

GOV.UK release calendar

The dos and don'ts of presenting content on the GOV.UK release calendar.

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Release title

A release title should:

- be under 65 characters
- describe the statistics in the release in [plain English](#)
- include the coverage and time the statistics relate to
- be in sentence case
- include “experimental” if experimental statistics
- use a colon instead of hyphens or dashes, and a comma if you need a second separator

EXAMPLE

UK overseas trade statistics: non-EU February 2014
HES-MHMDS data linkage report: August 2015, experimental statistics

A release title should not:

- be excessively long (or it will cut off in the search results)
- contain jargon or technical language
- include abbreviations or acronyms (unless well known, for example, UK or EU)

EXAMPLE

Cereal use by UK brewers, distillers and maltsters: November 2014 (65 characters)

Not

Cereal usage by brewers, distillers and maltsters in the UK: November 2014 (74 characters)

Summary

A summary should:

- be under 140 characters (including spaces)
- explain what the release is about in plain English
- be a unique description specific to the release
- not repeat the title
- begin with the most important words, so search engines can find the document (not 'This release provides...')
- end in a full stop

Remember: when a release title or summary is displayed in the release calendar or search engine results, users need to see whether this is what they want.

Contact details

The name, business area, email address and telephone number of the responsible statistician must be included.

Group email addresses and telephone numbers are acceptable for the specific statistics team; generic departmental details should be avoided.

EXAMPLE

Kat Pegler, Business Prices, ppi@ons.gov.uk, +44 (0)1633 456 468

Email addresses

Write in lower case with an active link. Do not use other words as part of the link.

EXAMPLE

ppi@ons.gov.uk

Telephone numbers

Use the plus sign, international dialling code and the area code. Add space between the international dialling code

and the rest of the telephone number.

EXAMPLE

+44 (0)20 7273 1234

Dates and numbers

Months

Use the format [Month] [Year].

EXAMPLE

March 2014
December 2019

Quarters

Use months instead of quarters. When you can prove that either 'Q1' or 'Quarter 1' are searched for, then follow the term with an explanation of which months are included in the quarter.

EXAMPLE

Business investment: Jan to Mar 2014 provisional results
Gross domestic product: preliminary estimate Q1 Jan to Mar 2014

Date Spans

Use [date] to [date]. If months are used, repeat the year after each month.

EXAMPLE

2009 to 2010
July 2014 to September 2014

Non-calendar years

Use the type of year and ending month and year.

EXAMPLE

financial year ending March 2011
academic year ending July 2013

Ages

Use 'aged [age] to [age] years'. For ages under a year, include months or weeks.

EXAMPLE

aged 6 to 8 weeks
aged 9 to 10 years

Bottom limits for age restrictions should use 'aged [age] and over', and not a plus sign.

EXAMPLE

aged 75 and over

Body field

Use this to reassure the user that the release is (or isn't) what they're looking for. The body text should:

- not be longer than 100 words
- describe what the statistics are about and their purpose
- be clear, concise and written in plain English
- provide context if there are other similar statistics
- not repeat the title and summary
- not summarise what the publication says

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