

Encouraging involvement in Big Society

Cultural and sporting perspective



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Introduction

The current emphasis on creating a 'big society' is underpinned by the desire to get people more involved in their communities, for example by volunteering or supporting a charitable organisation.

Taking Part collects detailed information on the extent and nature of volunteering and charitable giving in the cultural and sporting sectors¹.

Building the Big Society is particularly relevant to the cultural and sporting sectors because they rely so heavily on large numbers of volunteers and charitable support in order to thrive.

This report seeks to better understand the Big Society landscape in relation to culture and sport. It looks specifically at those who give time or money to the cultural and sporting sectors for which the Department for Culture, Media and Sport (DCMS) is responsible (i.e. the arts, heritage, museums, galleries and archives, libraries and sport), and provides a detailed demographic profile of those contributing to the Big Society, their engagement in and attitudes towards the cultural and sporting sectors and their wider public participation.

¹ Questions relating to charitable giving were included in the Taking Part survey from January 2011, and as such the figures in this report refer to data collected between January and June 2011. The Taking Part survey has been run continuously since 2005. More detail on the survey can be found on the DCMS website: http://www.culture.gov.uk/what_we_do/research_and_statistics/4828.aspx



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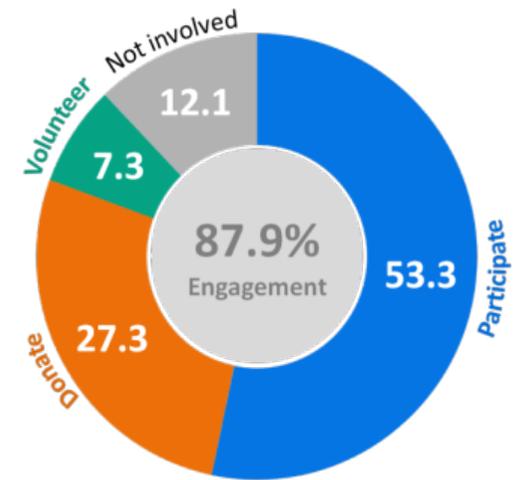
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1. Summary of Big Society in cultural and sporting sectors

Most people (87.9%) are engaged in some way with culture and sport.

- 53.3% of the population participate in at least one sporting or cultural activity, but do not give or volunteer
- 27.3% of the population give to culture or sport, but do not volunteer
- 7.3% of the population volunteer in culture or sport
- 12.1% of the population are not involved in culture or sport at all



Those who volunteer in culture and sport are also more likely than average to participate regularly in culture and sport (with the exception of museums, galleries and archives), while more than half of volunteers also make charitable donations to the cultural and/or sporting sectors (53.7%).

Those who give (but don't volunteer), are more likely to participate in the cultural and sporting sectors than those who don't give, though they are slightly less likely to participate than volunteers. Only 12.5% of those who give to the cultural or sporting sectors, also volunteer in them.

