



department for
culture, media
and sport

Welcome to the Taking Part User Event

19 August 2010
Evidence and Analysis Unit



Agenda

10:30 to 13:00: Morning session

- 10:30 Welcome and purpose of the event
- 10:40 Background to the survey and what's new
- 11:15 Launch of the latest statistical release, covering 2009/10 adult and child data
- 11: 45 Launch and live demonstration of NETQuest – Taking Part's online analytical tool
- 12: 15 Who does sport? Launch of the Taking Part Analysis Programme

13:00: Lunch

Agenda

14:00 to 16:30: Afternoon session

- 14:00 What's the future for Taking Part? A opportunity for you to share your views on the survey and data needs in our sectors
- 15:30 Will demographic change impact participation in culture and sport? Launch of the Taking Part research reports
- 16:00 Taking Part and the CASE Programme – how does it all fit together?
- 16:20 Concluding remarks and close

Introduction:

- Outline and purpose of the day
- Introducing the speakers/presenters
- Domestic, fire exits etc
- The question board
- Research questions



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Taking Part – Background and what's new

improving
the quality
of life for all

Background

- Commissioned by DCMS and partner NDPBs – Arts Council England, English Heritage, Sport England, and the Museums, Libraries and Archives Council.
- Has run continuously since 2005
- Random probability sample; households selected from PAF
- Household survey of adults (16+) and children (5-15)
- Covers England and provides reliable national and regional estimates
- Face-to-face survey, lasting 40mins (20mins in 2009/10)
- 5-10 year olds interviewed via proxy (thru parent); 11-15 year olds interviewed face-to-face.
- Asks about the activities done and events attended, but does not ask where activities or events have taken place
- Fieldwork conducted by TNS-BMRB

Good-bye targets



Taking Part is a National Statistic



- Produced to the standards set out in the Code of Practice for Official Statistics
- National Statistics undergo regular reviews to ensure they meet customer needs and are free from any political interference
- It is a requirement for all central Government departments and a number of nominated NDPBs to produce and use official statistics in accordance with the Statistics and Registration Service Act.
- Pre-release access is granted 24 hours ahead of release to a limited number of named officials. Access prior to this is only available to those required for the production and quality assurance of the release.

Topics



Sport



Libraries



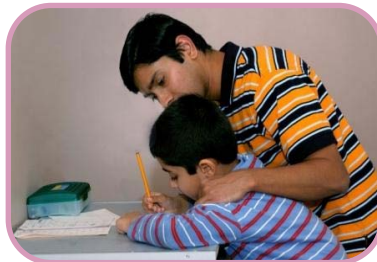
**Museums,
galleries and
archives**



The arts



Heritage



Volunteering



**Levers and
barriers**



Demographics

Survey outputs

- Quarterly statistical release
- Broader Analysis Programme (KKP)
- Ad hoc research to address specific research questions – many reports published today

Looking forward

- Current contract runs until the end of this financial year
- We are developing a business case that forms the basis of re-tendering
- With the help of NatCen's review of Taking Part (published today), we are exploring ways of making changes; options include:
 - Interviewing all adults in household instead of just one
 - Retaining a small core sample (of around 5,000) of respondents who are asked given the full questionnaire, and supplement this with a larger sample who would be given a much shorter questionnaire.
 - Adding a longitudinal element to enable us to track changes over time
- We are also exploring ways of measuring the Olympics legacy and digital participation

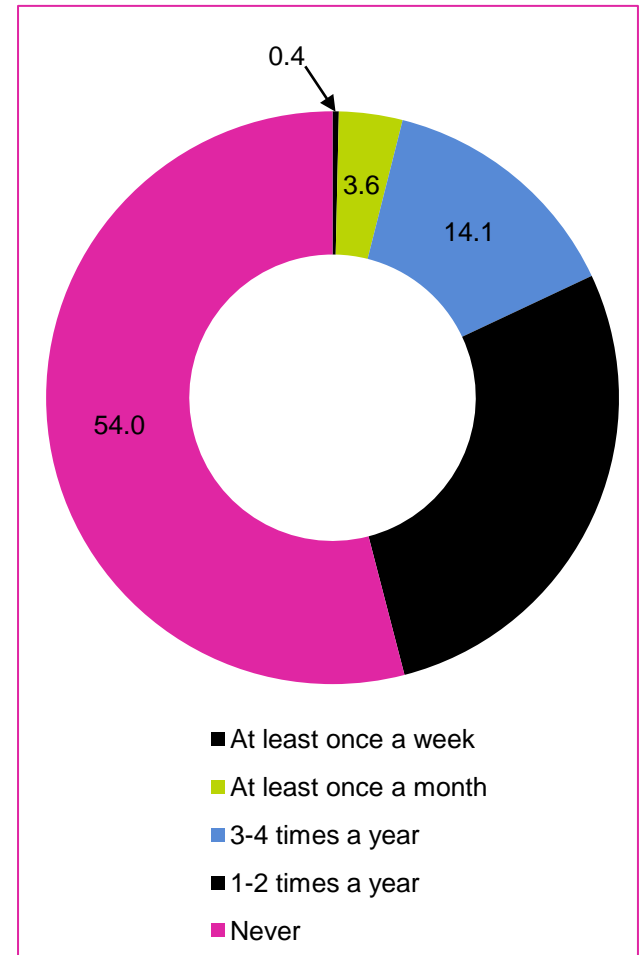
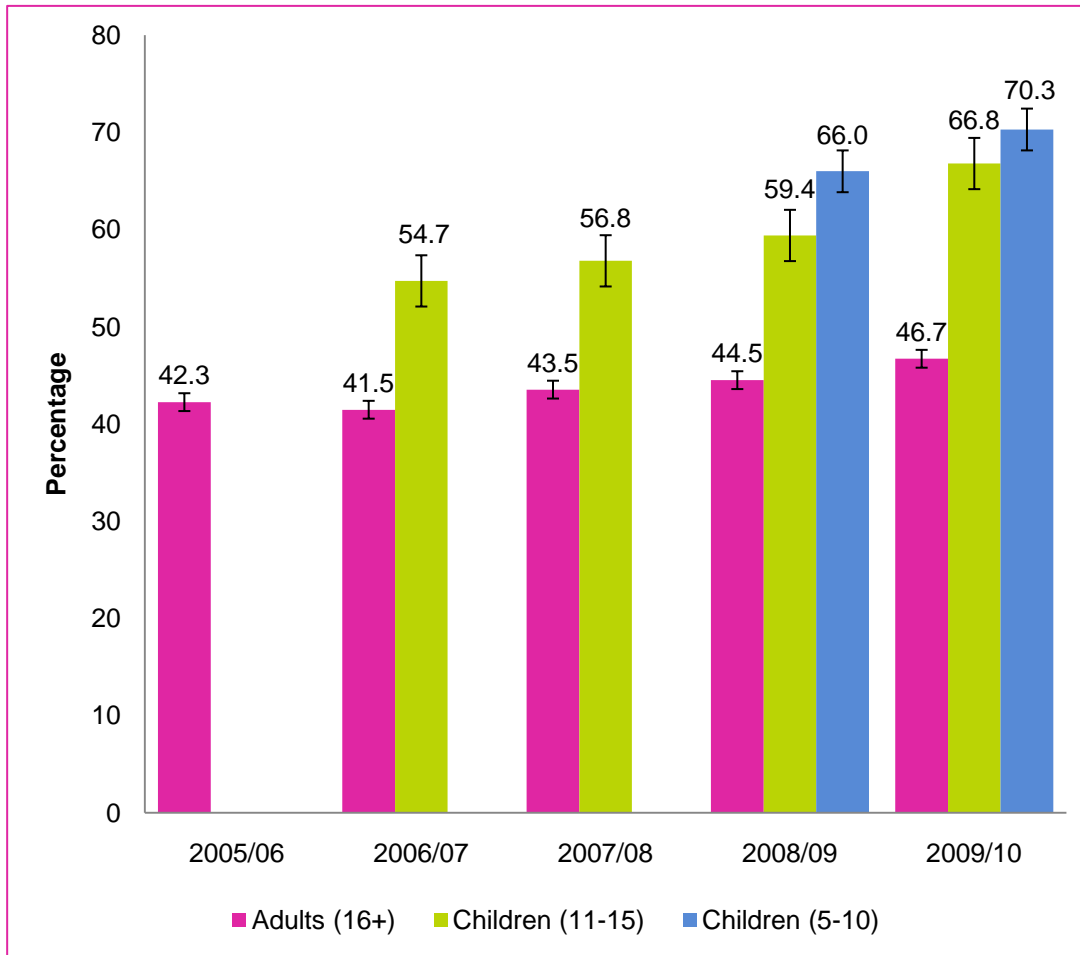


