Taking Part focus on: Heritage

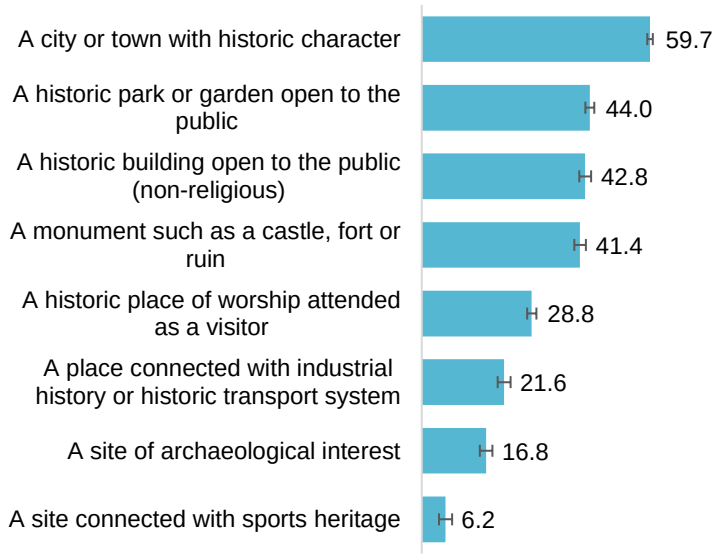
Visits to heritage sites

In 2016/17, 74.2% of adults had visited a heritage site in their own time, for voluntary work or for academic study, and 74.8% had visited a heritage site for any purpose.

When asked how much they enjoyed their last visit, 30.6% of adults gave it a score of 10 out of 10 and 95.2% of adults gave it a score of 6 or more out of 10.

Visiting a city or town with historic character was the most popular activity, with 59.7% of adults having done this at least once in the last year in 2016/17.

Proportion of adults who had visited different types of heritage sites in the last 12 months, 2016/17



Volunteering and social action

In 2016/17:

- 1.6% of adults had volunteered in the heritage sector in the last 12 months, which is 4.9% of all volunteers
- 2.5% of adults had been involved in planning decisions that affected heritage sites in the last 12 months

Taking Part is a household survey in England and measures engagement with the cultural sectors. The data are widely used by policy officials, practitioners, academics and charities.

This report supplements the adult Taking Part report that was published on 28th September, and provides additional data from the 2016/17 survey on engagement with heritage.

The data used have been collected continuously between April 2009 and March 2017.

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Chapter 1: Heritage Sites

In 2016/17, 74.2% of adults had visited a heritage site in their own time, for voluntary work or for academic study, and 74.8% had visited a heritage site for any purpose[1].

Of the different types of heritage sites that are asked about on the Taking Part Survey, visiting a city or town with historic character was the most popular activity, with 59.7% of adults having done this at least once in the last year in 2016/17. This is significantly higher than in 2009/10 (54.8%) when the data were first collected[2].

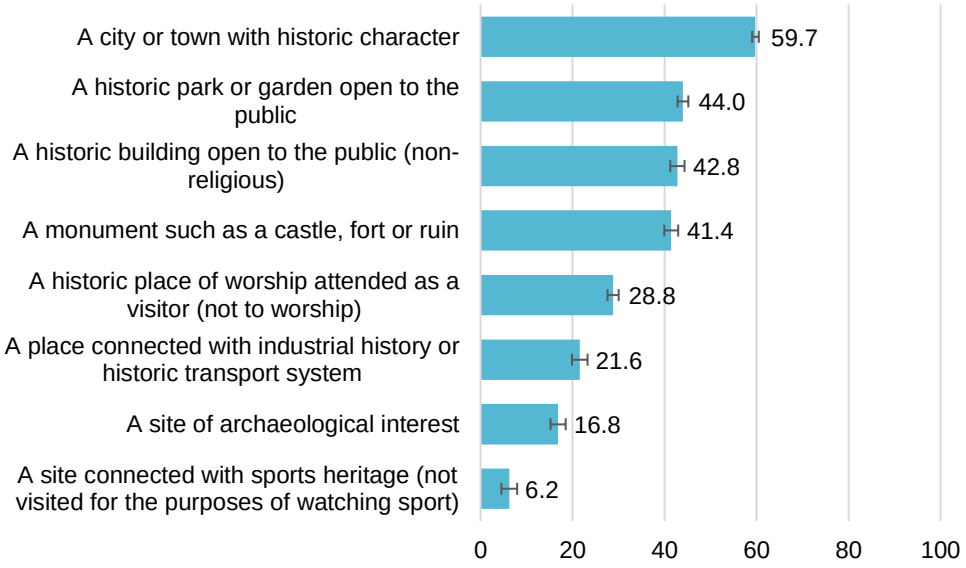
Over the same period, there have also been increases in the proportion of adults visiting historic buildings open to the public, monuments such as castles, forts or ruins, and sites of archaeological interest. For all other types of heritage sites asked about, engagement rates were not significantly different in 2016/17 to 2009/10.

What is a heritage site?

The Taking Part Survey asks respondents whether they have visited any of the following types of historic places:

- A city of town with historic character
- A historic building open to the public (non-religious)
- A historic park or garden open to the public
- A place connected with industrial history (e.g. an old factory, dockyard or mine) or historic transport system (e.g. an old ship or railway)
- A historic place of worship attended as a visitor (not to worship)
- A monument such as a castle, fort or ruin
- A site of archaeological interest (e.g. Roman villa, ancient burial site)
- A site connected with sports heritage (e.g. Wimbledon) (not visited for the purposes of watching sport)

Figure 1.1: Proportion of adults who had visited different types of heritage sites in the last 12 months, 2016/17



