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for Culture
Media & Sport



Taking Part 2015/16 Quarter 4

Statistical Release

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Historic England

Taking Part is a National Statistics publication and has been produced to the standards set out in the Code of Practice for Official Statistics

The United Kingdom Statistics Authority has designated these statistics as National Statistics, in accordance with the Statistics and Registration Service Act 2007, signifying compliance with the Code of Practice for Official Statistics.

Designation can be broadly interpreted to mean that the statistics:

- meet identified user needs;
- are well explained and readily accessible;
- are produced according to sound methods; and
- are managed impartially and objectively in the public interest.

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¹ <https://www.gov.uk/government/publications/uk-statistics-authority-assessment>

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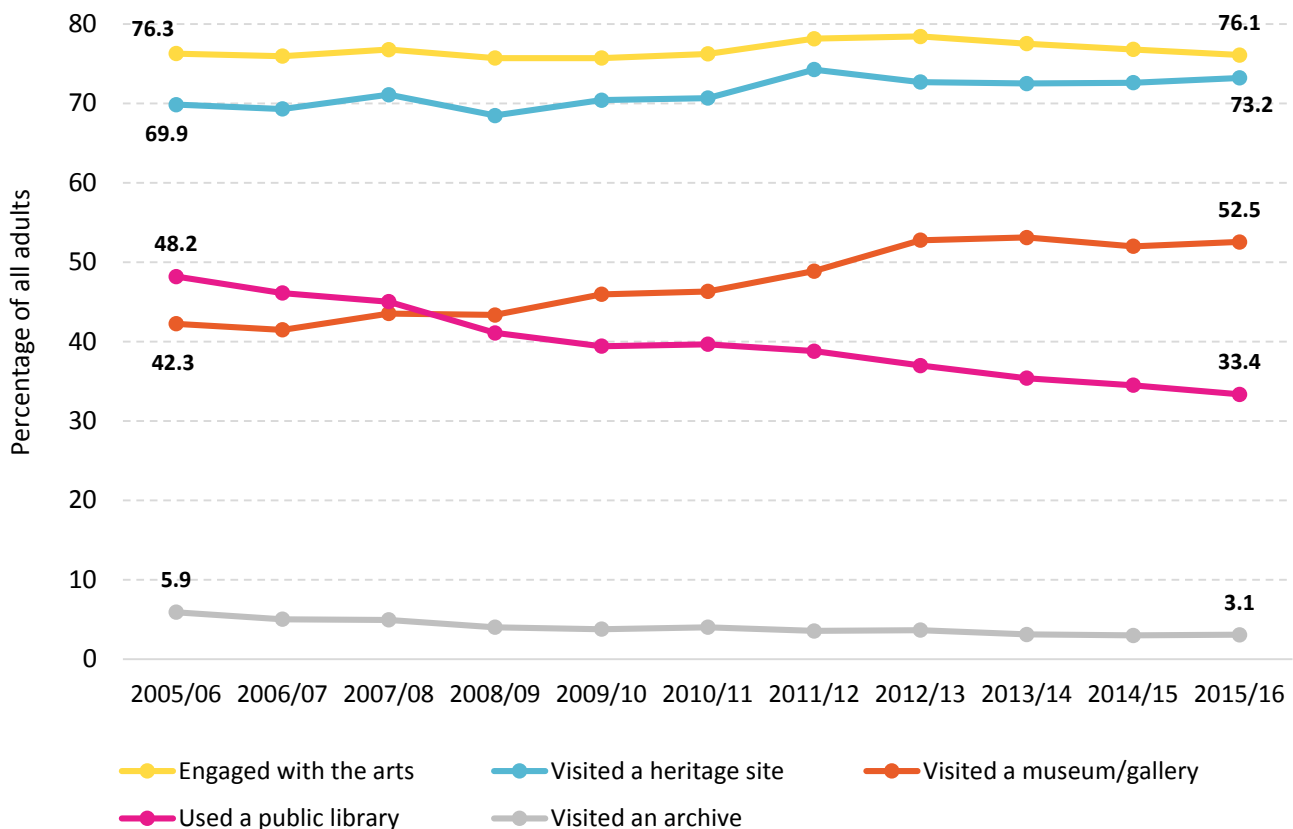


Key findings

Taking Part is a household survey in England. It measures engagement with the cultural sectors and the data are widely used by policy officials, practitioners, academics and charities. **This report presents the latest headline estimates of adult (16+) engagement for the year April 2015 to March 2016.**

Culture

Headline trends for adult engagement in DCMS sectors are illustrated below:



- The latest results show that in 2015/16, 76.1 per cent of adults had **engaged with the arts** at least once in the last 12 months, a similar rate to 2005/06 (76.3 per cent) and 2014/15 (76.8 per cent). However, this is a significant decrease on the 2012/13 high of 78.4 per cent.
- In 2015/16, 73.2 per cent of adults visited a **heritage site** in the 12 months prior to interview: a significant increase from 69.9 per cent in 2005/06 and a similar rate to 2014/15 (72.6 per cent).
- In 2015/16, 52.5 per cent of adults visited a **museum or gallery**, a significant increase in attendance from 2005/06 (42.3 per cent), but a similar proportion to 52.0 per cent in 2014/15.
- In 2015/16, 33.4 per cent of adults had used a **public library** in the 12 months prior to being interviewed. This is a significant decrease from 48.2 per cent in 2005/06 and a similar rate to 2014/15 (34.5 per cent).
- The proportion of adults who had visited an **archive** significantly decreased from 5.9 per cent in 2005/06 to 3.1 per cent. This was a similar proportion to 2014/15 (3.0 per cent).

- Although engagement in the arts, heritage and museums or galleries has increased or remained stable among all adults since 2005/06, in general, engagement among adults from lower socio-economic groups, more deprived areas of the country and minority groups (including the black and minority ethnic group and those with a disability) is still lower than among those from higher socio-economic backgrounds, less deprived areas and more common demographic groups. However, there are some signs that engagement among groups with lower engagement is increasing, and that the gaps in engagement between more and less deprived areas of the country are narrowing:
 - The gap in arts engagement between adults living in the **most deprived** and the **least deprived areas** of the country has decreased from 26.8 percentage points in 2009/10 to 14.6 percentage points in 2015/16.
 - The proportion of adults in the **most deprived areas** who visited a heritage site has increased since 2009/10 (from 39.8 per cent to 58.5 per cent). The gap in engagement between those in most deprived areas and those in the least has fallen from 44.4 percentage points in 2009/10 to 24.5 percentage points in 2015/16.
 - There has been a large significant increase in the proportion of adults who have visited a museum or gallery from the **most deprived areas**, from 30.4 per cent in 2009/10 to 43.6 per cent in 2015/16.
 - The **black and minority ethnic group** has seen a slightly larger increase in museum engagement since 2005/06 than the white ethnic group. In 2015/16, 48.2 per cent of adults from the black and minority ethnic group visited a museum or gallery, compared with 53.1 per cent of the white ethnic group. The corresponding figures were 35.4 per cent and 43.0 per cent in 2005/06.

Volunteering and charitable giving²

- In 2015/16, almost a quarter of adults (24.4 per cent) reported that they had taken part in **voluntary activities** in the last 12 months, a similar proportion to 2005/06 and 2014/15.
- The proportion of adults who **volunteered in DCMS sectors** has increased from 7.0 per cent in 2005/06 to 7.9 per cent in 2015/16, but is lower than the peak of 9.3 per cent in 2012/13, which may have been influenced by the London 2012 Olympic and Paralympic Games.
- In 2015/16, 86.4 per cent of adults said they had **donated money to charity** in the last 12 months, a decrease from 88.4 per cent in 2010/11.
- The proportion of adults who **donated to at least one of the DCMS sectors** significantly decreased from 33.0 per cent in 2010/11 to 29.7 per cent in 2015/16.

First World War

- In 2015/16, 54.7 per cent of adults stated that they were **aware of local or national events or activities** being held in the UK between 2014 and 2018 to commemorate the FWW.
- Between April 2015 and March 2016, 76.9 per cent of all adults **supported the UK commemorating the Centenary of the FWW**, reporting that they were slightly or strongly supportive.

² The Community Life Survey (CLS) also reports on volunteering and charitable giving. CLS should be used for headline measures of volunteering and giving, while Taking Part can be used to understand volunteering and giving in DCMS sectors. <https://www.gov.uk/government/publications/community-life-survey-2014-to-2015-statistical-analysis>



2012 Olympic and Paralympic Games

- In 2015/16, 22.5 per cent of respondents who had taken part in sport or recreational physical activity said that the UK hosting the 2012 Olympic and Paralympic Games had **motivated them to do more of these activities**. This is a significant increase from 2005/06 (7.7 per cent) and 2012/13 (the year the Games were held) (19.8 per cent), but a similar level to 2014/15 (23.6 per cent).
- Among adults who had taken part in cultural activities, there has been a significant increase in the proportion who felt that the UK hosting the 2012 Olympic and Paralympic Games had motivated them to **take part in more cultural activities**, from 4.0 per cent in 2010/11 to 7.6 per cent in 2015/16.

Wellbeing

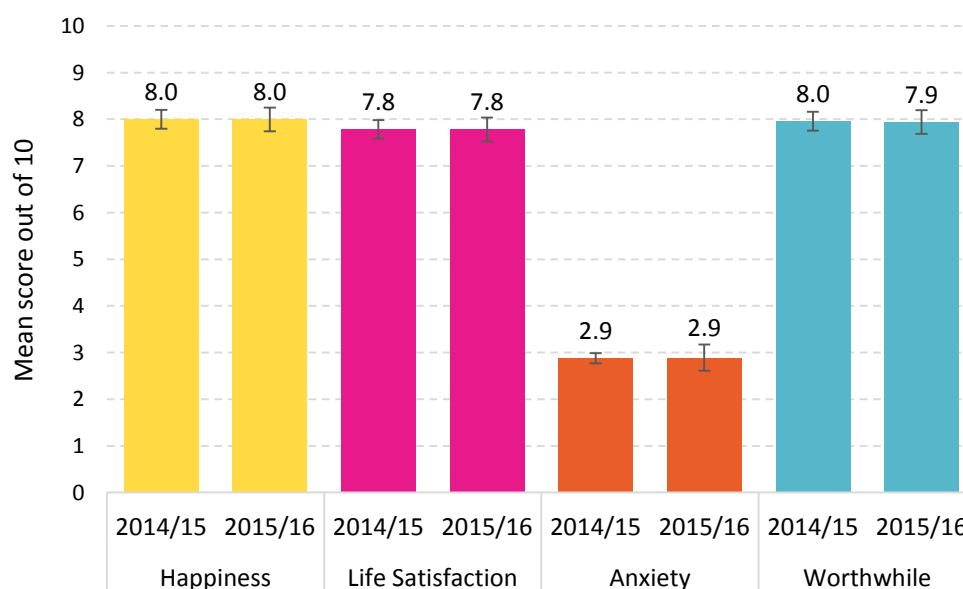
Adults responding to the Taking Part survey are asked four questions relating to their personal wellbeing. Respondents are asked: how happy they are; how satisfied they are with their life; how anxious they felt the day prior to interview; and to what extent they feel things in their life are worthwhile.

Mean wellbeing scores among all adults for the period April 2015 to March 2016 were:

- 8.0 out of 10 for happiness yesterday;
- 7.8 out of 10 for life satisfaction;
- 2.9 out of 10 for anxiety yesterday;
- 7.9 out of 10 for feeling that what one does in life is worthwhile.

These scores have remained stable since 2014/15.

Mean wellbeing scores, 2014/15 to 2015/16



Notes:

(1) Confidence intervals, shown as error bars, range between +/-0.1 and +/-0.3.

Headline measures from Taking Part Survey - Adult

Percentage

	Significant changes since earliest data	Significant changes from previous year	Trend	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
Culture														
Has engaged with the arts in the last year	—	—		76.3	75.9	76.8	75.7	75.7	76.2	78.2	78.4	77.5	76.8	76.1
Has engaged with the arts three or more times in the last year	▼	—		62.5	61.3	62.2	59.9	60.7	61.2	63.3	64.1	62.8	61.6	61.0
Has visited a museum or gallery in the last year	▲	—		42.3	41.5	43.5	43.4	46.0	46.3	48.9	52.8	53.1	52.0	52.5
Has visited a public library in the last year*	▼	—		48.2	46.1	45.0	41.1	39.4	39.7	38.8	37.0	35.4	34.5	33.4
Has visited a heritage site in the last year	▲	—		69.9	69.3	71.1	68.5	70.4	70.7	74.3	72.7	72.5	72.6	73.2
Has visited an archive or records office in the last year (own time and voluntary)	▼	—		5.9	5.0	4.9	4.0	3.8	4.0	3.6	3.7	3.1	3.0	3.1
Volunteering and charitable giving														
Has volunteered in last 12 months	—	—		23.8	24.0	24.0	25.0	N/A	24.2	23.3	25.9	23.9	24.2	24.4
Has volunteered in DCMS sectors in last 12 months	▲	—		7.0	6.9	7.2	7.8	N/A	7.7	7.1	9.3	7.4	7.9	7.9
Has donated money in the last 12 months **	▼	—		N/A	N/A	N/A	N/A	N/A	88.4	89.7	89.7	88.2	86.7	86.4
Has donated money to the DCMS sectors in last 12 months **	▼	—		N/A	N/A	N/A	N/A	N/A	33.0	30.9	32.0	28.7	29.8	29.7
Digital participation (Has visited a...)														
Museum or gallery website	▲	—		15.8	16.5	18.3	19.3	N/A	25.0	26.2	31.3	27.5	27.9	28.6
Library website	▲	—		8.9	9.6	10.4	10.9	N/A	15.5	16.2	16.9	14.2	14.7	14.2
Heritage website	▲	—		18.3	18.9	21.0	21.3	N/A	26.7	28.6	31.3	27.4	27.5	27.8
Arts Websites (including music, theatre, dance, visual arts and literature)***	▼	—		30.5	32.2	34.6	35.3	N/A	42.6	32.2	30.3	25.1	24.5	25.2
Archive or records office website	—	—		9.7	10.5	11.0	11.0	N/A	10.9	11.6	13.5	11.6	10.6	10.4
Sport website	▲	—		26.1	27.9	30.6	31.3	N/A	36.4	37.6	40.1	35.8	34.8	34.9

N/A Data not available for this year

* Excludes visits for paid work and academic study except in 2008/09 and 2009/10

** Data only available for January - March in 2011

*** Prior to July 2011 this question was worded as: "Theatre/Concert websites or other websites about art"

Introduction

This report

Taking Part is a household survey in England. It looks at participation in the cultural and sport sectors. This report presents findings on participation in culture³: the latest headline estimates are **for the year from April 2015 to March 2016**. Running since 2005, the survey was commissioned by the Department for Culture, Media and Sport (DCMS) in partnership with Arts Council England, Historic England, and Sport England. These statistics are used widely by policy officials, practitioners, academics, the private sector and charities to measure and understand participation in the cultural sectors.

