

**Northern Ireland  
Multiple Deprivation Measure 2017**

**User Engagement Strategy**

**June 2016**



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## 1. INTRODUCTION

- 1.1. Measures that describe the spatial distribution of deprivation or disadvantage have been developed and used by Government and others in Northern Ireland since the 1970s. The most recent and current measures, which were developed by NISRA using the Noble Methodology in line with broad arrangements throughout the rest of the UK, were released in 2010 and were largely based on data relating to 2008.
- 1.2. NISRA has been commissioned by the Statistics Advisory Group (SCG) of the NICS, which comprises senior policy officials from Government Departments, to undertake an **update** of the current Northern Ireland Multiple Deprivation Measures (NIMDM 2010). The project will take around 18 months to complete, with publication of the new results expected in mid-2017.
- 1.3. The updated measures will be hugely important to a wide variety of interested parties and users. They will continue to play a pivotal role in both informing (a) the targeting of resources to the most deprived areas in Northern Ireland and (b) the monitoring of the spatial impact of policy interventions. As such, they will ultimately have an impact on both the delivery of services throughout Northern Ireland and the lives of those who utilise those services.
- 1.4. In recognition of this important role, the purpose of this document is to outline the User Engagement Strategy that NISRA will use to underpin the work. Its primary aim is to ensure that the updated measures are developed in accordance with the [Code of Practice for Official Statistics](#); in an entirely open, transparent and inclusive manner - with key stakeholders taking collective ownership for the outcome.
- 1.5. Sections 2, 3 and 4 of the paper outline the scope of the planned update, governance arrangements and the high level project plan respectively. These provide the context within which the two strands of the Strategy (i.e. **Strand 1: Communication & User Engagement** and **Strand 2: Dissemination**) have been formulated, which are detailed in Sections 5 and 6 respectively.

## 2. SCOPE OF THE UPDATE

### Background to the 2010 Multiple Deprivation Measure

- 2.1. The 2010 Northern Ireland Multiple Deprivation Measure (NIMDM 2010) comprised seven domains of deprivation, each developed to measure a distinct form or type of deprivation. The seven domains were income, employment, health, education, proximity to services, living environment and crime. The NIMDM 2010 is a combination of all seven deprivation domains, weighted as follows:
- Income Deprivation (25%);
  - Employment Deprivation (25%);
  - Health Deprivation and Disability (15%);
  - Education Skills and Training Deprivation (15%);
  - Proximity to Services (10%);
  - Living Environment (5%); and
  - Crime and Disorder (5%).
- 2.2. The above weights, which were also used in the NIMDM 2005, were determined by the robustness of indicator data, user consultation and considerations of theory on models of multiple deprivation measures.
- 2.3. Each of the deprivation domains were constructed from indicators, grouped according to the type of deprivation they measure. In total 52 indicators were included in the overall multiple deprivation measure on the basis of agreed criteria. Further information on the approach is detailed in the report [Northern Ireland Multiple Deprivation Measure 2010](#).

### Remit for the 2017 NIMDM Update

- 2.4. As mentioned in paragraph 1.2, NISRA has been commissioned to undertake an **update** of the current Northern Ireland Multiple Deprivation Measures (NIMDM 2010). While the seven broad domains that were used in 2010 will remain, work will be undertaken to consider the appropriateness (or otherwise) of the 52 indicators that were incorporated across the domains and the datasets upon which they are based. This will include a consideration of any urban/rural bias and the inclusion of any amendments as a result of considering the 36 recommendations that arose from the 2010 work.
- 2.5. Any significant revisions to the methodology or any contentious revisions are outside of the scope of this update.

