DCMS STATISTICS WORKPLAN 2017/18

Introduction

This work plan outlines the work and priorities for statistics in DCMS in 2017/18. Priorities have been determined based on user feedback and departmental priorities. As well as setting out our plans for 2017/18, we have included a summary of key achievements and developments during 2016/17.

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

Priorities for 2017/18

The top priorities for DCMS statistics for 2017-18 are:

- **Improving the evidence base for DCMS** This involves developing existing statistical outputs such as the DCMS economic estimates and Taking Part survey and making better use of external data sources

- **Ensuring statistics are used to support DCMS decision making**. This involves close collaboration with policy teams to ensure they are aware of the data available and ensuring sufficient resource is available for analysis to inform key policy questions, including in relation to exiting the EU.

- **Strengthening engagement with external data producers and users**. This involves ensuring close collaboration with data producers in our ALBs and other key producers such as ONS, BEIS and HMRC as well as proactive engagement with external users to ensure our statistics are widely used and understood.

In order to deliver these priorities and meet the increasing demands for statistical analysis, we will review our existing outputs and identify efficiency savings in two key areas:
   - Exploring ways to make the production of our statistics more efficient, for example, through increased automation
   - Discontinuing or streamlining statistical outputs which are no longer high priority, following consultation with users

This should free up resource to ensure we make better use of available data to inform decision making.

In addition to these top priorities, DCMS statisticians will continue to produce regular outputs, briefing and advice on the wide range of topic areas within DCMS's remit.

Statistics at DCMS

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".

There are currently seven permanent, professional statistical posts at DCMS. These are based in the central Evidence and Analysis Unit, with the exception of one statistician in the Broadband Delivery UK.

DCMS operates a flexible resourcing system which means that statisticians can work on non-statistical projects and 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) and comply with guidance set out in Good Practice in the use of Official Statistics.

A wide range of Official Statistics are also published throughout the year by DCMS Arms Length Bodies (ALBs):
- Arts Council England
- British Film Institute
- Gambling Commission
- Historic England
- OfCom
- Sport England
- VisitEngland

DCMS provides 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 given in the DCMS Official Statistics release calendar, at:
https://www.gov.uk/government/publications/statistics.

What we did in 2016/17

The 2017/18 work plan builds on an ambitious and wide ranging programme of work in 2016/17. Some key outputs and developments in 2016/17 are summarised below.

In 2016/17 we….

- Published 33 statistical releases. DCMS ALBs produced around 140 releases.

- Developed and released the first Compendium of DCMS statistics, pulling together headline results for DCMS sectors using DCMS, ALB and ONS official statistics.

- Published Economic Estimates of DCMS sectors for the first time, incorporating an improved methodology for calculating GVA to ensure consistency with National Accounts, a new definition for the Cultural Sector, and estimates of imports of services and number/size of businesses for the first time for any DCMS sector.

- Held a number of consultations relating to our economic estimates.

- Continued the development work outlined in the Taking Part strategy (published in March 2016), including reviewing the adult questionnaire and moving the longitudinal survey online.

- Launched an online analysis tool for the Taking Part Survey to enable users to carry out bespoke analysis.

- Developed a set of in-house infographics for the Taking Part survey.

- Held a Taking Part user event to share information on developments to the survey and to consult on future priorities, including an open dataset.

- Maintained a Twitter account to inform users of all DCMS statistical releases

- Developed a dashboard of tourism statistics to help meet policy statistical needs and measure the impact of the 5 Point Plan for Tourism.

- Compiled a reference pack of statistics on digital for the digital policy Directorate

- Provided analytical support to policy teams across the Department including to inform the monitoring of the Sport Strategy and the Culture White Paper

- Developed a set of headline indicators for the Single Departmental Plan

- Led on the analysis of the DCMS People Survey results for the Executive Board

- Delivered in-house training for colleagues across DCMS including on interpreting the DCMS Economic Estimates and using the new Taking Part online tool

- Took over management of the Community Life Survey following the move of the Office for Civil Society to DCMS from the Cabinet Office in 2016

- Established data science within the DCMS through various projects including:
  - Publishing an online interactive tool for DCMS sector economic estimates
  - Developing a dashboard based on Twitter to inform Comms
  - Establishing a project with ONS, the Alan Turing Institute and Warwick Business School to explore the potential to use big data sources to gain a better understanding of visits to museums, galleries and heritage sites
  - Working with GDS to automate the production of DCMS economic estimates
  - In-house R training sessions to build capability in the statistics team

What we plan to do in 2017/18

Official Statistics publications

DCMS publishes over 30 statistical releases each year. In response to changing priorities, we plan to review the coverage and frequency of our publications in 2017/18. In particular, we plan to:

- Consult on the following proposals, which we will implement subject to user feedback:

    o Discontinue publication of the Q2 Taking Part report and focus on a single annual publication in the Summer with enhanced infographics and commentary

    o Discontinue publication of the Exports of Objects of Cultural Interest

    o Discontinue publication of School Games Indicators

    o Discontinue or reduce the frequency of Entertainment licensing statistics

    o Review the publication of the Broadband Performance indicators

    o Postpone publication of the Sport Satellite Account pending a review of the uses and methodology to ensure it fully meets user needs

- Continue to publish the following releases in 2017/18:

    o DCMS sector economic estimates

    o Taking Part Survey annual adult, child and longitudinal releases

    o Two sets of Taking Part short stories in April and October 2017 covering topical issues such as diversity, digital engagement and digital culture.

    o Community Life Survey (previously published by the Cabinet Office), including additional analysis of the impact of moving the survey online in 2016/17

    o Monthly museum & gallery statistics

    o Museum performance indicators

    o Charitable giving Indicators

    o Reported treasure finds

- Publish the Cyber Breaches Survey as Official Statistics for the first time.

