



Feedback from Taking Part User Event

DCMS, 20 October 2016

Overview

Department for Culture Media and Sport (DCMS) held an event for users of the Taking Part Survey¹ on 20 October 2016. The event included presentations from:

- DCMS – Introduction to the Taking Part survey
- Ipsos MORI & NatCen - Update on developments to the Taking Part survey
- Historic England – Heritage participation: Towards a more inclusive heritage
- Mark Taylor, Sheffield University – Accessing, analysing, and writing about Taking Part.

All presentations have been published on the [DCMS website](#).

There was also an opportunity for attendees to discuss their views on the Online data analysis tools and a proposed Open Data dataset.

Feedback from group discussions: Online data analysis tools

Each group was asked to discuss what they liked about the tools and make suggestions for improvements.

Positives

- The tools are visually appealing, intuitive and easy to use.
- The download option is useful.
- The depth and scope of information available goes beyond published reports.
- Because they allow users to explore the data in more depth, the tools can rekindle interest in the data even when the top level findings are fairly constant from year to year
- The tools are helpful for users who do not have sufficient time or expertise to analyse the raw data
- Having the tools removes some burden from the DCMS statistics team as data requestors can be pointed to the tools as an alternative.
- It is useful to be able to see the connection between the top level questions and underlying data and to be able to interrogate the data at different levels of detail

¹ <https://www.gov.uk/guidance/taking-part-survey>

Suggested improvements

- Include a longer time series
- Add child data
- Allow more user defined categories (e.g. bespoke age categories rather than standard ones)
- Include data stories in the tools
- Allow data to be extracted so users can create their own charts
- Let users change the colour of the maps to suit their organisation's branding
- Show the full question wording; this can also help the users to create their own surveys
- Include titles (or question wording) in each chart to avoid the chart becoming detached from the data.
- Include more guidance on how to treat small samples
- Consider making the pages more visually engaging
- Add functionality so users can 'flip' the tables to derive both row and column percentages
- Add confidence intervals
- Make some of the labels clearer eg by moving to the left or enlarging
- Regional maps
 - Is it possible to show differences between urban and rural areas
 - Could the maps show a time series without having to change the survey year in the drop down menu
 - It would be useful to be able to change the colour of the map and background.
- Longitudinal tool
 - This only shows increases/decreases; it would be useful to understand what people were doing at the start.

Additional points (from long. tool group, but points apply more widely).

- Is it possible to add Local Authority data?
- Why did we use Tableau rather than R Shiny?
- There was some concern that the reports and excel tables may be dropped or scaled back now that the tool exists

Feedback from group discussions: Proposed Open Data Dataset

Each group was asked to discuss their top priorities for an open dataset in terms of topic coverage, demographics, format and the balance between more variables with less detail or fewer variables with more detail.

Priorities

- It is difficult to prioritise topics as this will depend on the particular user
- All demographics that are presented in the survey are key for analysis
- Geographic splits such as urban/rural or IMD can be more useful than a regional breakdown
- It is important to think about who will use it e.g. agencies and third parties wanting something to bridge the gap between the data archive and published results

- Check what is already happening across government and local authorities to ensure we are consistent with others and to facilitate data linking
- Consider using APIs
- Make it easier to access data without having to sign up; useful to have multiple ways to gain access to the data
- Provide a code book to help understand the variables