

SCOTTISH EXECUTIVE STATISTICS PLAN FOR TOURISM, CULTURE AND SPORT, 2004-05

Summary

This is the first Scottish Executive Statistics Plan for tourism, culture and sport. Future statistics plans will be published on an annual basis.

For culture and sport statistics, the main objectives for 2004-05 are to make the most of the statistical information which is currently available, to identify and pursue improvements to the evidence base, and to develop dissemination of this information. In addition, we are planning to improve ways of exchanging information with external stakeholders through a new Evidence Network. Tourism statistics are available from a range of UK wide surveys supplemented by market research. The objectives are to make better use of existing data for the analysis of economic impact; improve the quality of Scottish information extracted from national and other sources; and develop data relevant for tourism from a range of non tourism statistical sources.

Background

1. The current resources available for statistical work on tourism, culture and sport in the Scottish Executive are two statisticians working part-time on tourism statistics (in Enterprise, Transport & Lifelong Learning Department (ETLLD) and the Office of the Chief Economic Advisor (OCEA)) and one working full-time in the Education Department (ED) on culture and sport statistics. In the course of the coming year, the ETLLD work on tourism statistics is to transfer to ED to bring statistical support for the Minister's portfolio together. The work in OCEA on tourism is part of wider macroeconomic work, and so will continue to be undertaken there, but close liaison with ED staff will be maintained.
2. These staff work closely with other analytical colleagues in the Scottish Executive and the relevant Non-Departmental Public Bodies (NDPBs) to assemble the evidence base for developing, monitoring and evaluating policy, and in reporting performance against targets. In addition, the statisticians have a role in providing wider information to the public and external stakeholders to enable them to assess the effectiveness of the Scottish Executive's policy in this area.
3. Official statistics within the UK are governed by the National Statistics Code of Practice and related protocols. Apart from the International Passenger Survey, no statistics in the tourism, culture and sport area are currently designated as National Statistics. However, to maintain the credibility of the information base for this area, we are working to the principles of National Statistics and will look for opportunities to extend the range of National Statistics as the data collections mature.
4. Research and statistical support to tourism is shared by the Scottish Executive and VisitScotland. VisitScotland holds the funding for: commissioning surveys on the nature and volume of tourism; market research on consumer attitudes including evaluation of specific events or market segments; research about the providers of tourism services; brand and advertising research; and scenario planning. Statisticians

in the Scottish Executive take a lead in the evaluation of the economic impact of tourism and provide statistical advice to VisitScotland, ministers and colleagues in the Scottish Executive. A UK wide review of tourism statistics is likely to result in a wide range of proposals for improving the accuracy and relevance of tourism statistics. The Scottish Executive will participate in planning the implementation of the review; an action plan will be published later this year.

5. Culture and Sport Non-Departmental Public Bodies (NDPBs) carry out analytical work in their own areas, and are responsible for monitoring outcomes of programmes that they administer. The role of statisticians in the Scottish Executive is to pull together available statistics across the whole sector for use in policy development, to provide briefing and advice, to take a lead in improving the evidence base and to publish statistics. An additional role is to develop links with research and statistical contacts in Scottish NDPBs, academic researchers and other UK Government departments in order to share best practise and current developments in this area across the whole of the UK.

Statistics Plan 2004-05 – Details

Tourism

- **Contribution of tourism to the economy:** This is part of a project to develop a Tourism Satellite Account for Scotland in line with similar work being carried out for the UK. The Account for 2000 is expected to be ready towards the end of 2004. The Account will show the value of tourism to the economy, pinpoint the industries most benefiting from tourism expenditure and provide an estimate of the number of jobs directly dependent on tourism.
- **Tourism Index:** The Scottish Executive plans to develop a quarterly tourism index by the end of 2004. This will show trends in the contribution of tourism to the economy.
- **Tourism data:** The UK-wide Quality Review of Tourism Statistics will be published in June 2004. The report is likely to contain a large number of suggestions for improving the statistics, together with estimates of the cost of implementing these suggestions. The Scottish Executive will, in conjunction with the other three tourism administrations in the UK, prepare a response to the review. This response will define the further statistical work to be undertaken in Scotland. It is likely that improvements to the United Kingdom Tourism Survey (UKTS) which measures domestic tourism will be high priority.
- We will provide statistical advice to assist with the development of the Building a Better Scotland: **Spending Proposals 2005-2008 and technical notes.**

Culture and Sport

- We will further develop understanding of statistical sources and definitions related to the **Creative Industries** contribution to the Scottish economy.
- A new **compendium publication** to bring together statistics on culture and sport will fill a gap in the market for a central reference point which pulls information together from various sources and which can also focus on monitoring government priorities.

Consultation on this is planned for early 2005, with subsequent publication of statistics to follow.

- We are developing a Scottish **Data Framework** for Culture and Sport Statistics. This is about
 - agreeing a standard analytical definition of the cultural and sport sectors,
 - pulling together a list of statistical sources of data for Culture and Sport in Scotland; and
 - providing recommendations for improving the range of available statistics in this sector.
- We will **develop links** with research and statistical contacts in Scottish NDPBs, academic researchers and other UK Government Departments to share best practice across the whole of the UK. A **Scottish Culture and Sport Evidence Network** will be created, which will be a forum for knowledge transfer and exchange, where issues relating to culture and sport research, statistics, and economics can be debated, and where networking between policymakers, analysts, funded bodies, academics and culture/sport related organisations can take place.
- We will produce **analytical reports** for Scottish Executive policy teams on key topics such as spending on arts, sport and culture.
- We will provide statistical advice to assist the development of the Building a Better Scotland: **Spending Proposals 2005-2008 and technical notes**.

Enquiries on **tourism, culture and sport statistics** should be addressed to:

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