

# Putting People First in Data Science: PEDRI's Mission to Make Public Engagement the Norm

At the core of great data science lies one powerful idea: **work with the public, not just for them**. That's the driving force behind the [Public Engagement in Data Research Initiative \(PEDRI\)](#) and we're thrilled to be bringing that vision to life at the **inaugural use MY data National Patient Data Day Conference**. We are looking forward to connecting with delegates from across the UK, exchanging fresh ideas, and showcasing how meaningful public engagement can shape better, more trusted data research.

PEDRI brings together over [fifteen organisations](#), including Use MY Data, alongside members of the public, all with one common goal: to help those working in data and statistics truly collaborate with the people their work impacts. Whether you're a seasoned researcher, a public engagement professional, or simply passionate about data done right there is a place for you in our community.

There are many ways to [be part of PEDRI](#):

[Join as a member](#)

[Attend our events](#)

[Sign up for our bulletin](#)

We've also got a range of freely available resources to help you do, and support others to do, good public involvement and engagement in data research.

## Good Practice Standards

How do we ensure that public engagement in data is meaningful and not just a box-ticking exercise? We start with standards that guide good practice.

Officially launched in January 2025, our [Good Practice Standards](#) are the result of [two years](#) of collaboration with professionals and public partners. These seven principles are designed to be clear, actionable, and adaptable:

1. Equity, diversity and inclusion – Ensure representation of people from different backgrounds.
2. Data literacy and training – Empower the public to understand and contribute.
3. Two-way communication – Enable everyone to have open, honest and clear conversations.

4. Transparency – Project information is freely accessible for discussions with the public.
5. Mutual benefit – There is benefit to everyone involved.
6. Effective involvement and engagement – There are clear tasks, purposes and impacts that are not tokenistic.
7. Creating a culture of involvement and engagement – Public involvement and engagement is embedded into ways of working.

We're now exploring how people are using these standards in practice — and we'd love to hear your stories. Are you already using them, or curious to start? [Please do reach out!](#)



## Tools and guidance

Starting out in public engagement can feel like stepping into a maze of advice, toolkits, and 'best practices'. That's why we created our [Resources Hub](#) — a curated collection of practical tools and guides tailored specifically for public engagement in data for research and statistics.

We created this bank of resources because our community of data researchers, managers, public engagement practitioners and public members highlighted a need for a centralised hub that collates existing resources specific to data for research and statistics. These resources have been curated by our Learning and Development Working Group, formed of PEDRI partners, specifically to support you in using the [PEDRI Good Practice Standards](#).

Our [bank of tools and guidance](#) is continually growing and we want to make sure it's as useful as possible:

- Have you used a resource from the hub? Take our [2 minute survey](#) and let us know about it.
- Share your own resources using [our upload form](#).
- Is there a resource you want to create or something you were hoping to find, but didn't? [Get in touch](#) with us.



## Webinars

In April, we kicked off the first in our series of free webinars exploring how you can bring the PEDRI Good Practice Standards to life in your data and statistics public engagement projects.

To our delight over 270 people, from 14 countries, tuned into the webinar. No doubt the success of this webinar was thanks to our fantastic speakers Jan, Shayda and Piotr. They helped us see how good engagement can shape not just better data and statistics, but better relationships with the people behind the data. Don't worry if you missed it! Our recent [blog](#) dives into the key [takeaways](#).

Our [next webinar](#) is on Thursday 5 June. We will explore how you can use Equality Impact Assessments to ensure inclusion is embedded within your public engagement projects, at

any scale. Keep an eye on our [events page](#) and sign up to our [bulletin](#) for future webinars and events.

## Be Part of the Movement

Public engagement in data and statistics doesn't just make sense — it's essential. And it works best when we do it together.

You or your organisation [can join](#) PEDRI's growing membership and be a part of creating a data for research and statistics sector where public engagement is the norm. Get in touch with us at [contact@pedri.org.uk](mailto:contact@pedri.org.uk) to explore your options.

