



department for
**culture, media
and sport**

Welcome to the Taking Part User Event

18 August 2011
Evidence and Analysis Unit

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Introduction

Agenda:

- 13:00 Registration
- 13:30 Welcome and purpose of the event
Neil Wilson, Taking Part team, DCMS
- 13:40 Latest findings from the Taking Part adult and child surveys
Taking Part team, DCMS
- 14:00 Developments and achievements since the last Taking Part user event (Aug '10)
Taking Part team, DCMS
- 14:15 WORKSHOP: Priorities for the new longitudinal survey
Group discussion
- 15:00 Break

- 15:15 Showcasing Taking Part analysis

Panel discussion

Health or Happiness? What is the Impact of Physical Activity on the Individual?

Paul Downward, Loughborough University

The Characteristics of Sport Volunteers and Sport Participants

Pete Dawson, University of East Anglia

Understanding the drivers of volunteering in culture and sport

Gareth Morrell and Julia Hall, NatCen

- 16:20 Using Taking Part for data visualisation
Mapping Leisure: Visualising the landscape of cultural and sporting participation
John Davies, English Heritage
NetQuest, Taking Part's online analytical tool: a refresh
Kantar Media/TNS-BMRB
- 16:50 Concluding remarks
Neil Wilson, Taking Part team, DCMS

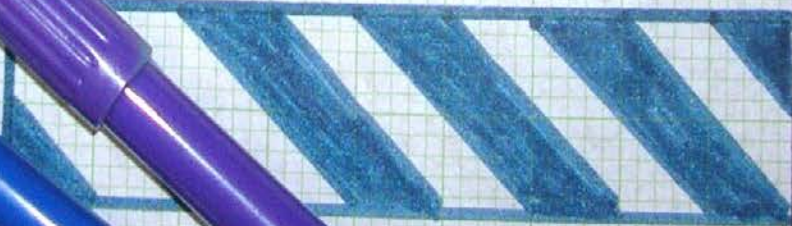
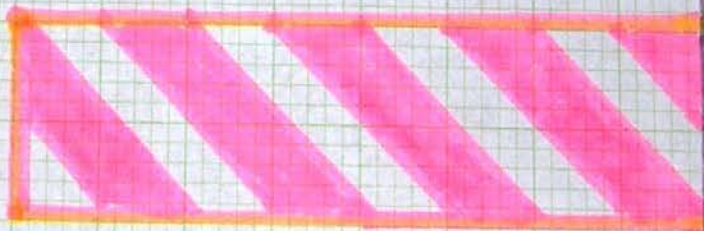
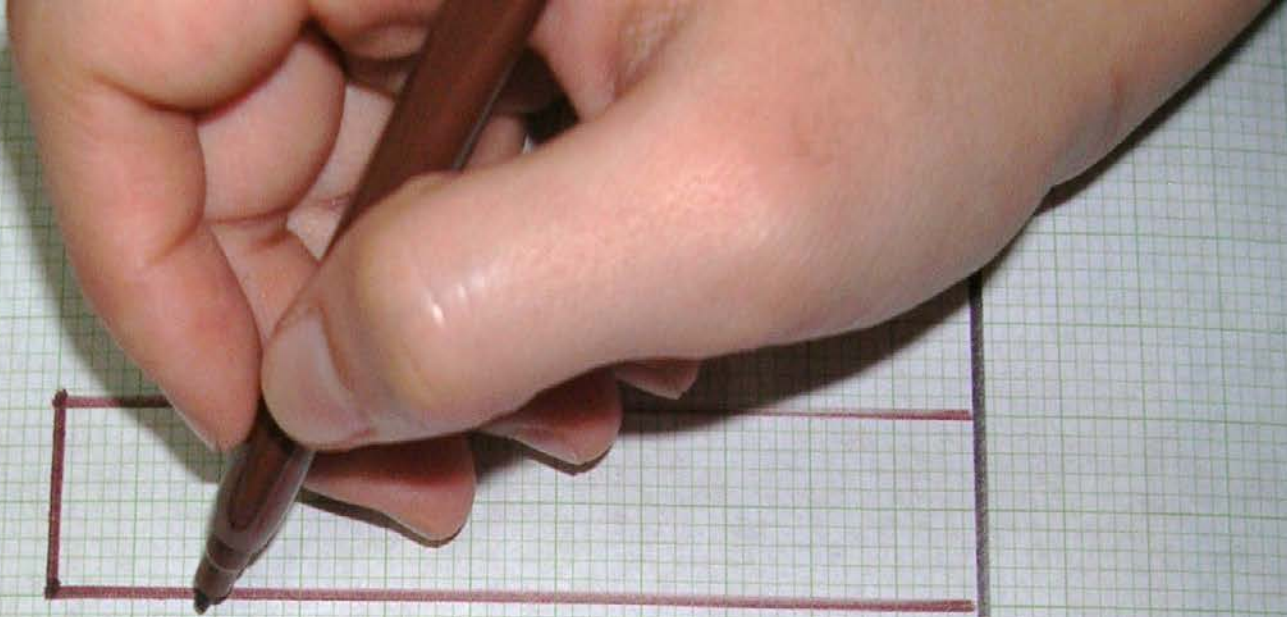