Taking Part is the key evidence base for DCMS, providing reliable national estimates of participation and supporting the Department's aim of enriching lives by providing people with the chance to get involved in a variety of cultural and sporting opportunities. In March 2016, DCMS published a [strategy](#)⁴ outlining proposed developments to the Taking Part survey over the next five years, which will ensure the survey is fit for the future and supports the evidence needs of DCMS sectors.

This report presents headline findings for the main cultural sectors, along with updates on the influence of London hosting the 2012 Olympic and Paralympic Games, data that measure volunteering and charitable giving policy objectives and mean personal wellbeing scores. Government policies which might have had an impact on participation figures have been outlined at the beginning of relevant chapters throughout the report. Key terms and definitions are provided in Annex B of this release. Sector definitions are provided in Annex C.

The latest results presented in this report are based on interviews conducted between April 2015 and March 2016. The total sample size for this period is 10,171. All differences and changes reported are statistically significant at the 95% confidence level unless otherwise stated⁵. This means the probability that any given difference happened by chance is low (at most 1 in 20).

[See the data tables and infographics accompanying this release.](#)

Forthcoming releases

Adult releases of Taking Part are published twice a year. The next biannual release is in December 2016 and will present data covering the period October 2015 to September 2016. Future adult releases will be released twice a year, in July and December.

In addition, a series of "Taking Part, Focus on" reports will be published in October 2016. Each report in this series will look at a specific topic in more detail, providing more in-depth analysis of the 2015/16 Taking Part data than in the biannual report. The [last set of short stories](#)⁶ was published in April 2016.

If you would like further information on these releases or about the Taking Part survey, please contact the Taking Part team on TakingPart@culture.gov.uk.

To complement our statistical releases and to make Taking Part data more accessible, we have launched a suite of [online analysis tools](#). We hope these tools will allow more users to interrogate the Taking Part data themselves. These tools are still under development, so please let us have your views and feedback.

³ The measurement of sport participation for adults is available in Sport England's Active People Survey at <https://www.sportengland.org/research/who-plays-sport/>.

⁴ <https://www.gov.uk/government/publications/taking-part-a-strategy-for-the-next-five-years>

⁵ A significant increase or decrease at the 95% level means there is less than a 5% (1 in 20) chance that the difference observed occurred by chance and is not representative of a change in the population.

⁶ <https://www.gov.uk/government/statistics/taking-part-april-2016-focus-on-reports>

Chapter 1: Arts

Taking Part asks respondents whether they have attended or participated in a range of arts events and activities. These two forms of engagement (attendance and participation) are combined to provide the overall measure of arts engagement (See Annex C for details). Examples of arts engagement include participating in activities such as painting and practising circus skills, or attending events such as live music performances and seeing a play or drama.

Digital engagement with the arts is defined as using arts websites online. This includes using an arts website to download part or all of a performance or exhibition; to discuss the arts; to share art that others have created; to upload or share art that you have created yourself; or to find out how to take part or improve your creative skills.

Government policy is provided below for context. These policies may have influenced the participation figures, but their inclusion here does not indicate that they have directly caused any change.

The Government is committed to ensuring that everyone has the opportunity to experience and participate in culture and the arts, whatever their background. Culture brings huge benefits by providing better quality of life and wellbeing within local communities.

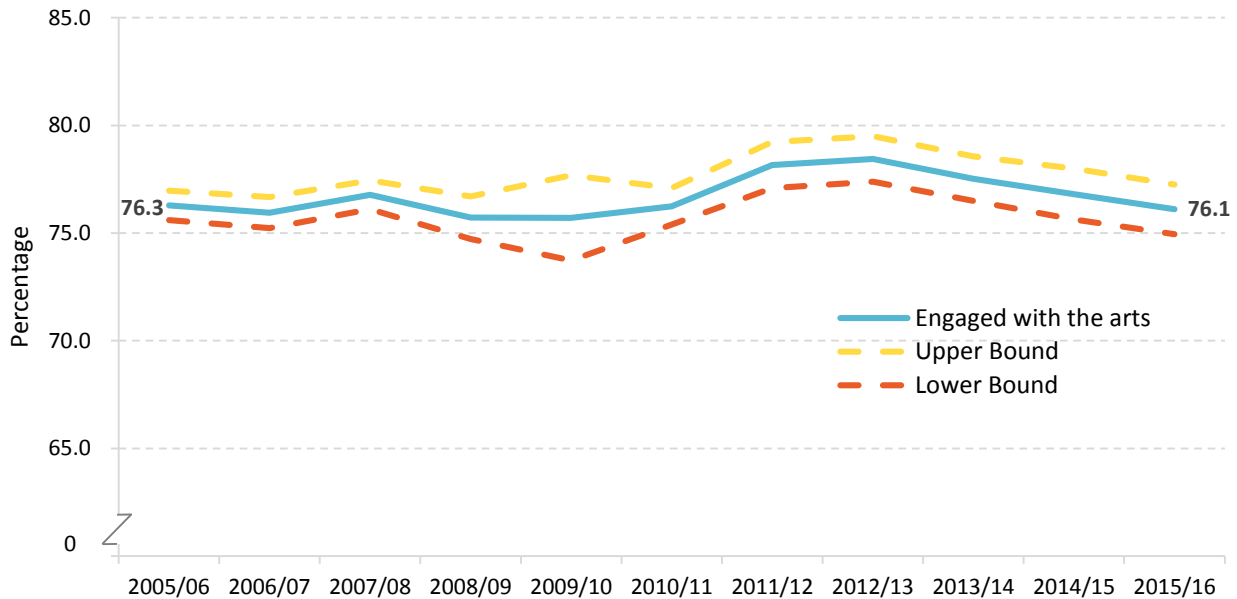
DCMS funds Arts Council England, an Arm's Length Body independent of Ministers, to champion and support the arts in England. The Arts Council's ten-year strategy, [Great art and culture for everyone](#), aims to encourage more people to be involved in arts in their communities and to be inspired by arts experiences.

Many other public, private and voluntary organisations make up the funding landscape that supports the arts in this country. DCMS and Arts Council England work with a range of such partner organisations to advocate for the arts, to highlight the benefits the arts bring to the nation, and to inspire greater participation.

Headline results: Arts engagement

- The latest results show that in 2015/16, 76.1 per cent of adults had **engaged with the arts at least once in the last 12 months**, a similar rate to 2005/06 (76.3 per cent) and 2014/15 (76.8 per cent). However, this is a significant decrease on the 2012/13 high of 78.4 per cent.
- Between April 2015 and March 2016, 61.0 per cent of adults had engaged with the arts **three or more times** in the previous 12 months, a similar proportion to 61.6 per cent in 2014/15, but a significant decrease from 62.5 per cent in 2005/06.



Figure 1.1: Proportion of adults who had attended or participated in the arts in the last year, 2005/06 to 2015/16**Notes:**

(1) Confidence intervals range between +/-0.7 and +/-2.0 from 2005/06 onwards.

Engagement by characteristics of the area**Region**

- There has been a significant decrease in the proportion of adults engaging in the arts in the **East of England** since a peak in engagement in 2012/13 (from 83.6 per cent to 75.8 per cent). A similar trend is also evident for **Yorkshire and Humberside** (from 76.4 per cent to 69.9 per cent).
- In 2015/16, engagement was highest in the South West (84.2 per cent) and lowest in Yorkshire and Humberside (69.9 per cent).

Urban/Rural

- In 2015/16, adults living in **rural areas** had a significantly higher engagement rate (80.2 per cent) than those living in **urban areas** (75.1 per cent). For both rural and urban areas, the level of engagement is at a similar rate to 2005/06 and 2014/15.

ACORN category

- There was a significant increase in the proportion of '**hard pressed**' adults who engaged in the arts, from 63.2 per cent in 2005/06 to 66.4 per cent in 2015/16 (a similar proportion to 2014/15).

Index of Multiple Deprivation (IMD) Decile

- The gap in engagement between the **most deprived** and the **least deprived** groups has decreased since these data were first collected in 2009/10. In 2009/10, 86.6 per cent of adults in the least deprived group had engaged with the arts at least once in the 12 months prior to interview, and only 59.9 per cent of adults in the most deprived group: a difference of 26.8 percentage points. In 2015/16 this gap narrowed to 14.6 percentage points, the smallest it has been since data collection began: 81.9 per cent of adults in the least deprived group engaged with the arts, compared to 67.2 per cent of adults in the most deprived.

Engagement by demographics

Between April 2015 and March 2016, the following patterns of arts engagement were observed among demographic groups:

Age

- The proportion of adults aged between **65 and 74** who engaged in the arts has significantly increased since 2005/06 (from 70.7 per cent to 77.8 per cent).
- The proportion of adults **aged 75 and above** (60.4 per cent) who engage in the arts is significantly lower than in all other age groups.

Gender

- Significantly more **women** than **men** engage in the arts. In 2015/16, 80.2 per cent of women engaged in the arts compared with 71.8 per cent of men.
- The gap between the sexes has also widened, from 5.4 percentage points in 2005/06 to 8.4 percentage points in the latest year.

Socio-economic group

- Arts engagement is significantly higher amongst adults in the **upper socio-economic group**⁷ (81.7 per cent) compared with those in the **lower socio-economic group** (65.2 per cent).
- However, the proportion of adults who engage in the arts in the upper socio-economic groups has significantly decreased from 84.4 per cent in 2005/06.

Ethnicity

- Arts engagement is significantly higher among adults from the **white ethnic group** (77.6 per cent) than among adults from **black and minority ethnic** (BME) groups (65.5 per cent).
- Engagement rates across both ethnic groups have remained similar to in 2005/06, although the gap between the two groups has widened from 7.1 percentage points in 2005/06 to 12.0 percentage points in 2015/16.

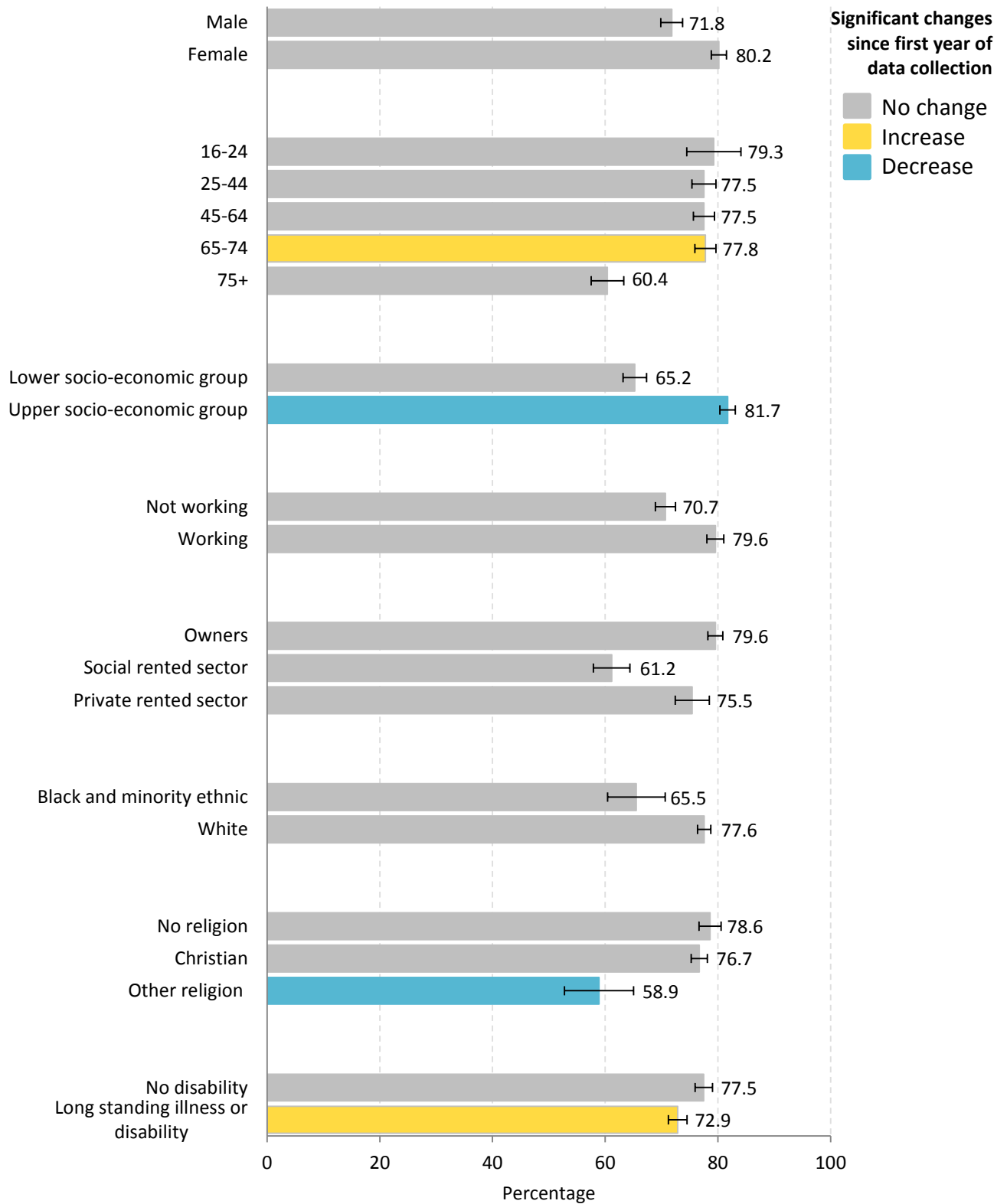
Disability

- Adults **without a long-standing illness or disability** have significantly higher arts engagement rates (77.5 per cent) than those with a **long-standing illness or disability** (72.9 per cent).
- However, the proportion of adults with a long-standing illness or disability who engage in the arts has significantly increased since 2005/06 (when it was 69.8 per cent).

⁷ Definitions of socio-economic groups and their classifications are available at <http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/soc2010/soc2010-volume-3-ns-sec--rebased-on-soc2010--user-manual/index.html>



Figure 1.2: Arts engagement by demographics, 2015/16

**Notes:**

- (1) Confidence intervals range between +/-1.2 and +/-6.2.
- (2) Significant differences relate to the year 2005/06.

