

DCMS publication strategy

Our Publication Strategy is issued in accordance with the requirements set out in the National Statistics “Protocol on Data Presentation, Dissemination and Pricing”.

Its aim is to make our National Statistics accessible to the widest possible community and to maximise the use of our statistical information in all walks of life – subject to the need to comply with legal, ethical and confidentiality constraints.

It is based on the following key principles:

Knowing our customers

The content of our resources and products, and the supporting information we provide will be informed by an understanding of our customers' needs.

Informing our users

We will help customers and users to understand and make the best possible use of our products by publishing supporting, background, or educational information, and by offering a point of contact for further enquiries.

A common identity

We will make it easier to identify which of our products have been branded as 'National Statistics' by using a common logo and by following standard practices and procedures.

Web focus

In order to promote widespread access and informed public debate, we will use the Web as our main channel for the dissemination of statistics. This means that our products may appear on either the Department's or the National Statistics website, before they become available in print. We will continue to provide products in other formats in line with our statutory obligations, and where there is sufficient demand.

Charging

All the information we publish on-line will be free at the point of use. Any charges we impose will conform to the rules and procedures set out in the Protocol.

Accessibility

We will make it easy for users to find and understand our published data by using adequate signposting and standard documentation procedures.

For more information about the National Statistics code of practice and protocols, see <http://www.statistics.gov.uk/>.