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2010/11 Adult and child report

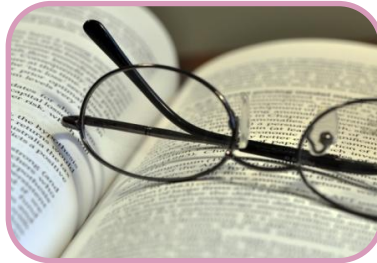
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Sport



Libraries



**Museums,
galleries and
archives**



The arts



Heritage



Volunteering



**Levers and
barriers**



Demographics













← Babies 

 Home

 Playing outside →

 →

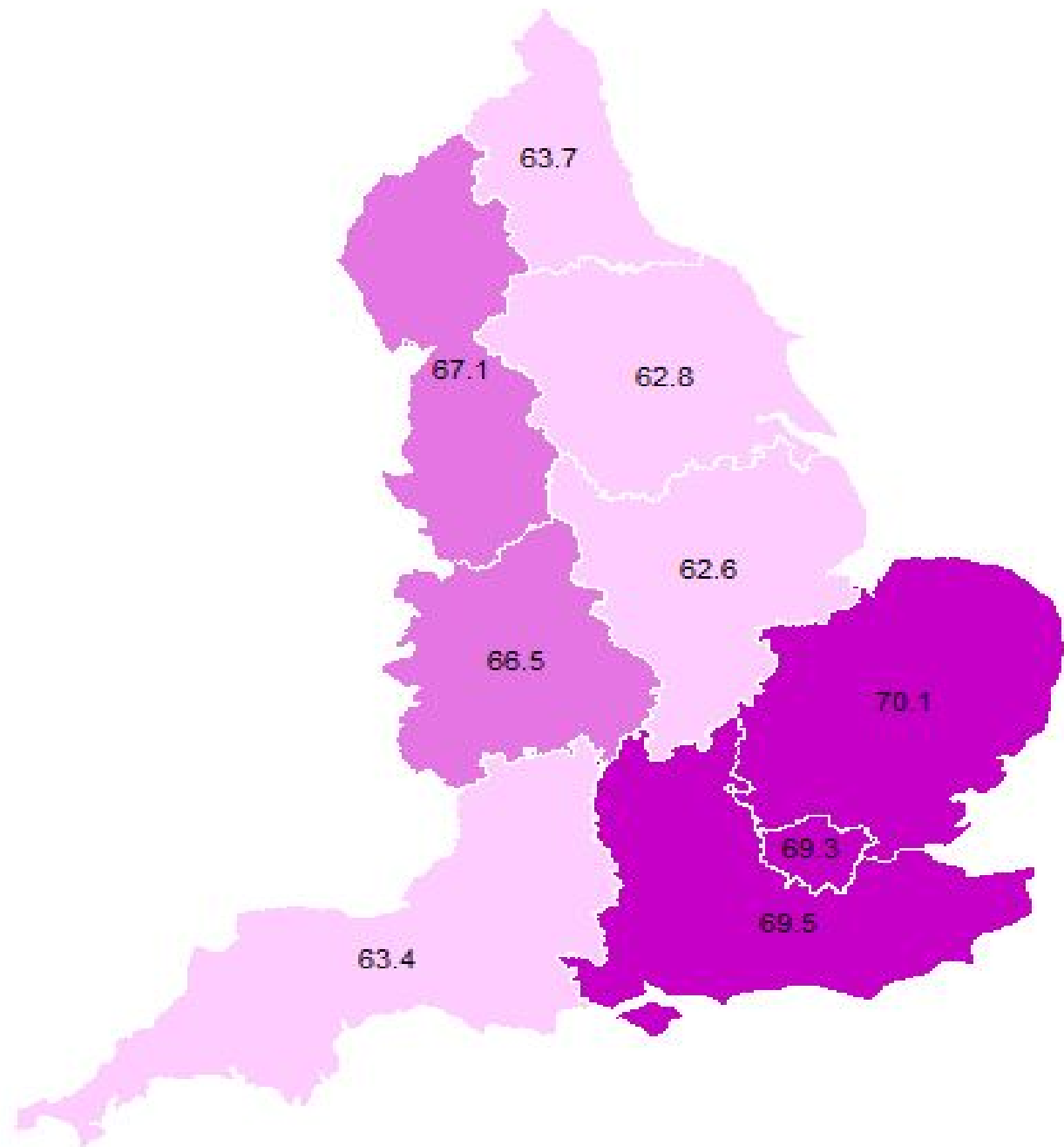