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NEW 2009/10 Adult and child data

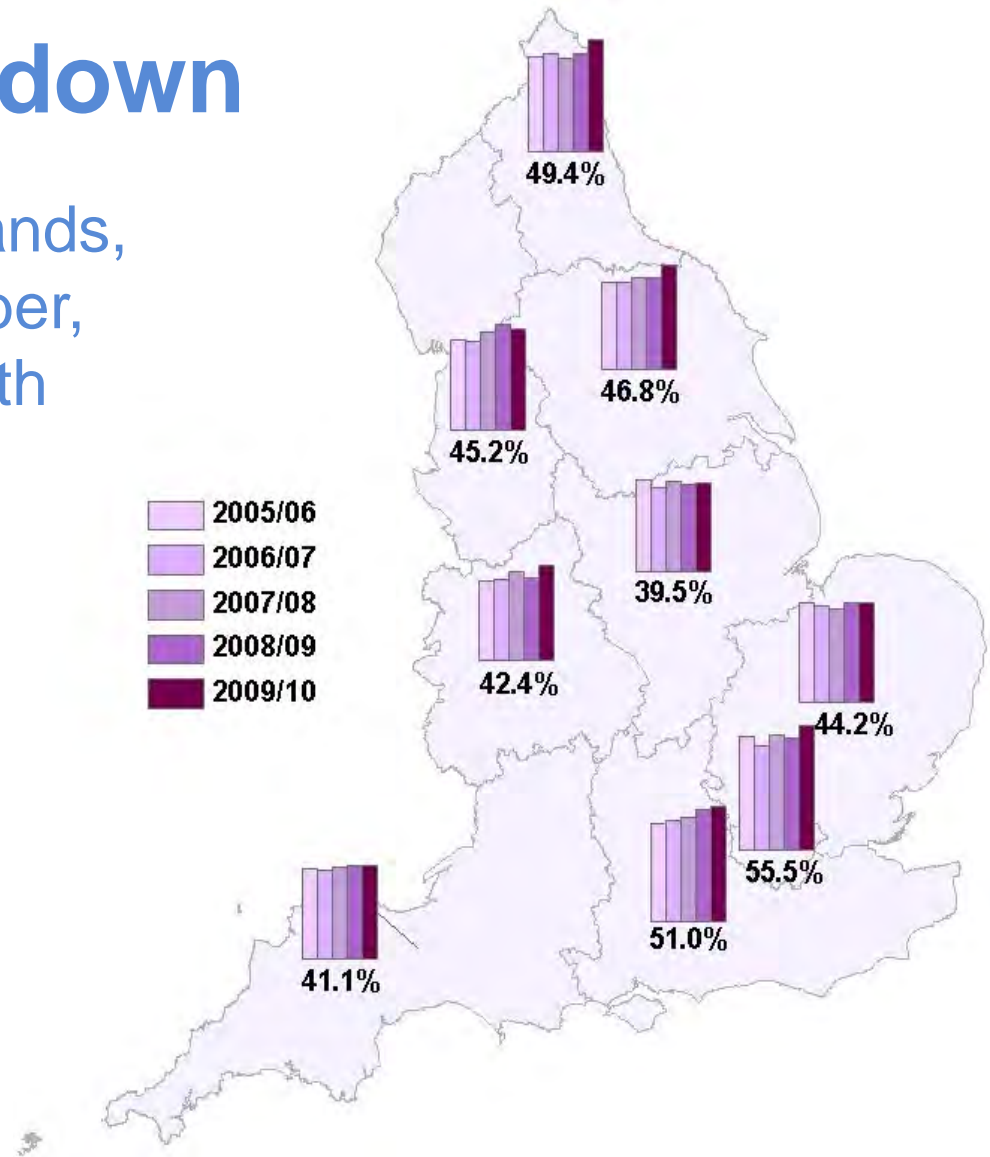
improving
the quality
of life for all

Museums, galleries and archives

