



Department
for Culture
Media & Sport

The Department for Culture, Media & Sport

Statistical Work Plan 2015/16

1 June 2015

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2. Introduction

DCMS employs a small number of statisticians, who produce National and Official statistics as well as supporting the department with a variety of advice, analysis and briefing. In line with colleagues across the Government Statistical Service (GSS) our mission is to provide “high quality statistics, analysis and advice to help Britain make better decisions”¹.

This work plan outlines the work and priorities for statisticians and statistics in DCMS. Priorities have been determined based on user feedback and departmental priorities. Part of the work plan includes plans for wider engagement to build up a strategy for DCMS statistics covering the next five years.

There are currently seven professional statisticians employed in DCMS. Four are based in the central Evidence and Analysis Unit, with the rest in the Broadband Delivery UK and News and Communications teams. DCMS operates a flexible resourcing system which means statisticians can work on non-statistical projects and resource from non-statisticians can be used on statistical projects. All Official and National Statistics outputs are overseen by a member of the statistics profession. These outputs are produced in line with the Code of Practice for Official Statistics (2009)² and comply with guidance set out in Good Practice in the use of Official Statistics³.

The top priorities for DCMS statistics for 2015-16 are:

- **Engaging users** (within and outside the department) – to maximise impact of DCMS statistics and get input into priorities. This will support the development of a strategy for DCMS statistics.
- **Taking Part Survey** – the primary focus is to ensure Taking Part analysis supports better decisions and the future of the survey is sustainable. Work will include increased user engagement and consultation and retendering the survey. DCMS will also continue to

¹ <http://www.statisticsauthority.gov.uk/news/uk-statistics-authority-statement-of-strategy-2015-2020-better-statistics-better-decisions.pdf>

² Code of Practice for Official Statistics <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/>

³ <https://gss.civilservice.gov.uk/wp-content/uploads/2012/12/Good-Practice-in-the-use-of-Official-Statistics.pdf>

develop outputs to provide new analysis and clearer presentation of results.

- **Creative Industries Economic Estimates** – continue to reflect user requirements and produce trusted estimates. Feed in to revisions to SIC if the opportunity arises.
- **Use of admin data** - review sources of admin data available and relevant to DCMS and identify potential for new outputs based on these sources.
- **Supporting the department and new ministers** – provide advice and support to new ministers and support policy colleagues in decision making.

In addition to these top priorities, DCMS statisticians will continue to produce regular outputs, briefing and advice. Work for the coming year is split into three broad areas:

1. Official Statistics Publications
2. Code of Practice requirements and statistical development
3. Statistical Services

Further details on planned work in each of these areas are provided below.

3. Official Statistics publications

Production of statistics publications is a core part of the DCMS statisticians' roles. This section sets out DCMS statistical activity relating to National and Official Statistics publications.

Work area	Planned Work 15/16
Taking Part Survey	<ul style="list-style-type: none">• Manage contractor delivering survey.• Complete tender process and appoint contractor for October 2015 – March 2016.• Publish results, including annual “Focus on...” series.• Publish first longitudinal analysis (23rd July 2015).• User event to celebrate ten years of Taking Part, 28 July 2015.• Release annual dataset (2014/15) via UK Data Service.• Consult on future developments Taking Part including priorities for questionnaire content.• Publication of HTML version of key points.• Additional analysis of data from Taking Part by ALBs and DCMS, including cross sector analysis.• Identify tool to enable users to create bespoke tables.
Entertainment Licensing Statistics	<ul style="list-style-type: none">• This output will not be published in December 2015, the next publication will be December 2016 covering the year to March 2016. More information is available here: https://www.gov.uk/government/collections/alcohol-entertainment-late-night-refreshment-licensing-statistics.
Creative Industries Economic Estimates	<ul style="list-style-type: none">• Publication of focus on employment and exports (June 2015).• Publication of economic estimates (January 2016).• User event in early 2016.• All documentation in place to standard of National Statistics outputs.

Tourism Statistics (produced by Office for National Statistics)	<ul style="list-style-type: none"> Publication of Tourism Atlas. Deliver required statistics to Eurostat based on International Passenger Survey (IPS). Agree questions required in IPS in consultation with Visit Britain. Work with Visit England, Visit Britain and Office for National Statistics (ONS) to ensure data produced meets DCMS and other user needs. Work with European Commission to ensure IPS questions required are proportionate. Publication of Tourism Satellite account including now-casting (26 June 2015)
Sport Satellite Accounts (SSA)	<ul style="list-style-type: none"> Publish sport satellite account for 2011-2012. Commission 2013 SSA.
Museum & gallery visits	<ul style="list-style-type: none"> Published on a monthly basis on the first Thursday of each month.
Reported treasure finds 2013/14	<ul style="list-style-type: none"> Annual report to be published November 2015.
Export of objects of cultural interest 2013/14	<ul style="list-style-type: none"> Annual report to be published November 2015.
Lead on publication of department's input and impact indicators	<p>Publication of:</p> <ul style="list-style-type: none"> School Games Indicator (September 2015) Museum performance indicator (October 2015) Charitable Giving to Cultural Institutions Funded by DCMS (November 2015) Broadband performance indicator (quarterly: May, August, November, February)
Compendium publication	<ul style="list-style-type: none"> New short annual publication pulling together top indicators for DCMS sectors.

