

Taking Part User Event Presentation Abstracts

Wellbeing: Using Taking part data to address the question ‘does culture and sport make people happy?’ (Lee Smith, DCMS)

Over recent years interest in measuring the social impact of government policy has grown. Alongside this, analysts are currently exploring how to incorporate measures of subjective well-being alongside more traditional objective measures such as GDP in the measurement of UK performance. In relation to the sport and culture sectors, although the positive impact of participation in and engagement with sport and culture on individuals’ quality of life is widely acknowledged, it has not been measured in a robust or consistent way.

This presentation outlines an initial analysis of subjective happiness data from the Taking Part survey. The presentation explores the extent to which it is possible to answer whether engagement with sport and culture significantly increases people’s happiness.

The effect of access to culture along with socio-economic variables on rates of attendance in adults and children (Orlan Brook, St Andrews University)

The analysis of drivers for cultural engagement has focused on individual-level explanation using large and complex surveys, driven by sociological theory from Bourdieu and others. This presentation focuses on the hypothesis that access to cultural opportunities is important in determining cultural participation. It applies accessibility modelling, commonly used in the analysis of usage of other public and commercial facilities (including parks, polling stations, hospitals and shopping centres) to the analysis of Taking Part data. It explains the construction of an accessibility index for museums and galleries in London, and applies this to a logistic regression model for museums and galleries attendance in London according to Taking Part. It finds that access to museums and galleries is strongly predictive of attendance, including once demographic and socio-economic factors are accounted for, and explores how the effect varies for different population groups.

Everyday participation: Discovering how people participate in culture in their everyday lives and what this participation means to them (Catherine Bunting, AHRC)

‘Understanding Everyday Participation – Articulating Cultural Values’ is a five-year research project funded by the Arts and Humanities Research Council through its Connected Communities programme. The project will bring together evidence from historical analyses, existing survey data and new qualitative research to understand how people participate in culture in their everyday lives and the value they attach to that participation. The Taking Part survey is England’s principal source of quantitative data on cultural participation. However, it is most often used to provide information on attendance at traditional institutions such as theatres and museums and has less to say about more informal activities such as community festivals and hobbies. The Everyday Participation project will use and build on Taking Part data by:

- telling the story of the Taking Part survey and exploring how different research methods create different ‘realities’
- reanalysing Taking Part data to see what it can tell us about the everyday and the local
- exploring other datasets such as the Time Use survey to paint a broader picture of participation

- carrying out in-depth qualitative research to understand participation from the 'bottom up'

The Everyday Participation project is at an early scoping stage. This presentation will give an overview of the project and ask Taking Part users for their views on the most useful areas of focus.

Inspiring a generation: A Taking Part report on the 2012 Olympic and Paralympic Games (Angela Charlton / Mike Potter TNS-BMRB)

The Taking Part survey has been exploring public sentiment towards London hosting the Games since 2006, collecting data on attitudes towards hosting the Games, the prevalence of active and passive involvement, and also, the extent to which London hosting the Games has inspired people to get involved in sport, culture and volunteering.

TNS BMRB will present the findings from 'Inspiring a generation: A Taking Part report on the 2012 Olympic and Paralympic Games' which covers the following:

- Attitudes towards the 2012 Olympic and Paralympic Games, looking at those who support the Games and why, and those who are against the Games, and their reasons for this.
- The key factors that most influence support for the Olympics.
- The impact of the Games in motivating people to take up more sport, cultural activities and voluntary work.

The findings presented will be based on interviews carried out between July 2011 and June 2012, and therefore prior to the start of the Games.

Using Taking Part data to measure participation in the Badminton sector (David Barrett, Badminton England)

National Governing Bodies of sport (NGBs) are increasingly keen to monitor all aspects of participation in the sports they represent. This is particularly true in the context of the London 2012 Olympics, and the predicted increase in participation associated with the games' 'legacy'. As planning and preparation begins for the Rio games in 2016, NGBs are required to submit bids for the four-year funding cycle, and many have undertaken significant amounts of research in support of their case.

Badminton England commissioned the Sport Industry Research Centre to conduct a survey in 2011 to assess trends in Badminton participation, with particular reference to the impact of programmes designed to increase the number of people playing the sport from target groups (Women, Young People, Students, etc.). This survey was contextualised by referring to Badminton England's existing analysis of data from the Active People and Taking Part surveys.

The research found that by any measure, participation in Badminton has increased over the course of the build-up to London 2012, such that it remains the most popular racquet sport in the country. In the course of the analysis, we uncovered contrasts between the findings of the two surveys which highlight the difficulties of capturing participation in hard to reach target groups. The research demonstrated that the value of the Taking Part survey to governing bodies lies in capturing data which is not available from other sources, particularly in terms of young people's participation, which is of most interest to NGBs. In addition, the work has led to the development of an experimental model which uses a population pyramid framework to compare and contrast playing populations based on data from three sources - Taking Part, Active People and Badminton England's

own data. This model, which indicates that Badminton has a stable and mature market for participation, has the potential to be rolled out to other sports and activities.

London 2012: The effect of the Olympic and Paralympic games on sports participation (Peter Dawson, University of East Anglia and Paul Downward, Loughborough University)

The Olympic Games are considered the most prestigious multi-sport event in the world. However, with growing costs associated with hosting such events against a backdrop of questionable economic benefits a number of studies have started to address the impact of intangible, or softer, effects. In this paper we consider, from the context of the pre-event stage of the London 2012 Olympics, the relationship between attitudes towards the Olympics and sports participation. Using data from the Taking Part Survey, we find evidence that during the preparation stage the London Olympics has only motivated a relatively small number of respondents in England to increase their participation in sport. We also find no evidence to support the view that motivation leads participation – in fact, the converse appears to be true. This implies that during the build-up to the Games it is only those respondents who are currently participating in sport and recreational physical activity that appear to be motivated by the Olympics.