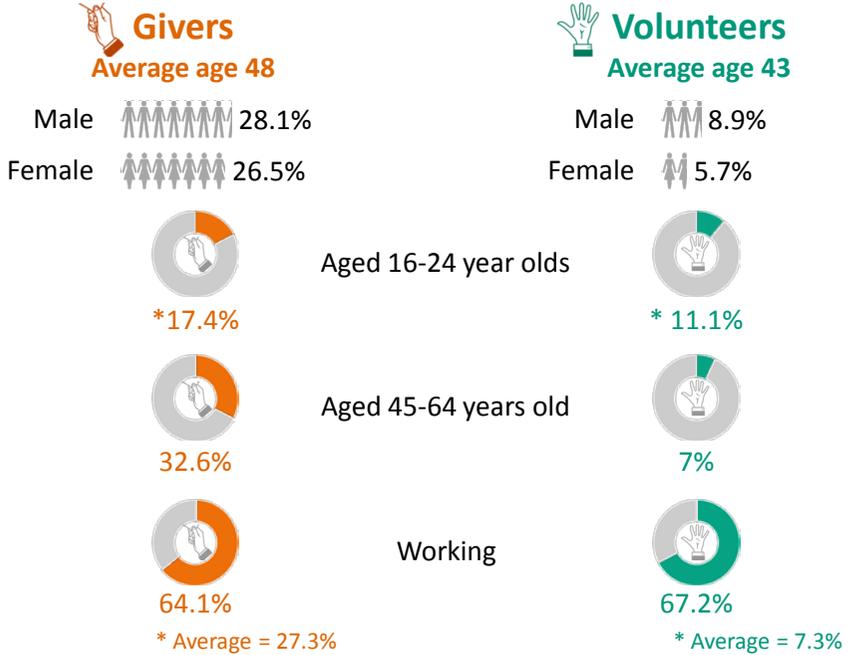
More than half of the population, engage with the cultural or sporting sectors on a regular basis², but don't donate money or volunteer in the sectors.

² To "engage" with the cultural or sporting sectors, respondents have to meet one or more of the following criteria: taken part in or attended at least 3 arts activities or events, used a library service or visited a museum, gallery or archive centre at least once in the last 12 months, visited at least 2 heritage sites in the last 12 months, or taken part in moderate intensity sport at least 3 times a week, for at least 30 minutes.



2. Who contributes to culture and sport?

The characteristics of those who give money to culture and sport are different to those who give time (i.e. volunteer):



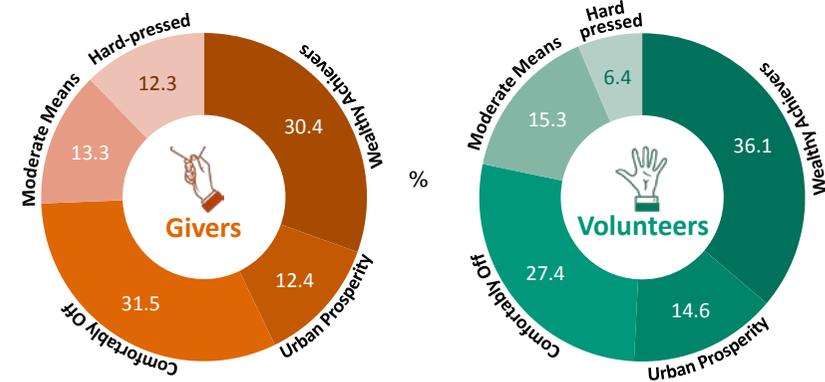
- Volunteers are significantly more likely to be men than women, though this is mainly driven by sports volunteering (see section 3). This is supported by previous analysis on culture and sport volunteers³.
- Roughly equal proportions of men and women give to culture and sport.
- Givers are, on average, slightly older than volunteers.

³ For more detailed analysis of the demographic profile of volunteers in the cultural and sporting sectors, see *Understanding the drivers of volunteering in culture and sport*: http://www.culture.gov.uk/images/research/Drivers_of_volunteering_August2011.pdf



- Just over one in 10 of those aged 16-24 volunteer in the cultural or sporting sectors, which is more than any other age group (7.3% is the average across all age groups). 17.4% of this age group give to the cultural or sporting sectors, the lowest giving rate of all age groups.
- Almost a third of those aged 45-64 give to the cultural or sporting sectors, but only 7% volunteer.
- Over two-thirds (67.2%) of volunteers are currently working, higher than the proportion working in the general population (57.9%).
- Volunteers and givers are both more likely than average to be “wealthy achievers” – these include “wealthy executives”, “affluent greys” and “flourishing families”, and are characterised as affluent, likely to live in rural or commuter areas, large families living in large houses, older affluent professionals and farming communities⁴.