### 3. GOVERNANCE ARRANGEMENTS

- 3.1. The work to update the NIMDM 2010 is being managed within NISRA under the leadership of Dr Tracy Power (Director of Analysis) and is being overseen by a formal Steering Group. Its wide membership includes representatives from all Government Departments, Non-Departmental Public Bodies and District Councils. The Steering Group will be responsible for all key decisions associated with the update. Meetings of the Steering Group will be scheduled at key stages throughout the project life cycle and it is envisaged that a minimum of four meetings will be required.
- 3.2. The Steering group will be supported by seven Domain Expert Groups (i.e. Income & Employment, Health, Education, Living Environment, Crime and Disorder, Proximity to Services and Urban Rural Research). Their role will be to support the NISRA team in terms of the methodological development work, securing access to essential data, advancing the 36 recommendations that arose from the NIMDM 2010 work and bringing forward recommendations to the Steering Group.
- 3.3. The above approach follows that successfully taken with the 2010 update. It is expected that the wide and inclusive membership of both the Steering Group and the seven Domain Expert Groups will help to ensure that the views of key stakeholders are actively considered in the preparation of the proposed methodology. The potential reach of the work will be further widened through the initiation of dedicated public consultation events as appropriate.
- 3.4. Annexes A and B outline the membership of the Steering Group and Domain Expert Groups respectively, along with their associated terms of reference.

### 4. PROJECT PLAN

- 4.1. The project plan comprises five main phases. Phase one consists of methodological preparation and will be carried out during the remainder of the 2015/16 financial year. It includes the first meeting of the Steering Group, the preparation and initiation of the geography consultation and meetings of the planned domain specific expert groups.

- 4.2. The second phase will be dominated by the development and preparation of the main Deprivation consultation document, which will be published around September 2016. Having considered the 36 recommendations associated with NIMDM 2010, this document will set out detailed proposals in respect of the updated NIMDM 2017 and will be followed by public consultation events later in 2016/17 (i.e. phase three).
- 4.3. In the fourth phase, responses from the consultation will be considered by the Steering Group prior to the final approach being developed in early 2017. Finally, in the fifth phase, the updated deprivation measure will be produced and subsequently published in mid 2017, along with detailed supporting guidance for users. Tailored dissemination events will also be scheduled as appropriate.
- 4.4. Throughout each phase, steps will be taken to ensure that there is active communication and engagement with those directly involved in the governance of the project as well as the wider user community as appropriate.

## 5. STRAND 1: COMMUNICATION AND USER ENGAGEMENT

- 5.1. User engagement is an integral part of the statistical production process. The Code of Practice for Official Statistics has '**Meeting user needs**' as its first principle and states in protocol 1 that '**Effective user engagement is fundamental both to trust in statistics and securing maximum public value**'.
- 5.2. Key to this is (a) the establishment of a variety of effective engagement channels to maximise the reach of the work and (b) understanding:
  - who the users of the measures are – this will help ensure that the right people are targeted through our engagement activities; and
  - what they are using the measures for – this will help ensure that we understand their requirements, produce results that are fit for purpose and assist with the formulation of appropriate guidance and advice in terms of the use of the measures.

## Who is using the measures?

- 5.3. As outlined in the introduction, work on measuring spatial deprivation has been ongoing in Northern Ireland since the 1970s. Over the years this work has usefully helped to identify a wide variety of key stakeholder groups who are likely to have a keen interest in the update that is being taken forward. In addition to those involved in the Governance of the project (i.e. NISRA Senior Management, Steering Group members and Domain Expert Group Members), they include, for example:
- Central Government, including policy colleagues, expert users and providers of data in each of the 9 new NI Departments;
  - Political parties, MLAs, MPs, the NI Executive and committees such as, for example, the Finance Committee and the Agriculture, Environment and Rural Affairs Committee;
  - Non-departmental public bodies;
  - Local Government including officials in each of the eleven new District Councils, Education and Library Boards, Health and Social Care Boards, CCEANI and Schools;
  - Private Sector companies;
  - The Voluntary and Community sector including the Rural Community Network, Ulster Farmers Union, Northern Ireland Agricultural Producers' Association, Young Farmers Club, Rural Support and leading Charities;
  - Researchers and academics;
  - The media and commentators; and
  - Members of the General Public.

## Communication and Engagement channels

- 5.4. The primary means of communication and engagement with those involved in the management and governance of the project will be via scheduled face-to-face meetings and written updates, which will be made publically available as appropriate (e.g. Minutes of Steering Group meetings) in the interests of openness and transparency. In terms of the wider group of stakeholders highlighted above, a variety of channels will be utilised and are outlined below.