Digital engagement

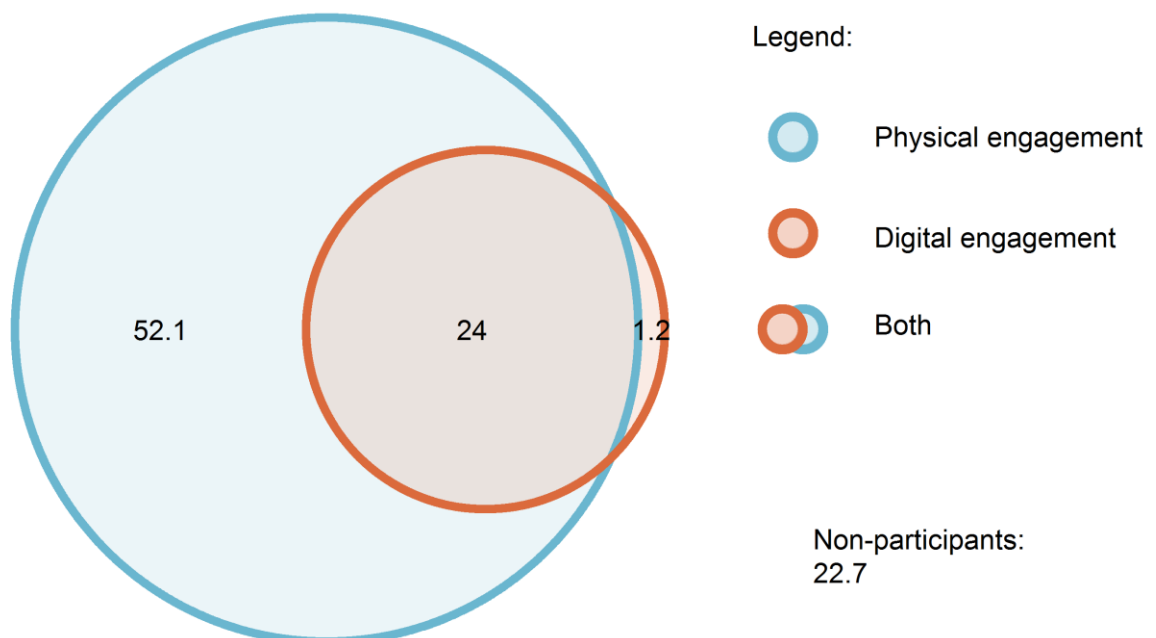
- In 2015/16, 25.2 per cent of adults had visited a **theatre or concert website**, a similar rate to 2014/15 (24.5 per cent), but a significant decrease compared to 2005/06 (30.5 per cent).
- Of those who had visited a theatre or concert website, 50.3 per cent of adults had visited the website to **buy tickets for an arts performance or exhibition**. This is a significant increase from 43.2 per cent in 2006/07, but a significant decrease from the 2010/11 peak of 67.7 per cent.

The Taking Part survey added new questions asking about visits to arts websites from July 2011. Between April 2015 and March 2016, of those who had visited an arts website:

- 70.5 per cent did so to **find out more about an artist, performer or event**, a similar proportion to in 2011/12 (72.0 per cent).
- 20.6 per cent of adults had visited an arts website **to view or download part or all of a performance or exhibition**, a significant decrease on the 2012/13 high of 24.9 per cent.
- 6.9 per cent did so **to find how to take part or improve their creative skills**, a significant decrease on 2010/11 (9.0 per cent).

The majority of adults who had participated in the arts digitally had also engaged physically by attending or participating at an arts event at least once in the 12 months prior to questioning (Figure 1.3). Overall, when considering physical arts participation **and** digital participation, 77.3 per cent of adults had engaged with the arts in some way between April 2015 and March 2016, compared with 78.0 per cent in 2014/15.

Figure 1.3: Percentage of adults engaging in the arts in the last 12 months, either through physical participation or digital participation, 2015/16



Further data and demographic breakdowns for this section can be found in the [spreadsheets accompanying this release](#).



Chapter 2: Heritage

The Taking Part survey measures adult participation in heritage by whether respondents visited a heritage site in the 12 months prior to interview. A full definition of participation can be found in Annex C. Digital engagement with heritage is covered at the end of this chapter. Digital engagement with the heritage sector includes visiting a heritage website to take a virtual tour of a historical site, using heritage websites to learn about history or the historic environment, using a heritage website to buy tickets to visit a historic site, and using heritage websites to discuss history or the historic environment on a forum.

Government policy is provided in the box below for context. These policies may have influenced the participation figures, but their inclusion here does not indicate that they have directly caused any change.

Government is committed to ensuring that the historic environment of England is properly protected and conserved, so that present and future generations can enjoy the benefits of engaging with our heritage. Through the bodies it funds, DCMS seeks to promote understanding and access to the historic environment, allowing people to appreciate the heritage assets around them.

DCMS funds Historic England, the Government's statutory advisor on the historic environment. From the 1st of April 2015, English Heritage separated into two organisations:

- 1) A new charity, retaining the name English Heritage, is running the National Heritage Collection of historic properties;
- 2) The newly-named non-departmental public body, Historic England, is dedicated to offering expert advice, championing the wider historic environment and providing support for stakeholders in the heritage sector.

The Department also provides funding and support to a number of other bodies, including the National Heritage Memorial Fund and the Churches Conservation Trust.

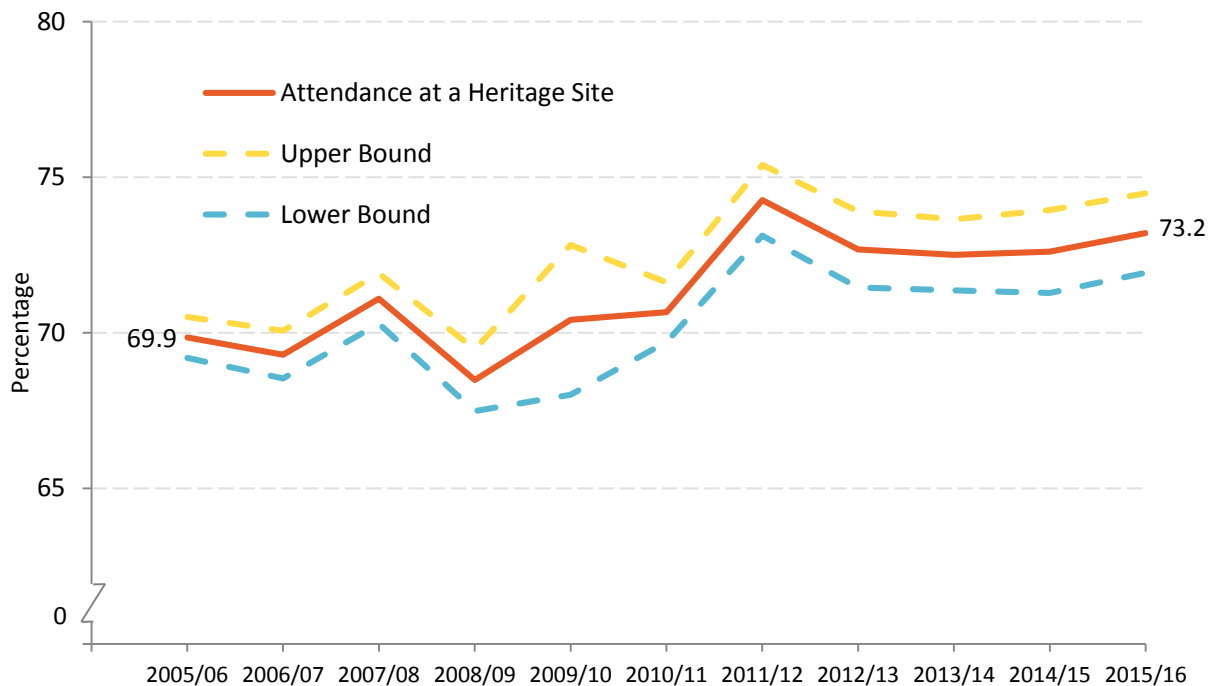
Of course many other public, private and voluntary organisations fund and support heritage in this country. DCMS works with a range of partner organisations to highlight the benefits heritage brings to the nation and to inspire greater engagement.

Further details of the department's role in relation to heritage are available on the DCMS [website](#).

Headline results: Heritage visits

- The latest results from the period April 2015 to March 2016, show that 73.2 per cent of adults visited a **heritage site** in the 12 months prior to interview. This is a significant increase from 69.9 per cent in 2005/06 and a similar rate to 2014/15 (72.6 per cent).

Figure 2.1: Proportion of adults who had visited a heritage site in the last 12 months, 2005/06 to 2015/16



Notes:

- (1) Confidence intervals range between +/-0.7 and +/-2.4 from 2005/06 onwards.
- (2) The upper and lower bounds show the 95 per cent confidence interval.

Engagement by characteristics of the area

Region

- Since 2005/06, there has been significant increases in the proportion of adults who visited a heritage site in the **North West of England** (from 67.7 per cent to 72.2 per cent), the **West Midlands** (65.8 per cent to 72.2 per cent) and the **South West** (73.2 per cent to 78.5 per cent).

Area type

- There has been a significant increase in the proportion of adults from **urban areas** who visited a heritage site, from 68.0 per cent in 2005/06 to 71.7 per cent in 2015/16. In contrast, the proportion of adults from rural areas who visited a heritage site (79.8 per cent) has remained similar to 2005/06 (when it was 77.4 per cent).

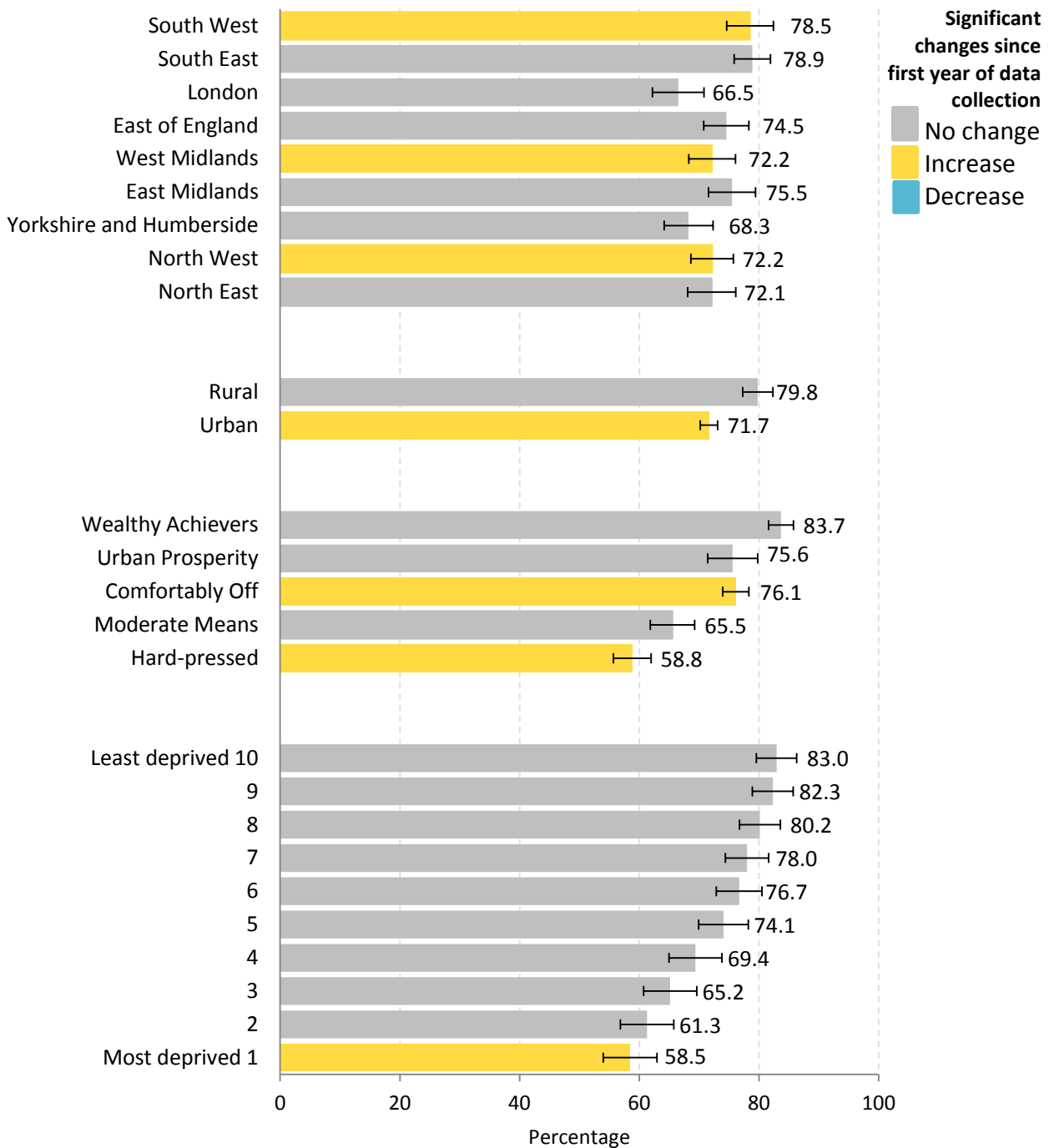
ACORN

- Between 2005/06 and 2015/16, there has been an increase in the proportion of adults who visited a heritage site among those described as '**comfortably off**' (from 73.2 per cent to 76.1 per cent) and '**hard pressed**' (from 53.0 per cent to 58.8 per cent).

Index of Multiple Deprivation (IMD) Decile

- The proportion of adults in the **most deprived areas** who visited a heritage site has significantly increased since 2009/10 (from 39.8 per cent to 58.5 per cent). The gap in participation between those in the most deprived areas and those in the **least deprived areas** has decreased from 44.4 percentage points in 2009/10 to 24.5 percentage points in the latest year.



Figure 2.2: Heritage site visits by area characteristics, deprivation⁸ and ACORN category, 2015/16**Notes:**

- (1) Confidence intervals, shown as error bars, range between +/-1.5 and +/-4.5.
 (2) Significant differences relate to the year 2005/06, apart from IMD⁸ which relates to 2009/10.

⁸ The Index of Multiple Deprivation (IMD) is a composite index which measures neighbourhood deprivation across seven domains (for example housing and income deprivation). The IMD decile group splits neighbourhoods into ten groups according to the level of deprivation (e.g. 10% most deprived neighbourhoods).

