A new report on New Dwelling Completions by the Central Statistics Office; The communication strategy and products developed to ensure that the authority and credibility of this report was established with stakeholders from its initial publication

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Abstract

Prior to 2018 several datasets, published by various relevant authorities, were available regarding new dwelling completions in Ireland. However, it was widely accepted that these datasets either underestimated or overestimated housing output. Dwelling completion data is particularly contentious given an increasing level of homelessness being experienced in the population over the last number of years.

The CSO was tasked with producing the most comprehensive and accurate count of new dwelling completions possible based on currently available datasets.

The accuracy of housing completion data had been a subject of debate for several years with many stakeholders holding differing views on the datasets, methodology and analysis that would produce the most accurate information. This was the first report on the topic produced by the CSO and it was important for the reputation of the organisation that the results were accepted as independent, robust and authoritative.

The focus of my presentation will be the strategy we employed to communicate the methodology used and the level of confidence we had in our analysis, as well as, the products we used to provide explanation and context for the report. I will also discuss how we engaged with specific stakeholders in advance of publication to ensure that they fully understood our methodology and analysis.