### **NISRA Website**

5.5. A dedicated page has been included on the NISRA website to keep users informed about the work associated with NIMDM 2017 update. In addition to providing an introduction to the project and outlining the high level work plan, it usefully includes links to the deprivation measures in the rest of the UK, see [http://www.nisra.gov.uk/deprivation/nimdm\\_2017.htm](http://www.nisra.gov.uk/deprivation/nimdm_2017.htm). This page will be updated as the project develops with, for example, details of all planned consultation events, consultation papers, minutes of Steering Group meetings and other reports as appropriate.

### **NINIS Website**

- 5.6. The results of the two most recent updates to the deprivation measures (i.e. 2005 and 2010) were disseminated via the [NINIS](#) website, which users both are familiar with and value, as highlighted through customer satisfaction surveys. It is planned that the results from the NIMDM 2017 will also be released via the NINIS website, thus ensuring that all the key information is accessible from one central location. The NINIS website has been updated to include an alert for users highlighting that the update is underway and includes a link through to the dedicated deprivation page on the NISRA website mentioned above. When the results from the update are ready for release, a NINIS News story and tailored infographics will be developed to accompany the results and will be disseminated via the website.
- 5.7. The NINIS E-Zine (an online newsletter circulated to approximately 2,000 users) will also be utilised throughout the project to raise awareness about the update and, in particular, promote all consultation activities and the release of the results.

### **Social Media (Facebook, Twitter, YouTube)**

5.8. In recent years NISRA has developed a strong social media presence, exploiting, for example, the opportunities afforded by Facebook, Twitter and YouTube. As appropriate, these channels will also be utilised throughout the project to raise awareness about the update and promote discussion.

### **Consultation Events**

5.9. There will be two key consultations associated with the project, namely, one on the Output Geography for the updated measures and one detailing the Indicators that will be used in the updated measures. Alerts and updates associated with these consultations will be issued via the NISRA website, NINIS website, NINIS E-Zine and NISRA social media channels as appropriate. They will also be disseminated to known users of Deprivation statistics and statutory receivers of consultations, including the Executive Office's Section 75 Consultation list.

- 5.10. The Output Geography consultation will take the form of a written consultation. A detailed paper will be prepared by the deprivation team outlining the options and users will be given the opportunity to respond either electronically or on paper. The consultation will be initiated in early 2016 and will run for 12 weeks, in accordance with Government guidelines.
- 5.11. The consultation regarding the Indicators, which is scheduled for Autumn 2016, will also take the form of a written consultation, again in accordance with Government guidelines. However, it will also be accompanied with a number of tailored 'road show' events which will be held throughout Northern Ireland, thus providing all stakeholders with the opportunity to attend and express their views and/or seek any clarification they may require. Direct engagement with representatives of each of the new eleven District Councils, particularly in those Councils that don't have the direct support of a NISRA Deputy Principal Statistician, and NI political representatives will be integral to this component of the work. The latter will include giving evidence to committees, such as the Finance Committee and the Agriculture, Environment and Rural Affairs Committee as required, and direct engagement with the NI Executive on any matters that the Steering Group consider that they should take a decision on (e.g. the weights attributed to each domain).
- 5.12. In recognition that not everyone may be able to attend one of these events, the presentations that are delivered at the events will be made available via NISRA's social media channels. Any comments and questions raised through these events will be considered together with the formal written responses to the consultation.

### **What the measures are being used for**

- 5.13. Work will be undertaken throughout the development phase of the project to seek to establish what the various key stakeholders are using the deprivation measures for. This will provide an understanding of their requirements thus facilitating the production of results that are fit for purpose. In addition, it will assist with the formulation of appropriate guidance and advice in terms of how the measures should be used.
- 5.14. One area that will be particularly important to understand is that of resources, for example, in terms of clarifying (i) exactly what resources the Deprivation measures help to attract to Northern Ireland and (ii) how they are utilised to inform the allocation of resources throughout Northern Ireland. Information of this nature will help inform the relative priority/ frequency of future Deprivation updates.