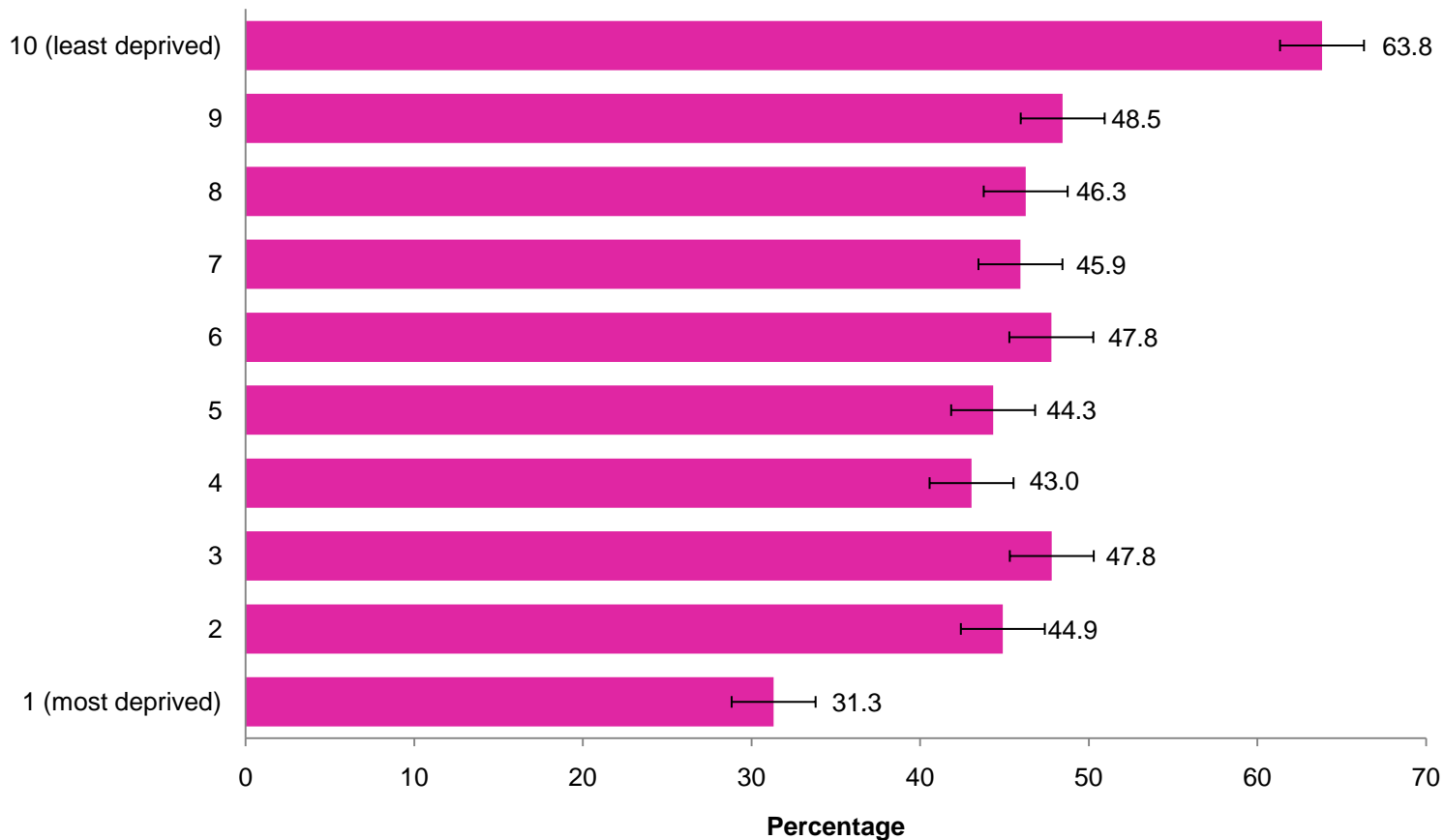


Regional breakdown

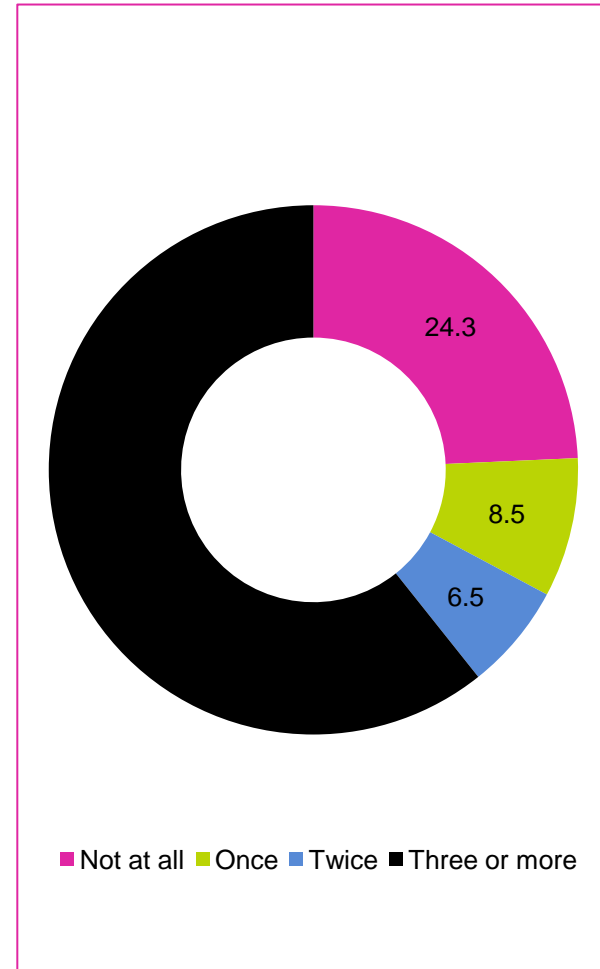
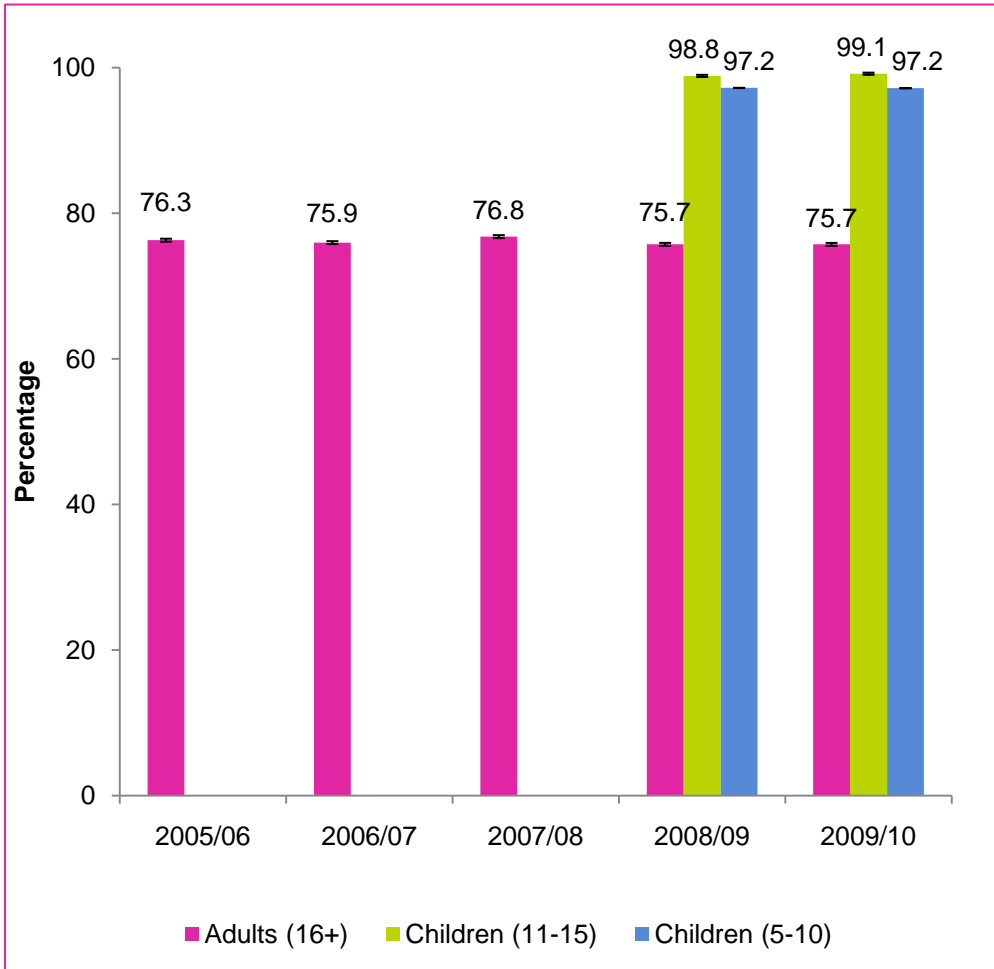
- Increases in West Midlands, Yorkshire and the Humber, South East and the North West