ACORN Categories – givers and volunteers



⁴ This analysis uses the 2010/11 ACORN profile (5 group category). ACORN is ‘A Classification of Residential Neighbourhoods’, developed by CACI Ltd. It classifies households according to the demographic, employment and housing characteristics of the surrounding neighbourhood.

3. Big Society participation by sector

There are some notable differences between volunteers and givers, between the culture and sports sectors:

- Almost two-thirds of volunteers within the cultural and sporting sectors have volunteered in sport (64.3%), while 26.5% have volunteered in the arts. 15.4% have volunteered in heritage, while people are much less likely to volunteer in museums or galleries, libraries or archives (5.2%, 3.5% and 2.1% respectively).
- Heritage and museums are the most likely sectors to have benefited from charitable giving, with 49.5% of those who have given to cultural or sporting sectors having given to heritage organisations, and 44.1% giving to museums and galleries. 21.1% of culture and sport givers have given to sports organisations, while 20.4% have given to the arts.

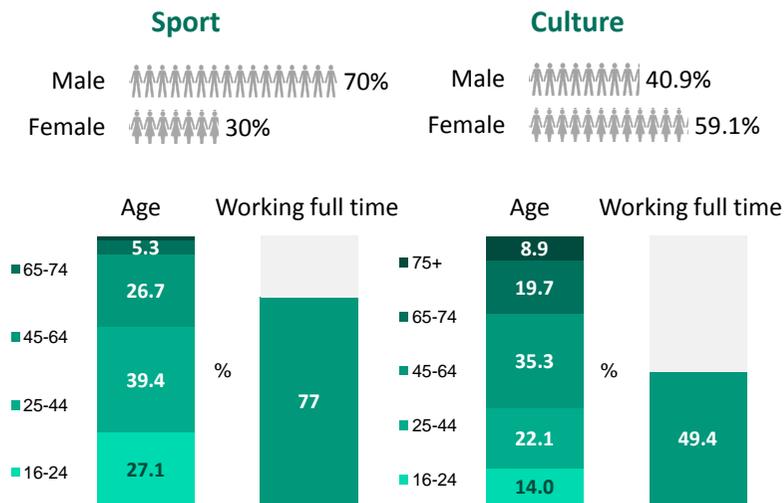
The figures suggest that sport provides the greatest opportunities for people to volunteer, while museums, galleries and heritage organisations are easier to support more passively, through donations and charitable giving.



The profile of sports volunteers is quite different to that of volunteers in the cultural sectors:

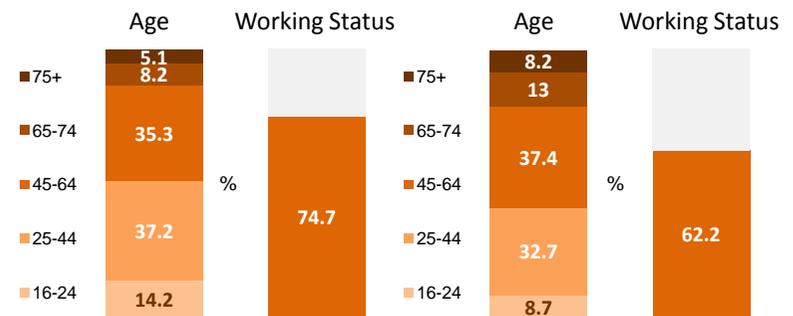
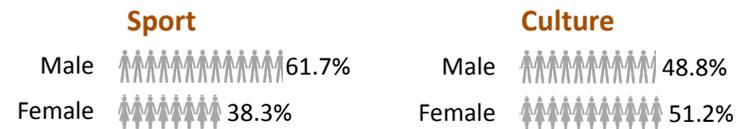
- There is a significant age difference between sports volunteers and those who volunteer in the cultural sectors. Two-thirds of sports volunteers are under 45, while two-thirds of volunteers in the cultural sectors are over 45.
- Far more women volunteer in cultural sectors – arts, heritage, museums and galleries, libraries and archives – than men.
- Sports volunteers are much more likely to be working and earning more than volunteers in the cultural sectors (8.6% of sports volunteers earn £50,000 or more per year, compared to 1.1% of volunteers in other sectors), even though charitable giving is more prominent to the cultural sectors than it is to sporting organisations.