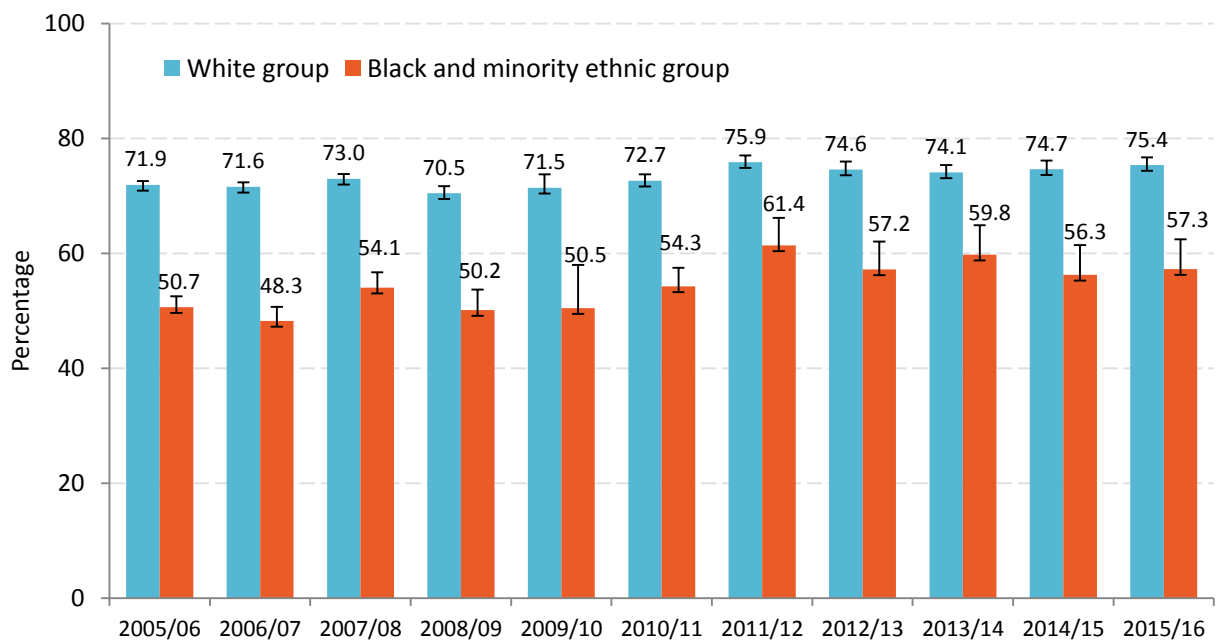
Engagement by demographics

Between 2005/05 and 2015/16, there has been a significant increase in the proportion of adults who have visited a heritage site in the last 12 months across all demographic groups looked at, except for among adults aged 16-24 and adults aged 45-64, where the proportion who have visited a heritage site has remained stable (Figure 2.4).

Ethnicity

- A consistently higher proportion of adults from the white ethnic group engage with heritage than adults from the black and minority ethnic (BME) group. In 2015/16, 57.3 per cent of adults belonging to the **BME group** had visited a heritage site at least once in the past 12 months. This is a significant increase from 50.7 per cent in 2005/06. Over the same period, the proportion of adults belonging to the **white ethnic group** who visited a heritage site has also significantly increased from 71.9 per cent in 2005/06 to 75.4 per cent in 2015/16.

Figure 2.3: Black and minority ethnic group participation in heritage in the last year, compared to the white ethnic group, 2005/06 to 2015/16

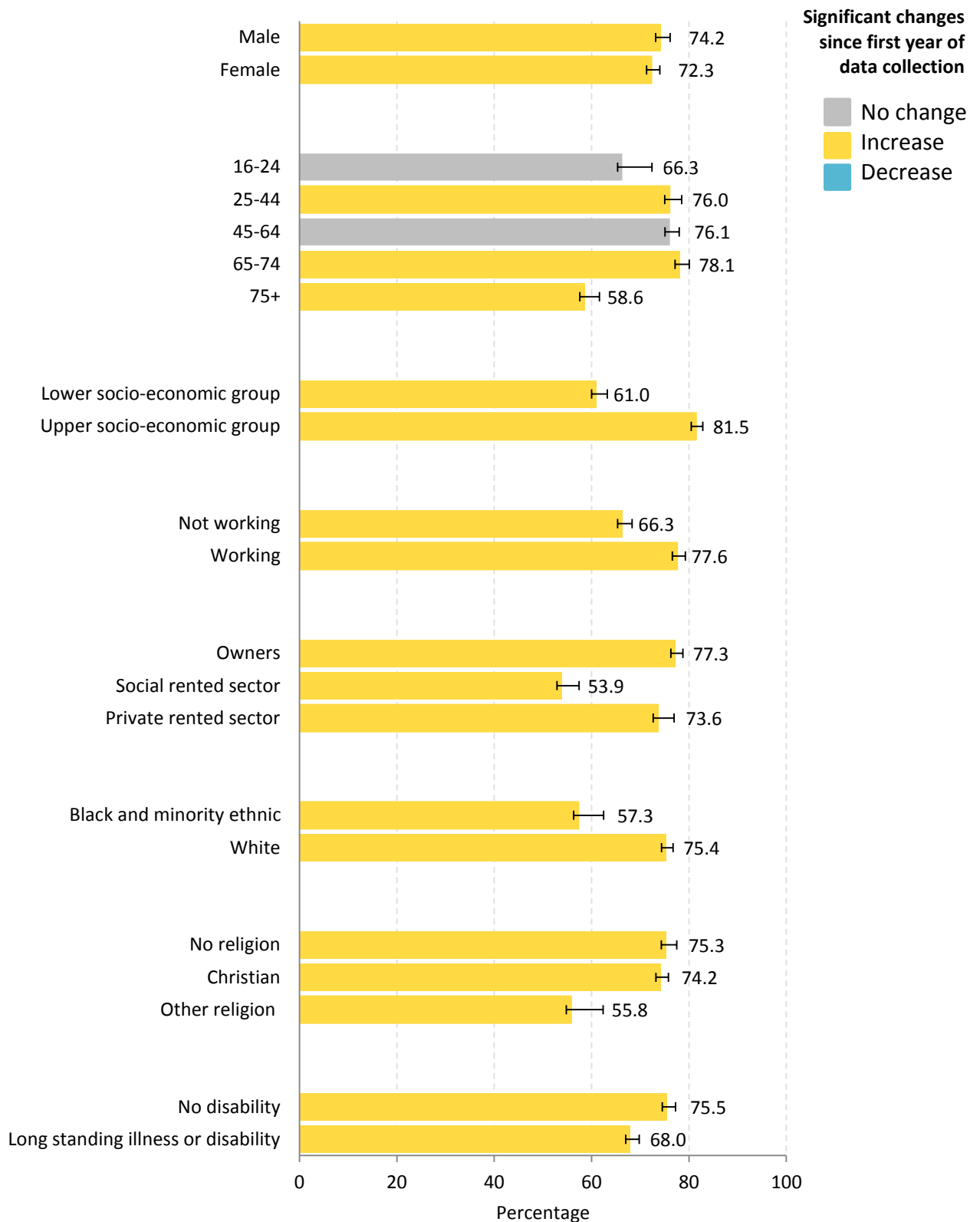


Notes:

(1) Confidence intervals, shown as error bars, range between +/-0.7 and +/-7.5 from 2005/06 onwards.



Figure 2.4: Heritage participation by demographics, 2015/16

**Notes:**

- (1) Confidence intervals, shown as error bars, range between +/-1.4 and +/-6.6.
- (2) Significant differences relate to the year 2005/06.

Digital engagement

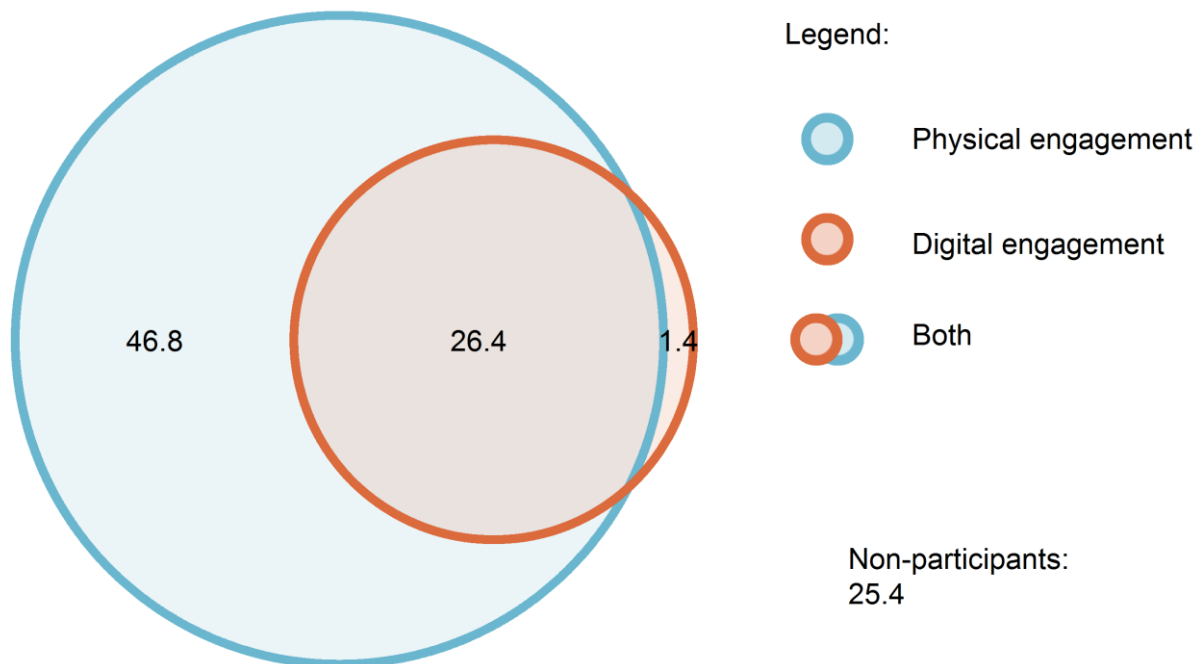
In 2015/16, 27.8 per cent of adults had visited a **heritage website** in the last 12 months, a similar proportion to 2014/15 (27.5 per cent) but a significant increase from 2005/06 (18.3 per cent).

The Taking Part Survey added new questions about visits to heritage websites from July 2011. In 2015/16, of the people who visited a heritage website:

- Almost three in five used a heritage website **to plan how to get to a historic site** (59.1 per cent), a similar rate to 2011/12 (56.7 per cent).
- Nearly a third (29.8 per cent) used a heritage website **to buy tickets to visit a historic site**, a significant increase from 24.6 per cent in 2011/12.
- Almost half (48.5 per cent) used a heritage website to **learn about history or the historic environment**, a similar level to in 2011/12 (51.5 per cent).

The majority of adults who had participated digitally had also engaged physically by visiting a heritage site at least once in the 12 months prior to questioning (Figure 2.5). Overall, when considering physical visits to heritage sites **and** digital visits to a heritage website, 74.6 per cent of adults had engaged with heritage in some way between April 2015 and March 2016, compared to 74.4 per cent in 2014/15.

Figure 2.5: Percentage of adults engaging in heritage either through physical attendance or digital participation, 2015/16



Further data and demographic breakdowns for this section can be found in the [spreadsheets accompanying this release](#).



Chapter 3: Museums and galleries

This chapter reports museum and gallery attendance in the last 12 months. It also provides details on the ways that people digitally engage with museums and galleries. Digital engagement with museums and galleries is defined as using museum or gallery websites: this could be to look at items from a museum or gallery collection, to find out about a particular subject, to take a virtual tour of a museum or gallery, or to view or download an event or exhibition.

The Department also publishes [monthly museum and gallery visits figures](#)⁹ for DCMS sponsored museums. These statistics are from the perspective of individual museums and galleries; one person may visit a number of museums and galleries, or visit one museum or gallery more than once, and therefore be counted more than once. These data also include visits by overseas visitors and by visitors from countries other than England in the UK. Taking Part, on the other hand, is a household survey in England and measures engagement from the view point of the individual. Despite these differences, the results have been similar, showing an upward trend since 2005/06.

Government policy is provided below for context. These policies may have influenced the participation figures, but their inclusion here does not indicate that they have directly caused any change.

DCMS directly sponsors 15 [museums and galleries](#), of which 13 were founded by Act of Parliament and are defined as “National Museums”. All DCMS sponsored institutions receive Grant-in-Aid funding from DCMS. Details of how much funding individual museums will receive are published [in an annual report](#). Providing free admission (since 2001) to the permanent collections remains a condition of the national museums and galleries’ Grant-in-Aid funding. DCMS’ stewardship of sponsored museums is at arm’s length.

DCMS also sponsors Arts Council England, the national body which supports museums and galleries in England. It distributes direct government funding, as well as providing advice and guidance, and running programmes to raise standards in regional museums and galleries with permanent collections. Arts Council England's updated [strategy](#) covers their main programmes, which include:

- Running the [Major Partner Museums Scheme](#), the [Museum Development Grants Programme](#) and the [Museums Strategic Funding Programmes](#), which provide funding and support to regional museums.
- Running 2 schemes which help regional museums to improve and develop:
 - The [Accreditation Scheme](#), which allows museums to receive official accreditation if they meet a set of standards covering collection management to visitor experience;
 - The [Designation Scheme](#), which identifies and recognises collections of national or international importance in regional museums.
- DCMS and the [Wolfson Foundation](#) fund the [DCMS/Wolfson Museums and Galleries Improvement Fund](#), which supports projects in English museums and galleries that improve the quality of displays, and collection interpretation, public spaces, and access and facilities for disabled visitors.

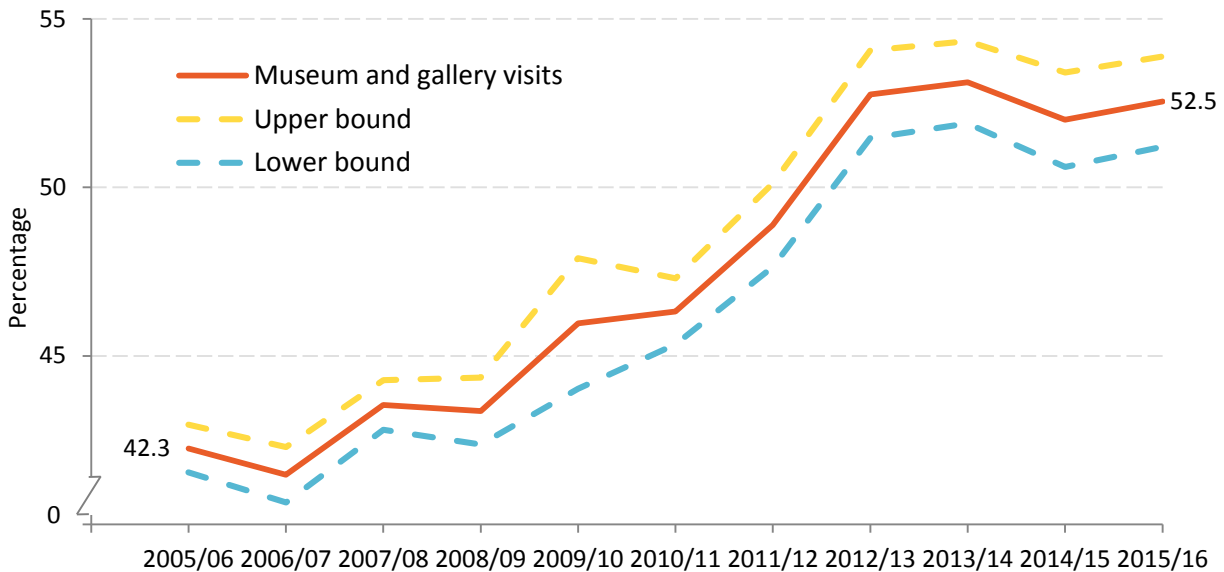
Many other public, private and voluntary organisations make up the funding landscape that supports museums and galleries in this country. DCMS and Arts Council England work with a range of such partner organisations to advocate for museums and galleries, to highlight the benefits they bring to the nation, and to inspire greater participation.

