



Historic England



Taking Part 2014/15, Focus On: Heritage



Statistical Release

November 2015




Department
for Culture
Media & Sport

Introduction

This report

This report is one in a series of ten “Taking Part, Focus On” reports, presenting findings on the tenth year of the Taking Part survey (2014/15). Taking Part is a continuous face to face household survey of adults aged 16 years and over and children aged 5 to 15 years old in England. The series expands on and complements the Statistical Release published on 25th June 2015 that presented headline adult findings from the survey, covering April 2014 to March 2015. The “Focus On” series looks in more detail at specific topics, with each report covering one of the following areas:

- 1) Art forms
- 2) Sport
- 3) Heritage**
- 4) Free time activities
- 5) Barriers to participation, disability
- 6) Society
- 7) Wellbeing
- 8) Digital engagement
- 9) Newspaper readership
- 10) First World War Centenary

This report focusses on attitudes to heritage, participation and active engagement in heritage.

Forthcoming releases and events

The next adult release, to be published on Thursday 17th December, will present data covering the period October 2014 – September 2015.

Future adult releases of Taking Part will be published every six months. The next biannual release is therefore scheduled for July 2016 and will present data covering the period April 2015 – March 2016. Future adult releases will follow a similar schedule, being released every six months in July and December.

In addition, another series of “Taking Part, Focus on...” reports will be published in April 2016. Like the current report, each ‘short story’ in this series will look at a specific topic in more detail, providing more in-depth analysis of the 2014/15 Taking Part data than seen in the biannual report.

If you would like further information on these releases or the Taking Part survey, please contact the Taking Part team on TakingPart@culture.gov.uk.

Headline figures

Nearly all adults (95 per cent) agree or strongly agree that it is important to them that heritage buildings and places are well looked after.

In 2014/15, **73 per cent of adults had visited a heritage site** in the 12 months prior to interview. Amongst adults with a positive attitude to heritage, this rose to 83 per cent.

The proportion of adults that had visited a heritage site in the last 12 months varied between age groups: 57 per cent of adults aged 75+ had visited a heritage site, which was significantly lower than any other age group.

Childhood exposure to historic sites has an enduring legacy and adults who have visited heritage sites as children are significantly more likely to have a positive attitude towards heritage.

When asked what makes respondents most proud of Britain 37 per cent cite British History and 19 per cent British architecture and historic buildings.

24 per cent of adults had volunteered in the past 12 months. Amongst adults with a positive attitude to heritage, the equivalent figure was significantly higher (29 per cent).

14 per cent of adults said that they donated money to heritage in the past 12 months. In comparison, 19 per cent of adults with a positive attitude to heritage had donated money to heritage in the past 12 months.