Volunteers



- Charitable giving also differs between the sporting and the cultural sectors. 51.4% of givers to sports organisations are aged under 45, while only 41.4% of givers to the cultural sectors are within this age group.
- The gender split of those who give to the cultural sector is fairly even between men and women, while giving to the sporting sector is predominantly from men.
- As is the case for volunteers, those who give to sport are more likely to be working than those who give to the cultural sector.

Givers

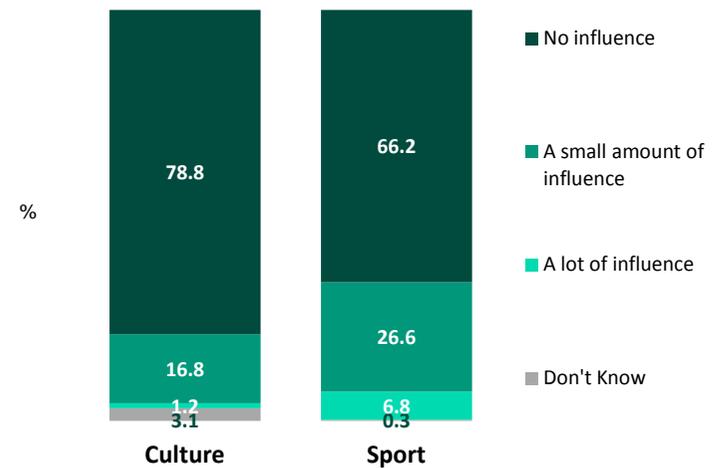


4. Big Society and community engagement

Culture and sport volunteers are more likely than average to be involved and influential in their local communities:

- Volunteers are significantly more likely to believe that they have some degree of influence over their local sporting and cultural facilities, and their local environment as a whole, than the general population.
- Those who have given to cultural and sporting sectors are also significantly more likely to believe that they have some degree of influence over their local cultural facilities, and their local environment as a whole, than the general population.
- Volunteers in the cultural and/or sporting sectors are however, significantly more likely than those who give, but don't volunteer, to feel that they have influence over their local cultural and sporting facilities.

Volunteers



Once again, amongst volunteers we see a difference between those volunteering in sport, and those volunteering in cultural sectors:

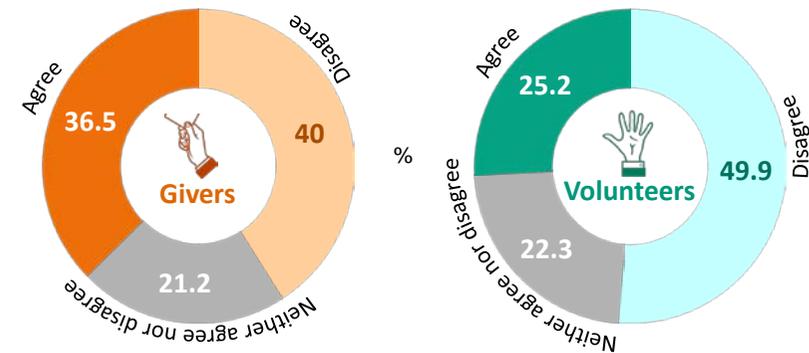
- Those volunteering in the sporting sector appear less confident of their influence over their local environment than those who volunteer in the cultural sector – only 31.2% of sports volunteers feel that they have some level of influence, while 45% of volunteers in culture feel that they have some influence. Age may be a factor here, with sports volunteers younger on average than those who volunteer in culture.