I 95% confidence interval

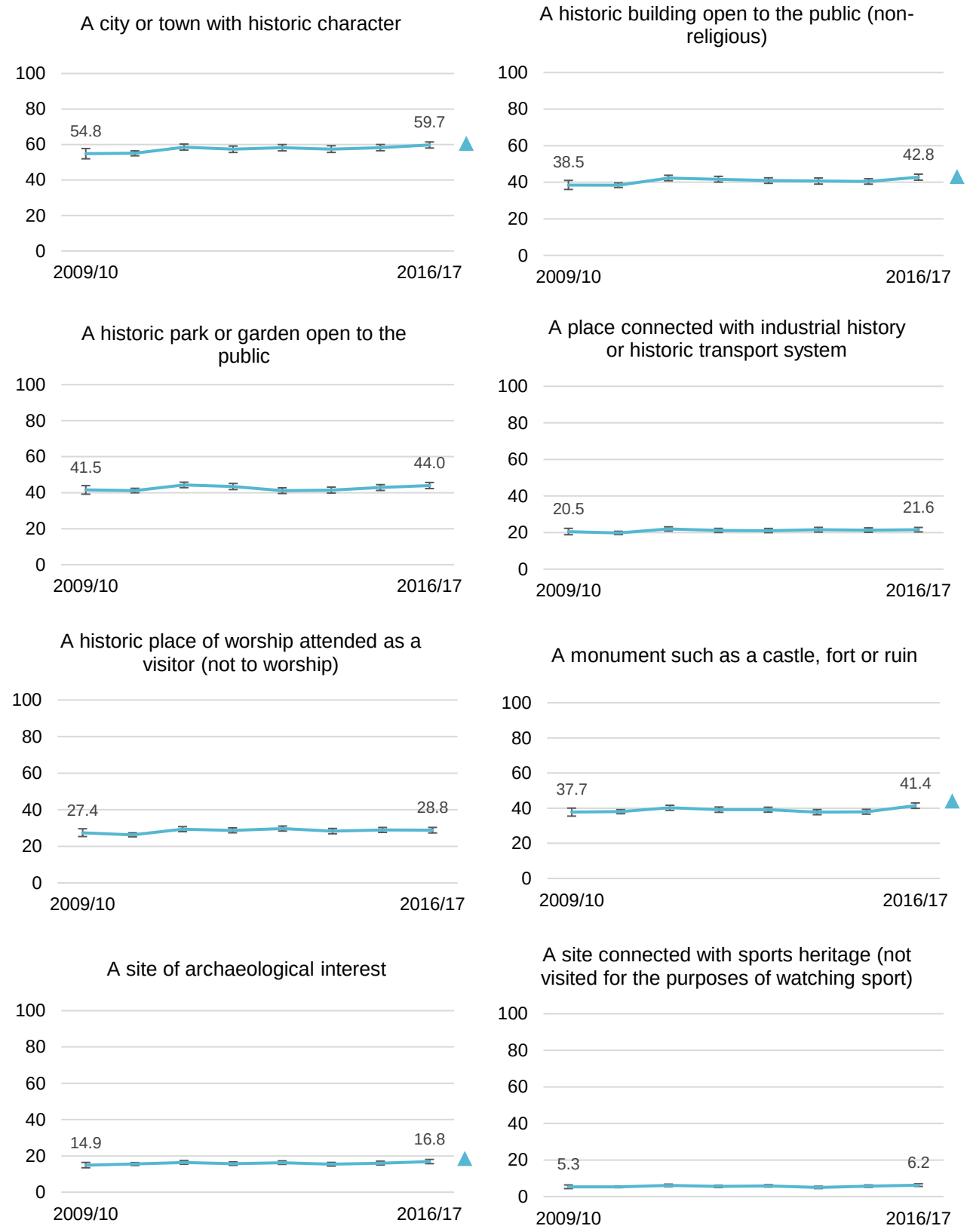
What is a 95% confidence interval?

A confidence interval provides a range in which there is a specific probability that the true value for the population will fall. For the Taking Part survey, 95% confidence intervals are used which means, had the sampling been conducted 100 times, creating 100 confidence intervals, then 95 of these intervals would contain the true value for adults in England. When sample sizes are smaller we can be less certain in our estimates so confidence intervals are wider.

[1] Headline engagement figures for heritage in the Taking Part Survey usually only include visits for own time, voluntary work and academic study. However, breakdowns by purpose of visit are not available for the different types of heritage sites, so the headline figure for heritage engagement for all purposes is presented here for context.

[2] Prior to 2009/10, data were collected on visits to different types of heritage sites but only included visits for recreation or for the purpose of academic study. Since 2009/10, data have been collected on visits to different types of heritage sites for any purpose, but breakdowns by purpose of visit are not available for each type of heritage site. This means that data collected prior to 2009/10 are not comparable with data collected from 2009/10 onwards.

Figure 1.2: Proportion of adults who had visited each type of heritage site in the last 12 months, 2009/10 to 2016/17



I 95% confidence interval

▲ Statistically significant increase since 2009/10

Demographic and area-level breakdowns

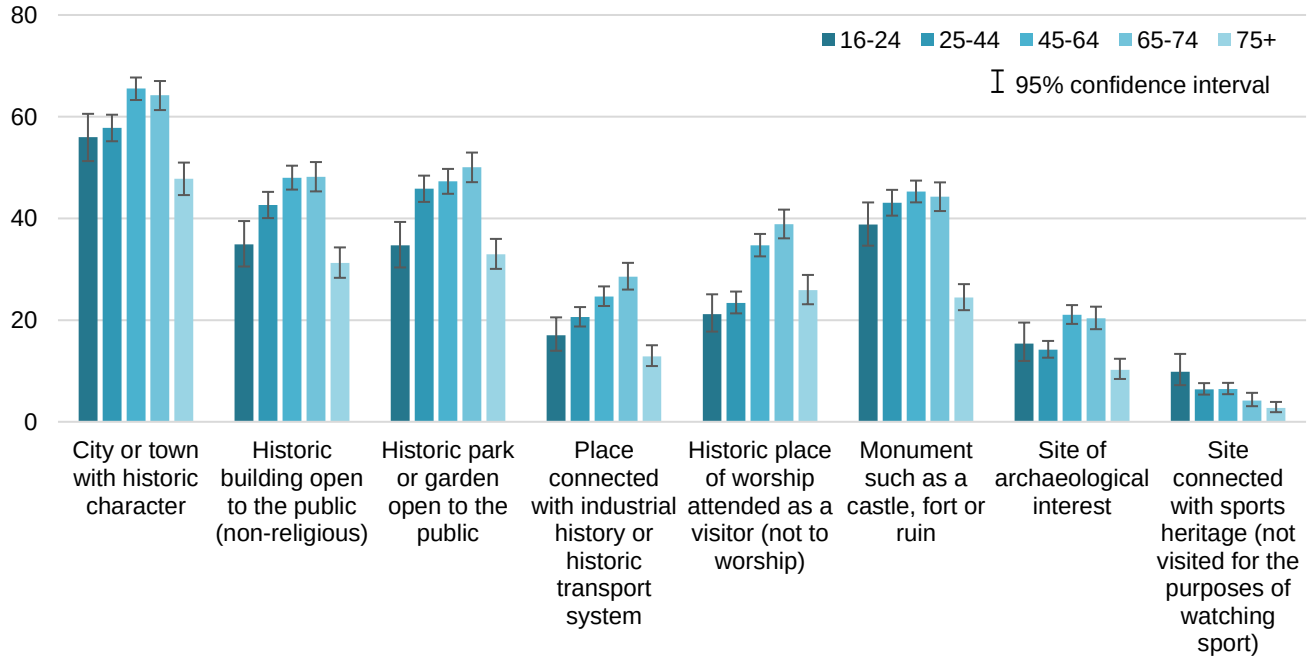
This section explores visits to different types of heritage sites by various demographic and area-level breakdowns of the population. When interpreting the data, it is important to be mindful that there are interactions between different demographics, and observed differences between groups may be linked to factors other than the breakdown of interest. For example, the age profile of White adults in England is different to the age profile of adults in the Black and Minority ethnic group, so differences between ethnic groups will be influenced by age as well as ethnicity.

