But what it is to command confidence is not just about the numbers themselves.

To be confident in somebody or someone or an organisation you need to understand their context.

In any situation it's not just the thing itself but it's who's saying it and your sense of their motives.

So we start with this human understanding of what is it that creates confidence and that begins with context.

We call that trustworthiness we call that a really core thing, that anybody publishing statistics needs to do, that demonstrates that they are trustworthy they are worthy of trust and in our code that's our starting point.

It's our first pillar of trustworthiness and we create around it a set of commitments that organisations can make, they can make publicly to demonstrate that they're worthy of trust. These are really kind of meaningful commitments that they make themselves accountable to

live up to.

Really simple things, often, things like there will be a Head of Profession for statistics, a named person who is responsible that organisations statistical output.

Or an even simpler thing that the organisation will commit to publishing its statistics on a particular day at a particular time, in advance, and come what may they will meet that commitment.

There's a whole range of other commitments they all underpin this organisation being worthy of trust, demonstrating that it is something or an organisation that people can have confidence in.