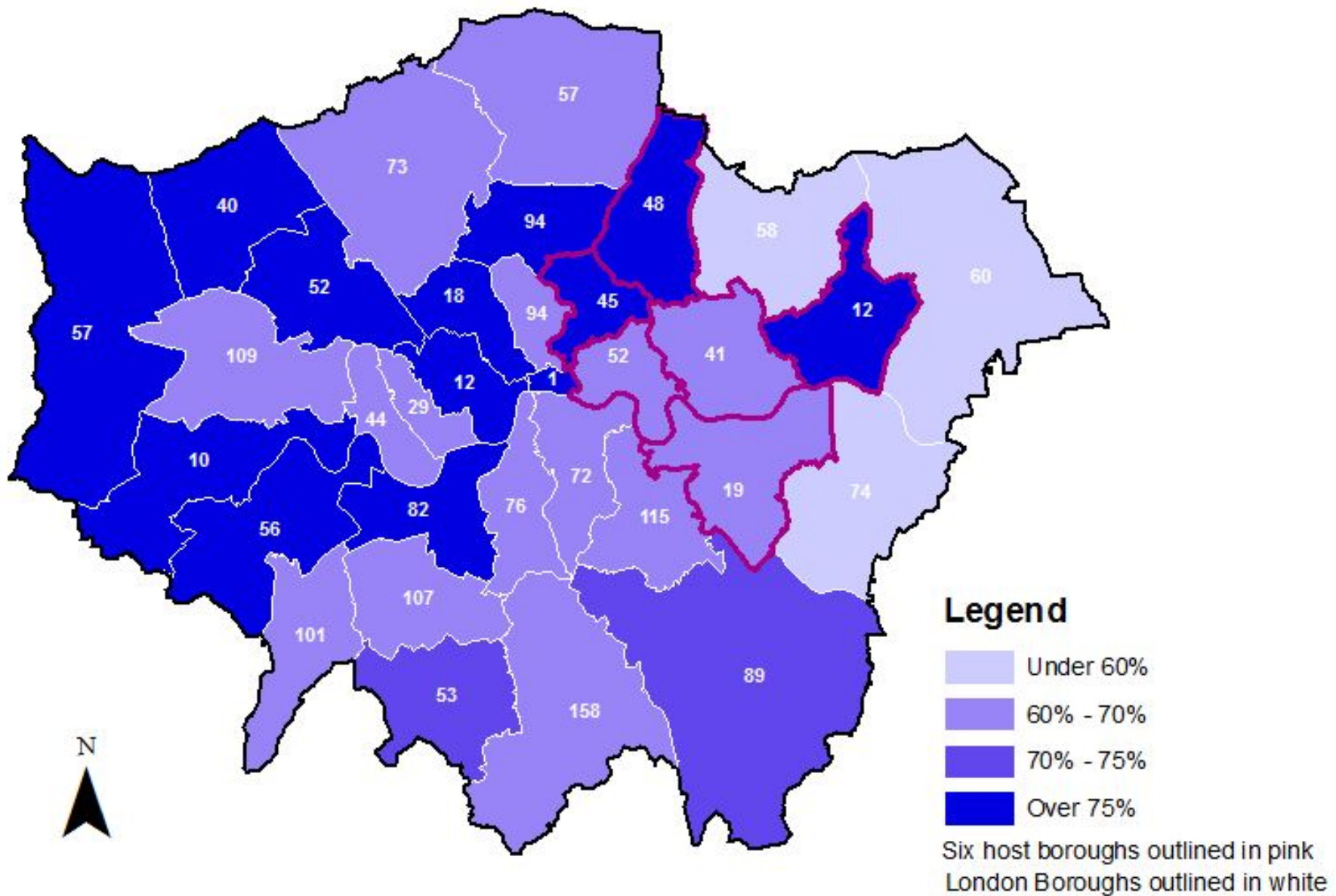


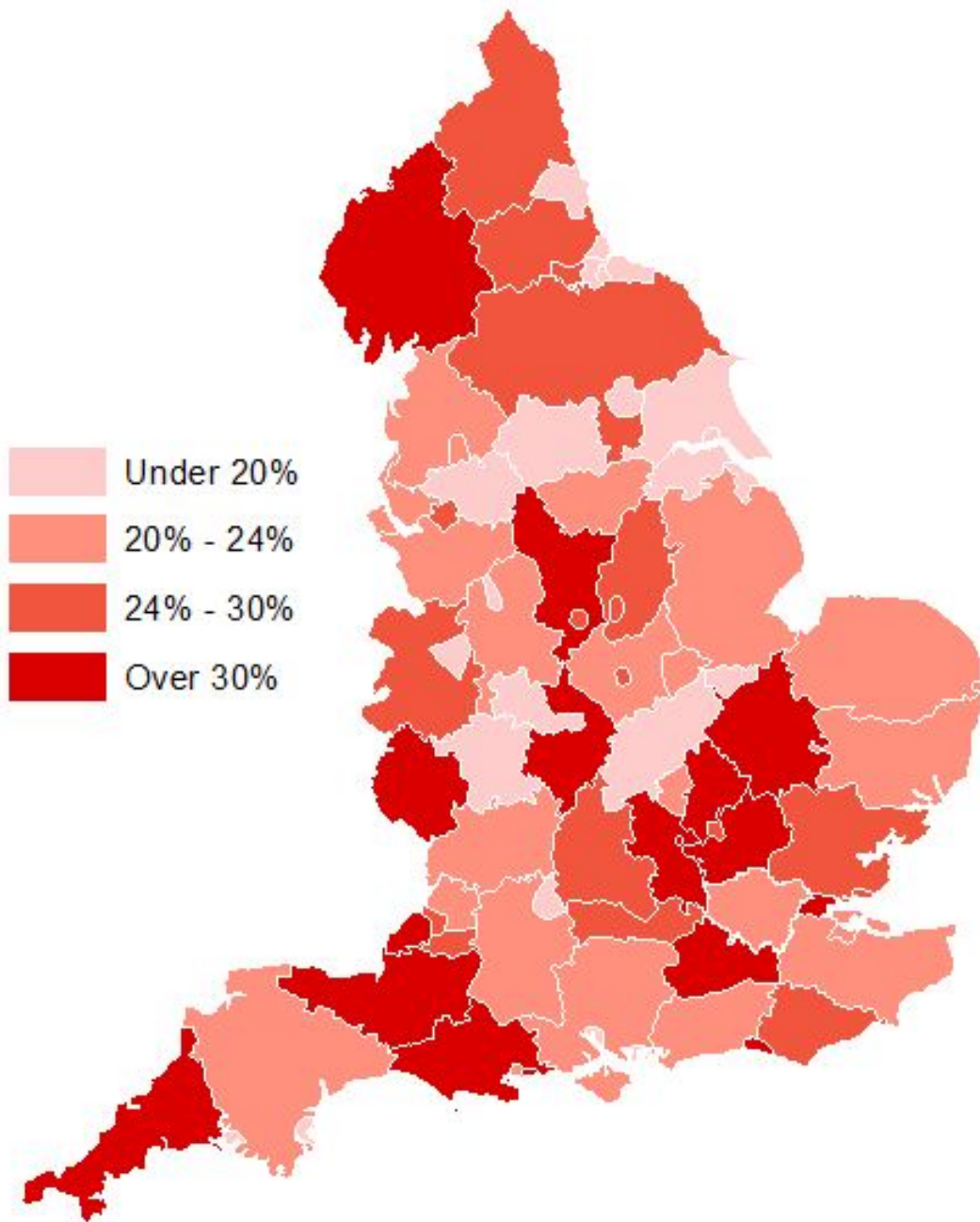






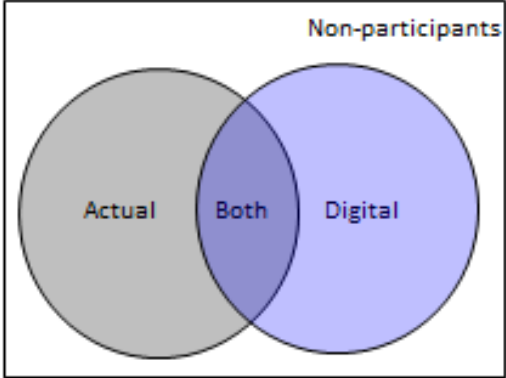
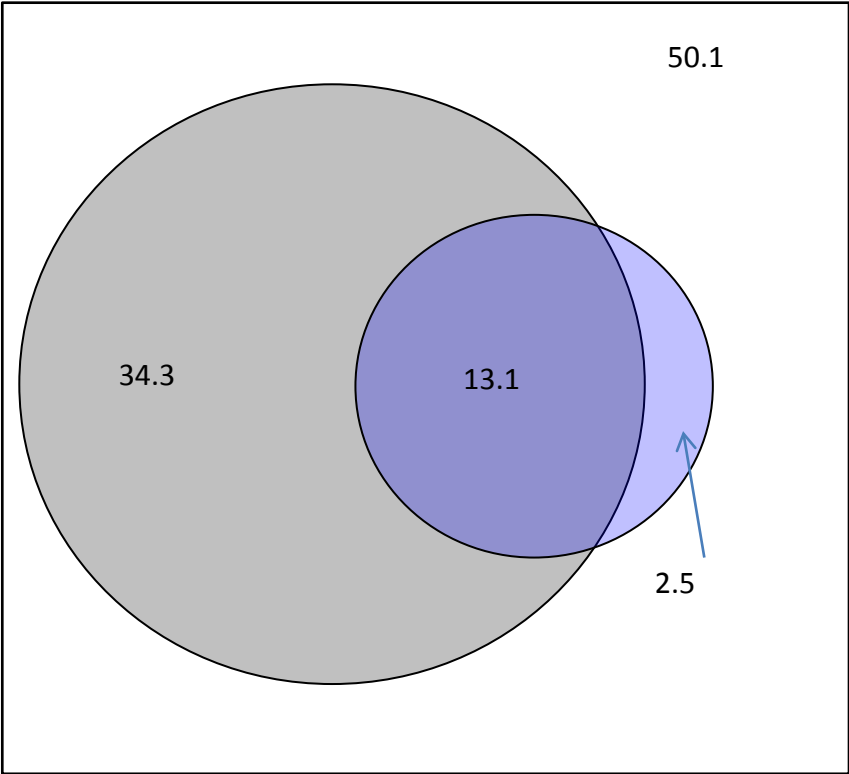