⁹ <https://www.gov.uk/government/statistical-data-sets/museums-and-galleries-monthly-visits>

Headline results: Museums and galleries

- In 2015/16, 52.5 per cent of adults had visited a **museum or gallery** in the last year, a significant increase from 2005/06 (42.3 per cent), but a similar proportion to in 2014/15 (52.0 per cent).
- The vast majority of visits were made in **people’s own time** (98.3 per cent), with a small proportion attending **for paid work** or **for academic study** (2.4 per cent and 2.0 per cent respectively¹⁰).

Figure 3.1: Proportion of adults who had visited a museum or gallery in the last year, 2005/06 to 2015/16



Notes:

- (1) Confidence intervals range between +/-0.7 and +/-1.9 from 2005/06 onwards.
- (2) The upper and lower bounds show the 95 per cent confidence interval.

Engagement by characteristics of the area

Region

- The **North West region** has seen the largest increase in the proportion of adults who visited a museum or gallery since 2005/06 (from 40.4 per cent in 2005/06 to 54.1 per cent in 2015/16). The **East Midlands** has seen the smallest percentage point increase (from 40.7 per cent in 2005/06 to 46.9 per cent in 2015/16).

ACORN

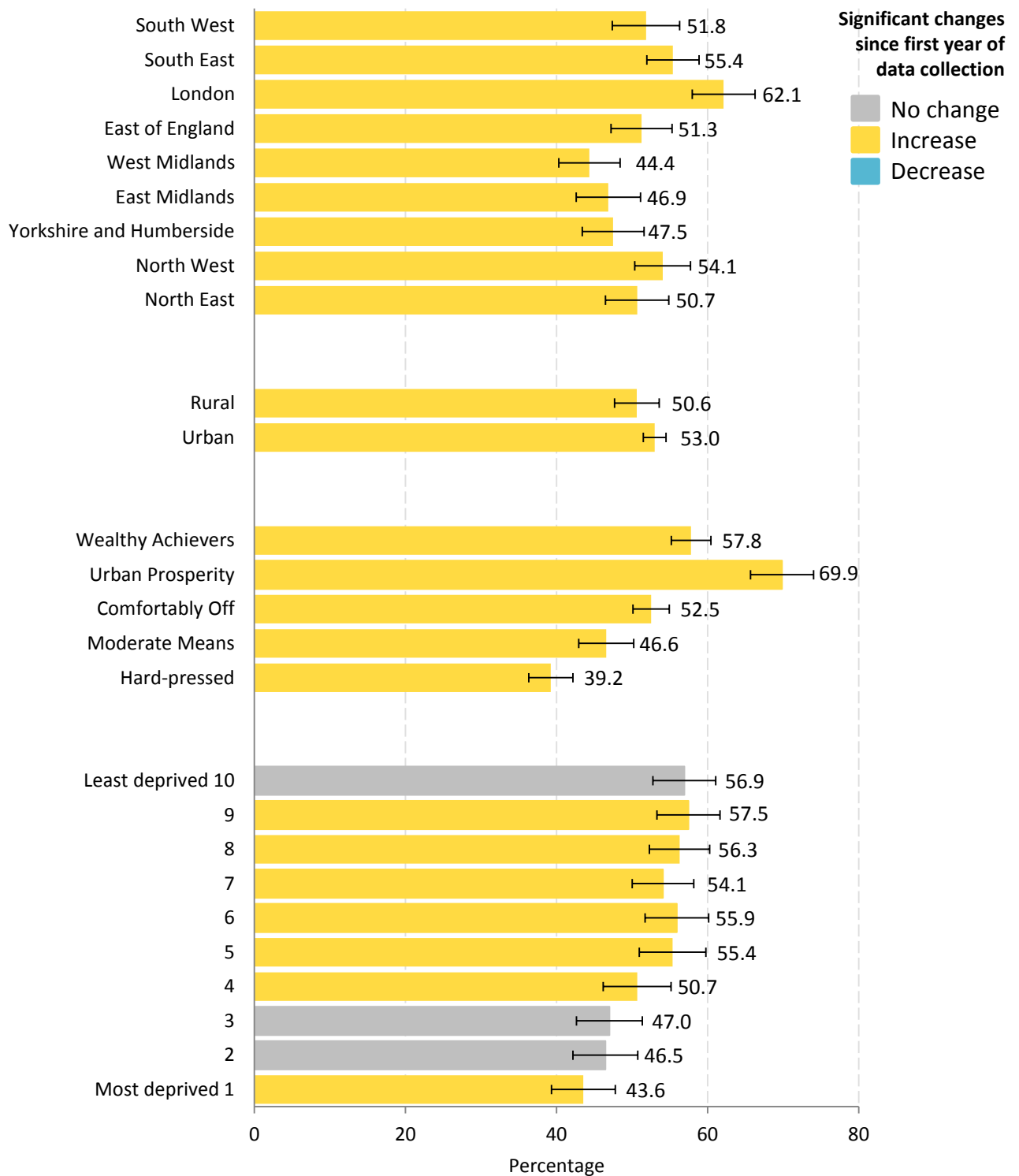
- Although the proportion of adults who have engaged with museums or galleries has increased in all ACORN groups since 2005/06, adults in the **‘hard pressed’** group were still less likely to engage than all other groups in 2015/16.

Index of Multiple Deprivation (IMD) Decile

- There has been a large significant increase in the proportion of adults who have visited a museum or gallery from the **most deprived areas**, from 30.4 per cent in 2009/10 to 43.6 per cent in 2015/16.

¹⁰ Percentages do not total to 100% as some people may have visited a museum or gallery for more than one reason.



Figure 3.2: Museum or gallery visits by area characteristics, deprivation¹¹ and ACORN category, 2015/16**Notes:**

- (1) Confidence intervals range between +/-1.5 and +/-4.5.
- (2) Significant differences relate to the year 2005/06, apart from IMD¹¹ which relates to 2009/10.

¹¹ The Index of Multiple Deprivation (IMD) is a composite index which measures neighbourhood deprivation across seven domains (for example housing and income deprivation). The IMD decile group splits neighbourhoods into ten groups according to the level of deprivation (e.g. 10% most deprived neighbourhoods).

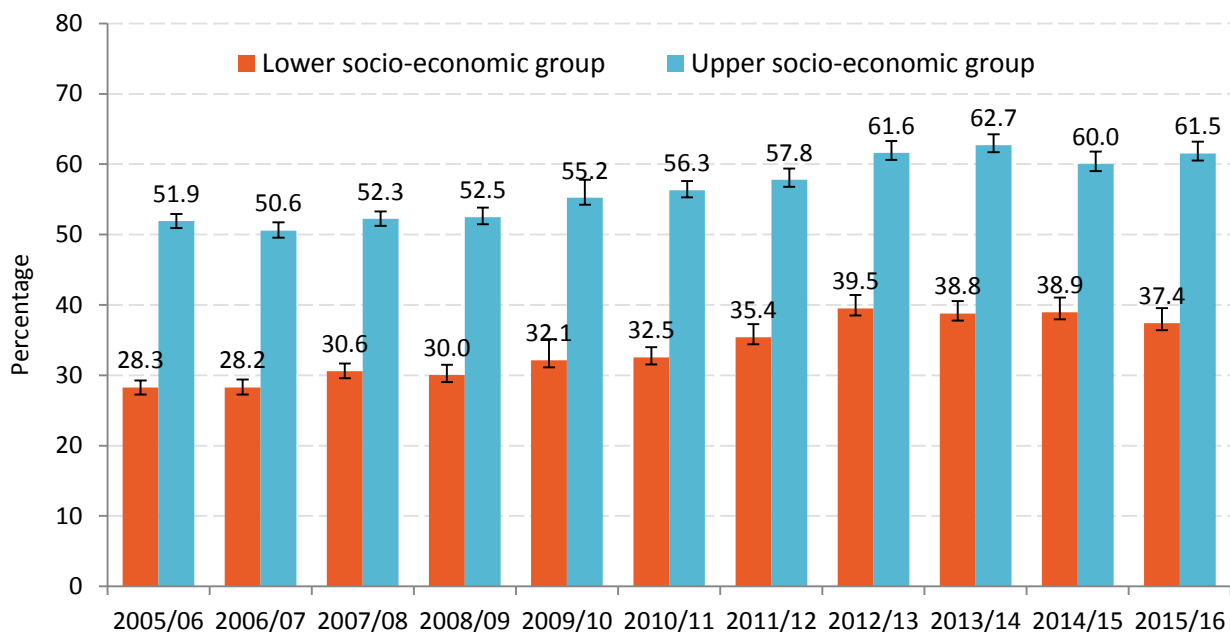
Engagement by demographics

Since 2005/06, engagement with museums and galleries has significantly increased across all demographic groups looked at.

Socio-economic group

- The gap in engagement between socio-economic groups has remained large. In 2015/16, more than three in five adults (61.5 per cent) from the **upper socio-economic group**¹² visited a museum or gallery in the last year, compared with 37.4 per cent of adults in the **lower socio-economic group** (Figure 3.3).

Figure 3.3: Proportion of adults who had visited a museum or gallery in the last year, by socio-economic group (NS-SEC¹²) classification, 2005/06 to 2015/16



Notes:

- (1) Confidence intervals range between +/-1.0 and +/-3.0 from 2005/06 onwards.

¹² Definitions of socio-economic groups and their classifications are available at <http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/soc2010/soc2010-volume-3-ns-sec--rebased-on-soc2010--user-manual/index.html>



Digital engagement

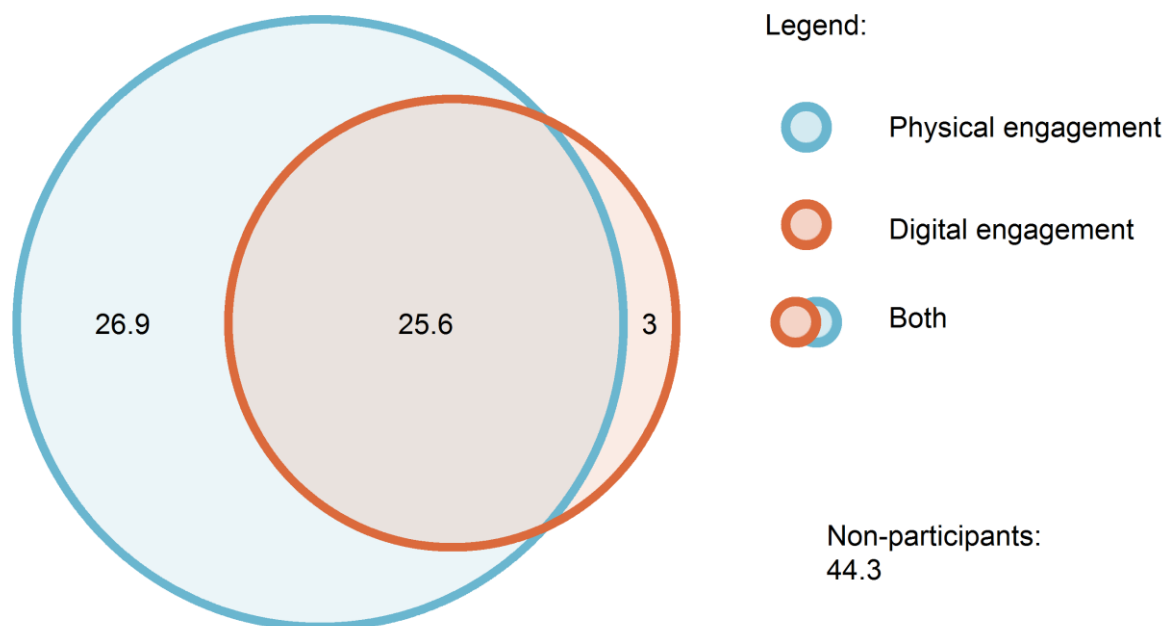
In 2015/16, 28.6 per cent of adults visited a **museum or gallery website**. This was a significant increase compared to 2005/06 (15.8 per cent) and a similar proportion to in 2014/15 (27.9 per cent).

The Taking Part Survey added new questions about visits to museum and gallery websites from July 2011. Between 2011/12 and 2015/16, among adults who had visited a museum or gallery website, there was:

- A significant increase in the proportion of adults who had visited a museum or gallery website **to find out about or order tickets for an exhibition or event** (from 58.1 per cent to 65.6 per cent).
- A significant decrease in the proportion of adults who had taken a **virtual tour of a museum or gallery exhibition** (from 16.4 per cent to 12.6 per cent).
- A significant decrease in the proportion of adults who had visited a museum or gallery website **to find out about a particular subject** (from 47.5 per cent to 39.6 per cent).

The majority of adults who had participated digitally had also engaged physically by visiting a museum or gallery at least once in the 12 months prior to being interviewed (Figure 3.4). Overall, when considering physical visits to museums or galleries **and** digital visits to an associated website, 55.6 per cent of adults had engaged in some way between April 2015 and March 2016, a similar level to 2014/15 (55.4 per cent).

Figure 3.4: Percentage of adults engaging in museums or galleries either through physical attendance or digital participation, 2015/16



Further data and demographic breakdowns for this section can be found in the [spreadsheets accompanying this release](#).

Chapter 4: Libraries

This chapter examines public library engagement, as measured by use in the last 12 months (see Annex C for a definition of public library engagement). Details on the ways that people digitally engage with library services are also given. Digital engagement with libraries includes using a website to complete a transaction (e.g. reserving or renewing items or paying a fine), to search and view online information, or to make an enquiry.

Government policy is provided below for context. These policies may have influenced the participation figures, but their inclusion here does not indicate that they have directly caused any change.

The Public Libraries and Museums Act 1964 (1964 Act) requires all local authorities to provide a comprehensive and efficient library service. Public libraries in England are funded and run by 151 local authorities and it is for individual local authorities to determine how their funds are used to finance their activities, including how best to provide a comprehensive and efficient public library service. In considering how to deliver this statutory duty, each local authority is responsible for determining local needs and for delivering a modern and efficient library service that meets the requirements of their communities within available resources. In 2014-15 the total net expenditure for local authorities in England on the public library service was £713.9 million.

The 1964 Act imposes a duty on the Secretary of State for Culture, Media and Sport to superintend and promote the improvement of the public library service and to secure discharge of the statutory duties of local authorities, as well as providing certain powers to take action where a local authority is in breach of its own duty.

