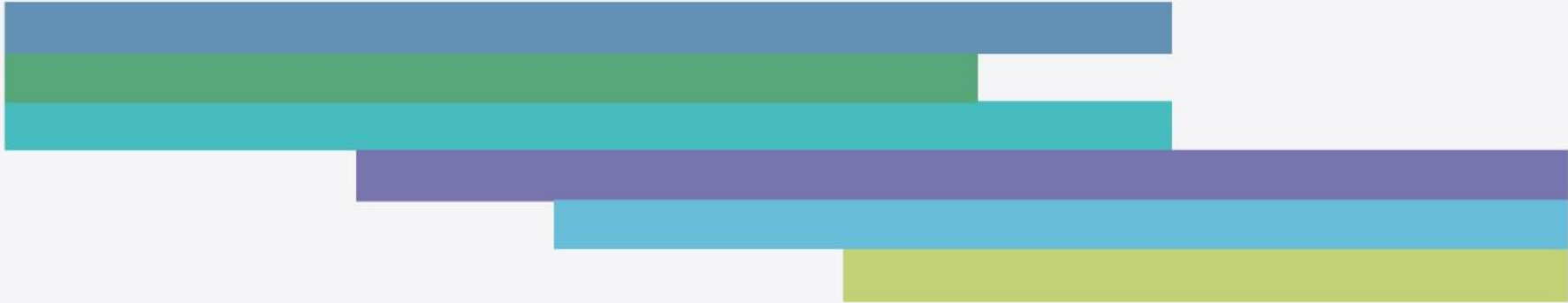
This is a dynamic scrollytelling demo with semi-automated data-driven content.

It highlights some of the significant demographic changes England & Wales between the 2001 and 2011 Census, and allows for guided exploration at a Local Authority level.

The figure shows a map of England and Wales with various regions highlighted in different colors. The map is part of a dynamic scrollytelling demo that provides a guided exploration of demographic changes between the 2001 and 2011 Census at a Local Authority level.

Personas

-  Technical user
-  Expert analyst
-  Policy influencer
-  Information forager
-  Inquiring citizen
-  Passive citizen



These products will be accompanied by supporting information around quality and methods

Stakeholders said, We did

Stakeholders said they wanted to be able to find all Census statistics and data in one place.

So, that's what we did.

We created an area of our website dedicated to our Census.

Census

The census takes place every 10 years. It gives us a picture of all the people and households in England and Wales.



About the census

Find out what the census is and why it's important for all of us.

— [About the census](#)

Census releases

See what we've published, and our plans for the future.

— [Release calendar](#)

— [Results and timeline](#)

Census 2021 data

Find data for Census 2021.

— [Get census data](#)

— [Create a custom dataset](#)

— [Census 2021 data on NOMIS](#) 

Geography

Find Census 2021 data for different areas.

— [Find facts and figures about areas](#)

— [View census data on a map](#)

— [Build a custom area profile](#)

Census topics

Find census data, analysis and quality information using these topics.

[Ageing](#)

[Demography](#)

[Education](#)

[Ethnic group, national identity, language and religion](#)

[Health, disability and unpaid care](#)

[Housing](#)

[International migration](#)

[Labour market](#)

[Sexual orientation and gender identity](#)

[Travel to work](#)

[UK armed forces veterans](#)

Census products

There are a range of interactive content and tools available on the ONS website:

- [Census maps](#)
- [Custom data sets](#)
- [Change over time reports](#)
- [Area profiles](#)
- [How the population changes](#)

How does stakeholder engagement link with census thematic reports?

How does understanding stakeholders help?

- Defining purpose and relevance
- Selecting appropriate data and metrics
- Shaping the format and communication style
- Prioritising themes and structure
- Dissemination of thematic reports

Activity

Activity

Using your own knowledge and what you have learnt today, please can you create a plan for how you would disseminate a census thematic report to stakeholders.

When creating your plan, think about:

- Your objectives – what do you want to achieve?
- Audience – who is this thematic census report aimed at?
- Strategy – do you have any insights into how best to communicate this?
- Implementation – how are you going to disseminate the report?
- Evaluating – how will you measure success?