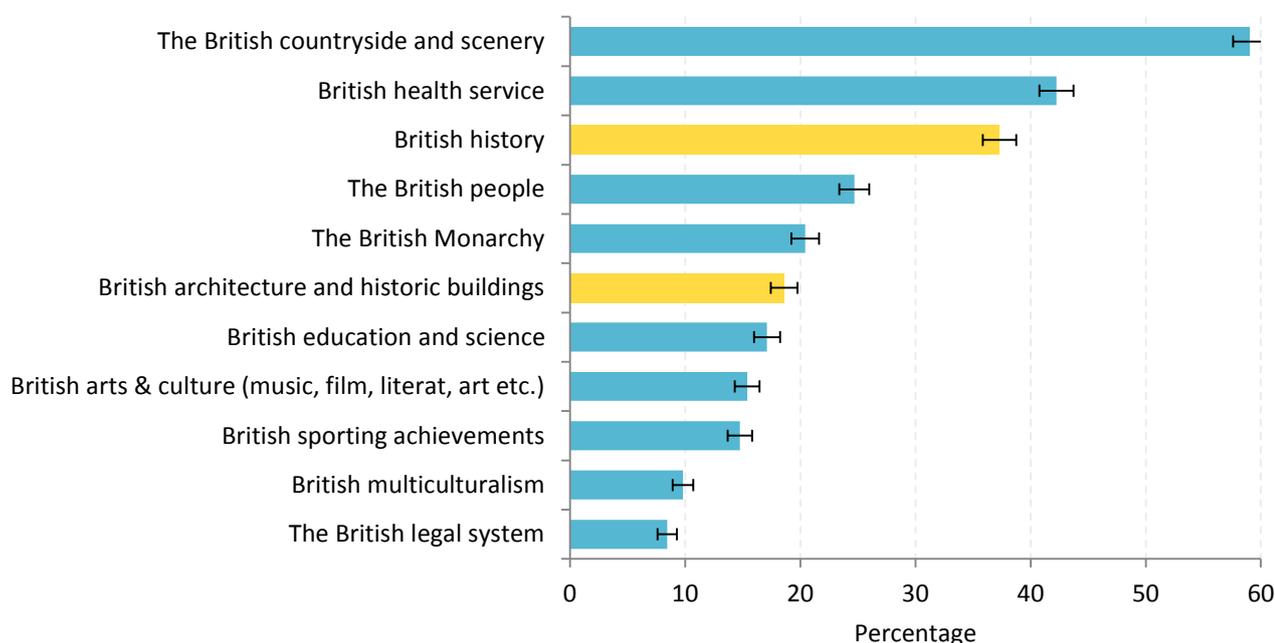


Attitudes to heritage

In 2014/15 adult respondents in the Taking Part survey were asked to identify up to three things that made them most proud of Britain. *British history* was the third most quoted factor that makes adults proud of Britain (37 per cent). The *British countryside and scenery* (59 per cent) was the top factor, followed by the *British health system* (42 per cent).

British architecture and historic buildings was also recognised, with 19 per cent of adults identifying this as one of the top three factors that made them most proud of Britain. This is ahead of other factors, such as British education and science (17 per cent), British arts and culture (15 per cent) and British sporting achievements (15 per cent), amongst others.

Figure 1: Things that make adults most proud of Britain, 2014/15



Notes

(1) Confidence intervals, shown as error bars, range between +/-0.8 and +/-1.5.

(2) Bars coloured in yellow directly relate to heritage.

Almost all adults (95 per cent) agreed with the statement “*It is important to me that heritage buildings and places are well looked after*”. This is split between 54 per cent who strongly agreed with this statement and 41 per cent who agreed with the statement. Only 1 per cent of adults disagreed with this statement.

What is a confidence interval?

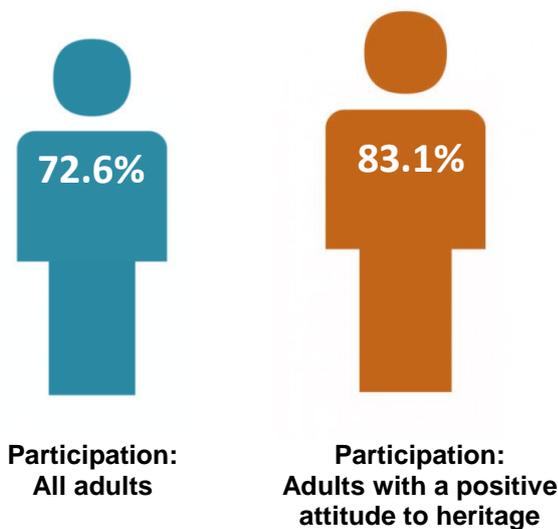
A confidence interval provides a range in which there is a specific probability that the true value will lie within. For this survey, 95% confidence intervals are used which means, had the sampling been conducted 100 times, creating 100 confidence intervals, then 95 percent of these intervals would contain the true value.

Participating in heritage

Participation in heritage is captured in Taking Part through the number and frequency of visits to heritage sites in the 12 months prior to interview.

In 2014/2015, 73 per cent of all adults had visited a heritage site at least once in the 12 months prior to interview. Amongst adults with a positive attitude to heritage, participation was significantly higher, at 83 per cent. Adults with a “positive attitude to heritage” are defined as those who strongly agreed with the statement that it is important that heritage buildings and places are well looked after.

Figure 2: Participating in heritage, 2014/15



What counts as participation in heritage?

Respondents have ‘participated in heritage’ if they have visited one or more from the following list of historic environment sites in the last 12 months:

- A city or town with historic character
- A historic building open to the public
- A historic park, garden or landscape open to the public
- A place connected with industrial history or historic transport system
- A historic place of worship attended as a visitor
- A monument such as a castle, fort or ruin
- A site of archaeological interest
- A site connected with sports heritage

Visiting heritage – frequency of visits

One out of five adults (21 per cent) who participated in heritage visited a heritage site **at least once a month**. Amongst adults with a positive attitude to heritage, this figure increased to 23 per cent (a statistically significant increase).

At the aggregate level 42 per cent of adults who participated in heritage did so at least 3 to 4 times a year.

