

Taking Part: 2013/2014 Technical Report

Appendix B3 – Reissue Letter

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.

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,

Project Manager
TNS-BMRB