5. Attitudes towards giving to culture and sport

There are distinctive differences in the attitudes of those who volunteer in culture and sport, to those who give their money, but not their time, when it comes to charitable giving within the cultural and sporting sectors.

- Those who volunteer (many of whom also give money to the cultural and sporting sectors) are significantly more likely to disagree with the notion that “giving money to charities in the arts, culture and sporting sectors won’t make any difference to me” compared to those who give money, but not time. It appears that the volunteer group are more confident that their contribution can make a difference.

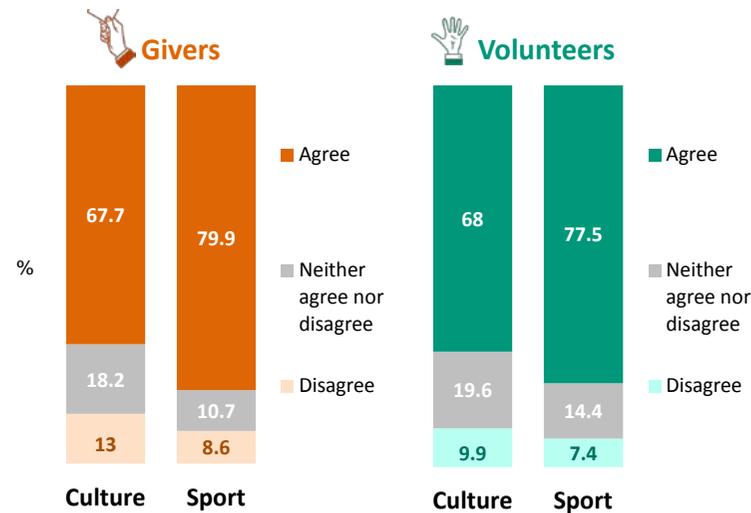
Giving money to charities in the arts, culture and sporting sectors won't make any difference to the facilities available to me



Once again, we also see differences between those who volunteer in sport, and those who volunteer in other sectors:

- Sports volunteers (and those who give money to sporting organisations) are significantly more likely to be prepared to “donate money to arts, cultural and sporting organisations that are local to me in order to keep them running” than those who volunteer or give in the cultural sector.

I would be happy to donate money to arts, cultural or sporting organisations that are local to me in order to keep them running



6. Implications for building the Big Society in culture and sport

The differences highlighted in this report between those actively engaged in building the Big Society in the cultural and sporting sectors, and those more passively contributing, provide some interesting insights.

First, a substantial proportion of the population (over a third) are contributing to the cultural and sporting sectors through volunteering and/or charitable giving, though the vast majority of these do so solely through charitable giving at present. The proportion more actively engaged through volunteering is much smaller.

Second, age has a sizeable impact on the type of involvement in culture and sport. In particular, older people are less likely to volunteer, but more to give. This is however, driven to a large extent by the younger makeup of sports volunteers – the sector with the most volunteers.

Sports volunteers are younger, wealthier and more likely to be working (significantly more fall into the “wealthy achievers” or “urban prosperity” ACORN categories) than volunteers in the cultural sector. Those who give money to sports organisations are also younger. Far fewer people however, have given to sports organisations than to the likes of heritage organisations or museums and galleries, who draw the majority of their donations from collection boxes.

For volunteering, the opposite is true, with sport volunteering dominating in terms of numbers of volunteers. This suggests that the sport sector is more accessible for volunteers than the cultural sectors – the arts, museums and galleries, heritage organisations, libraries and archives – so people give their money instead of their time.



Those who volunteer in, or give to, culture and sport are more likely to feel that they have influence over their local community, than the general population, while those who volunteer are more likely than those who only give, to feel that they have influence over their local sporting and cultural facilities.

Volunteers and givers are also more likely than average to be “wealthy achievers”. It appears then, that those involved in building the Big Society in the cultural and sporting sectors feel more involved in local communities, have the capacity to contribute their time and money, and that they can make a difference to their local environment, and local facilities.