



department for  
**culture, media  
and sport**

# DCMS Statistical Work Plan for 2010/11

July 2010

improving  
the quality  
of life for all

Our aim is to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.

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# Foreword

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According to the Code of Practice for Official Statistics (2009), statistics producers have a responsibility to “Adopt systematic statistical planning arrangements, including transparent priority setting, that reflect the obligation to serve the public good”. With this in mind, we have produced a work plan for 2010/11 that covers the following areas:

1. The role of statistics within DCMS, and the role of the Evidence & Analysis Unit.
2. The statistics that DCMS is responsible for, and who produces them.
3. Improvements that have been made to our compliance with the Code of Practice for Official Statistics in early 2010.
4. Planned developments for DCMS statistics for 2010/11.
5. Resources used to produce DCMS statistics.

The DCMS Statistical Work Plan for 2010/11 incorporates comments following a limited user consultation. DCMS plans to conduct a more formal user consultation for 2011/12.

We would welcome any further comments that you may have on this. If you do have comments please e-mail us at [evidence@culture.gsi.gov.uk](mailto:evidence@culture.gsi.gov.uk).

If you have comments that are specific to one of our statistical releases, please use our online feedback form<sup>1</sup> to let us know.

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<sup>1</sup> [http://www.culture.gov.uk/images/research/statistics\\_feedback.pdf](http://www.culture.gov.uk/images/research/statistics_feedback.pdf)

# Section 1: Overview of DCMS

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- The Department for Culture, Media and Sport (DCMS) aims to improve the quality of life for all through cultural and sporting activities, to support the pursuit of excellence and to champion the tourism, creative and leisure industries.
- We are responsible for Government policy on the arts, sport, the National Lottery, tourism, libraries, museums and galleries, broadcasting, creative industries including film and the music industry, press freedom and regulation, licensing, gambling and the historic environment.
- We are also the Government department responsible for 2012 Olympic Games & Paralympic Games.
- DCMS is one of the smallest government departments. We fund over 50 public bodies to deliver services to the public. These bodies receive 95% of our funding to help them fulfil this role.
- As a result of our relationship with public bodies, we have only a small number of DCMS official statistics. However, we work closely with 11 public bodies which also produce official statistics, including a number of joint collaborations.
- Within DCMS, research and statistics are managed by the Research and Statistics Programme Board, which is chaired by the Partnerships & Programmes Director General, with members including the Chief Analyst, and Policy Directors for Culture, Media & Sport.

## The role of the EAU

- The Evidence & Analysis Unit (EAU) produces and analyses independent, authoritative and accessible evidence to improve the understanding of our sectors, with the evidence used to shape policy in these areas. It is responsible for dealing with all evidence related to the department.
- The EAU is a 20 strong team, consisting of economists, statisticians, social and operational researchers.

## Section 2: Our Official Statistics

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A full list of all official statistics produced by DCMS can be found on our website, in our Official Statistics Catalogue. This is broken down by relevant sector, and can be found at:

[http://www.culture.gov.uk/images/research/Official\\_Statistics\\_Catalogue.xls](http://www.culture.gov.uk/images/research/Official_Statistics_Catalogue.xls)

- Because we fund our sectors via public bodies and do not directly deliver front-line services ourselves, we do not have access to large quantities of administrative/management data, and as such rely mainly on surveys and other data collections for our evidence.
- We collect survey data for a small number of our publications, including our flagship Taking Part survey.

There are three ways in which our statistics are produced:

- (a) **Within the EAU:** This small group includes our highest profile statistics: the Taking Part survey, the Alcohol, Entertainment and Late Night Refreshment Licensing statistics and the Creative Industries Economic Estimates.
- Both the Taking Part survey and our Alcohol, Entertainment and Late Night Refreshment Licensing statistics have the National Statistics badge, in recognition of their role as high quality, reliable evidence sources.
  - The Taking Part survey covers many of the department's key sectors, making it our most important evidence source. It is used by the EAU to produce both detailed annual publications and summary quarterly publications, both of which are used by a wide range of people both inside and outside the department.
  - The Creative Industries Economic Estimates span the economic contribution of several of the department's key sectors. The creative industries concept, which arose out of DCMS, is now being replicated on a global scale.
- (b) **Within the Department, but outside of the EAU:** Examples include our Museums Visits figures and our Portable Antiquities and Treasure reports.

- (c) **By our Non-Departmental Public Bodies (NDPBs):** This is the most common method, with examples including the Active People Survey (Sport England) and many other smaller official statistics, such as English Heritage listed assets statistics.
- For statistics that are produced by these NDPBs, the EAU will offer help and guidance to ensure that these are produced to the necessary standards.