Age Group

In 2016/17, visiting a city or town with historic character was the most popular heritage activity for all age groups. The proportion of adults who had visited a city or town with historic character in the last 12 months was highest for those aged 45-74 and lowest for those aged 75+.

For most other types of heritage sites, there was a similar pattern, with engagement levels increasing with age up to the 65-74 age group, and then lower levels for those aged 75+. A notable exception to this is sites connected with sports heritage, where engagement levels were significantly higher for those aged 16-24 than all other age groups, and then decreased with age.

Figure 1.3: Proportion of adults who had visited each type of heritage site in the last 12 months by age group, 2016/17

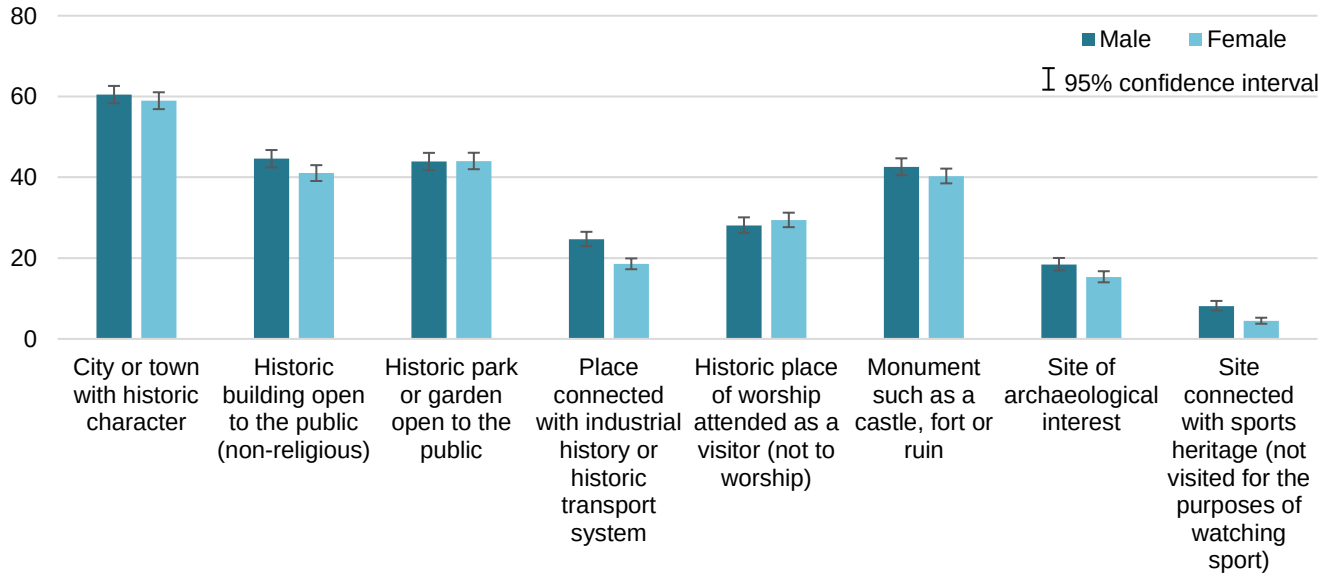


Sex

In 2016/17, a higher proportion of males than females had visited historic buildings open to the public, places connected with industrial history or historic transport systems, sites of archaeological interest and sites connected with sporting heritage in the last 12 months. Although statistically significant, the differences were fairly small at 6 percentage points or less.

For the other types of heritage sites, there were no significant differences in engagement rates between males and females.

Figure 1.4: Proportion of adults who had visited each type of heritage site in the last 12 months by sex, 2016/17

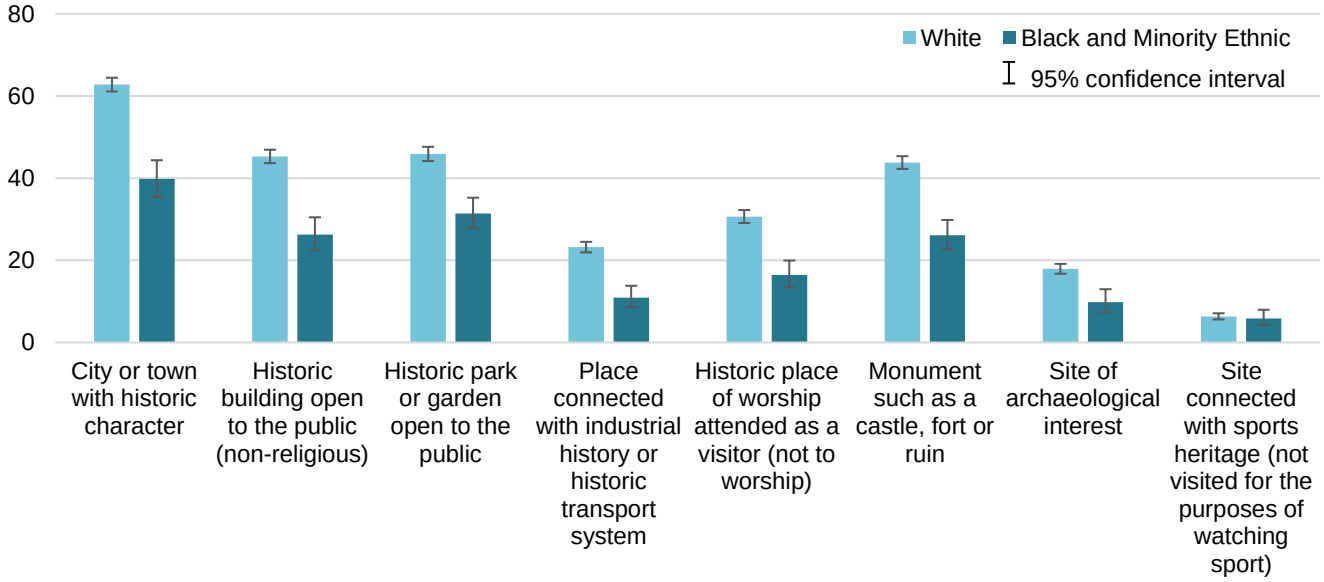


Ethnicity

In 2016/17, heritage engagement in the last 12 months was higher for the White ethnic group than the Black and Minority ethnic group across all types of heritage sites except sites connected with sports heritage. The biggest differences between ethnic groups were for visits to the following:

- Cities or towns with historic character (White: 62.8%, BME: 39.9%)
- Historic buildings (White: 45.3%, BME: 26.3%)
- Monuments such as castles, forts and ruins (White: 43.8%, BME: 26.1%).

