

Who are TNS-BMRB?

TNS-BMRB is an independent research agency. We collect and analyse data for clients in many sectors, including central and local governments, as well as academic institutions and other organisations.

www.tns-bmr.co.uk

How can I check that the interviewer is genuine?



All interviewers work for Kantar Operations on behalf of TNS-BMRB and carry the Market Research Society Interviewer Identity card (as shown).

You can also contact Kantar Operations or

TNS-BMRB directly to check that the interviewer is one of our interviewers working in your area.

If you would like to check the identity of an interviewer or get some further information on the survey, please call:

TNS-BMRB Survey Information Line:

Freephone 0800 015 2476

Kantar Operations:

Chris Hanley, 0208 433 4222

Interviewer ID check (office hours):

020 8433 42142

DCMS partner organisations



department for
culture, media
and sport

Taking Part

England's Survey of Culture, Leisure and Sport



department for
culture, media
and sport



2-4 Cockspur Street
London SW1Y 5DH
www.culture.gov.uk

Printed in the UK on recycled paper
© Crown copyright
Ref TP12Long – V1 April 2012
April 2012 10,000 copies
Image credits: English Heritage, Ali Pretty,
Sport England and Sunderland City Council



improving
the quality
of life for all

Why have I been contacted?

You may remember participating in the Taking Part survey for the Department for Culture, Media and Sport and its partner organisations (Sport England, Arts Council England and English Heritage).

Your help with the survey was much appreciated, and at the time, you agreed that TNS-BMRB, the independent research company carrying out the survey, could get back in touch with you in the future regarding further research on the subject. We would very much like to come back and interview you again in the next few weeks.

What is the Taking Part survey?

DCMS is the Government department which aims to improve the quality of life for all through sporting and cultural activities. We have asked TNS-BMRB to talk to you, as before, to see what you do in your own time and what you think of local facilities. The results of the survey help DCMS and its partners understand what helps or hinders people taking part in these activities. As a reminder, the survey covers a wide range of topics, such as:

- Sport and active recreation
- Visits to museums, galleries and heritage sites
- Use of libraries and archives
- Arts events and activities
- Volunteering and charitable giving
- The London 2012 Olympic and Paralympic Games

Your participation is much appreciated and it is important to interview you even if you don't do any activities or you don't think your views are relevant. The results need to be representative of everyone in England. 10,000 adults and 1,000 children will be interviewed for the 2012/13 survey. Further information about the survey is available at:

http://www.culture.gov.uk/what_we_do/research_and_statistics/4828.aspx

Who will be interviewed?

If the letter that this leaflet came with was addressed to you, then you are the person we need to speak to. We will also need to speak to any 11-15 year olds who were interviewed last time.

What happens next?

An interviewer will call at your home within the next couple of weeks. He/she will show you an identification card and will be able to answer any questions you have. If it is not a convenient time, they will also be able to arrange an appointment for a time that suits you.

At the end of the interview the interviewer will give you a £5 high street voucher as a thank-you for your time. If an 11-15 year old participates in the interview, they will also receive a £5 high street voucher as a thank-you.

Is the information I give confidential?

It is entirely confidential:

- Your name and address details are kept separate from your answers and will not be passed to any other organisation, including DCMS and its partner organisations, without your expressed permission.
- No individual will be identifiable from the results. Your answers will be combined with others who take part in the survey.

Where did you get my contact details, and what do I do if they are wrong?

Your address was randomly selected from the Post Office's list of addresses in England, and last time we spoke to you, you kindly agreed to be re-contacted by TNS-BMRB in the future. If this address is no longer correct then please let us know your new details using the contact information provided below.

TNS-BMRB Survey Information Line:

Freephone 0800 015 2476

Email: takingpart@tns-bmrb.co.uk