The effect of area level deprivation is particularly stark

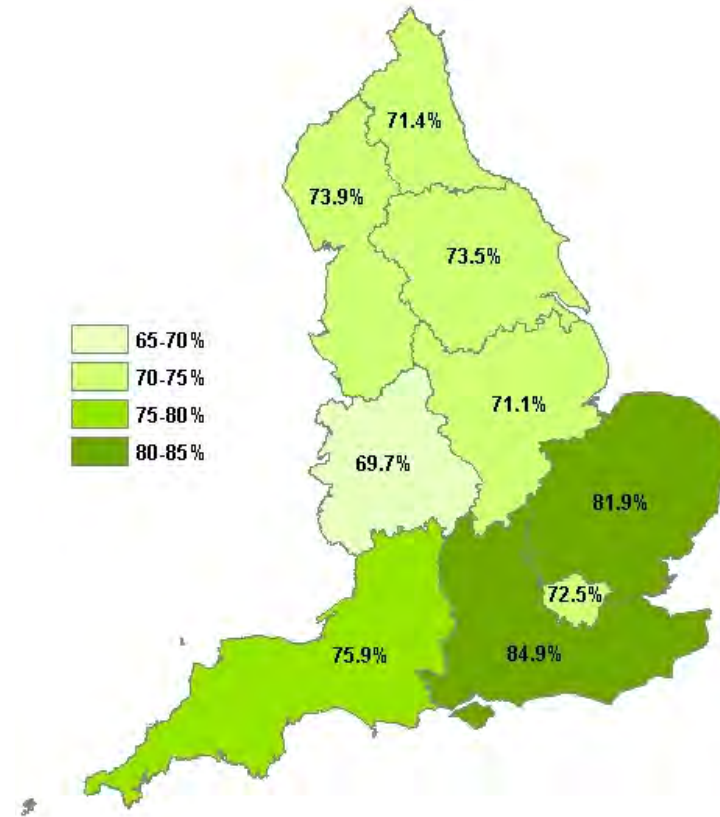


Arts

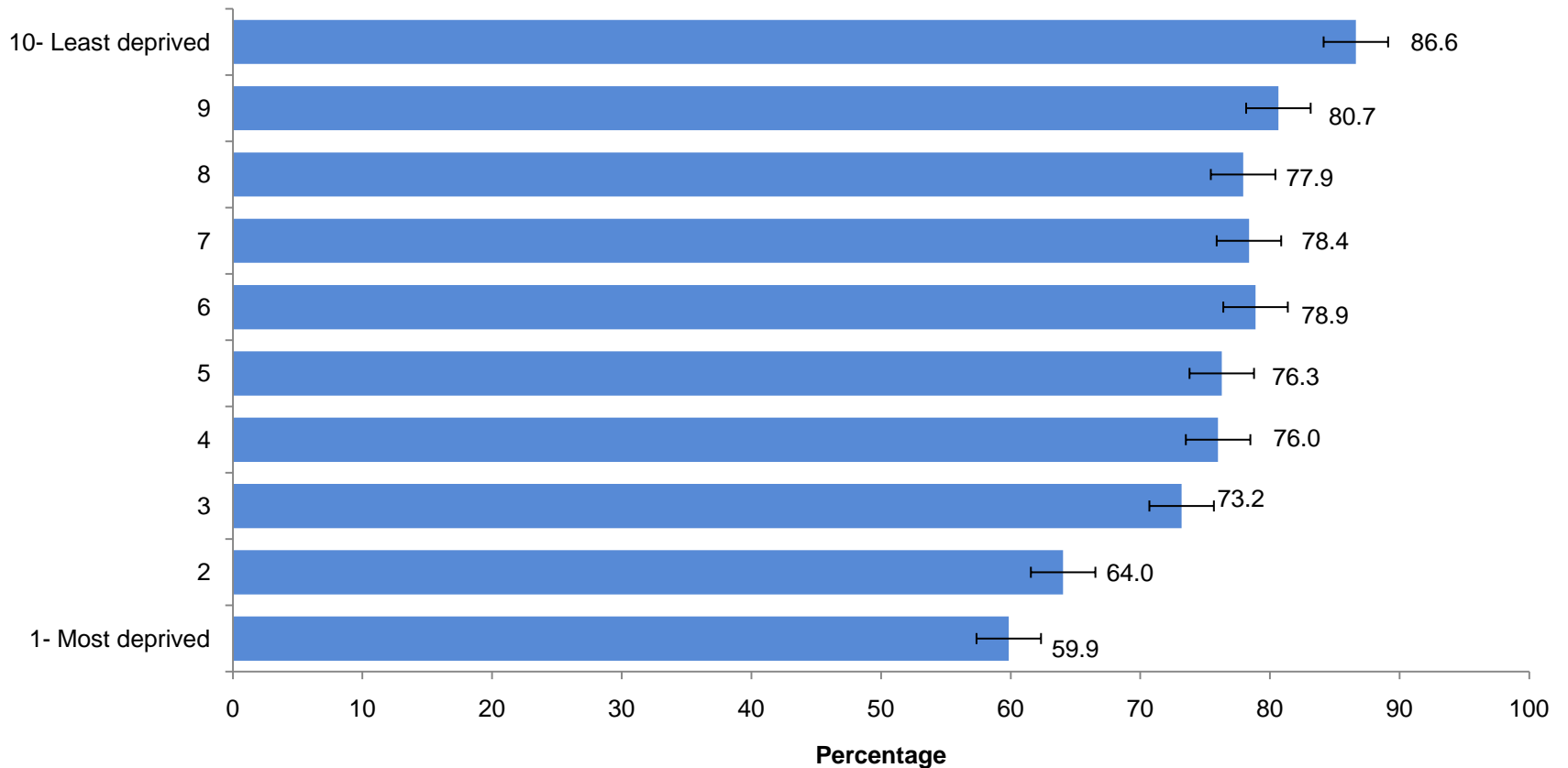


Regional breakdown

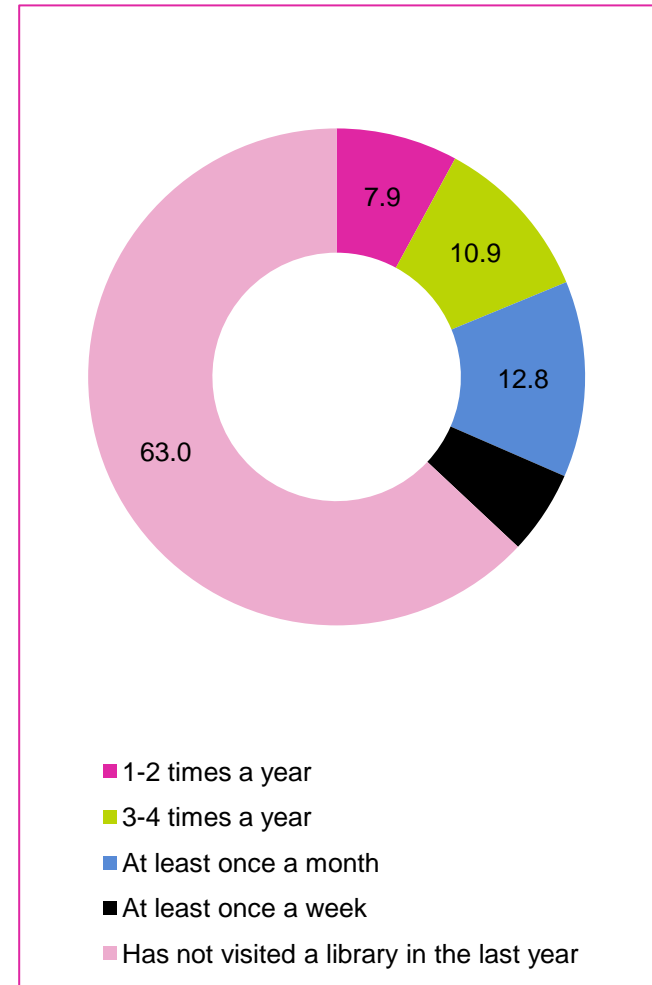
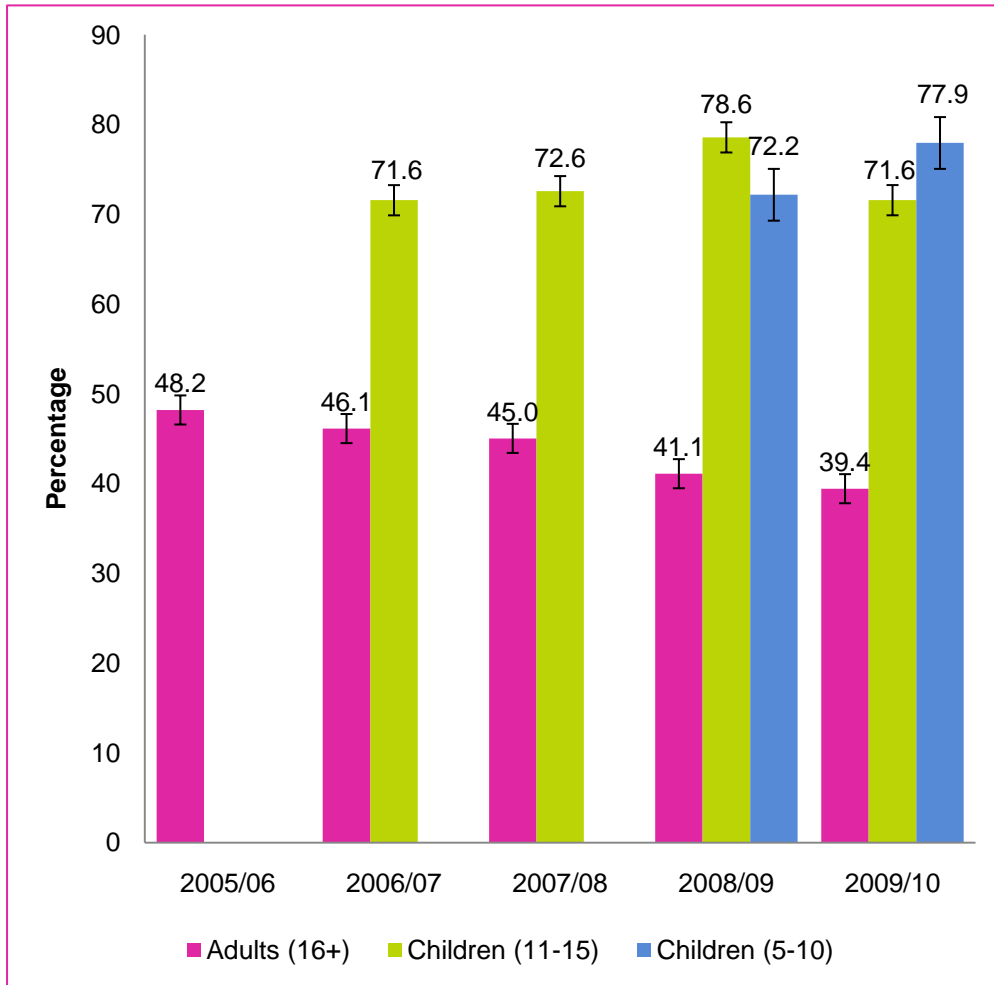
- No changes since 2005/06, but engagement higher in East of England and South East