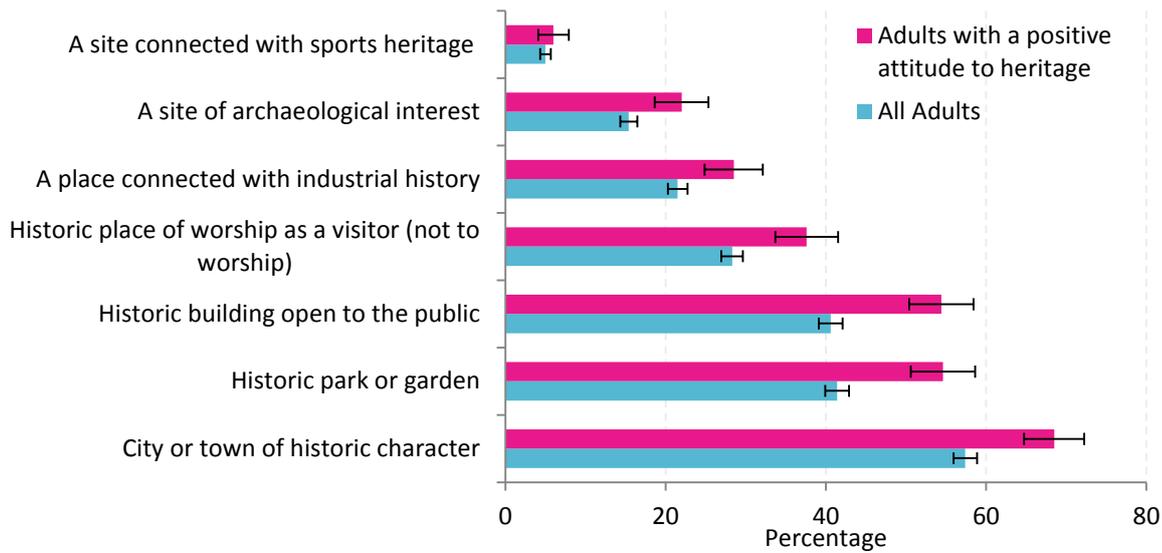
Visiting heritage – types of visits

Respondents were asked what types of heritage visits they had participated in over the past 12 months, selecting all activities that applied to them from a list (see box above).

Amongst adults who had visited a heritage site in the last 12 months, the most popular type of heritage visit was visiting a city or town of historic character. Adults with a positive attitude to heritage had a statistically significantly higher participation rate in all types of heritage visit.

Figure 3: Types of heritage visit undertaken by adults in 2014/15





Notes

(1) Confidence intervals, shown as error bars, range between +/-0.7 and +/-4.0

What does significant mean?

A significant increase or decrease at the 95% level means that there is less than a 5% chance (1 in 20) that the difference observed within the sampled respondents is not a real difference and representative of the English population as a whole.

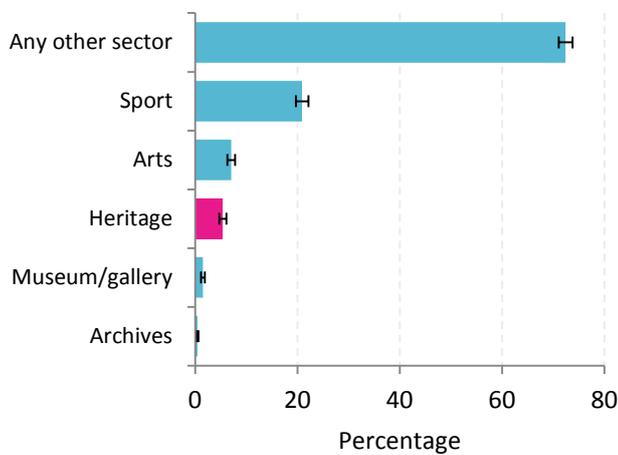
Engaging in heritage

Visiting heritage is only one form of engagement in heritage, the Taking Part survey also measures engagement through volunteering, donations and membership of heritage organisations.

Engaging with heritage: volunteering

Respondents were asked whether they participated in any voluntary work and whether the volunteering was connected to the heritage sector.

Figure 4: Volunteering by sector, April 2014 to March 2015



Notes

(1) Confidence intervals, shown as error bars, range between +/-0.2 and +/-1.3.

In total 24 per cent of all respondents volunteered in the past 12 months. Amongst this group, 5 per cent had volunteered in the heritage sector. This compares favourably with museums, libraries and archives (2 per cent, 1 per cent and 0.4 per cent respectively), but is less than sports or the arts (21 per cent and 7 per cent respectively). Many adults who volunteered (72 per cent), did so in other, non-DCMS sectors (i.e. not culture, heritage or sports).

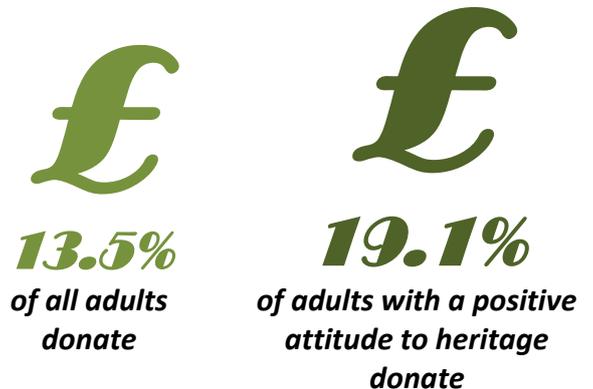
Amongst adults with a positive attitude to heritage, significantly more (29 per cent) had volunteered (in at least one of any of the sectors asked about) in the past 12 months.