## 6. STRAND 2: DISSEMINATION

- 6.1. It is recognised that this strand of the engagement strategy is particularly important in order to ensure that the results of the updated measures reach the widest possible audience and are both fully understood and utilised. Building on the 2010 work and the important lessons subsequently learnt, this will include enhancing the guidance in respect of the utilisation of individual domain measures (as opposed to the multiple deprivation measure) and developing specific urban/rural guidance.
- 6.2. Accordingly the high level aims will be to:
- release the results in accordance with a pre-planned and published timetable;
  - accompany the results with supporting metadata that informs users about (a) the quality and reliability of the information, (b) the methods & procedures used to produce it and (c) its potential uses/ limitations;
  - accompany the results with supporting commentary and analysis to aid interpretation and inform how they might be best used in a policy and/or operational context;
  - utilise a variety of formats to present the information (e.g. reports, graphs, tables and maps) to enhance the clarity, interpretability and consistency of the information; and
  - publicise the results through easy-to-use access points which are amenable to a range of different audiences, in a way that enables and encourages analysis and re-use.
- 6.3. As outlined in paragraph 5.6, the NINIS website will be used as the primary dissemination channel for the release of the updated measures. Alerts and updates will be provided through the NISRA website, NINIS website, NINIS E-Zine and NISRA social media channels (e.g. Facebook, Twitter, YouTube) as appropriate.
- 6.4. Importantly, a period of some six months has been factored into the work plan for this phase of the project, which will enable the team to run a number of tailored dissemination/ educational events across Northern Ireland in support of the above aims. This will include tailored events for councils as required, with the firm commitment to engage with those councils that don't have the direct support of a NISRA Deputy Principal Statistician. A dedicated NISRA's customer services team will be on hand to co-ordinate and respond to any queries that arise, in accordance with agreed policies and procedures.

## 7. FURTHER INFORMATION

- 7.1. For further information or enquiries about the update of the Northern Ireland Multiple Deprivation Measure, please contact:

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## Annex A: Membership of Steering Group

Name	Organisation
Tracy Power (Dr)	NISRA (chair)
Brian Green	NISRA
Jos Ijpelaar (Dr)	NISRA
Claire McCann	NISRA
Joe Reynolds	The Executive Office
Paul Caskie (Dr)	Department of Agriculture, Environment and Rural Affairs
Michelle Crawford	Department for Communities
Stephen Donnelly (Dr)	Department for the Economy
David Hughes	Department of Education
Eugene Mooney (Dr)	Department of Health
Tom Reid	Department for Infrastructure
Liz Loughran	Department for Infrastructure
Glyn Capper	Department of Justice
Freda Magill	Ulster Farmers' Union
Aidan Campbell	Rural Community Network
Karen McCoy	Southern Health & Social care Trust
Teresa Canavan	Northern Ireland Rural Development Council
Andrea Thornbury	NICVA
Simon Hookham	Equality Commission
Joe Frey	NI Housing Executive
Sharon McNicholl	Belfast City Council
Michael Gallagher	Derry City & Strabane District Council
Heather McKee	Newry, Mourne & Down District Council
Louise Scullion	Causeway Coast & Glens District Council

## Annex B Membership of Domain Expert Groups

Organisation	Expert Group
NISRA – Census Branch	Health & Disability
NISRA – Economic and Labour Market Statistics	Proximity to Services
NISRA – Vital Statistics	Health & Disability
Department for Communities	Income, Employment, Health & Disability and Proximity to Services
Department for Infrastructure	Proximity to Services
Department of the Agriculture, Environment and Rural Affairs	Proximity to Services and Urban-Rural
Department for the Economy	Income, Employment and Education, Skills & Training
Department of Education	Education, Skills & Training
Department of Health	Health & Disability
Department of Justice	Crime & Disorder
HSC – Business Services Organisation	Health & Disability
HSC – Public Health Agency	Health & Disability
Land & Property Service NI	Living Environment
Antrim & Newtownabbey Council	Income and Employment
Belfast City Council	Urban-Rural
Lisburn & Castlereagh Council	Income and Employment
Newry, Mourne & Down Council	Living Environment
Northern Ireland Fire & Rescue Service	Crime & Disorder
Northern Ireland Housing Executive	Living Environment and Urban-Rural
Northern Ireland Rural Development Council	Proximity to Services
Police Service for Northern Ireland	Crime & Disorder
Rural Development West	Urban-Rural
Sustainable Rural Communities	Urban-Rural