The effect of area level deprivation is also noticeable

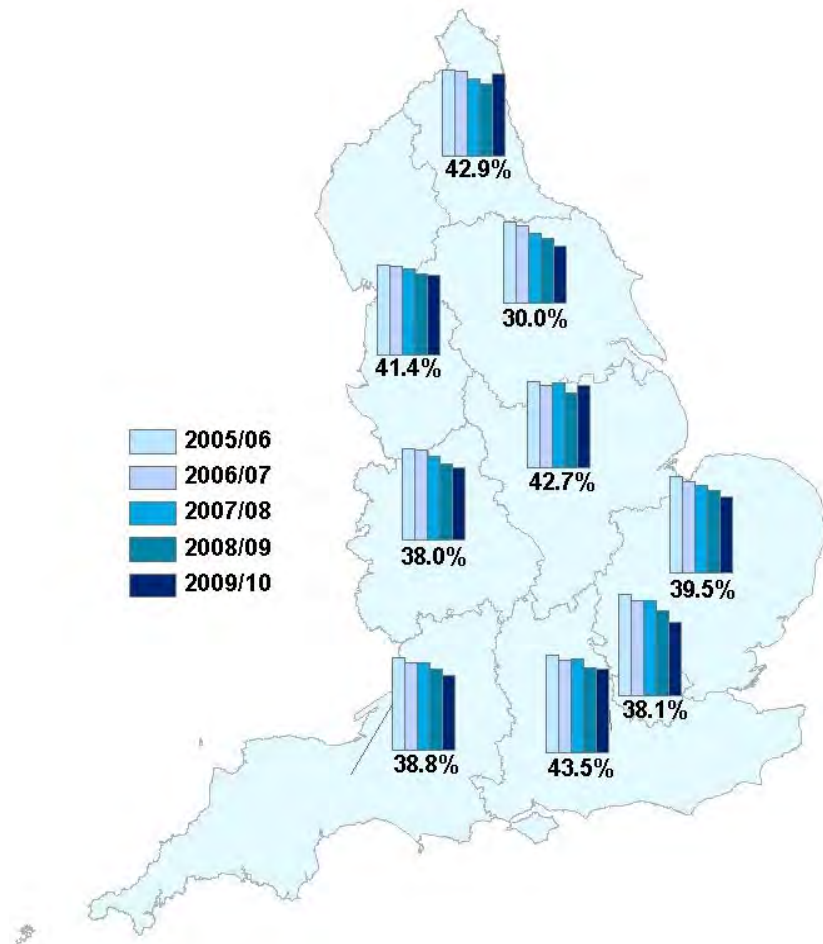


Libraries

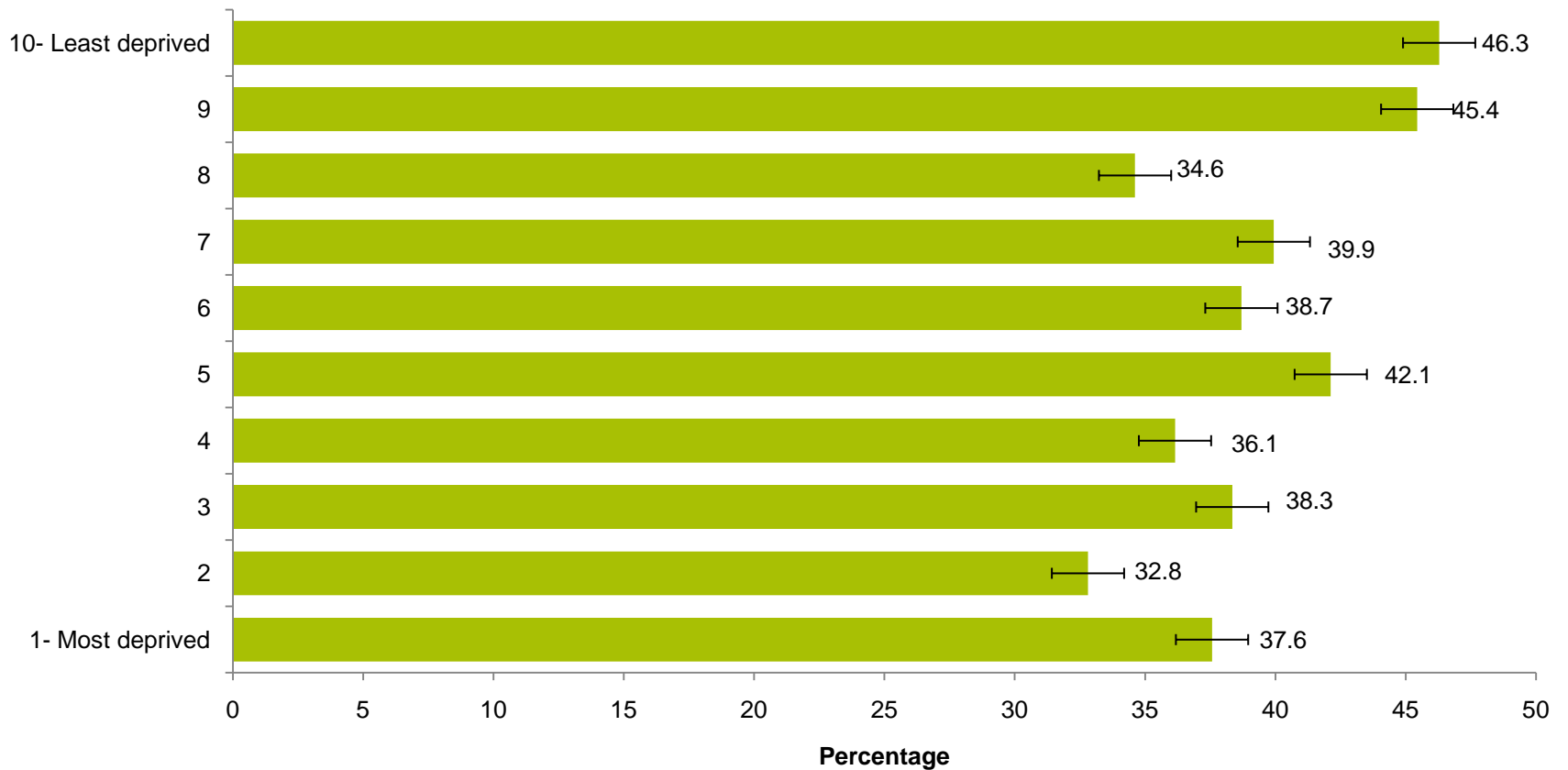


Regional breakdown

