

Taking Part: 2014/2015 Technical Report

**Appendix B1B – Advance Letter for Longitudinal Sample
(short version)**

<RespName> JN: 260123069
<Address Line 1>
<Address Line 2>
<Address Line 3> Your ref: <Y10cserial>
<Address Line 4>
<POSTCODE> <Date>

Dear <RespNameL>,

Taking Part: England's Survey of Culture, Leisure and Sport.

You may remember participating in the Taking Part survey for the Department for Culture, Media and Sport and its partner organisations in <MonthInt>. Your help with the survey was much appreciated, and at the time, you agreed that TNS BMRB, the independent research company carrying out the survey, could get back in touch with you in the future regarding further research on the subject. We would very much like to come back and interview you again in the next few weeks. **With your agreement, we would also like to interview <Forename1115> again.**

As before, the survey will ask you about what you do in your spare time. The results of the survey play a vital role in deciding how public money is spent on sports, arts and other facilities in your local area. More information can be found in the enclosed leaflet.

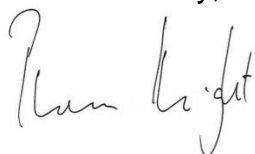
In the next few weeks, an interviewer will call at your house. They will show you an identification card and can answer any questions you may have about the study. The government needs high quality statistics in order to make informed decisions about how it spends its money. As such, it is very important to us that you take part, even if you don't think your experiences are relevant.

We would like to reassure you that any information you give will be treated in the strictest confidence. No individual will be identifiable from the results and the information will only be used for genuine research purposes. If you would like to know more about the survey or wish to get a message to an interviewer who has already contacted you, please ring TNS BMRB on 0800 015 2476 between 9.30am and 5.30pm Monday to Friday, or email takingpart@bmr.co.uk.

We hope you will continue to enjoy being part of the Taking Part survey. ***As a token of our appreciation for your time, please find enclosed a book of stamps. Should you take part in the survey, you will also receive a £5 high street voucher.***

Thanks in advance.

Yours sincerely,



Tom Knight

Survey Manager