



Department
for Culture
Media & Sport

The Department for Culture, Media & Sport

Statistical Work Plan 2014/15

July 2014

Statistical Work Plan for 2014/15

The DCMS statistics team forms part of the Department's analytic capability and produces statistics on the culture, media and sport sectors to meet the needs of a wide range of users. The team provides advice on statistics and enables all parts of the Department to comply with the standards set out in the UK Statistics Authority's Code of Practice for Official Statistics¹.

The statistics team is also required to have oversight of all Official Statistics produced by DCMS' Arm's Length Bodies (ALBs) and to support/advise ALB Lead Officials for statistics in meeting their responsibilities under the Code of Practice.

The work plan for the year April 2014 – March 2015 has been developed to meet the needs of users of our statistics and services, including DCMS policy and analysis colleagues, other Government Departments, ALBs and wider users including academics, researchers, the media and public.

The work plan for 2014/15 is based on a current staff resource of 4.0 full time equivalents (1 statistician, 2 assistant statisticians and 1 statistical officer). In addition to this, 1 statistician works in the Broadband Delivery UK unit within DCMS and 1 assistant statistician works within the News and Communications team. DCMS operates a flexible resourcing cycle and where additional resource is required for outputs, this can be requested during the year.

1. UK Official Statistics publications

It is expected that work on UK Official Statistics publications will account for 2.2 FTE of statistical staff resource. Work on UK Official Statistics will be completed in four ways:

1.1 By DCMS Analysts

Work will comprise of the following:

- Manage delivery of the Taking Part survey data with our contractors (TNS-BMRB) with input from funding partners (Arts Council England, English Heritage and Sport England).
- Publish Taking Part results on a quarterly and annual basis with input from Arts Council England, English Heritage and Sport England.
- Work with our survey contractors (TNS-BMRB) to produce analysis on the longitudinal element to the Taking Part survey.
- Work with funding partners and procurement colleagues to re-tender the contract for delivering the Taking Part Survey ahead of the end of the current

¹ Code of Practice for Official Statistics <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/>

contract in March 2015. This will include holding an industry day for potential bidders.

- Publish annual Entertainment Licensing Statistics in December 2014. This will require working closely with the Home Office who are responsible for the data collection of this survey.
- Publish DCMS Creative Industries Economic Estimates in January 2015, working closely with key stakeholders in the Creative Industries Council where appropriate.
- Publish a Creative Industries Focus on Employment by demographic characteristics as requested by users.
- Publish Sport Satellite Accounts for the UK covering 2008, 2009 and 2010. The 2008 and 2009 accounts are being produced by the Sport Industry Research Centre at Sheffield Hallam University. The 2010 report will be produced by Liverpool University.
- Lead on the provision and publication of the input and impact indicators, including the School Games Indicator, which provide the latest data on indicators included in Departmental Business Plans. This will also involve improving the presentation of the indicators as required throughout the year and where possible writing HTML versions for GOV.UK.
- Provide statistical support and advice for our Ministers and the Government Equalities Office on issues relating to women, sexual orientation and transgender equality.

1.2 In Partnership with Colleagues across DCMS

It is expected that the following releases will be produced and published by non-statistical staff within DCMS but with the support of the statistical team who will provide sign-off and quality assurance:

- Museum & gallery visits figures – these will be published on a monthly basis on the first Thursday of the month.
- Museum performance indicators 2013/14, to be published in the Autumn.
- Charitable Giving to Cultural Institutions Funded by DCMS Report 2013/14, to be published in the Autumn.
- Reported Treasure Finds 2013/14, to be published in the Autumn.
- Export of Objects of Cultural Interest 2013/14, to be published in the Autumn.

1.3 In Partnership with ONS

DCMS is responsible for the delivery of tourism statistics to Eurostat (a legal requirement). This will include the following:

- The DCMS statistics team will work in partnership with the Office for National Statistics Tourism Intelligence Unit and International Passenger Survey teams and Visit Britain to deliver these data.

- DCMS will work in partnership with Visit Britain to specify questions required in the International Passenger Survey.
- DCMS will work with ONS and the EC to ensure that that International Passenger Survey questions that we sponsor are proportionate in cost.
- The DCMS statistics team will advise the Minister for Tourism on any proposals for amendments to the regulation concerning European statistics on tourism.

1.4 By our Arm's length bodies (ALBs)

A wide range of Official Statistics are published by ALBs throughout the year. Examples including 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.

- 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>.

2. Meet the requirements of the Code of Practice for Official Statistics

Work includes both promoting the benefits of the Code of Practice and ensuring compliance with standards. This work is expected to account for 0.5 FTE of statistical staff resource and to comprise the following:

Lead DCMS Statistician, as the Head of Profession for statistics:

- To oversee the efficient and effective operation of DCMS' statistical work and report performance to the National Statistician's office.
- Ensure DCMS complies with the Code of Practice and maintain integrity in DCMS statistics.
- Advise/support ALB Lead Officials for statistics in meeting their responsibilities under the Code of Practice for the Official Statistics which they produce.
- Advise statistical staff in DCMS on professional development.
- Inform Lead Officials at ALBs of initiatives and support provided by the Government Statistical Service and National Statistician's office.

Statistics team:

- Develop and maintain statistics documentation to meet the requirements of UK Statistics Authority and National Statistician's guidance.
- Attend relevant international meetings eg the EU Experts Group on Sport or the OECD Tourism Committee to represent the UK's economic interests and views.
- Provide advice to statistics producers within DCMS and ALBs to assist them to develop official statistics and to comply with the Code of Practice.
- For Survey Control, 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.

- Contribute to cross-GSS work and attend relevant committees

3. Statistical services

Work on statistical services is expected to account for 1.5 FTE of statistical staff resource and comprise the following:

- Assist colleagues across DCMS by advising on surveys, survey tools and analysis.
- Provide quality assurance and sign-off of all DCMS statistical publications.
- Work with the DCMS Ministerial Support Team to provide advice on DCMS statistics for PQs and for public enquiries.
- Provide DCMS statistics for government and ALB publications, researchers and the media.
- Contribute to the Department's business plan, providing evidence for each of the impact and input indicators.
- Hold user engagement events on our statistics, for example the Taking Part user group and Statistics Planning user group.
- Improve accessibility and dissemination of DCMS official statistics so that our data are more readily available to users, including better visualisations.
- Provide corporate statistical assistance, specifically analysis of the Civil Service People Survey
- 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.

4. DCMS Broadband Delivery UK unit

Broadband Delivery UK (BDUK), is a unit within DCMS responsible for managing the Government's broadband funding. 1.0 FTE of statistical staff resource covers a dedicated resource within the unit to:

- 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 to 2017, and estimate commercial superfast broadband coverage.
- 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.

5. DCMS News and Communications

Work on measurement and evaluation of DCMS communications is expected to account for 0.8 FTE of statistical staff. Work comprises of the following:

- Collection, analysis and dissemination within Government of statistics on DCMS communications for the purposes of evaluation.
- Specifically, this year, work will largely be focussed on evaluation of DCMS' First World War Centenary programme, and its Broadband Connection Vouchers, Consumer Broadband and Tourism campaigns, as well as of DCMS' own Internal Communications.
- Encouraging use of statistics, statistical techniques and good practice in evaluation within News and Communications.
- Working with DCMS' ALBs and other Government departments to share communications evaluation best practice.

Contacts and feedback

Comments on this work plan for 2014/15 or possible future work can be directed to members of the DCMS statistics team.

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