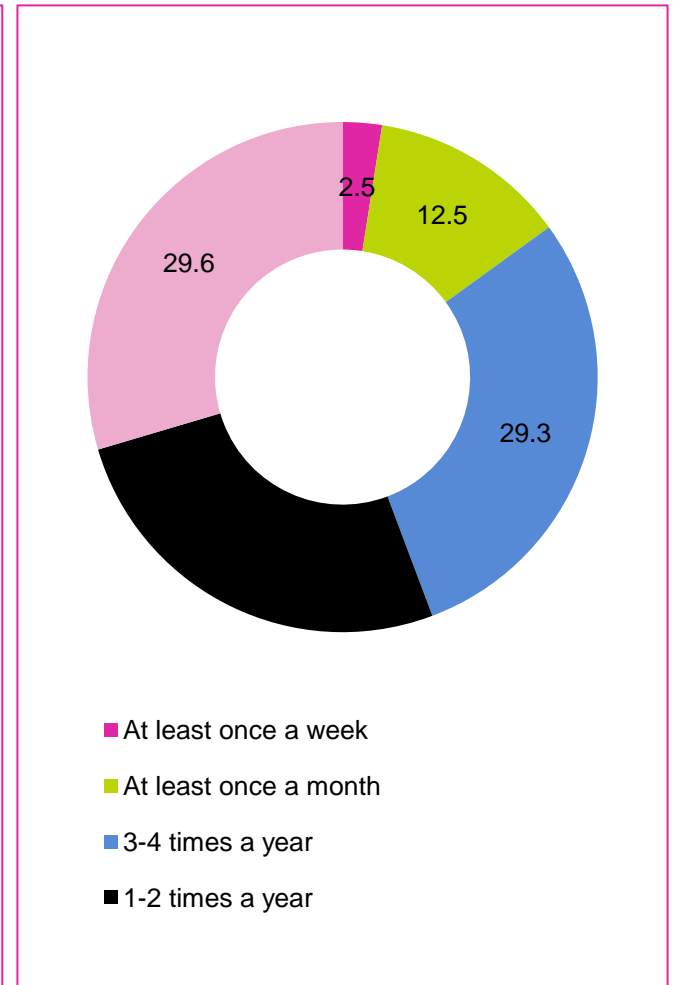
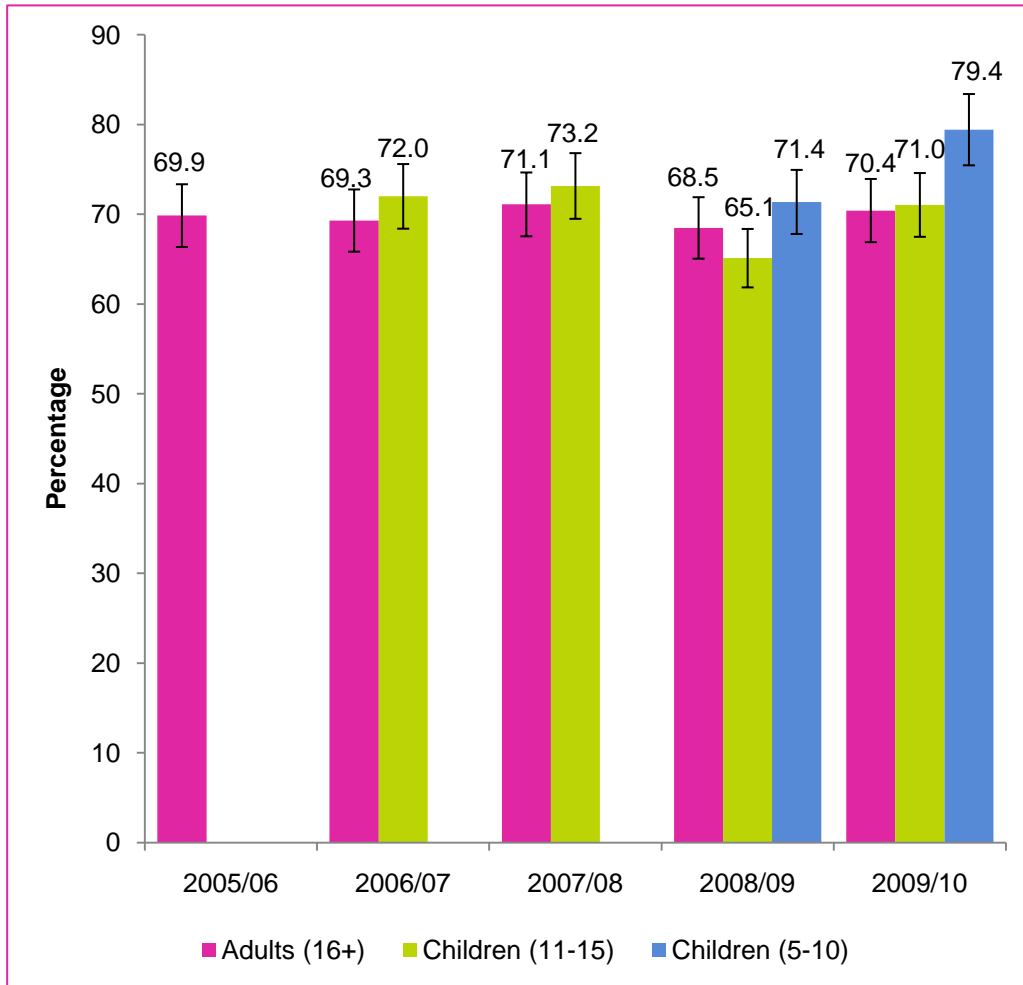
- Decreases in all areas except the North East and East Midlands (which have remained stable)