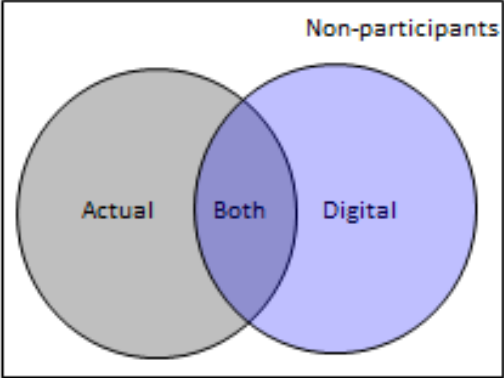
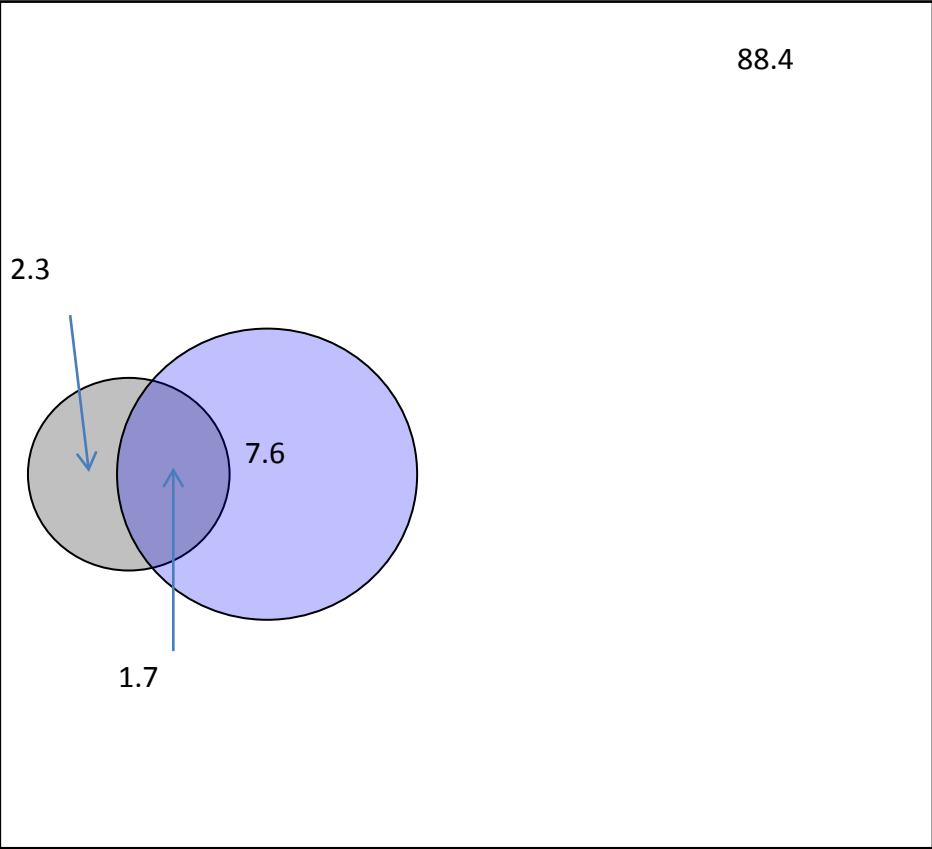


Percentage of adults who have visited museums and galleries in person or digitally participated or both, 2010/11



