



**Response: Consultation on proposed changes to DCMS Statistical Publications**

**13. The latest Taking Part Quarter 2 release was published on 31st January 2017. Were you aware that this had been published?**

Yes. As an ALB reliant on TP as one of two official statistics on the historic environment we are very much aware of the TP publications. We are also members of the TP steering group.

**14. Have you used this publication at all? By 'used' we mean engaged with the contents of the release to inform your work or interest areas.**

No we have not used the Q2 publication as we would tend to use the data on an annual basis and cover it in our heritage counts publication which is released in October then again in December.

**17. If the Taking Part Quarter 2 release was no longer published, what impact would this have on you as an individual and/or on your organisation (if applicable)?**

As noted above it is the annual dataset that we are most interested in so the impact of Q2 cessation would be minimal.

**18. Are there any data items or information within the existing publication which would be essential for you to continue to have access to in a quarter 2 publication?**

No.

**25. Which of these other DCMS statistical releases have you used?**

DCMS Sectors Economic Estimates  
Taking Part survey releases  
Charitable Giving Indicators  
Museum and Galleries Monthly Visits  
Sponsored Museums Annual Performance Indicators

**26. Do you have any comments on the content of any of our releases? For example, do they provide a sufficient level of detail to meet your needs?**

DCMS Sectors Economic Estimates:  
The data presented in the subsector tables is a false portrayal of the scale of the heritage sector.  
The method applied severely undercounts the number of heritage employees as it is based on only one SIC (91.03 Operation of historical sites and buildings and similar visitor attractions).  
This in fact excludes vast numbers of heritage employees including archaeologists, conservation officers and specialist construction workers.

We understand that the method applied is standardised across all DCMS sectors, however we argue that the method is not appropriate for the heritage sector.

Similar to the creative industries, heritage is an embedded sector and it is much more appropriate to apply a SIC/SOC method to quantify the scale of the sector.

Claiming (implicit or explicit) that this one SIC is representative of heritage is incorrect.

The DCMS Sectors Economic Estimates imply that heritage:

- is not a part of the creative industries (even though CASE research soon to be published by DCMS finds heritage is a key pull factor for creative industries and a disproportional number of creatives choose to be based in heritage buildings);
- is not part of tourism even though there is a vast amount of evidence showing the important of heritage to visitors (see full list of referenced research on this matter in Heritage and the economy page 3,4,5

<https://content.historicengland.org.uk/content/heritage-counts/pub/2016/heritage-and-the-economy-2016.pdf>).

The publication of subsector estimates as part of DCMS Sectors Economic Estimates is hugely problematic for the heritage sector.

In fact there is not a single mention of heritage in the main statistical release. Why?

**27. Do you have any comments on the format of any of our releases? For example, do you think we have the correct balance between providing commentary versus raw data that users can analyse for themselves?**

The inclusion of infographics is very helpful and makes the documents much more user friendly so job well done there.

The introduction of the Taking Part Tools is very welcomed and has provided a useful reference point for accessing the TP data. More regional data would be useful where sample sizes allow.

**28. Which elements of our statistical releases do you find most useful?**

d) Spreadsheets/Tables

**29. How do you usually hear about DCMS statistics? (eg Gov.uk website, @DCMSInsight twitter account, Newsletter, Word of mouth, Media / Press)**

Newsletter, word of mouth

**30. Do you have any other comments on how we could improve the content, format or dissemination of our statistical releases and associated outputs?**

Improve DCMS Sectors Economic Estimates methodology to provide a better reflection of DCMS sectors.

**Adala Leeson**

**Head of Social and Economic Research and Insight**