Figure 1.5: Proportion of adults who had visited each type of heritage site in the last 12 months by ethnicity, 2016/17

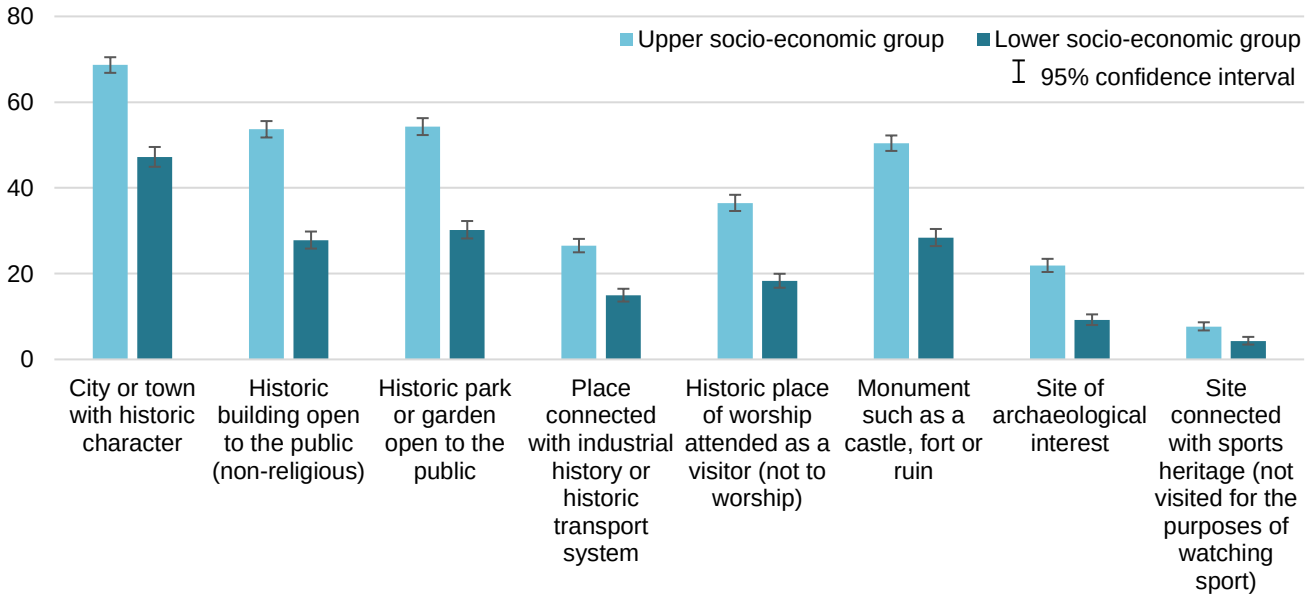


Socio-economic group

Across all types of heritage sites, a higher proportion of adults in the upper socio-economic group had visited in the last 12 months than in the lower socio-economic group, in 2016/17. The difference in engagement levels was over 20 percentage points for the following types of heritage sites:

- Historic buildings (Upper: 53.7%, Lower: 27.8%)
- Historic parks and gardens (Upper: 54.3%, Lower: 30.2%)
- Monuments such as castles, forts and ruins (Upper: 50.4%, Lower: 28.4%)
- Cities and towns with historic character (Upper: 68.7%, Lower: 47.2%)

Figure 1.6: Proportion of adults who had visited each type of heritage site in the last 12 months by socio-economic group, 2016/17



Disability status

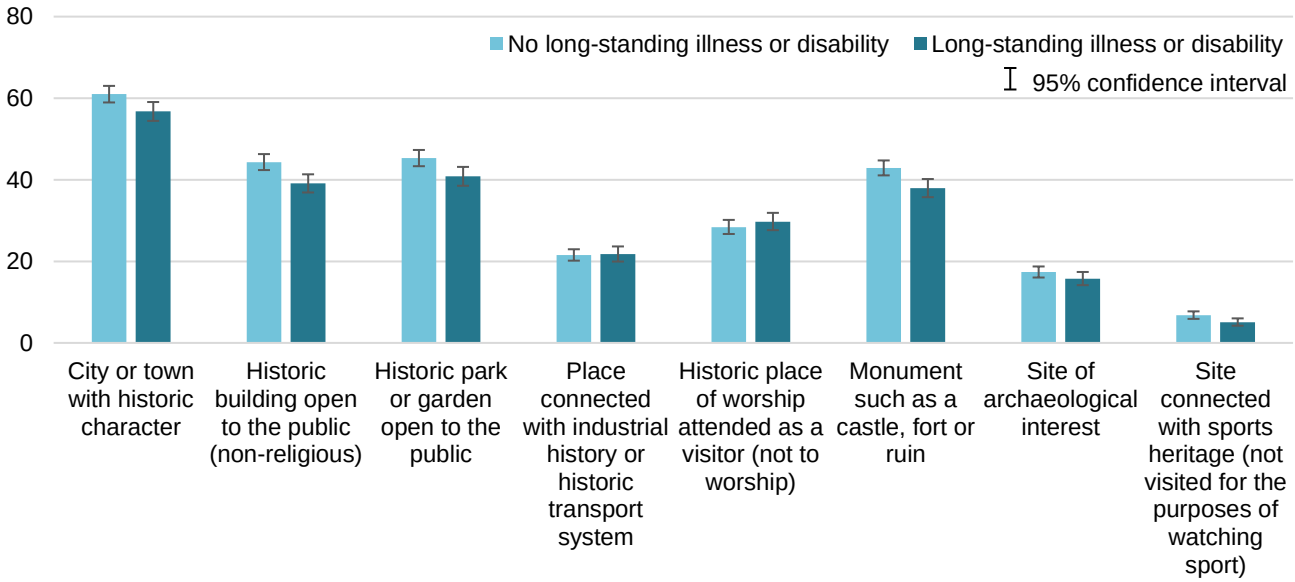
In 2016/17, a higher proportion of adults without a long-standing illness or disability had visited the following types of heritage sites in the last 12 months than adults with a long-standing illness or disability:

- City or town with historic character
- Historic building open to the public
- Historic park or garden
- Monument such as a castle, fort or ruin
- Site connected with sports heritage

Although these differences are statistically significant, they are much smaller than for some of the other demographic breakdowns, at 5 percentage points or less.