Engaging with heritage: donations

Respondents were asked if they had donated money in the last 12 months and, if so, whether it was within the arts, heritage, museums and galleries or sporting sectors.

87 per cent of respondents donated money in the past 12 months, with over 45 per cent of these adults making a donation at least once a month. Amongst respondents who have donated money over the last 12 months 14 per cent of adults donated money to heritage.

Figure 5: Heritage donations, April 2014 to March 2015



In comparison, amongst adults with a positive attitude to heritage this figure increased to 19 per cent.

Engaging with heritage: membership

Almost all (99 per cent) of those who are a member of any kind of heritage organisation (such as the National Trust, English Heritage, Historic Royal Palaces, the Historic Houses Association, or an Amenity society) either agree (26 per cent) or strongly agree (73 per cent) that it is important that heritage buildings and places are well looked after.



Attitudes to heritage and participation

A positive attitude to heritage was captured through the statement “*It is important to me that heritage buildings and places are well looked after*” in the Taking Part Survey. Amongst respondents who strongly agreed with this statement:

A significantly higher proportion participate in heritage (83 per cent compared to 73 per cent of all adults).

A significantly higher proportion donate money to heritage (19 per cent compared to 14 per cent of all adults).

A significantly higher proportion feel that British history is a key factor that makes them most proud (43 per cent compared to 37 per cent of all adults).

A significantly higher proportion feel that British architecture and historic buildings make them most proud of Britain (25 per cent compared to 19 per cent of all adults).

A significantly higher proportion live in a historic building or area (53 per cent in comparison to 48 per cent of all adults).

A significantly higher proportion have been involved in some sort of voluntary work in the last 12 months (29 per cent compared to 24 per cent of all adults).

A significantly higher proportion had participated in heritage when growing up (68 per cent compared to 59 per cent of all adults).

Annex A: Further details

1. The Taking Part survey is commissioned by the Department for Culture, Media and Sport (DCMS) and its partner Arm's Length Bodies (ALBs). For 2011 to 2015 these are Arts Council England, Historic England and Sport England.
2. Taking Part is a National Statistic and as such has been produced to the high professional standards set out in the Code of Practice for Official Statistics. National Statistics undergo regular quality assurance reviews to ensure they meet customer needs and are produced free from any political interference. See the [Statistics Authority code of practice](#) for more information.

The UK Statistics Authority has designated these statistics as National Statistics, in accordance with the Statistics and Registration Service Act 2007 and signifying compliance with the Code of Practice for Official Statistics.

Designation can be broadly interpreted to mean that the statistics:

- meet identified user needs;
- are well explained and readily accessible;
- are produced according to sound methods; and
- are managed impartially and objectively in the public interest.

Once statistics have been designated as National Statistics it is a statutory requirement that the Code of Practice shall continue to be observed. See the [UK Statistics Authority assessment](#) for more information.

3. The latest results presented here are based on interviews issued between April 2014 and March 2015. The total sample size for this period is 9,817.
4. Statistical significance tests have been run at the 95% level. A significant increase at the 95% level means that there is less than 5% (1 in 20) chance that the difference observed within the sampled respondents was not also observed in the English population as a whole.
5. For more information see the [Taking Part Survey](#) webpages, including previous publications. Versions of the [questionnaires](#) from all years of the survey are also available.
6. The fieldwork for the survey has been conducted by TNS-BMRB. For more information, see <http://www.tns-bmr.co.uk>.
7. The series of reports has been produced by Helen Miller-Bakewell, Wilma Deda, Becky Woods, Catherine Mottram and Niall Goulding (DCMS), Louise Sullivan, David Bade and Adala Leeson (Historic England), Eloise Poole (Arts Council England), Rachael Whitney (Sport England) and Helen Price (Sport England). Acknowledgement also goes to colleagues within the DCMS, partner ALBs and TNS-BMRB for their assistance with the production and quality assurance of this release.
8. The responsible statistician for this release is Helen Miller-Bakewell. For enquiries on this release, please contact Helen on 0207 211 6355. This release was prepared by Adala Leeson, David Bade and Louise Sullivan.
9. For general enquiries telephone: 0207 211 6200 or email enquiries@culture.gov.uk.
10. To be kept informed about Taking Part publications and user events, please sign up to the Taking Part online newsletter [here](#).



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