



# Measuring the UK Economy The Role of UK Enterprise



**An in-person seminar organised by Better Statistics CIC  
in Association with the Office for National Statistics.**

**1<sup>st</sup> May 2026**

**Location:**

**Lloyd George Room,  
National Liberal Club,  
1, Whitehall Place,  
London, SW1A 2HE.**



**Purpose:**

Not only do UK businesses provide the goods and services required for our way of life, they also supply the information necessary to measure how successful the UK Economy is. To achieve that the ONS conducts 74 different business surveys each year, despatched to approximately 345,000 enterprises; moreover, those enterprises often need statistics on such subjects as employment, wages, inflation, trade or even GDP, to help with their planning and decisions. This Seminar is therefore intended to assist the ONS to refine their business surveys and to extend their coverage by adding more of the self-employed and smaller enterprises to their Business Register.

The seminar will therefore review the relationship between UK business and the Office for National Statistics (ONS) to determine how that relationship may be improved in the future, for the benefit of both parties. It is supported by all the main UK Business Organisations: the Confederation of British Industry (CBI), Institute of Directors (IoD), British Chambers of Commerce (BCC), the Federation of Small Business (FSB) and the Micro-Business Alliance (MBA).

It will be informed by an independent survey of UK businesses, conducted by Better Statistics, in association with the various business organisations.

## Draft Programme:

To ensure that we can gather as many contributions as possible, we expect the seminar to follow a format similar to that used for the main sessions of the successful Statistics Assembly held on 22<sup>nd</sup> January 2025.

Each session will follow an ‘open forum’ pattern, led by a chairperson who will introduce a small panel of speakers each of whom will be expected to speak for a very few minutes on the theme for that session. Presentations, if used, will be expected to be no more than 4 or 5 key charts.

The following sessions are proposed:

- "*Measuring Gross Domestic Product*" - James Benford: ex-Bank of England and now Director General for Economic, Social, and Environmental Statistics at the ONS.
- "*The Value of Enterprise*" - Jonathan Haskel: Professor of Economics at Imperial College (topic will include valuing intangibles and review of productivity with the implications of AI)
- "*Data for Public Policy*" - Sir Vince Cable: past Business Secretary, supported by Vicky Pryce, economist and author.
- "*Focus on Smaller Enterprises*" - Phyllis Macfarlane, Trustee of NatCen and Fellow of the Market Research Society: valuing the contribution of Microbusiness (up to 10 employees and the self-employed),

The day will finish with an “*Open Forum*”, with a panel including James Benford of the ONS and representatives of each of the business organisations. It will be chaired by Tony Dent of Better Statistics CIC.

**Contributions:** If you would like to contribute to any of the above sessions or have an idea for another session then please complete the **registration form on the link below**.

**Attendance:** There are only a limited number of places available for this important meeting and preference will be given to those who wish to contribute actively to the discussion.

**Proposed Schedule:** Doors open 9.30 am for 10.00 am programme start, with the finish at 4.30 pm. Lunch and refreshments provided.

**This meeting is free to attend and places are limited, so register now at <REGISTRATION link>**