For the other types of heritage sites, there was no significant difference in engagement rates between adults with and without a long-standing illness or disability.

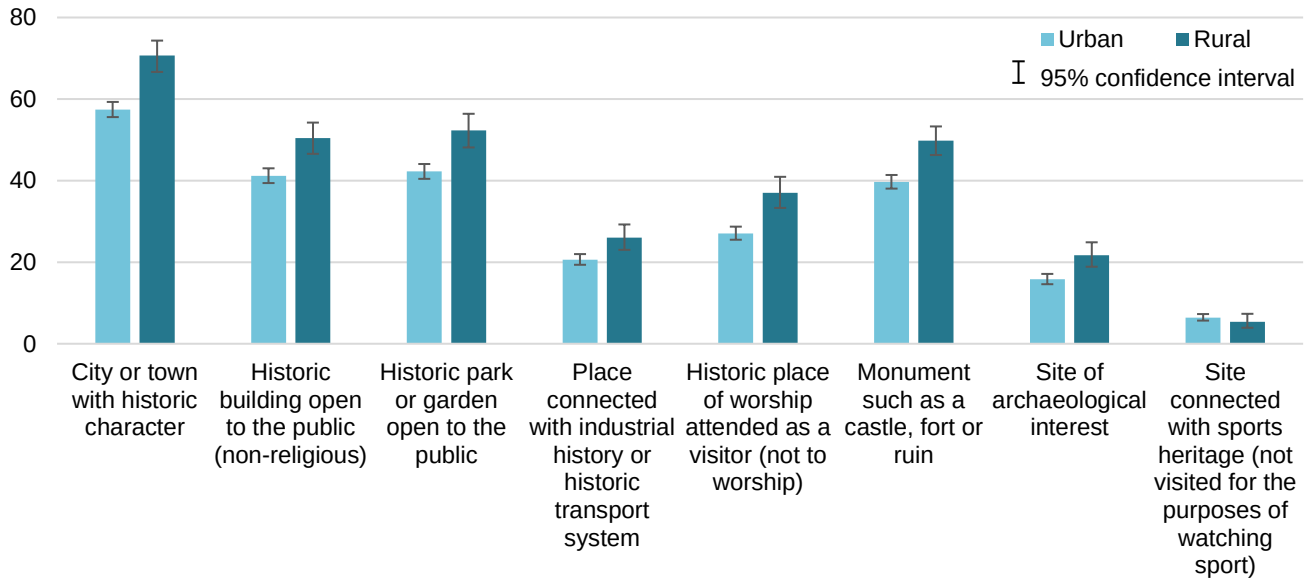
Figure 1.7: Proportion of adults who had visited each type of heritage site in the last 12 months by disability status, 2016/17



Urban/rural

Engagement with heritage for adults living in rural areas was significantly higher than for adults living in urban areas in 2016/17 across all types of heritage sites except sites connected with sports heritage.

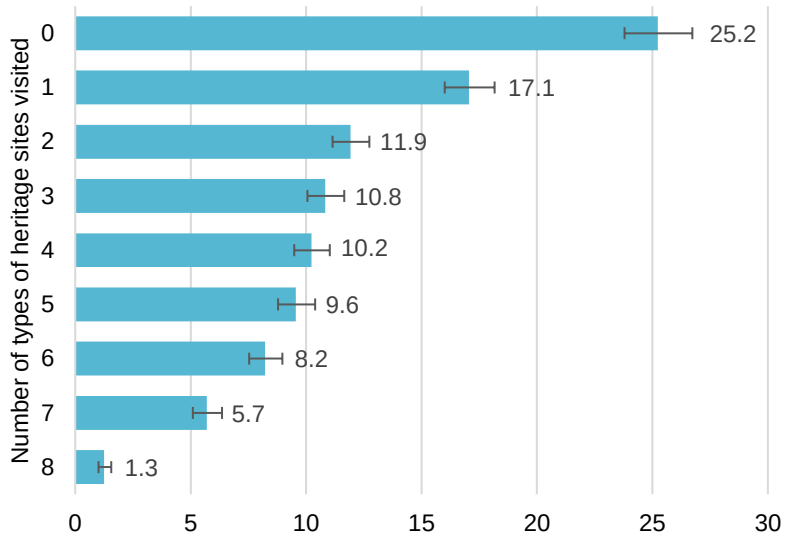
Figure 1.8: Proportion of adults who had visited each type of heritage site in the last 12 months by urban/rural, 2016/17



Variety of Heritage Engagement

In 2016/17, 17.1% of adults had visited one type of heritage site in the last 12 months, 57.7% had visited two or more types and 45.8% had visited 3 or more. 1.3% of adults had visited all eight types of heritage sites asked about in the Taking Part Survey.

Figure 1.9: Proportion of adults who had visited different types of heritage sites in the last 12 months, 2016/17 – number of types of heritage sites visited



I 95% confidence interval

What is meant by "number of types of heritage sites"?