A wide range of Official Statistics are also published by ALBs throughout the year. Examples include the Active People Survey (Sport England), English Heritage listed asset statistics and compendia publications of statistics from the British Film Institute and the Gambling Commission. DCMS provide support and guidance to these organisations to help them meet their responsibilities under the Code of Practice. A complete list of ALB Official Statistics is outlined in the DCMS Official Statistics catalogue and publication timetable, at: <https://www.gov.uk/government/publications/statistics>.

4. Code of Practice requirements and statistical development

The Code of Practice for Official Statistics sets out common requirements for the production of Official Statistics. This section shows what DCMS is doing to meet the requirements of the code and support the development of statistics more broadly.

Work area	Planned Work 15/16
Oversee the efficient and effective operation of DCMS' and ALBs' statistical work	<ul style="list-style-type: none">• Report performance to the National Statistician's Office (NSO).• Ensure DCMS complies with the Code of Practice and maintain integrity in DCMS statistics.• Create a constructive network for statistics producers in DCMS' ALBs, to share best practice, support development and inform Lead Officials at ALBs of initiatives and support provided by the Government Statistical Service and NSO.• Provide advise/support for ALBs in meeting their responsibilities under the Code of Practice.• Advise statistical staff in DCMS on professional development and provide opportunities for appropriate development.
Use of Administrative data/Open Data	<ul style="list-style-type: none">• Review potential sources of admin data and set out plan to develop the DCMS' use of administrative data sources.• Actively contribute to DCMS' Open Data Forum.
Statistical documentation	<ul style="list-style-type: none">• Develop and maintain statistics documentation to meet the requirements of UK Statistics Authority and National Statistician's guidance. Including:<ul style="list-style-type: none">○ Methodology notes○ Keep release calendar up to date○ Annual review of DCMS Statement of compliance with Code of Practice
User engagement	<ul style="list-style-type: none">• Consultation on Taking Part development plans (internal and external).

	<ul style="list-style-type: none"> • Taking Part user event. • Creative Industries user event. • Publication of work plan and report on progress against 14-15 work plan. • Set up user email distribution list (in addition to current Taking Part list). • Twitter presence for DCMS statistics. • Work with individuals in other organisations (e.g. academia, NGOs etc) to ensure outputs have an impact.
Contribute to development of statistics at a national and international level.	<ul style="list-style-type: none"> • Participate in cross government groups to support development of the statistical system in the UK. • Represent the UK's interests and views at EU and international level, including on: <ul style="list-style-type: none"> • Tourism • Sport • Culture • Represent views of DCMS' ALBs and other stakeholders through input into national and international statistical developments.
Accessibility and visualisation	<ul style="list-style-type: none"> • Improve accessibility and dissemination of DCMS official statistics E.g. <ul style="list-style-type: none"> • Continue to develop more engaging and accessible publications. • Continue to develop visualisations and look at potential for more interactive outputs. • Work towards standard formatting of all tables.
Survey control	<ul style="list-style-type: none"> • Report details of DCMS surveys to ONS, advise all parts of DCMS on possible new surveys and the related returns required, for example – the compliance burden on respondents.

5. Statistical services

Statisticians within DCMS support the work of the department (policy and corporate functions) and ALBs in a range of ways.

Work area	Planned Work 15/16
Government Equalities Office	<ul style="list-style-type: none">Provide statistical support and advice for Ministers for Women and Equalities and the Government Equalities Office (GEO) on issues relating to gender, sexual orientation and transgender
DCMS Broadband Delivery UK	<ul style="list-style-type: none">Maintain and develop Broadband Delivery UK's geospatial cost model for roll-out of superfast broadband across the UK both for the initial Rural Broadband Programme and for its extension, and estimate commercial superfast broadband coverage.Support UK National Competency Centre providing European State Aid clearance for local superfast broadband projects.Produce data on number of premises covered per £million of broadband delivery programme expenditure for DCMS performance indicators, and for other BDUK internal and external reporting.Provide support, oversight and quality assurance for the analytical returns for the Superfast Voucher scheme.
DCMS News and Communications	<ul style="list-style-type: none">Collection, analysis and dissemination of statistics to support evaluation. Specifically, including evaluation of DCMS's First World War Centenary programme, and its Broadband and other campaigns, as well as DCMS Internal Communications and press office activity.Encouraging use of statistics, basic statistical techniques and good practice in evaluation within News and Communications.Provide statistical support for bespoke surveys and other analysis in News and Comms.Working with DCMS's ALBs and other government departments to share communications evaluation best practice.
General	<ul style="list-style-type: none">Assist colleagues across DCMS by advising on surveys, survey tools and analysis.

	<ul style="list-style-type: none">• Provide DCMS statistics for government and ALB publications, researchers and the media.• Provide advice on DCMS statistics for PQs and for public enquiries.• Contribute to the Department's business plan, providing evidence for each of the impact and input indicators.• Provide corporate statistical assistance, specifically analysis of the Civil Service People Survey and analysis to support spending review.• Work with the DCMS Strategy Unit and the Cabinet Office on the Transparency Agenda, encouraging DCMS and ALB partners to open up data and publish in accessible formats.• Improve the use and awareness of statistics within DCMS policy teams (including by providing statistical training).• Regular reporting to Executive board.
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6. Feedback

Feedback on this work plan is welcomed. Please contact the DCMS statistics team at: evidence@culture.gov.uk.