Notes
•Confidence intervals range between +/-0.3 and +/-1.0

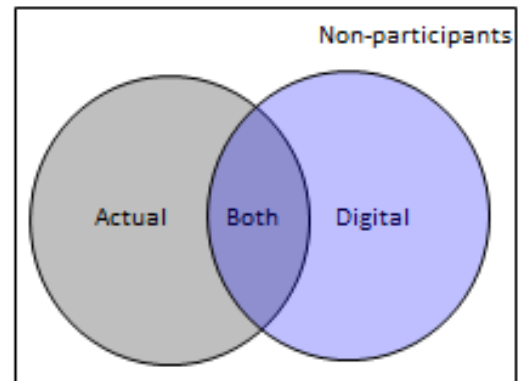
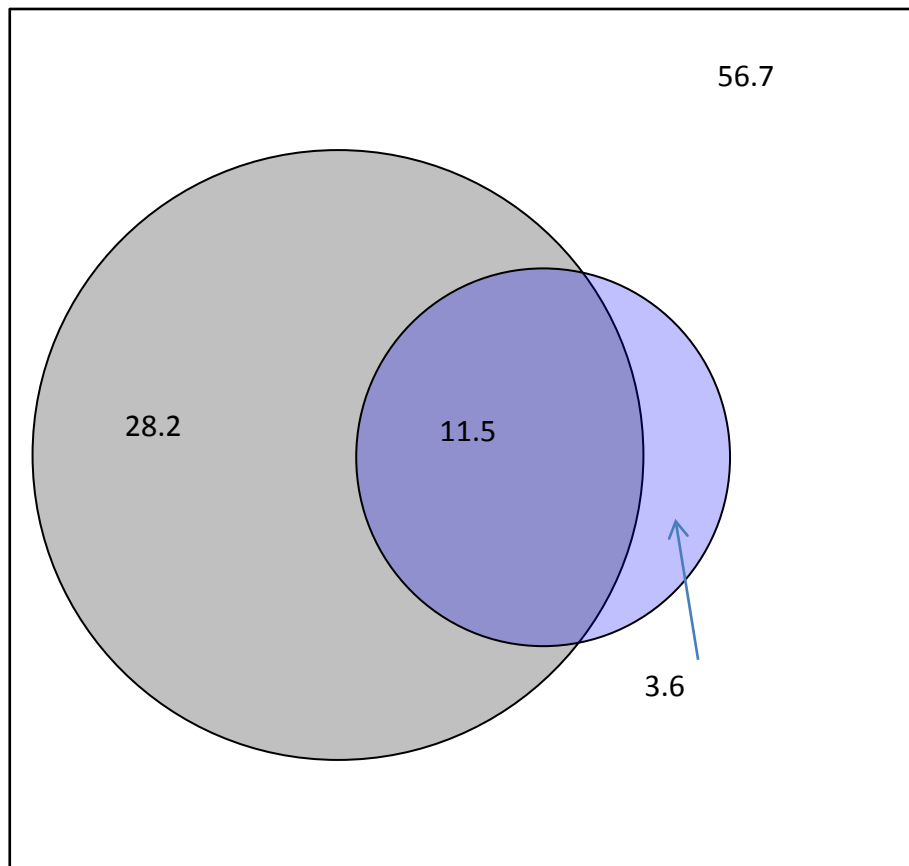
Percentage of adults who have visited archive centres/record offices in person or digitally participated or both, 2010/11



Notes

•Confidence intervals range between +/-0.3 and +/-0.6

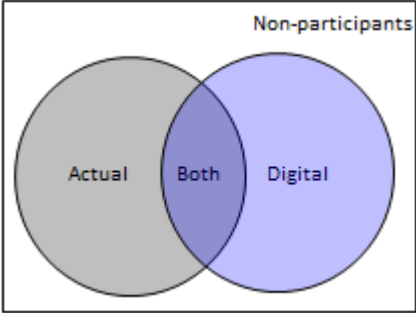
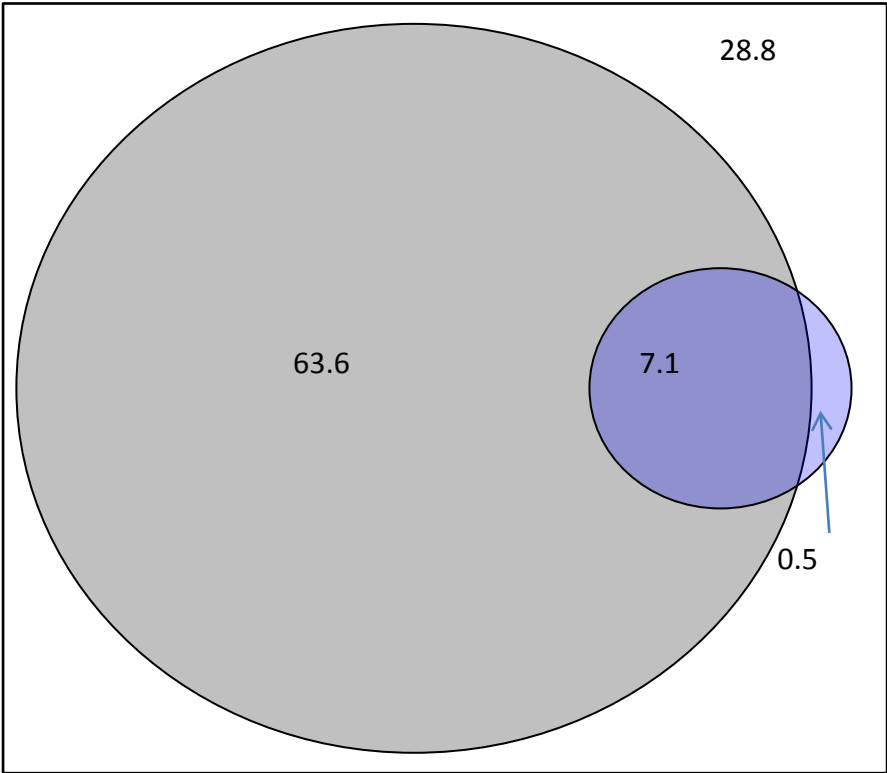
Percentage of adults who have visited public libraries in person or digitally participated or both, 2010/11