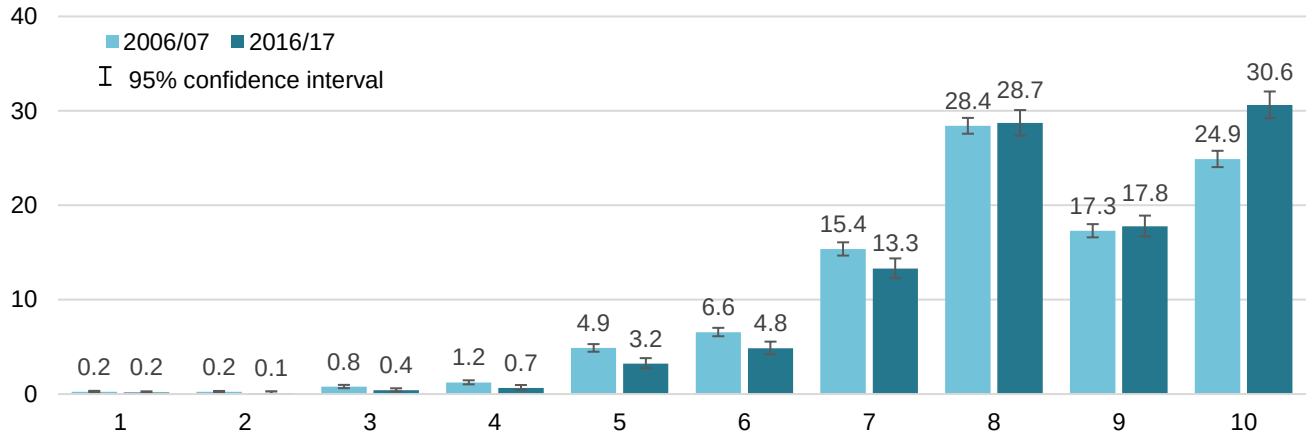
The number of types of heritage sites visited is a measure of variety of heritage engagement rather than frequency. It is based on how many of the eight types of heritage sites listed in the questionnaire an individual has visited in the last 12 months. This is not the same as the number of different heritage sites visited or the total number of heritage visits made. For example, if an individual had made 3 visits to different historic parks and 2 visits to a site of archaeological interest, they would have visited 2 types of heritage sites. We do not have data on the number of visits to each of the different types of heritage sites, or the total number of heritage visits made.

Among adults that had visited just one type of heritage site, the most common was visiting a city or town with historic character with around half doing this (which represents 8.7% of all adults). 16.6% of adults who had visited one type of heritage site had visited a historic garden or park open to the public (2.8% of all adults), and 12.7% had visited a monument such as a castle, fort or ruin (2.2% of all adults).

Chapter 2: Attitudes to heritage

Respondents who had visited a heritage site in the last 12 months in their own time, for academic study or for voluntary work were asked how much they enjoyed their last visit on a scale of 1 (awful) to 10 (brilliant). In 2016/17, 30.6% of adults gave their visit a score of 10 out of 10 which is higher than the 24.9% in 2006/07. 95.2% of adults gave their visit a score of 6 or more out of 10 in 2016/17 and the average (mean) score was 8.4. In 2006/07, the average score was 8.1.

Figure 2.1: Enjoyment of last heritage visit, 2006/07 and 2016/17



Of the respondents who had visited a heritage site in the last 12 months, 76.7% said that they had recommended the last heritage site visited to a friend or family member (Figure 2.2).

Respondents were also asked whether they agreed with the statement “It is important to me that heritage buildings or places are well looked after”. In 2016/17, 94.2% of adults agreed or strongly agreed (Figure 2.3). Attitudes towards heritage have remained stable since the data were first collected in 2010/11, at between 93% and 95% each year.

Figure 2.2: Whether they had recommended the heritage site to a friend or family member, 2016/17

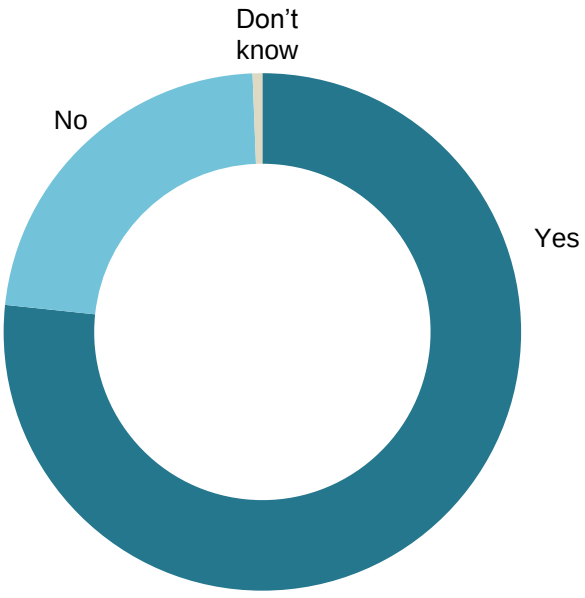
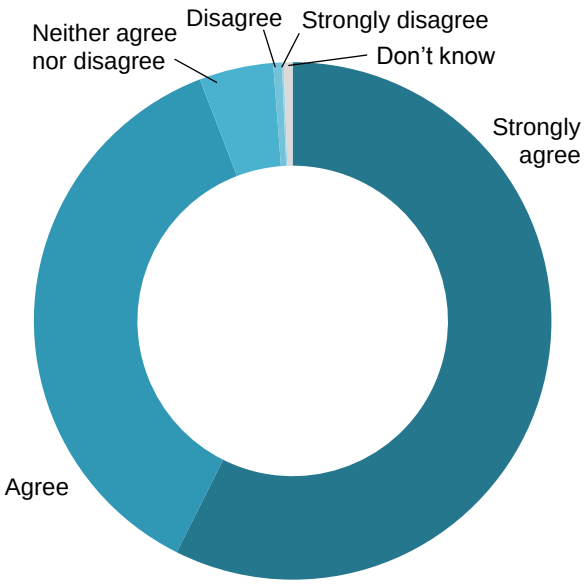


Figure 2.3: Proportion of adults that agree/disagree with the statement “It is important to me that heritage buildings and places are well looked after”, 2016/17



