

Welsh Index of Multiple Deprivation WIMD 2014 Dissemination Plan

The purpose of this paper is to outline our high-level dissemination plan for the 2014 edition of the Welsh Index of Multiple Deprivation (WIMD 2014) and to inform users of the products and broad timetable.

We have recently announced a provisional publication month of November 2014. The exact publication date will be confirmed at least four weeks prior to publication.

WIMD 2014 Dissemination products

This dissemination plan has been developed in partnership with internal and external stakeholders. These include the WIMD Dissemination, Advisory and Steering groups, WSLC and informal sessions. Further details of these sessions can be found in [Annex A](#).

This plan only refers to dissemination products. A communication plan, which will consider various communication channels (including social media) is currently being developed. We will also update our users through our newsletter. If you would like to subscribe to the newsletter, please contact our mailbox at: stats.inclusion@wales.gsi.gov.uk.

WIMD products will be published in four stages:

1. Before publication day
2. Publication day
3. Within a week of publication
4. Within a month of publication

Further detail on the format of these products will be provided closer to publication date.

1. **Before Publication Day**

- Guidance material on: what WIMD is; using WIMD; and misuses of WIMD
- Ordnance Survey boundary maps for each LSOA.

[WIMD 2011 Lower Super Output Area maps](#).

2. **Publication Day**

- Summary Report: The summary report contains the main analysis of WIMD. It also contains some analysis of Local Authorities.

[WIMD 2011 Summary Report](#).

- Maps

- o Map for all Wales overall index and maps for each domain
- o Maps for each Local Authority for the Overall index.

[WIMD 2011 Wales overall index and maps for each domain](#)

[WIMD 2011 Local Authority for the Overall index](#)

- [StatsWales Data Cubes/Tables](#)
 - o WIMD 2014 – main index and ranks (overall and by domain)
 - o WIMD 2014 Local Authority Breakdown
 - o WIMD Indicator data at LSOA level
 - o WIMD Postcode to LSOA (2011 census) lookup
 - o Summary spreadsheet of information.

[WIMD 2011 StatsWales tables.](#)

- [Interactive products](#) – *new product* (currently under discussion)

3. Within a week of Publication Day

- [Technical report](#): The technical report sets out detailed information on each indicator and methodology information. There is also a download of the 'scores' which were used in the construction of the overall index. The scores are a transformation of the rank - so it is still a relative measure not an absolute score. The scores are not comparable with other countries IMDs.

[WIMD 2011 Technical Report](#)

- [WIMD: Deprivation in Rural areas](#) (*new product*): We plan to publish a statistical article as part of the WIMD publication package providing guidance on how WIMD and its indicators can and can't be used to analyse deprivation in rural areas.

This article will:

- o Discuss definitions for urban/rural and 'deprivation in rural areas.
- o Provide guidance on how WIMD and its individual indicators can be used to analyse deprivation in rural areas, and also stating the limitations
- o Explain and reference the data on WIMD and its individual indicators that has been published by settlement type (including rural and urban)
- o Include examples of how WIMD indicator data can be analysed to consider deprivation in rural/urban areas (include analysis for a small number of WIMD indicators as examples)
- o References to other useful data sets and analysis.

4. Within a month of Publication Day

- [Underlying Indicator Data](#) (aggregated)
 - o Indicator data by Deprivation Tenths
 - o Indicator data by Communities First Cluster
 - o Indicator data by local authority
 - o Indicator data by Middle Layer Super Output Areas
 - o Indicator data by Strategic Regeneration Areas
 - o Indicator data by urban/rural classifications
 - o Indicator data by urban/rural classification of local authority
 - o Indicator data by health boards.

Other Products

We will not be publishing a local authority report, but will focus resources on other WIMD work e.g. publishing underlying indicator data, and Child Index.

We will publish the Child Index in 2015.

Annex A

WIMD Dissemination Group

To begin discussions on a dissemination plan, the WIMD Dissemination group met on the 24th February 2014. There were representatives from Public Health Wales (PHW), Local Government Data Unit (LGDU), Communities First, Local Authorities and Welsh Government statisticians.

The key topics raised at this meeting were:

- The WIMD products being used – the group were keen to see similar products to those produced last time;
- The importance of the guidance and making it visible and accessible;
- The opportunity of using interactive mapping to present data.

WIMD Advisory Group

The WIMD Advisory group briefly discussed WIMD dissemination plans at its 20th March 2014 meeting. Key points raised were:

- A suggestion that the LA report may not be needed if resources are tight, but that materials which can easily be re-used e.g. maps are very important.
- The importance of communicating with lesser known users (i.e. those who use but don't attend seminars/events/WSLC etc.).
- Clear guidance on the LSOA boundary change.

WIMD Steering Group

The WIMD Steering group also briefly discussed WIMD dissemination plans at its 31st March 2014 meeting. Key points raised were:

- The need to publish a dissemination plan, noting which products will be published and when.
- The need to develop and publish interactive maps (as users/press will create otherwise).
- Support for consulting WSLC members, but concern that these users form only part of the user base (the more statistical user). It was suggested that we hold a focus group consisting of non-analytical WG staff that have made some use of WIMD products.
- A suggestion that we should publish some form of analysis of rural deprivation as part of WIMD package (currently being considered)

Informal WSLC consultation - 15th to 29th April 2014

We also sought the views of users more widely (via WSLC Knowledge Hub) and received seven responses.

WG Focus Group

We held a focus group for Welsh Government non-analytical staff on the 9th May 2014 to seek views on dissemination products from those who have made general (and less technical) use of WIMD. The main points the group would like to be able to:

- map by domain and geographic level
- overlay with their own data (i.e. upload points data e.g. location of schools)
- compare data for different Local Authorities (and other areas if possible)
- have maps for Assembly constituencies
- view maps for individual indicators
- be able to compare indicators over time (where appropriate)
- be able to download maps (either in jpg or other picture like form, not pdf) in order to include in reports and presentations