

# Scotland Talks Data

## Reflections on Recruitment and Working in Partnership

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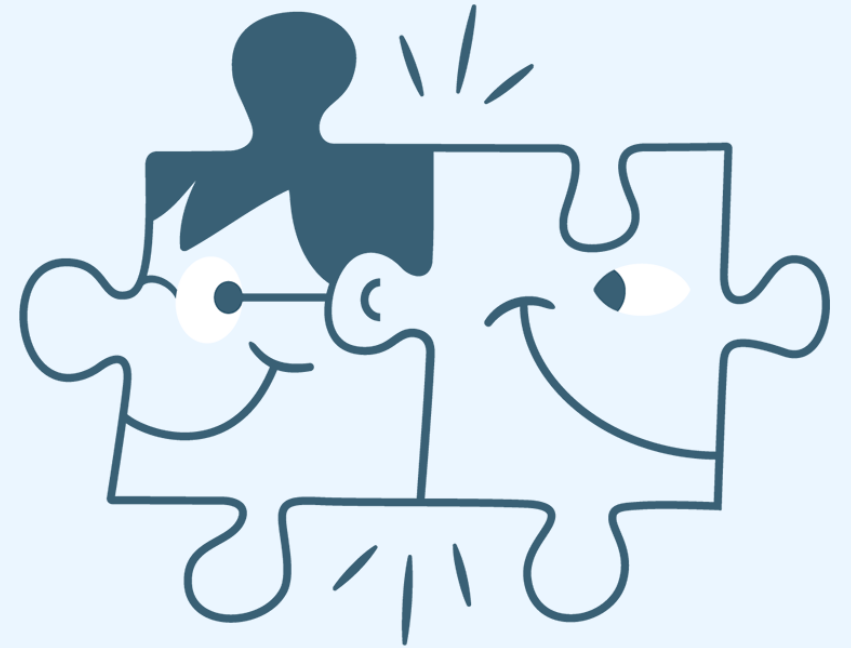
# About the Panel

The joint panel was formed in 2023 and is co-chaired by Research Data Scotland and Scottish Centre for Administrative Data Research. It built on an existing panel run by ADR Scotland since 2019.

- 'Scotland Talks Data' is a group of c. 20 members of the public
- Around 5 sessions a year
- Meetings are held online

# Working in partnership

- Joint resource and investment
- Avoiding replication – lots of panels!
- Increasing our ambition and reach
- Sustainability and longevity
- Learning from one another



**Research  
Data  
Scotland**



**SCOTTISH CENTRE FOR  
ADMINISTRATIVE  
DATA RESEARCH**

# Remit of the panel

The panel discuss not only data research, but also the broader systems and processes of the data landscape in Scotland. In this way, the public are contributing to and understanding the data journey more broadly.



The panel explores:

- Data governance, systems and processes
- Health, social and environmental data
- Research projects and priorities
- How we better engage with and communicate our work to the public

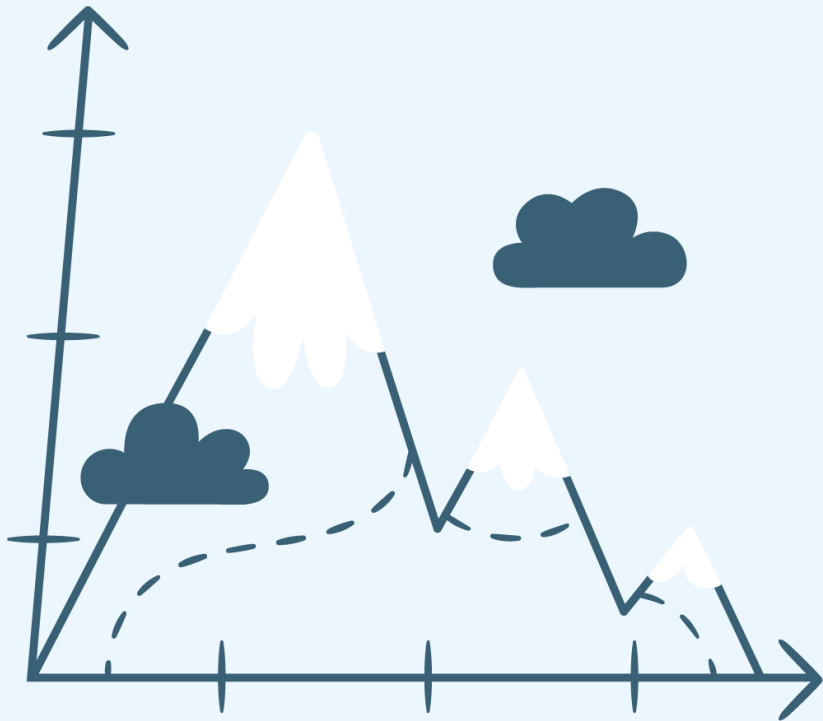
# Recruiting a more representative panel

We worked with a company called [Sortition](#).

- Bespoke package to suit our needs
- Approaches made by post
- Selection of a random, representative sample
- Spoke to panel participants during recruitment



# How recruitment went



- Reached a broader group, especially geographically
- Challenges with postal method for younger participants (18-30)
- Still self-selection bias
- High portion with no previous knowledge of data
- Low drop-out rate

# Building trust with panel members

- Spoke to panel members early in the recruitment process
- Joint Code of Conduct
- Ask how they want meetings to be run and what improvements we can make
- Time for panel members to introduce themselves
- Variety of ways to be involved e.g. events



# Feedback

*'As a member of the public panel, it is a real privilege and responsibility to have the opportunity to help inform research and the use of administrative data in Scotland. It really does open one's eyes up to the amount of data out there, and how powerful it can be in developing and providing the critical evidence in support of significant research for the public good. It's also fun, sharing and exchanging ideas, experiences and learning.'*





# Tracking, feeding back and sharing our work

We are looking to...

- Create an annual report
- Put more on our websites about what the panel discuss
- Track impact of panel discussions over time
- Ask the panel how they would like to receive feedback
- Develop a repository



# Future Plans

Current membership runs to 2026

Currently limited by budget and team resource

Evaluation and continuous improvement

More opportunities for members in other forums and beyond panel membership



# Keep in Touch

@RDS\_Scotland

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<https://www.researchdata.scot/our-work/shaping-our-services/public-engagement/public-panel-scotland-talks-data/>

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