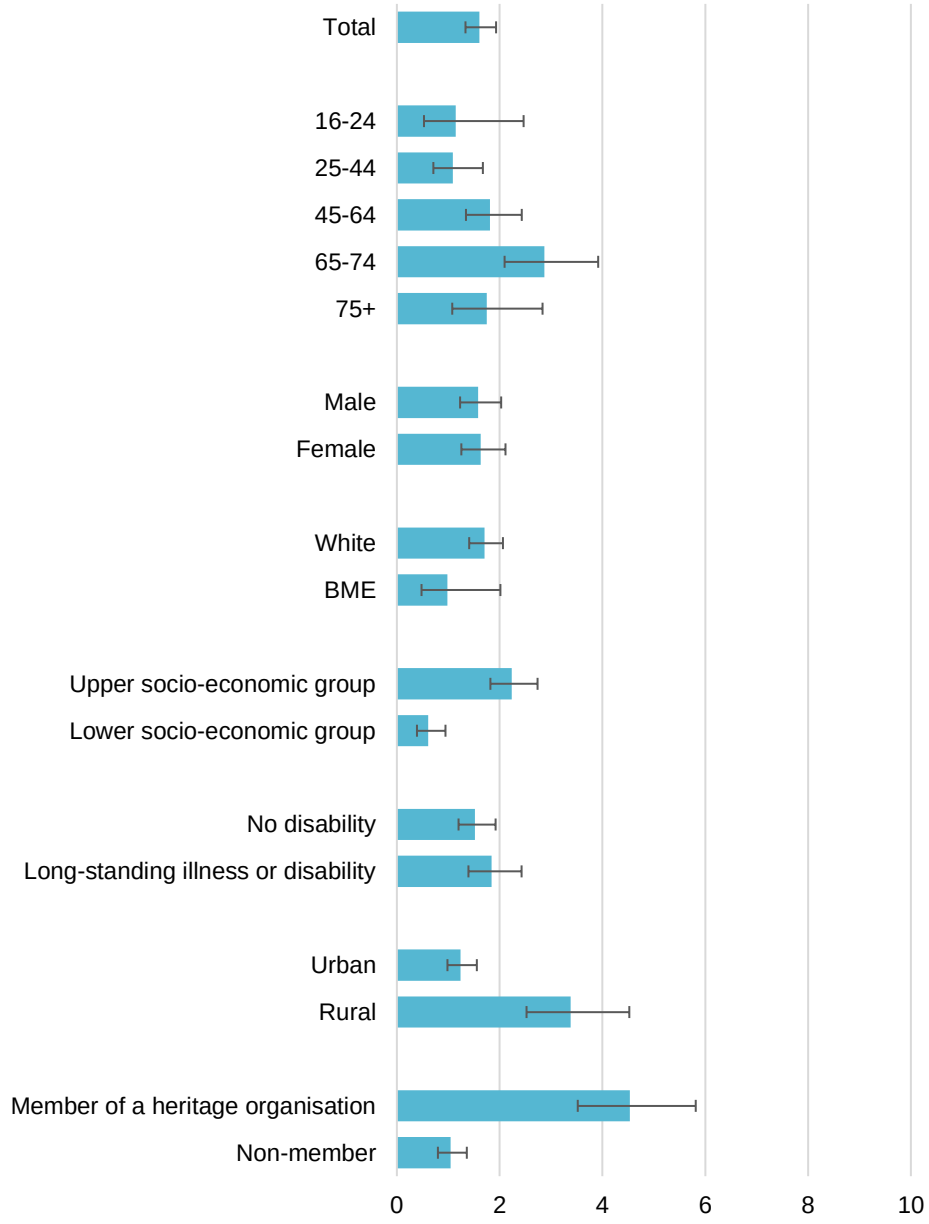
Chapter 3: Heritage volunteering and social action

Volunteering

In 2016/17, 1.6% of adults had volunteered in the heritage sector in the last 12 months, which is 4.9% of all volunteers.

Rates of volunteering were higher for the upper socio-economic group than the lower socio-economic group, for adults living in rural areas compared with adults living in urban areas, and for members of heritage organisations compared with non-members. A higher proportion of adults aged 45-74 had volunteered in the heritage sector in the last 12 months than younger adults. There were no significant differences in heritage volunteering rates by sex, ethnicity or disability status.

Figure 3.1: Proportion of adults who had volunteered in the heritage sector in the last year by demographics, 2016/17



I 95% confidence interval

What is heritage volunteering?

In the Taking Part questionnaire, respondents are asked whether they have done any voluntary work, with a list of activities provided for them to choose from. The full list is available in Annex C.

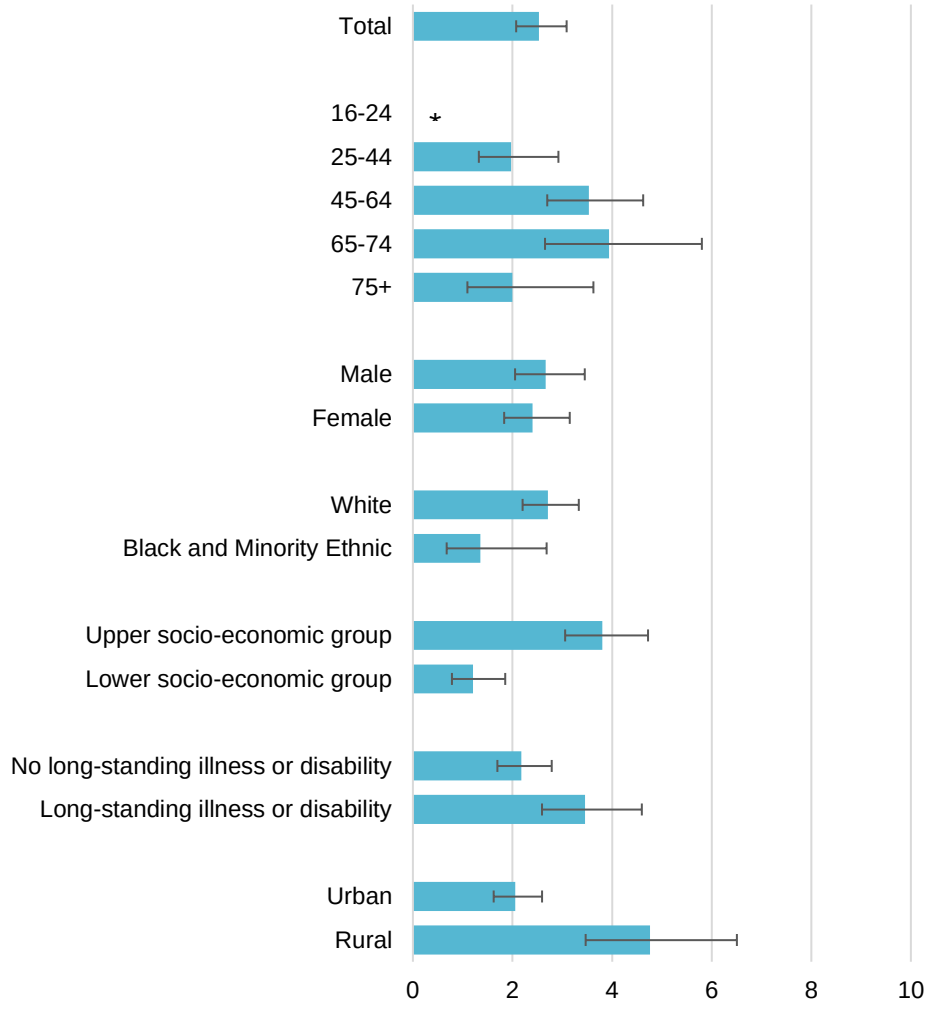
Respondents are then asked whether any of the voluntary work was connected to the heritage sector.

Planning Decisions

In 2016/17, 2.5% of adults had been involved in local planning decisions that affected heritage sites or buildings in the last 12 months.