The Government is fully supportive of public libraries. That is why, together with the Local Government Association, it set up the Leadership for Libraries Taskforce. The purpose of the taskforce is to provide leadership to the library sector and to help reinvigorate the public library service in England. To date, the Taskforce has published two Toolkits for libraries. The first of these highlights existing good practice and material for local authority chief executives and library portfolio holders, while the second provides best practice guidelines for local authorities when working with volunteers and community-led libraries. In addition, the Taskforce has also published a draft vision, *Libraries Deliver: an Ambition for Libraries in England 2016-2021* and is currently consulting, with the intention to publish in July 2016.

The Government has funded roll-out of Wi-Fi in libraries across England, resulting in 1,019 public libraries benefiting from Wi-Fi installation or a significant internet upgrade. In total, 2,775 static public libraries have Wi-Fi, which equates to 99.3 per cent of all static public libraries in England providing access to free, good quality Wi-Fi.

Further support to public libraries is available from Arts Council England (ACE) in its capacity as the development agency for libraries in England. The role of ACE is to develop and advocate libraries, and to use their experience to support and encourage development. Funding is available from the ACE Grants for the Arts libraries fund. ACE extended available funding from this fund for a further three years from April 2015 - March 2018. The £6 million fund invests in projects delivered by public libraries or library authorities working in partnership with artists and cultural organisations across all art forms: it aims to inspire innovative partnerships between libraries and art organisations. Further information about the Arts Council's strategy and support for public libraries is available on their website.

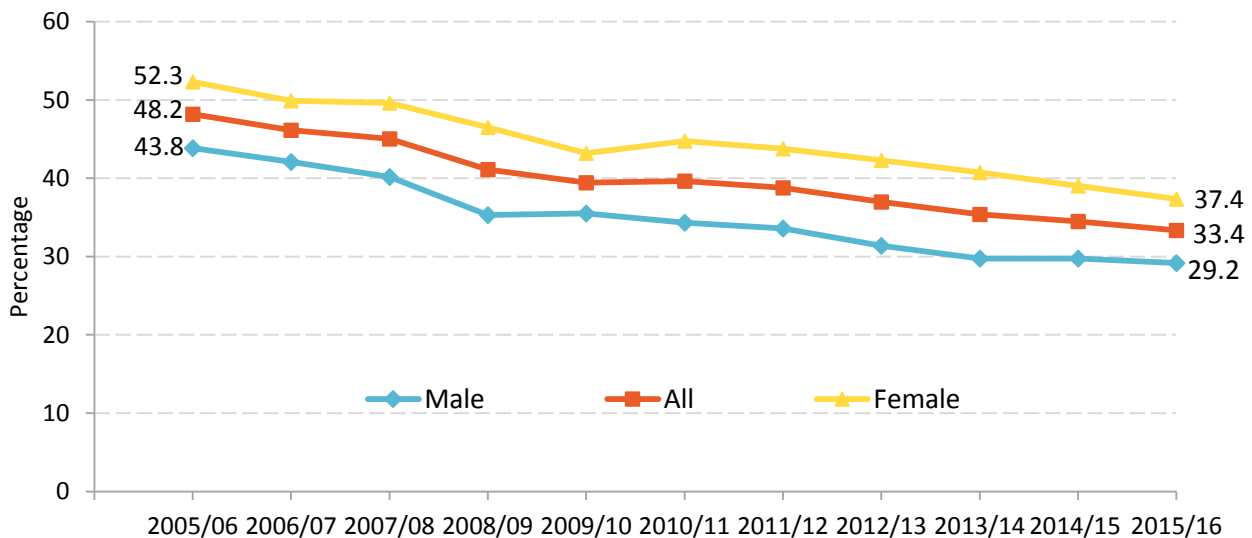
Further details of the department's role in relation to libraries are available on our [website](#).



Headline results: Libraries

- In 2015/16, 33.4 per cent of adults reported **using a public library service** in the last 12 months. The proportion of adults who use a public library service has decreased year on year since the survey began in 2005/06, when it was 48.2 per cent.

Figure 4.1: Proportion of adults who had used a public library in the last year by gender, 2005/06 to 2015/16



Notes:

(1) Confidence intervals range between +/-0.7 and +/-2.5 from 2005/06 onwards.

Library use by characteristics of the area

Region

- There has been a significant decline in the proportion of adults who used a public library in all individual English regions since 2005/06. The **South East region** has seen the largest decline, from 51.0 per cent in 2005/06 to 31.9 per cent in 2015/16, a decline of 19.1 percentage points.

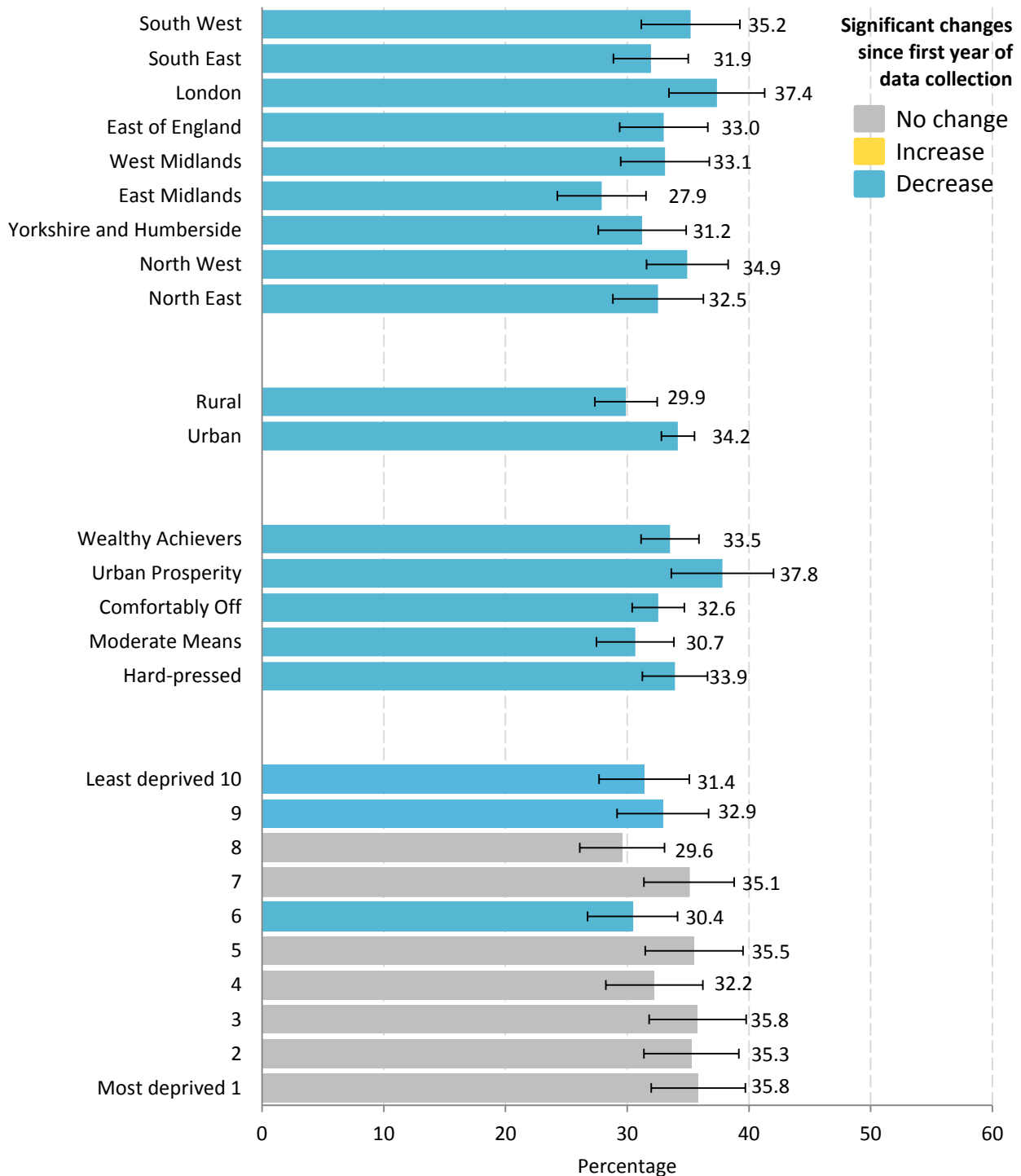
ACORN

- Across all **ACORN groups**, there has been a significant decline in the proportion of adults using public libraries since 2005/06. The largest declines are in the **'urban prosperity'** group (from 57.3 per cent in 2005/06 to 37.8 per cent in 2015/16, 19.4 percentage points) and the **'wealthy achievers'** group, from 50.9 per cent in 2005/06 to 33.5 per cent in 2015/16, 17.3 percentage points). The proportion of adults using the library in the **'hard-pressed'** group has only decreased by 7.0 percentage points over the same period (from 40.9 per cent in 2005/06 to 33.9 per cent in 2015/16).

Index of Multiple Deprivation (IMD) Decile

- The proportion of adults using public library services in the **least deprived areas** (9 and 10) has declined at a faster rate than in other, more deprived areas. In 2015/16, 31.4 per cent of adults from the **least deprived areas** used a library, compared to 46.3 per cent in 2009/10. This is a decline of 14.9 percentage points. By contrast, library use among adults in the 5 **most deprived areas** has remained reasonably stable.

Figure 4.2: Library use by area characteristics, deprivation¹³ and ACORN category, 2015/16



Notes:

- (1) Confidence intervals range between +/-1.4 and +/-4.2.
- (2) Significant differences relate to the year 2005/06, apart from IMD¹³ which relates to 2009/10.

¹³ The Index of Multiple Deprivation (IMD) is a composite index which measures neighbourhood deprivation across seven domains (for example housing and income deprivation). The IMD decile group splits neighbourhoods into ten groups according to the level of deprivation (e.g. 10% most deprived neighbourhoods).



Library use by demographics

For the first time since data collection began in 2005/06, there has been a significant decrease in the proportion of adults who engaged with public libraries across all demographic groups looked at.

There have been a few differences between groups in more recent years, which are outlined below.

Gender

- The proportion of men using public libraries has remained stable since 2011/12, while the proportion of women using public libraries has continued to decrease. This means the gap between the two groups is getting narrower, as the data show more women use public libraries than men.

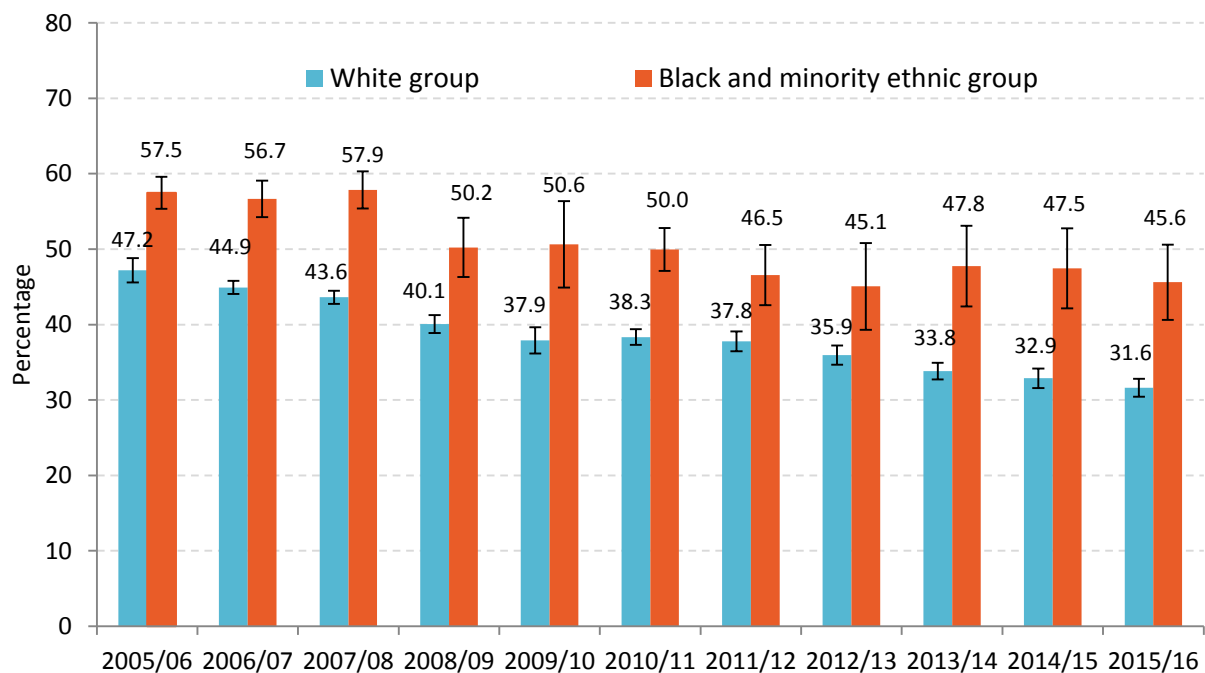
Employment status

- A higher proportion of **non-working adults** (37.1 per cent) used a public library service in 2015/16 than **working adults** (31.0 per cent). There has been a decrease in the proportion of working adults using public library services since 2013/14 (from 33.4 per cent in 2013/14 to 31.0 per cent in 2015/16), while the proportion of non-working adults using libraries has remained stable. This means the gap between the two groups is widening.

Ethnicity

- In 2015/16, more adults from the **black and minority ethnic group** (45.6 per cent) used a public library service than adults from the **white ethnic group** (31.6 per cent). There has been a significant decrease in the proportion of adults from the white ethnic group using public libraries since 2013/14, while the proportion of BME adults using libraries has remained stable. This means the gap between the two groups is widening.

Figure 4.3: Proportion of adults who had used a library in the last year by ethnicity, 2005/06 to 2015/16



Notes:

- (1) Confidence intervals range between +/-0.9 and +/-5.7 from 2005/06 onwards.