## Section 3: Improving DCMS Statistics

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Several improvements have been made to DCMS statistics since January 2010. This is with a view to improving our compliance with the Code of Practice for Official Statistics in preparation for our UK Statistics Authority assessment in late 2011. These include:

- **Reducing the burden on data providers (Principle 6)** – The Alcohol, Entertainment and Late Night Refreshment Licensing Statistics involve collecting data from local authorities, and thus place a considerable burden on them. To minimise this burden as far as possible, we have reduced the number of questions asked (from 148 in 2008/09 to 121 in 2009/10). There has also been a reduction in the number of local authorities, and improvements to their licensing software and the report scripts we use to extract the data. These factors have all combined to reduce the cost to local authorities considerably for this data collection (estimated based on a small sample of local authorities reporting the resources required to provide the data).
- **Releasing reports more promptly (Protocol 2)** – For our Alcohol, Entertainment and Late Night Refreshment Licensing Statistics, we have been gradually bringing the release date for these forward over the last 3 years by about a week per year. These will be released approximately one month earlier in 2010 than they were in 2011. Our Portable Antiquities and Treasure Statistics will for the first time be released separately from the report that goes with them, allowing them to be released months earlier than usual. The challenge will be to ensure that they have sufficient commentary to be understood as a separate release from the report.
- **Improving comparability and consistency of statistics (principle 4)** – The sports satellite account, which provides figures on the economic value of sport to the UK, uses an agreed EU definition of sport, and uses common methodology that makes its data comparable across the EU. Methodology is also kept constant from 2005-2009, allowing consistent historical data to be collected.
- **Including the details of the responsible statistician for all reports (protocol 2)** – We have taken steps to ensure that all our official statistics (not just our national statistics) have a responsible statistician allocated to them, and will ensure that the name and contact details of this person appears on the relevant statistical reports. The responsible statistician will always be a member of the Government Statistical Service in the case of statistics produced within DCMS.

- **Re-using existing data before collecting new data (principle 6)** – We are always looking for ways to get more out of our existing data sources, rather than impose the costs and burden of further data collection on our data providers. Our recent analysis of the impact of the ageing population on our sectors mainly relies on data from our Taking Part survey, and using this in a way that has not been done previously. It also draws in existing data from other sources.
- **Producing a statement of administrative sources (protocol 3)** – This document is publicly available on our website, and contains details of all administrative sources used by DCMS in the production of our statistics.

## Section 4: Planned Developments to Statistics Produced Within DCMS

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### **(a) Develop the Taking Part Survey**

Whilst it already covers a large range of topics, there are many areas that we are keen to explore further, such as whether people are increasingly engaging with culture and sport digitally, what would encourage people to get more involved with culture and sport, and what the legacy of the 2012 Olympic and Paralympic games will be. The survey is kept fairly constant where possible, but changes are made each year, with questions to assess swimming and cycling proficiency introduced in the 2010/2011 version.

Whilst Taking Part is already an invaluable tool to get a unique snapshot of culture and sport in England, there is a lot of potential to get more out of it. We are particularly keen to link the child survey to the Department for Education Pupil Database, to analyse how child participation varies according to their school. In addition to this, an in-depth analysis programme is underway, with the consultants Knight, Kavanagh and Page (KKP) carrying out more detailed analysis of the data that is collected.

Work is also underway to improve several aspects of Taking Part. Following the creation of a comprehensive list of exactly who uses the survey, a user survey and a user consultation event are planned for the near future to ensure that we are meeting user needs. A new Taking Part steering group and technical group are being set up, and a tool called NetQuest has been developed and made available on the DCMS website to allow users to study and analyse the data themselves.

### **(b) Creative Industries Standard Industrial Classifications (SICs)**

A major project is underway to update our Creative Industries framework to take account of the latest Standard Industrial Classifications (SIC 2007). Many users produce statistics based on the DCMS framework so the update (from a 2003 SIC basis) is an important and necessary step forward. We will also use the opportunity to develop the statistics in other ways – e.g. to produce consistent regional estimates.

### **(c) Improve Local Level Data**

Almost all of our statistics publications are based on national level data. Because we are largely dependent on surveys for our data, getting local level data for our sectors has traditionally been difficult, due to the considerable burden on local authorities, and resource constraints in terms of the survey sample size we can achieve.

For National Indicators 8-11, engagement with the arts, museums & galleries, libraries and sport are reported at county and unitary authority level, and this proves very useful for local authorities and residents. We want to expand on this to bring local/regional data together from several sources into one central database, which can then be used to provide reliable evidence across all of our sectors, as we do at a national level.

We are working with CLG's Places database to improve local data on our sectors. We have created a 'Culture and Sport' theme making it easier to find the most relevant information, and are adding local data where we have it, such as the National Indicators.

We are also working to improve data on cultural and sporting assets, with the aim of understanding the links between supply and demand in cultural and sporting engagement. This work includes the development of a Toolkit to help Local Authorities record and map their Assets in a consistent and comparable way, and investigation of how we can bring the data together to link to our survey data.

### **(d) Expenditure Project**

We use ONS consumer spending data to look at spending in our sectors and better understand how they are affected by socio-economic change. Using more detailed data from ONS we hope to create analyses based on a more precise definition of our sectors and to break this down to finer levels of detail where the data allow.

**Summary:** Whilst we currently produce high quality statistics that are of considerable public interest, we recognise our limitations both in terms of the volume and range of statistics we can produce. We aim to produce the highest quality statistics possible with the limited data available.

## Section 5: Resources

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- Seven members of the Evidence & Analysis Unit are also members of the Government Statistical Service (GSS).
- These staff are responsible for all aspects of our official statistics. They also conduct policy analysis, support the development of policy, conduct impact assessments and commission policy evaluations.
- GSS members have a key role to play in supporting non-GSS members involved in statistical compilation, and training DCMS staff in the use of evidence.
- Spend on the Taking Part Survey from 2008/09-2010/11 has been £6.27 million. 3 staff members work on this survey (2 full-time and 1 part-time).
- We have begun some work looking at several existing data sources on charitable giving in our sectors, to see how we could further exploit the potential of philanthropy to generate funds in our sectors.



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