The effect of area level deprivation is less noticeable

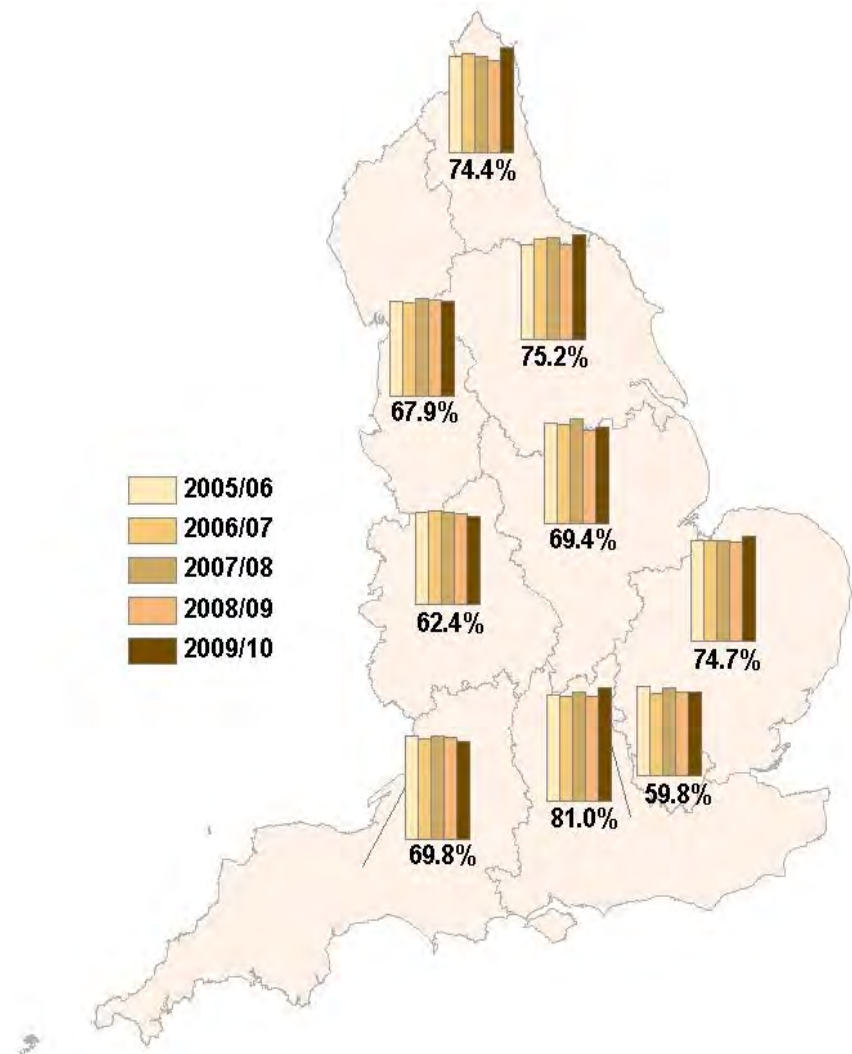


Heritage

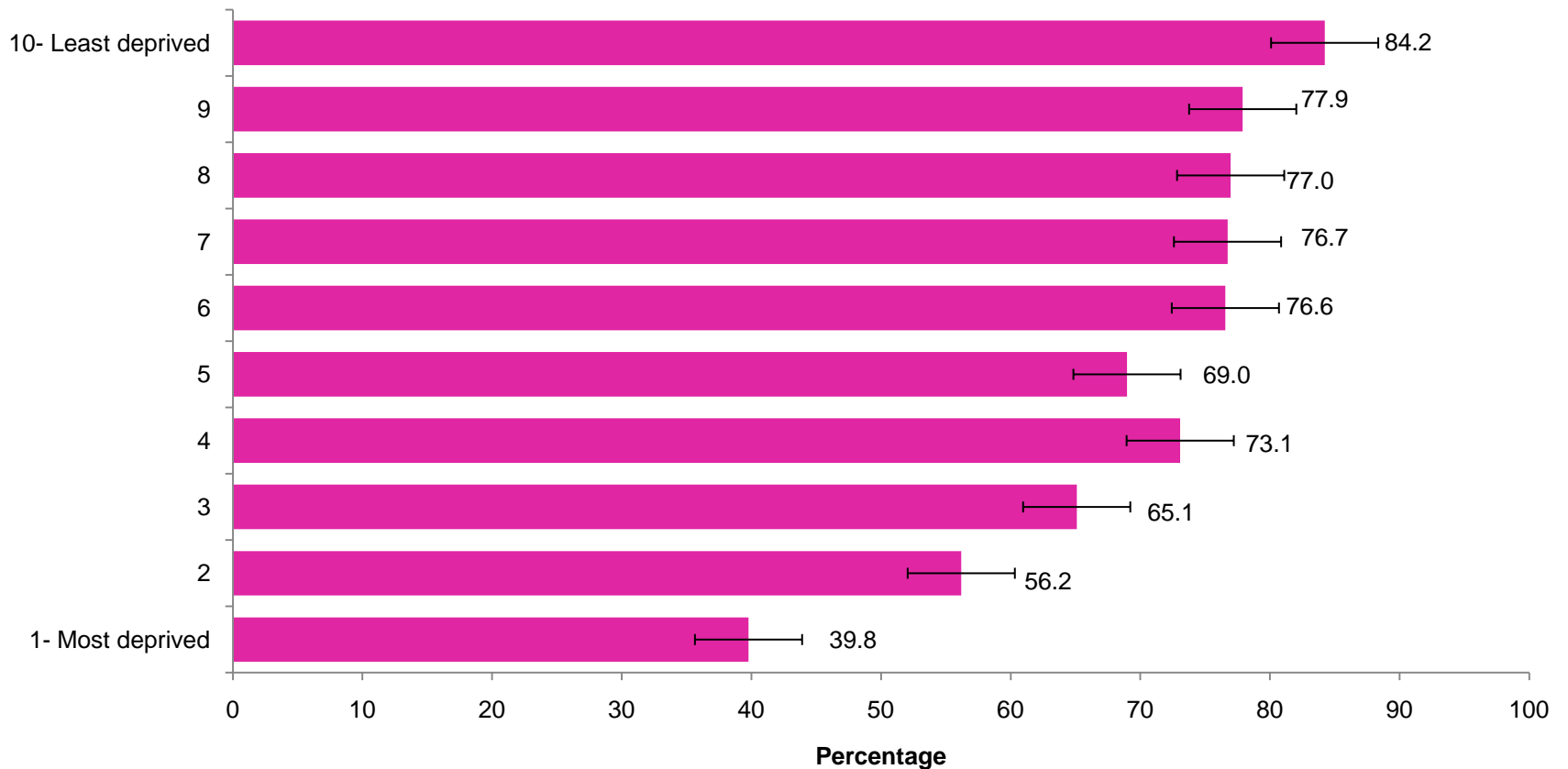


Regional breakdown

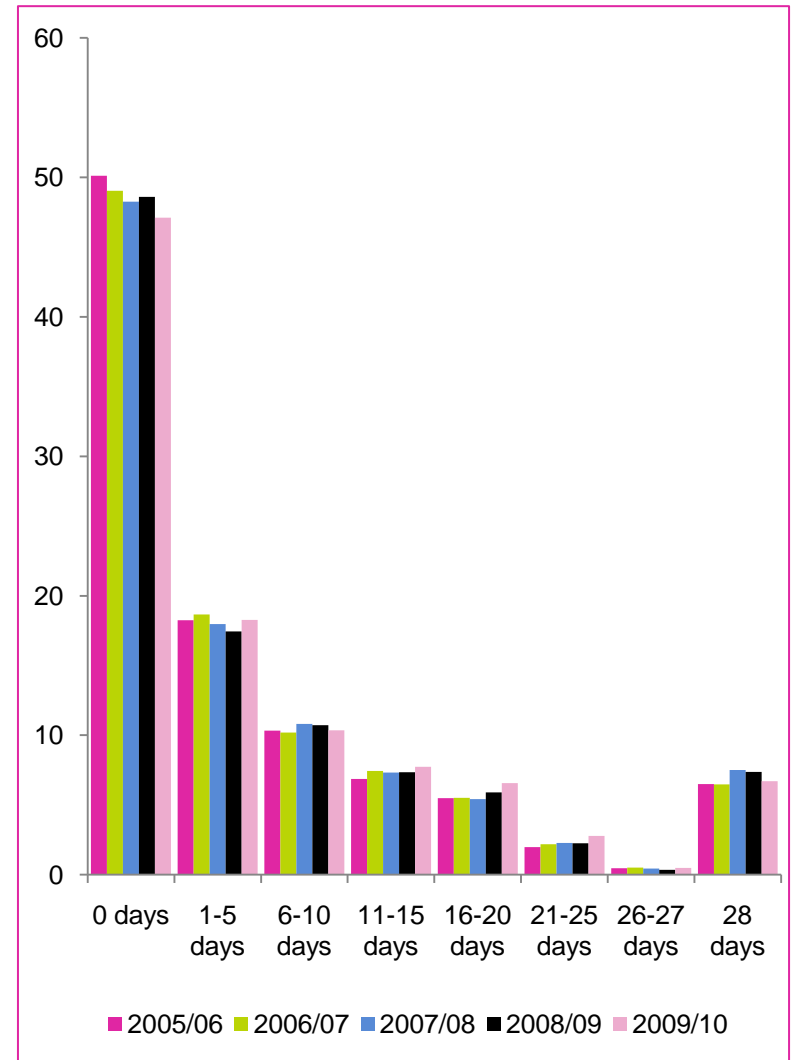
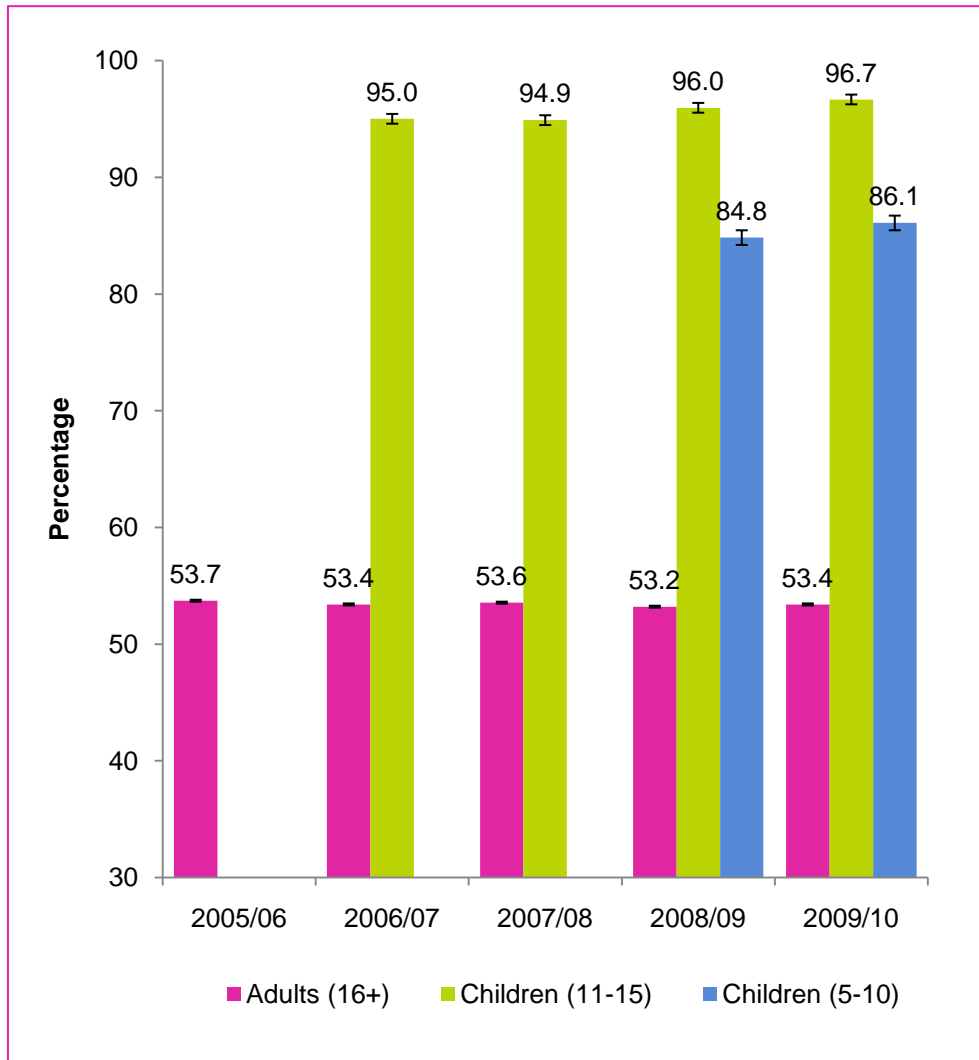
- No changes since 2005/06