Digital engagement

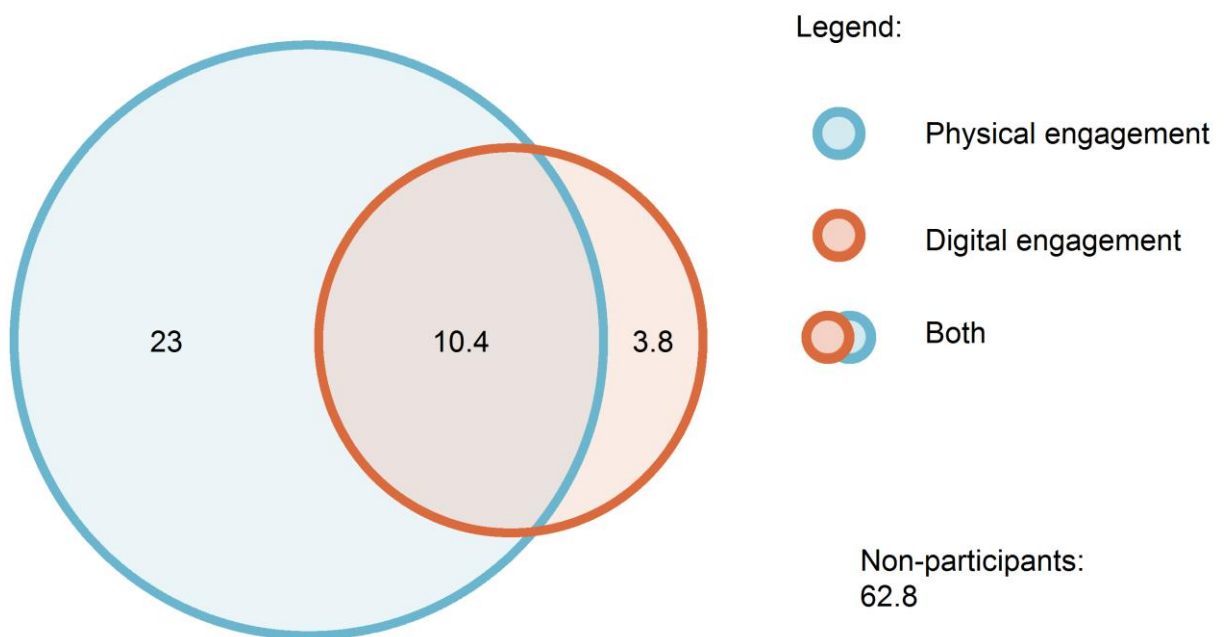
In 2015/16, 14.2 per cent of adults had visited a **library website** in the 12 months prior to being interviewed, a significant increase from 8.9 per cent in 2005/06.

Of those who had visited a library website:

- 67.4 per cent did so to **search and view online information or to make an enquiry**, a similar proportion to 2014/15 (72.1 per cent) but a significant decrease from 75.5 per cent in 2006/07 (when this question was first asked).
- 39.7 per cent did so to **complete a transaction e.g. reserve or renew items or paid a fine**, a significant increase from 28.1 per cent in 2006/07, but a similar proportion to 2014/15 (37.4 per cent).

The majority of adults who had visited a library website had also engaged physically by using a library service at least once in the 12 months prior to being interviewed (Figure 4.4). Overall, when considering physical use of the library **and** digital visits to library websites, 37.2 per cent of adults had engaged with the library sector in some way between April 2015 and March 2016, a similar level to 2014/15 (38.5 per cent).

Figure 4.4: Percentage of adults engaging in libraries either through physical use or digital participation, 2015/16



Further data and demographic breakdowns for this section can be found in the [spreadsheets accompanying this release](#).



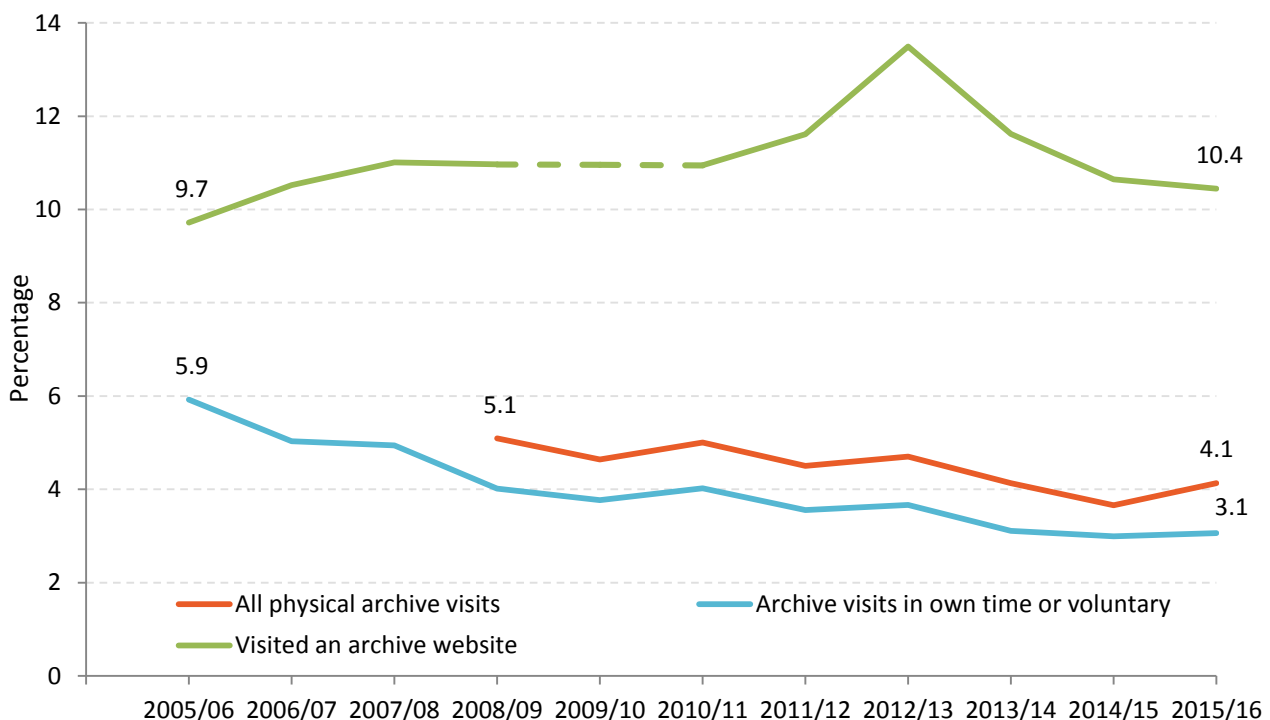
Chapter 5: Archives

This chapter reports adult engagement with archives in the 12 months prior to interview, by a range of area-level and socio-demographic breakdowns. Data on the ways that people digitally engage with archives are also reported. Digital engagement with archives is defined as using an archives website: this could be to complete a transaction, to view digitized documents online, or to search a catalogue.

Headline results: Archives

- In 2015/16, 3.1 per cent of adults had visited an archive centre or records office in their **own time or as part of voluntary work**. This is significantly lower than in 2005/06 (5.9 per cent).
- Using the wider measure, which includes visits for **paid work** and **academic study**, the proportion of adults who visited an archive centre or records office was 4.1 per cent of all adults. This is a significant decrease from 5.1 per cent since data were first collected in 2008/09.
- In contrast to all other cultural sectors in this report, a higher proportion of adults visited an **archive or records office** online than in person.

Figure 5.1: Proportion of adults who had visited an archive or records office, or an archives website, in the last year, 2005/06 to 2015/16



Notes:

- (1) Confidence intervals range between +/-0.3 and +/-0.9 from 2005/06 onwards.
- (2) Only visits in respondents own time or for voluntary work were asked about until 2008/09, which is why the 'All archive visits' line does not extend back to 2005/06.
- (3) There are no data for archive website visits in 2009/10, as the question was not asked in this year.

Engagement by characteristics of an area

Region and Area Type

- The proportion of adults who engaged with archives in their own time or for voluntary work has significantly decreased across all English regions since 2005/06, and in urban and rural areas.

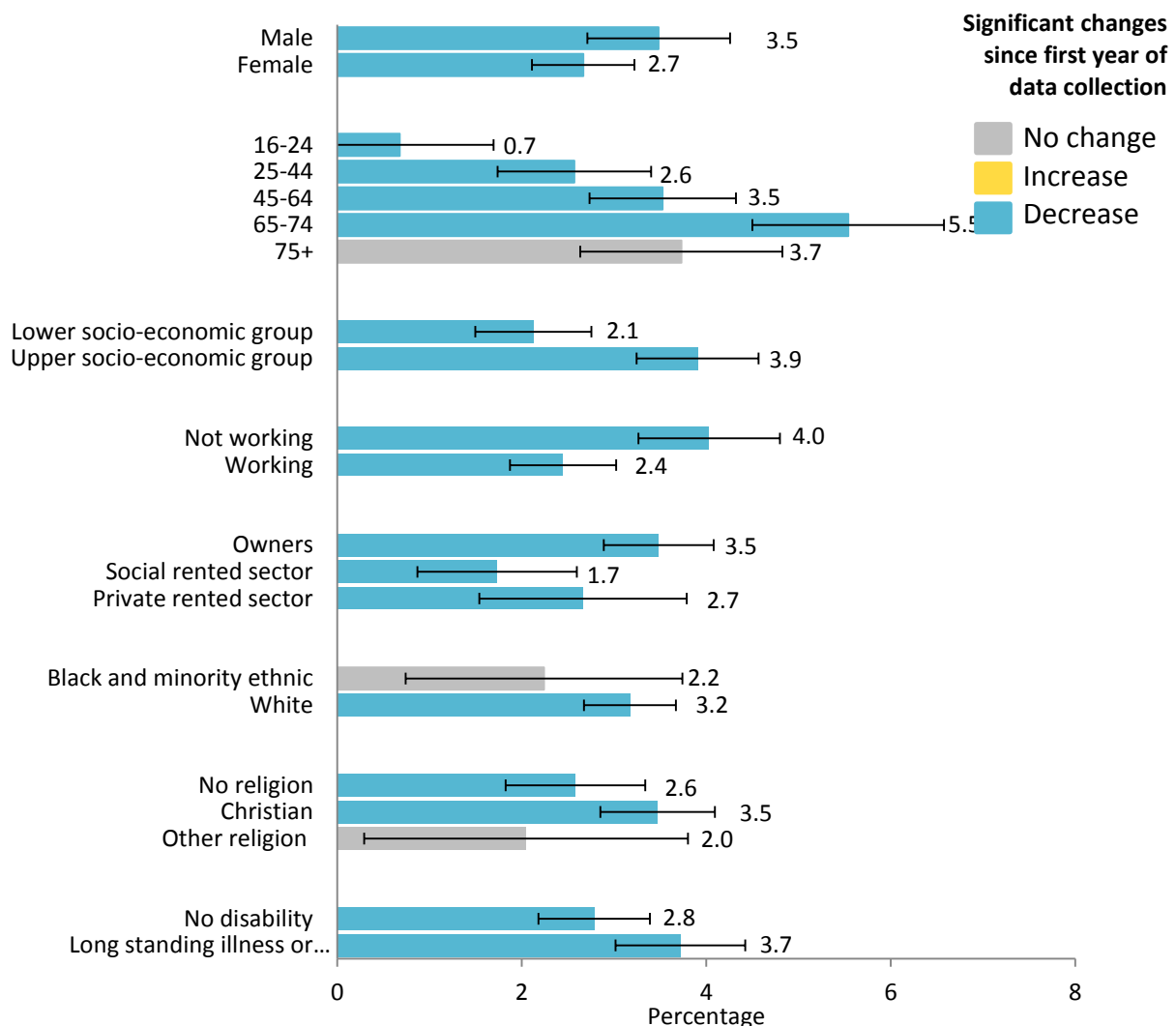
Engagement by demographic groups

Adults from the upper socio-economic group, adults from the non-working population, and adults who did not have a disability or illness were more likely to have visited an archive than those from the lower socio-economic group, those who were working and those with a disability or illness respectively.

Age

- There has been significant decreases in the proportion of adults who visited an archive centre across all age groups, except for among adults **aged 75 and above**. In 2015/16, 3.7 per cent of adults aged 75 or over visited an archive centre, this proportion has remained stable since 2005/06 (when it was 4.2 per cent).

Figure 5.2: Archive or record office participation by demographics, 2015/16



Notes:

- Confidence intervals, shown as error bars, range between +/-0.5 and +/-1.8
- Significant differences relate to the year 2005/06.



Digital engagement

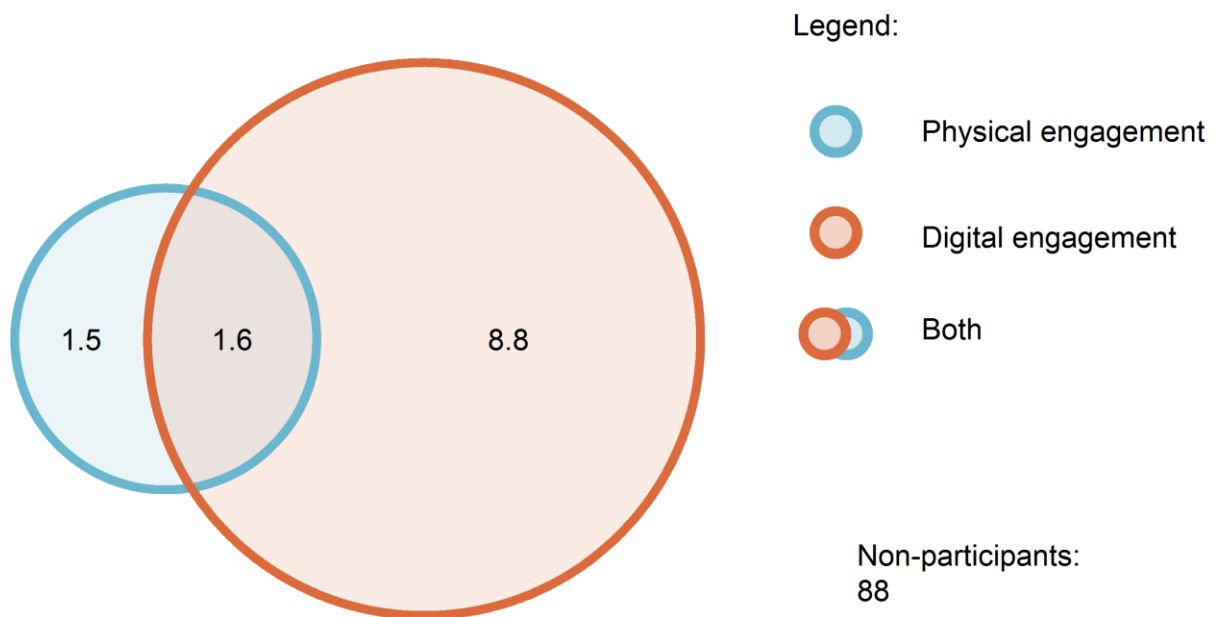
In contrast to all other cultural sectors in this report, a higher proportion of adults visited an **archive or records office** online than in person. Between April 2015 and March 2016, 10.4 per cent of adults had visited an **archive or records office website** in the last 12 months, a similar proportion to 2005/06 (9.7 per cent) but a significant decrease from a 2012/13 peak of 13.5 per cent.

Of those who had visited an archive or records office website,

- 68.3 per cent of adults had done so to **view digitised documents**, this is a significant increase from 51.8 per cent in 2008/09 when the question was first asked.
- 30.2 per cent of adults had done so to **search an archive catalogue**, this is a similar proportion to 2008/09 (26.5 per cent).