- Seek to achieve National Statistics status for the DCMS Sectors Economic Estimates.

- Seek to achieve National Statistics status for the Community Life Survey.

- Seek to rebadge the Entertainment Licensing Statistics as Official rather than National Statistics.

- Develop the museum and gallery visits statistical release to include an interactive visualisation of the trends for individual museums.

- Review the Museum Performance Indicators following publication of the Museums Review.

- Improve the format of our statistical releases.

- Improve the naming and signposting of statistical information on our website to help users find key documents, including published ad hoc analysis.

Statistical development

By streamlining our publications, we hope to free up resource to develop our key outputs.

DCMS sector economic estimates

Following interest in the first publication of DCMS sector economic estimates 2016, we have an ambitious plan to develop these outputs in response to user feedback including:

- working with ONS and other key stakeholders to develop measures of the digital economy;
- working with ONS to calculate deflators for DCMS sectors to produce GVA estimates in real prices and estimates of productivity;
- publishing experimental statistics on exports and imports of goods;
- working with the Office for Civil Society (OCS) to develop economic estimates of OCS sectors where feasible and incorporating these into the DCMS total;
- publishing additional breakdowns of economic estimates, including regional GVA, imports/exports to key country markets and employment by socioeconomic status;
- reviewing the purpose and methodology of the sport satellite account to ensure it is delivering useful, practical measures which inform policy;
- completing the automation of the production of the economic estimates using R.

Taking Part survey

We will continue the development work outlined in the Taking Part strategy (published in March 2016) including:

- developing the quarterly longitudinal online survey modules;
- monitoring the uptake and attrition for the online longitudinal panel;
- working with the contractors to agree an analysis plan for the quarterly longitudinal data;
- reviewing the child and youth questionnaires;
- reviewing parts of the adult questionnaire such as the questions on digital;
- publishing an open dataset for Taking Part;
- updating the Taking Part online tool with 2016/17 data and adding more historic data to allow users to explore trends.

Other

We plan to work with Finance colleagues to streamline the data collection process for Museum Performance Indicators and the Charitable Giving Indicators. We will also improve the efficiency of these publications for the Department by bringing the production within the statistics team (these were previously produced by the respective policy teams).

We also plan to automate elements of the production of the monthly museum statistics.

We will work with other departments to share lessons learned from moving the Community Life Survey online.

Analytical support to inform policy

Our publication and development plans should help ensure the Department has a strong evidence base. They should also free up some resource to meet the growing demand for analysis to inform policy decisions on the many established and emerging priority areas within DCMS's remit. We anticipate that in 2017/18 this will include work on:

- Exiting the EU, including detailed analysis of trade and employment statistics

- Supporting the growing digital agenda, including exploring ways of improving measures of the digital economy and cyber security

- Analytical support on the Creative Industries including through the Creative Industry Council Technical Working Group and the Sector Advisory Group

- Advising on measures to monitor the government Sport Strategy, including advice on the development of Sport England's new school-based survey of children

- Monitoring the Culture White Paper

- Analysis to inform the museums review and work arising from its recommendations

- Analysis to support the growing Digital Culture agenda

- Analysis and modelling for Broadband/Telecoms Delivery UK including new work on local full-fibre networks

- Monitoring the Tourism Action Plan

- Supplying data for the cross-government Race Disparity Audit

- Developing updated indicators for the Single Departmental Plan

- Analysis of the DCMS People Survey results for the Executive Board

We also plan to carry out analysis of data collected by the Taking Part survey alongside similar data collected in the Community Life Survey and Active Lives to explore scope for efficiencies and to help understand the picture described by these data sources.

User engagement

As outline above, we will consult users on our publication plans and use their feedback to inform our final publication schedule. Many of the changes identified above should also improve the accessibility of our key statistics for users. In addition, we plan to

- Continue to inform users of the publication of all our statistics via Twitter

- Hold a user event on the Community Life Survey

Capability and resilience

We will work collaboratively with other DCMS analysts, the GSS recruitment team and ONS to ensure we have sufficient resources to deliver our key priorities in 2017/18.

Statistical staff will be encouraged to continue to develop their technical and general skills through on the job training, courses and conferences etc. As we increasingly automate the production of our outputs, we will put a particular emphasis on embedding basic data science programming skills (primarily using R) throughout the team.

All statistical outputs are independently checked by another member of the team. As well as ensuring quality this helps build resilience and ensures team members develop a wide range of skills.