The effect of area level deprivation is considerable

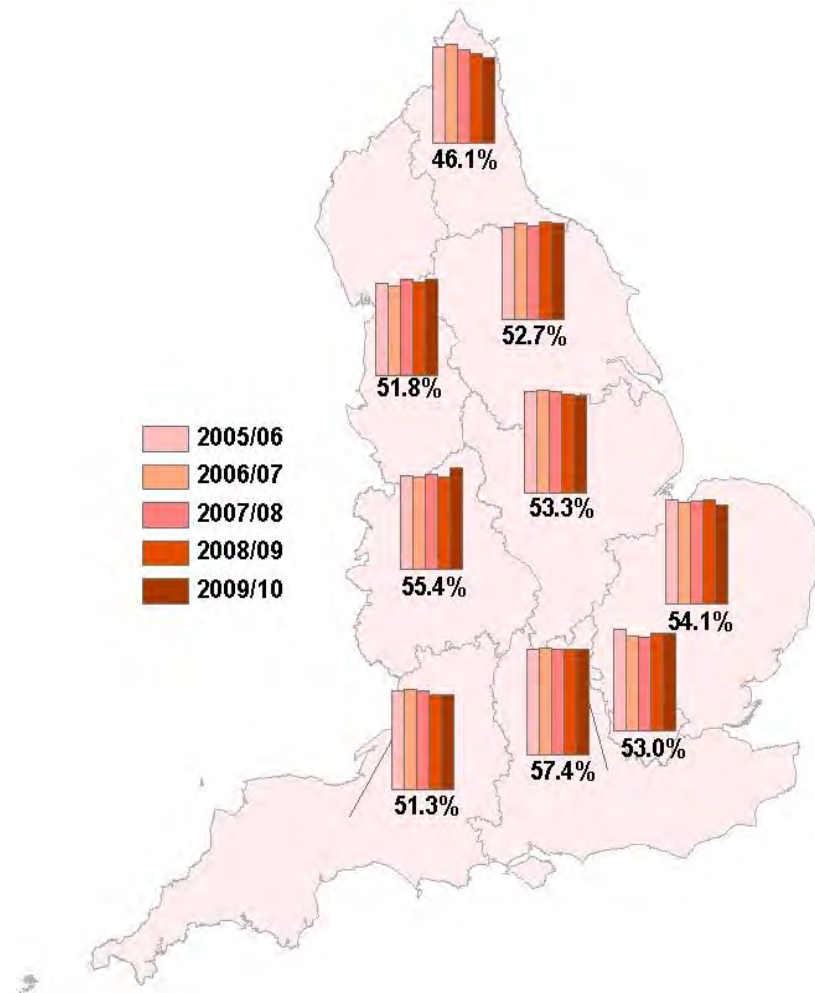


Sport



Regional breakdown

- Participation in active sport is fairly evenly spread across regions



The effect of area level deprivation is less noticeable

