

# **Taking Part: 2011/2012 Technical Report**

## **Appendix B1 – Advance Letter**

The Resident(s)  
<Address Line 1>  
<Address Line 2>  
<Address Line 3>  
<Address Line 4>  
<Address Line 5>

JN: 11726818  
Our ref: 226818/Q3  
Your ref: xxxxxx  
October 2011

Dear Sir/Madam,

**Your household has been selected to participate in *Taking Part: England's Survey of Culture, Leisure and Sport*.**

Taking Part asks people about what they do in their 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.

Taking Part is being carried out for the Department for Culture, Media and Sport and its partner organisations (Sport England, Arts Council England and English Heritage) by TNS-BMRB, an independent research company. 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.

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.

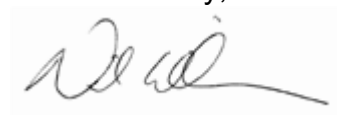
The government needs high quality statistics in order to make informed decisions about how it spends its money. It is very important to us that everyone selected takes part, even if you don't think your experiences are relevant.

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](mailto:takingpart@bmr.co.uk).

***As a token of our appreciation for your time, please find enclosed a book of stamps. All households that take part will also receive a £5 high street voucher.***

Thanks in advance.

Yours faithfully,



Neil Wilson  
**Survey Manager**

# **Taking Part: 2011/2012 Technical Report**

## **Appendix B2 – Advance Letter**

The Resident(s)

JN: 11726818  
Our ref: 226818/Q3

October 2011

Dear Sir/Madam,

**Your household has been selected to participate in *Taking Part: England's Survey of Culture, Leisure and Sport*.**

Taking Part asks people about what they do in their 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.

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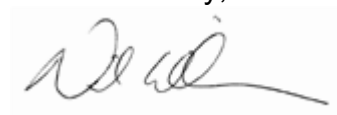
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Thanks in advance.

Yours faithfully,



Neil Wilson  
**Survey Manager**

# **Taking Part: 2011/2012 Technical Report**

## **Appendix B3 – Reissue Letter**

11726818 / TNS-BMRB Serial Number

Dear Resident(s),

**TAKING PART: ENGLAND'S SURVEY OF LEISURE, CULTURE AND SPORT**

An interviewer working on behalf of TNS-BMRB may have recently asked you, or someone else in your household, to take part in England's Survey of Leisure, Culture and Sport. TNS-BMRB is conducting the survey on behalf of the Department for Culture, Media and Sport and its partner organisations.

I understand that your household chose not to take part when we last called. I am writing to ask if you *would* reconsider taking part when an interviewer calls again in the next few weeks.

The results of the survey will play a vital role deciding how public money will be spent on sports, arts and culture both locally and nationally.

The survey asks people what they have chosen to do in their own time recently and what helps or hinders them taking part in various activities. The survey covers a wide range of activities from walking, reading and going to the cinema to visiting historic places or museums. **If you don't take part in these activities your views and experiences are just as important as those people that do.**

Your household has been randomly selected from the Post Office's national address list. We only select a small number of households in each area, so it is very important that you take part to ensure all areas in England are represented.

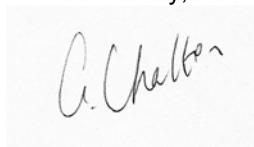
**The information collected during the interview will be treated in the strictest confidence. No individual will be identifiable from the results and the information will only be used for genuine research purposes.**

I hope that you will help us with this survey. An interviewer will call in the next few weeks to arrange a time convenient to you to carry out the interview. He or she will carry an identification card and will answer any questions you may have about the survey.

If you wish to know more about the survey or tell us not to call, please ring TNS-BMRB on 0800 015 2476 (freephone) between 9.30am and 5.30pm Monday to Friday, or email [takingpart@bmr.co.uk](mailto:takingpart@bmr.co.uk).

Thank you in advance for your help. As a token of our appreciation for your time, all households that take part receive a £5 High Street Voucher.

Yours faithfully,



Angela Charlton  
Associate Director  
TNS-BMRB

# **Taking Part: 2011/2012 Technical Report**

## **Appendix B4 – Reissue Letter (non-contacts)**

APPENDIX B4 – REISSUE LETTER (NON-CONTACTS)

11726818 / [TNS-BMRB Serial Number]

Dear Resident(s),

**TAKING PART: ENGLAND'S SURVEY OF LEISURE, CULTURE AND SPORT**

Some weeks ago we sent your household a letter about the **taking part** survey. However, we have been unable to make contact with you since this time. I am writing to ask if you would consider taking part when an interviewer calls again in the next few weeks.

The Government Department for Culture Media and Sport and its partner organisations have commissioned TNS-BMRB, an independent research organisation, to conduct the interviews on its behalf. The results of the survey will play a vital role deciding how public money will be spent on sports, arts and culture both locally and nationally.

The survey asks people what they have chosen to do in their own time recently and what helps or hinders them taking part in various activities. The survey covers a wide range of activities from walking, reading and going to the cinema to visiting historic places or museums. **If you don't take part in these activities your views and experiences are just as important as those people that do.**

Your household has been randomly selected from the Post Office's national address list. We only select a small number of households in each area, so it is very important that you take part to ensure all areas in England are represented.

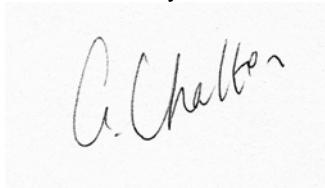
**The information collected during the interview will be treated in the strictest confidence. No individual will be identifiable from the results and the information will only be used for genuine research purposes.**

I hope that you will help us with this survey. An interviewer will call in the next few weeks to arrange a time convenient to you to carry out the interview. He or she will carry an identification card and will answer any questions you may have about the survey.

If you wish to know more about the survey or tell us not to call, please ring TNS-BMRB on 0800 015 2476 (freephone) between 9.30am and 5.30pm Monday to Friday, or email [takingpart@bmr.co.uk](mailto:takingpart@bmr.co.uk).

Thank you in advance for your help. As a token of our appreciation for your time, all households that take part receive a £5 High Street Voucher.

Yours faithfully,



Angela Charlton  
Associate Director  
TNS-BMRB