Notes

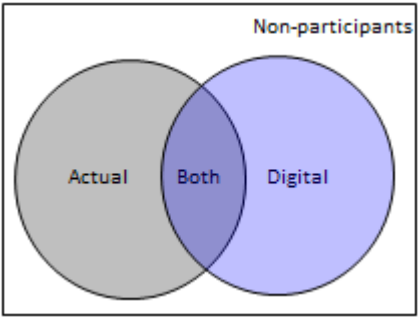
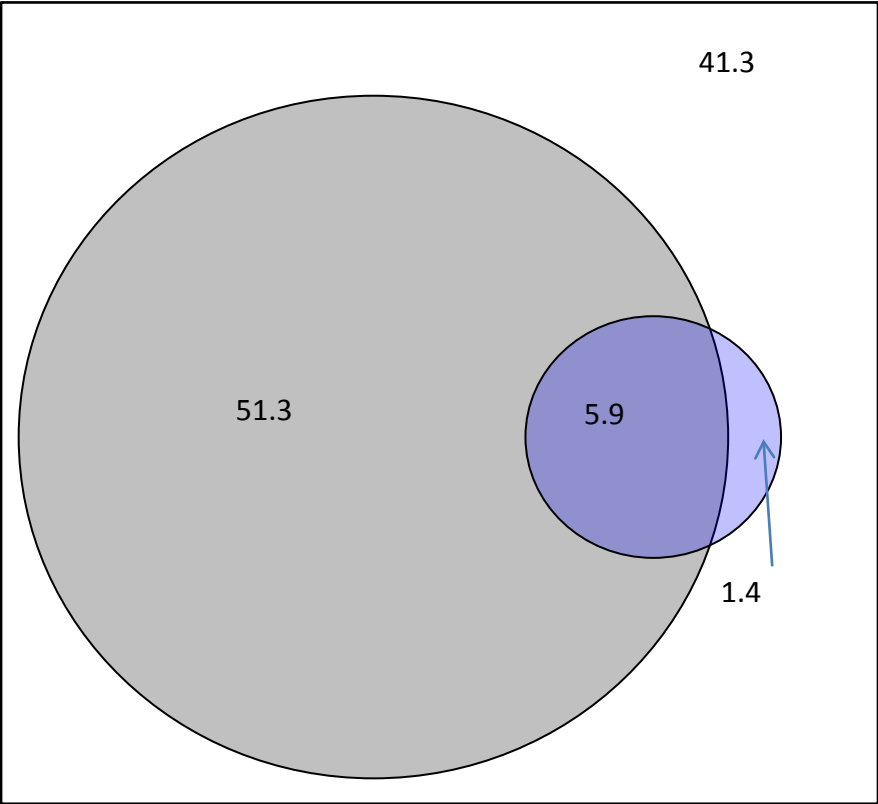
- Confidence intervals range between +/-0.4 and +/-1.0

Percentage of adults who have visited heritage sites in person or digitally participated or both 2010/11



Notes
•Confidence intervals range between +/-0.1 and +/-0.9

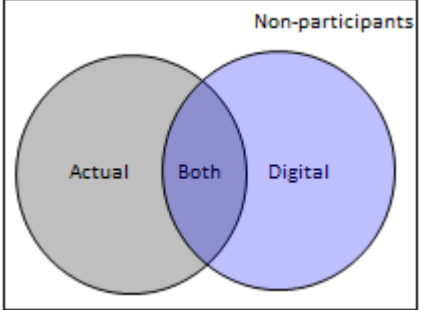
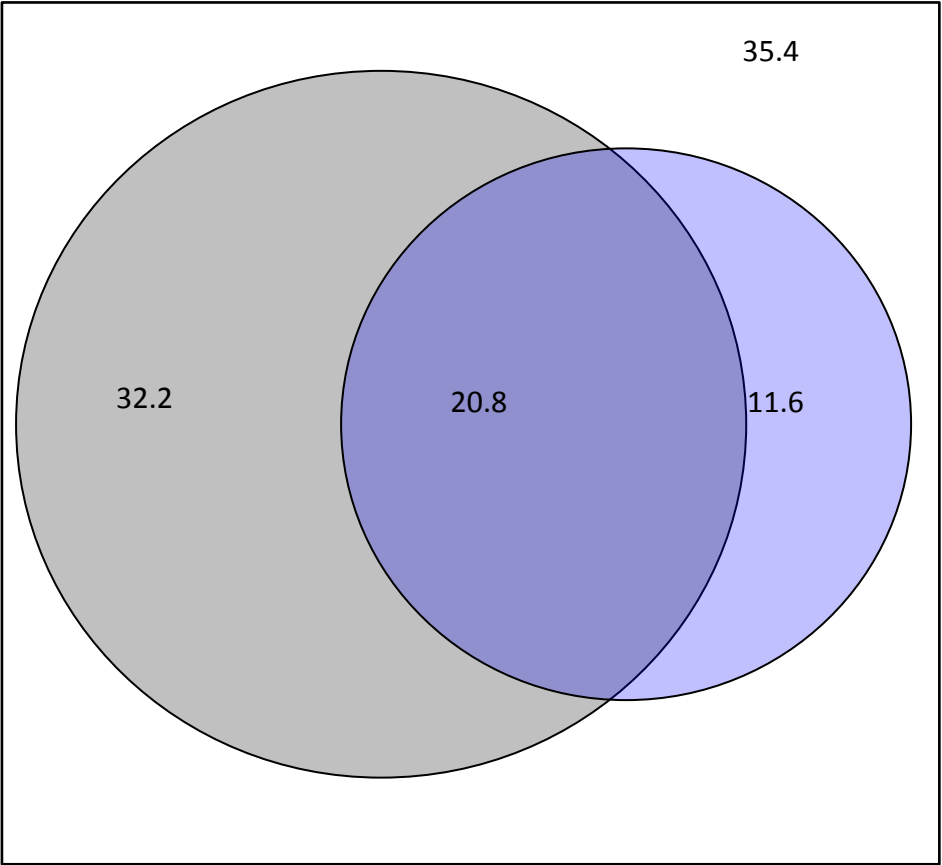
Percentage of adults who have attended theatres and concerts in person or digitally participated or both 2010/11



