

Taking Part: 2012/2013 Technical Report

Appendix B2 – Advance Letter (Fresh Sample)

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

JN: 11232553

Your ref: xxxxxx

April 2012

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.

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,



Tom Knight
Survey Manager