Involvement levels were higher for the upper socio-economic group than the lower socio-economic group, for adults with a long-standing illness or disability, and for those living in rural areas. A higher proportion of adults aged 45-74 had been involved in heritage planning decisions than those aged 25-44. There were no significant differences by sex or ethnicity.

Figure 3.2: Involvement in local planning decisions that affected heritage sites in the last 12 months by demographics, 2016/17



What counts as involvement in local planning decisions?

By involvement in local planning decisions we mean things such as:

- Writing to (or meeting with) planning officers, local councillors or MPs about planning decisions
- Organising or attending meetings about local planning decisions
- Giving time (or money) to groups engaging in local planning decisions

Respondents are then asked whether the planning decisions affected a heritage site or building, for example a historic building, monument, park or garden

* Data not available due to low respondent numbers

I 95% confidence interval

Annex A: Background

1. The Taking Part survey is commissioned by the Department for Digital, Culture, Media and Sport and its partner Arm's Length Bodies. For 2011 to 2017, these are Arts Council England, Historic England and Sport England.

2. The fieldwork for the Taking Part survey over the period 2005/06 to 2015/16 was conducted by TNS-BMRB and for 2016/17 was conducted by Ipsos Mori and NatCen Social Research.

3. The United Kingdom 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
   - 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.

4. Stringent quality assurance procedures have been adopted for this statistical release. All data and analysis has been checked and verified by at least two different members of the DCMS team to ensure the highest level of quality.

5. Guidance on the quality that is expected of Taking Part statistical releases is provided in a quality indicators document. These quality indicators outline how statistics from the Taking Part survey match up to the six dimensions of quality defined by the European Statistical System (ESS). These are: relevance, accuracy, timeliness, accessibility, comparability and coherence.

6. The Taking Part Survey measures participation by adults (aged 16 and over) and children (5-10 and 11-15) living in private households in England. No geographical restriction is placed on where the activity or event occurred. Further information on data for Scotland, Wales and Northern Ireland can be found in question 2 of the "Taking Part: Guidance Note".

7. Sample sizes for each breakdown can be found in the accompanying tables.

8. All estimates have been rounded to one decimal place.

9. Changes over time and differences between groups are only reported on where they are statistically significant at the 95% level. This means that we can be confident that the differences seen in our sampled respondents are reflective of the population. Specifically, the statistical tests used mean we can be confident that if we carried out the same survey on different random samples of the population, 95 times out of 100 we would get similar findings. When sample sizes are smaller we can be less confident in our estimates so differences need to be greater to be considered statistically significant.

10. The upper and lower bounds presented in this report have been calculated using a 95% confidence interval. This means that had the sample been conducted 100 times, creating 100 confidence intervals, then 95 of these intervals would contain the true value. When the sample size is smaller, as is the case for certain groups and in certain years, the confidence intervals are wider as we can be less certain that the individuals in the sample are representative of the population. This means that it is more difficult to draw inferences from the results.

11. The data are weighted to ensure representativeness of the Taking Part sample. There are two types of weighting:

    - to compensate for unequal probabilities of selection
    - to adjust for non-response

    Weighting is based on mid-2016 population estimates from the Office for National Statistics.

12. For more information about the Taking Part survey and to access previous publications and the questionnaires, see the Taking Part survey webpages.

13. The responsible statistician for this release is Alison Reynolds. For enquiries on this release, please contact Alison on 0207 211 6776 or email takingpart@culture.gov.uk.

14. To be kept informed about Taking Part publications and user events, please sign up to the Taking Part online newsletter here. You can follow us on Twitter @DCMSInsight.

Annex B: Key terms and definitions

Term	Definitions
2016/17	This is the time period covering April 2016 to March 2017. In this release, this refers to the date that the interviews were conducted. The activities reported on took place in the year prior to interview.
Black and Minority Ethnic (BME)	The 'Black and Minority Ethnic' group includes adults who have identified as being in the following ethnic groups: - White and Black Caribbean - White and Black African - White and Asian - Any other Mixed/Multiple Ethnic background - Indian - Pakistani - Bangladeshi - Chinese - Any other Asian background - African - Caribbean - Any other Black/African/Caribbean background - Arab - Any other ethnic group
Confidence interval	A confidence interval provides a range in which there is a specific probability that the true value for the population will fall. For the Taking Part survey, 95% confidence intervals are used which means, had the sampling been conducted 100 times, creating 100 confidence intervals, then 95 of these intervals would contain the true value for adults in England.
Heritage	A list of activities that are classified as engagement with heritage is given in Annex C.
Significant difference	A significant difference at the 95% level means that if we carried out the same survey on different random samples of the population, 95 times out of 100 we would observe this difference.
Socio-economic group	This is a form of socio-economic classification based on the employment status and occupation of the household reference person. The household reference person is the person responsible for owning or renting, or who is otherwise responsible for the accommodation. In the case of joint householders, the person with the highest income is the household reference person. In the case of joint incomes, the oldest person is taken as the household reference person. More information about the NS-SEC socio-economic classification, please see this page on the Office for National Statistics website.
'White' ethnic group	The 'White' ethnic group includes adults who have identified as being in the following ethnic groups: - English / Welsh / Scottish / Northern Irish / British - Irish - Gypsy or Irish Traveller - Any other White background

Annex C: Sector definitions

Heritage

The respondent is asked if they have visited the following list of heritage sites:

- A city or town with historic character
- A historic building open to the public (non-religious)
- 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 (not to worship)
- A monument such as a castle, fort or ruin
- A site of archaeological interest
- A site connected with sports heritage (not visited for the purpose of watching sport)

Volunteering

Volunteering includes doing any of the following types of voluntary work:

- Raising or handling money / taking part in sponsored events
- Leading a group
- Member of a committee
- Trustee (included in the questionnaire from July 2016)
- Organising or helping to run an activity or event
- Steward at a heritage site/museum or gallery (included in the questionnaire from July 2016)
- Visiting people
- Befriending / mentoring people
- Coaching or tuition
- Giving advice/ information/ counselling
- Secretarial, administrative or clerical work
- Providing transport or driving
- Representing – e.g. addressing meetings, leading a delegation
- Campaigning – e.g. lobbying, canvassing, letter writing
- Conservation/restoration
- Officiating – e.g. judging, umpiring or refereeing
- Other practical help - for example helping out a school, religious group, with shopping/refreshments
- Other

Planning Decisions

By involvement in planning decisions we mean things such as:

- Writing to (or meeting with) planning officers, local councillors or MPs about planning decisions
- Organising or attending meetings about local planning decisions
- Giving time (or money) to groups engaging in local planning decisions

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