Notes

•Confidence intervals range between +/-0.2 and +/-1.0

Percentage of adults who have done active sport in the last 4 weeks or used a Wii Fit or similar exercise device or both, 2010



Notes
•Confidence intervals range between +/-0.6 and +/-1.0



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Developments and achievements since the last Taking Part user event

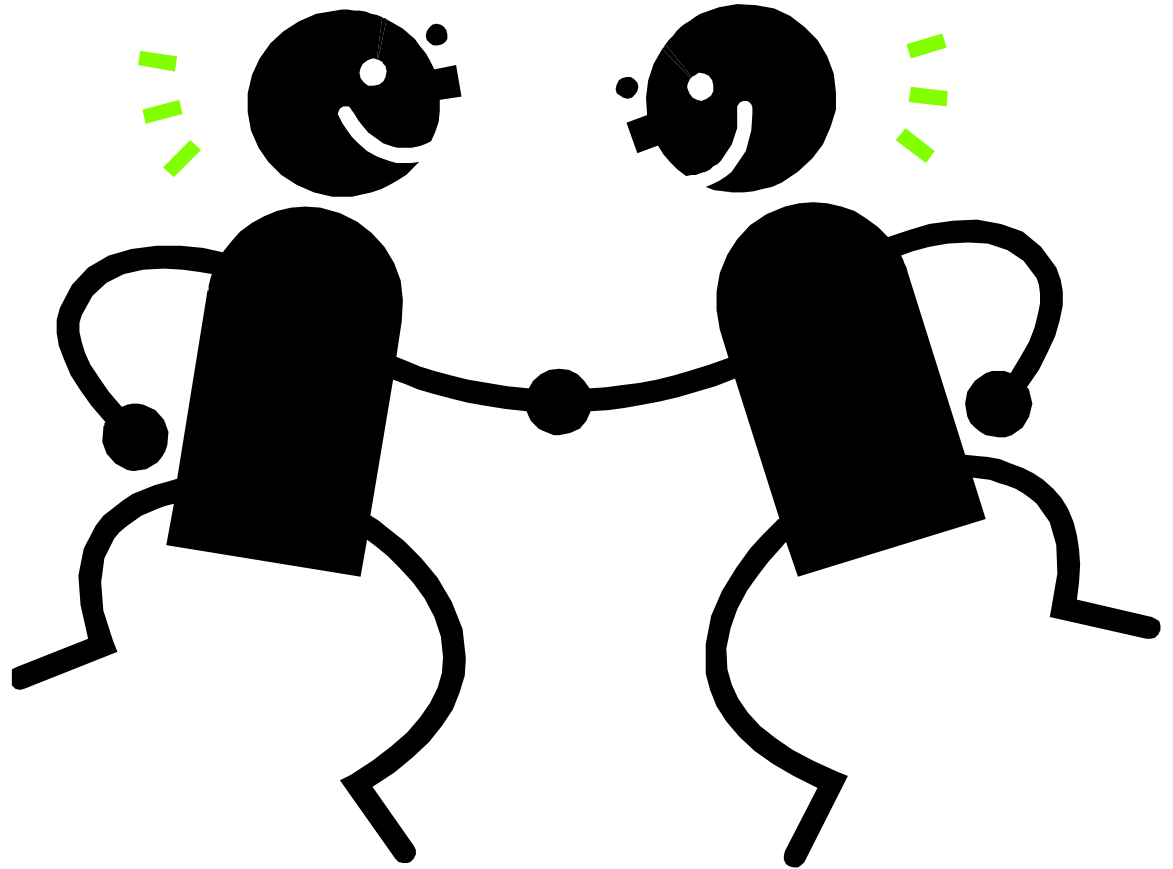
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Good-bye targets...



...hello indicators



http://www.culture.gov.uk/about_us/8192.aspx





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Workshop: Priorities for the new longitudinal survey

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Conclusion

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Contacts

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CASE:

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Resources of note:

1. The culture, media and sport [longitudinal data library](#) – find longitudinal panel data with CMS-relevant variables
2. The [CASE database](#) – over 8500 studies on culture and sport
3. [Local and regional data](#) – ready made for analysis

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