Overall, when considering physical visits to an archive or record office **and** digital visits to an archive or record office website, 11.9 per cent of adults had engaged with the sector in some way between April 2015 and March 2016, a similar level to in 2014/15 (12.5 per cent).

Figure 5.3: Percentage of adults engaging with archives, either through physical attendance or digital participation, 2015/16



Further data and demographic breakdowns for this section can be found in the [spreadsheets accompanying this release](#).

Chapter 6: Volunteering and charitable giving

Taking Part asks whether respondents have participated in voluntary work in the last 12 months and whether this relates to one of the DCMS sectors (sport, art, heritage, museum and galleries, libraries or archives). Annex C provides a definition for participation in voluntary work. The survey also includes a range of questions on charitable donations and whether these relate to DCMS sectors.

Government policy is provided below for context. These policies may have influenced charitable giving to cultural and sport sectors, but their inclusion does not indicate that they have directly caused any change.

The Government has a policy to encourage charitable giving across society as a whole, to make it easier to give and to provide better support to organisations that facilitate giving, whether through digital technology or simplification of the tax system.

For example:

- To encourage more private giving through initiatives such as Arts Council England's new £17.5m Catalyst: Evolve programme, which was announced in October, and the last administration's £100 million [Catalyst](#) match funding programme, which helped cultural organisations build endowments and increase their fundraising capacity through skills development.
- Tax incentives aimed at boosting [legacy giving](#) to cultural bodies and other charities.
- Establishing the first ever tax incentive policy to encourage lifetime giving of works of art to public collections through the [Cultural Gifts Scheme](#).

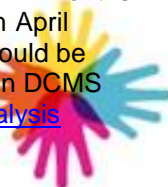
Headline results: Volunteering

- In 2015/16, 24.4 per cent of all adults reported that they had taken part in **voluntary activities** in the last 12 months, a similar proportion to 2005/06 (23.8 per cent) and 2014/15 (24.2 per cent)¹⁴.
- The proportion of all adults who **volunteered in DCMS sectors** has significantly increased from 7.0 per cent in 2005/06 to 7.9 per cent in 2015/16, but is significantly lower than the peak of 9.3 per cent in 2012/13. This peak in 2012/13 may have been influenced by London hosting the Olympic and Paralympic Games.
- Adults who had participated in a particular DCMS sectors had higher volunteering rates within those sectors than adults who had not participated.

Voluntary sector

- Among volunteers, 19.3 per cent **volunteered in the sport sector**, this was more than in any other DCMS sector. The next highest DCMS sector was the arts: 7.2 per cent of adults who reported that they had volunteered did so in the arts sector.

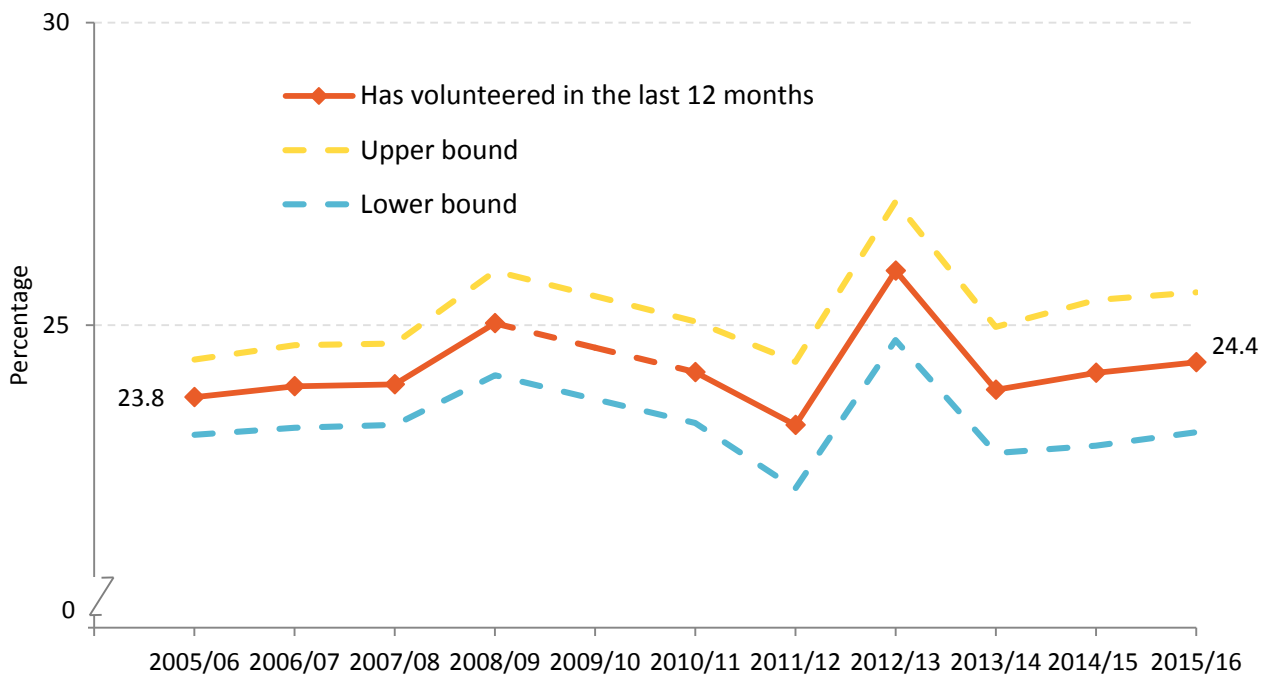
¹⁴ The Community Life Survey (CLS) also reports on volunteering. It reports higher levels of volunteering among adults than Taking Part: according to CLS, 69% of adults (16+) had volunteered at least once in the last 12 months in 2014/15. The two surveys have historically asked questions about volunteering in different ways: from April 2016, the Taking Part volunteering questions will be asked in a way that is more similar to CLS. CLS should be used for headline measures of volunteering, while Taking Part can be used to understand volunteering in DCMS sectors. <https://www.gov.uk/government/publications/community-life-survey-2014-to-2015-statistical-analysis>



Type of voluntary activity

- Among volunteers, adults were most likely to have **organised or helped to run an activity or an event**: 34.4 per cent of volunteers said they had done this in 2015/16.
- The proportion of volunteers who **raised or handled money or took part in sponsored events** has significantly decreased from 35.2 per cent in 2005/06 to 28.7 per cent in 2015/16.

Figure 6.1: Percentage of adults who had volunteered in the last 12 months, 2005/06 to 2015/16



Notes:

- (1) Confidence intervals range between +/-0.6 and +/-1.2 from 2005/06 onwards.
- (2) No data are available for 2009/10.
- (3) The upper and lower bounds show the 95 per cent confidence interval.

Volunteering by characteristics of the area

Region

- Since 2005/06, there has been a significant increase in the proportion of adults from the **North West region** who had volunteered in the previous 12 months (from 19.0 per cent to 24.3 per cent).
- Over the same period of time, there has been a significant decrease in the proportion of adults from the **South East region** who volunteered (from 28.7 per cent to 24.4 per cent).

In general, the proportion of adults who volunteered correlated with wealth: adults from the less deprived areas and from more prosperous ACORN categories were more likely to have volunteered than adults from the more deprived areas and less prosperous ACORN categories respectively.

Volunteering by demographics

Age

- The proportion of adults **aged 75 and above** who volunteered in the last year significantly increased from 19.4 per cent in 2014/15 to 22.9 per cent in 2015/16.

Ethnicity

- The proportion of adults from the **black and ethnic minority group** who volunteered in the last year significantly increased from 19.6 per cent in 2005/06 to 26.0 per cent in 2015/16.

Religion

- The proportion of adults who classify themselves as '**other religion**' who volunteered in the last year significantly increased from 19.5 per cent in 2005/06 to 25.6 per cent in 2015/16.

Headline results: Charitable giving

- In 2015/16, 86.4 per cent of adults had **donated money** in the last 12 months, a significant decrease from 88.4 per cent in 2010/11, when the question was first asked¹⁵.
- The proportion of adults who donated to **at least one of the DCMS sectors** significantly decreased from 33.0 per cent in 2010/11 to 29.7 per cent in 2015/16.
- Adults were most likely to have donated to the **museum and galleries sector**: 16.2 per cent of adults gave money to this sector in 2015/16, a similar proportion to in 2010/11 (15.2 per cent).

There have been declines in the proportion of adults donating to several DCMS sectors between 2010/11 and 2015/16:

- 13.8 per cent had donated to the **heritage sector** (a significant decrease from 16.0 per cent in 2010/11).
- 4.9 per cent had donated to the **arts sector** (a significant decrease from 6.9 per cent in 2010/11).
- 5.7 per cent had donated to the **sport sector** (a significant decrease from 7.4 per cent in 2010/11).

Attitudes to charitable giving

- Of those respondents who donated money to DCMS sectors, almost nine out of ten (87.4 per cent) said they intended to **give the same amount to DCMS sectors** in the next 12 months, a significant increase from 76.8 per cent in 2010/11.
- More than half of adults (59.4 per cent) agree or strongly agree that the **arts and cultural sector** is a worthy cause to give money to, this is a significant increase from 51.9 per cent in 2010/11.

Encouraging donations to DCMS sectors

- The two things respondents stated would be most likely to encourage donations to the DCMS sectors were **knowing the money will be spent/used locally**, 75.1 per cent of adults said this, and having **confidence that the arts, cultural or sporting charity uses the money efficiently**, 72.6 per cent of adults said this.

¹⁵ The Community Life Survey (CLS) also reports on charitable giving. While Taking Part asks respondents whether they have given money in the past 12 months, CLS ask whether they have given money in the past four weeks. CLS should be used for headline measures of charitable giving, while Taking Part can be used to understand giving to DCMS sectors. <https://www.gov.uk/government/publications/community-life-survey-2014-to-2015-statistical-analysis>



Charitable giving by characteristics of the area

Region

- Charitable giving significantly decreased between 2010/11 and 2015/16 in the **North East region** (from 35.0 per cent to 24.3 per cent), in the **East of England region** (from 37.2 per cent to 27.9 per cent) and the **South East region** (from 39.7 per cent to 32.1 per cent). In contrast, charitable giving increased in the **West Midlands** from 22.8 per cent in 2010/11 to 30.2 per cent in 2015/16.

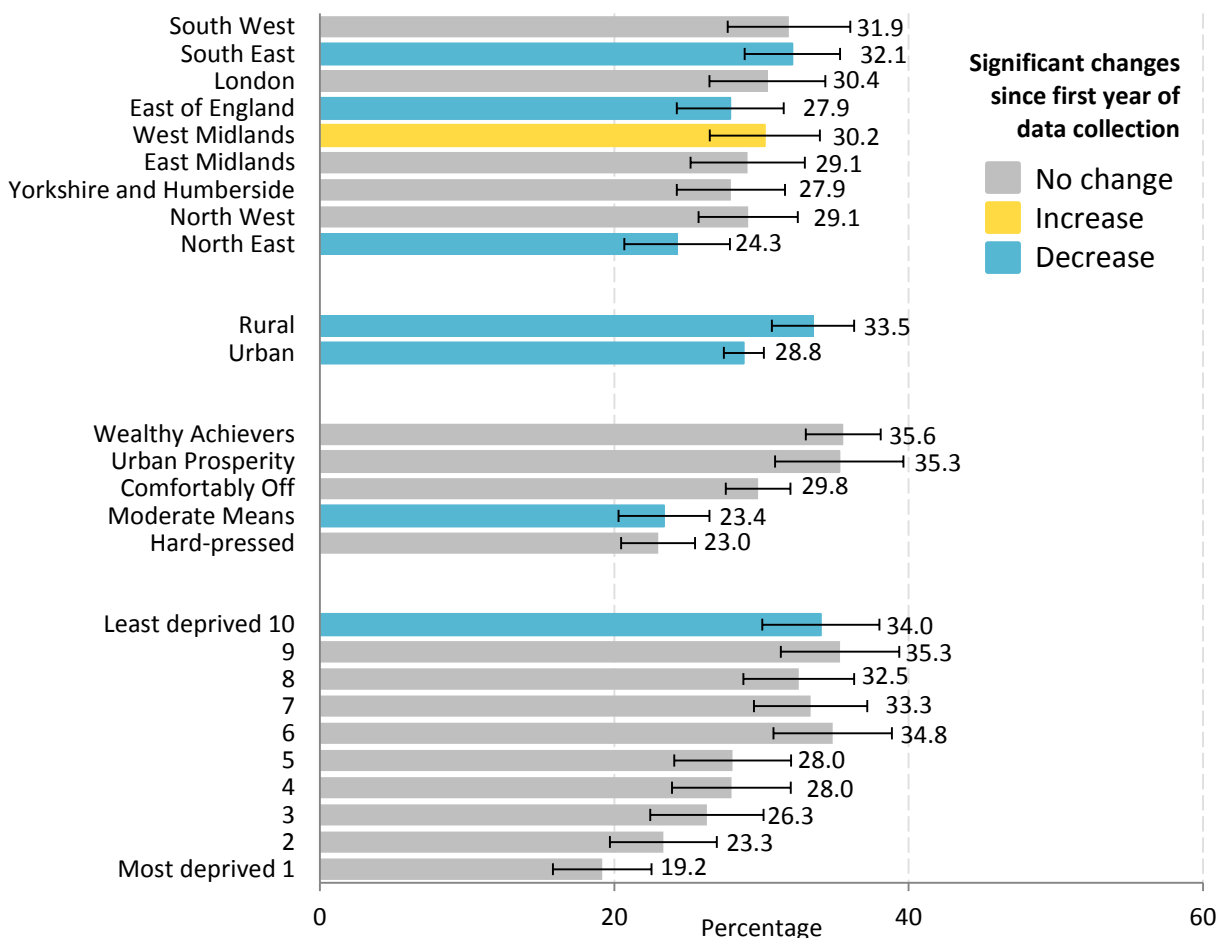
ACORN

- Charitable giving decreased among the '**moderate means**' group from 29.8 per cent in 2010/11 to 23.4 per cent in 2015/16, while remaining stable in other groups.

Index of Multiple Deprivation (IMD) Decile

- The proportion of adults from the **least deprived areas** who had donated money in 2015/16 (34.0 per cent) has significantly decreased since 2010/11 (43.8 per cent).

Figure 6.2: Proportion of adults who had donated money to a DCMS sector by area characteristics, deprivation¹⁶ and ACORN category, 2015/16



Notes:

- Confidence intervals, shown as error bars, range between +/-1.4 and +/-4.4
- Significant differences relate to the year 2010/11.

¹⁶ The Index of Multiple Deprivation (IMD) is a composite index which measures neighbourhood deprivation across seven domains (for example housing and income deprivation). The IMD decile group splits neighbourhoods into ten groups according to the level of deprivation (e.g. 10% most deprived neighbourhoods).

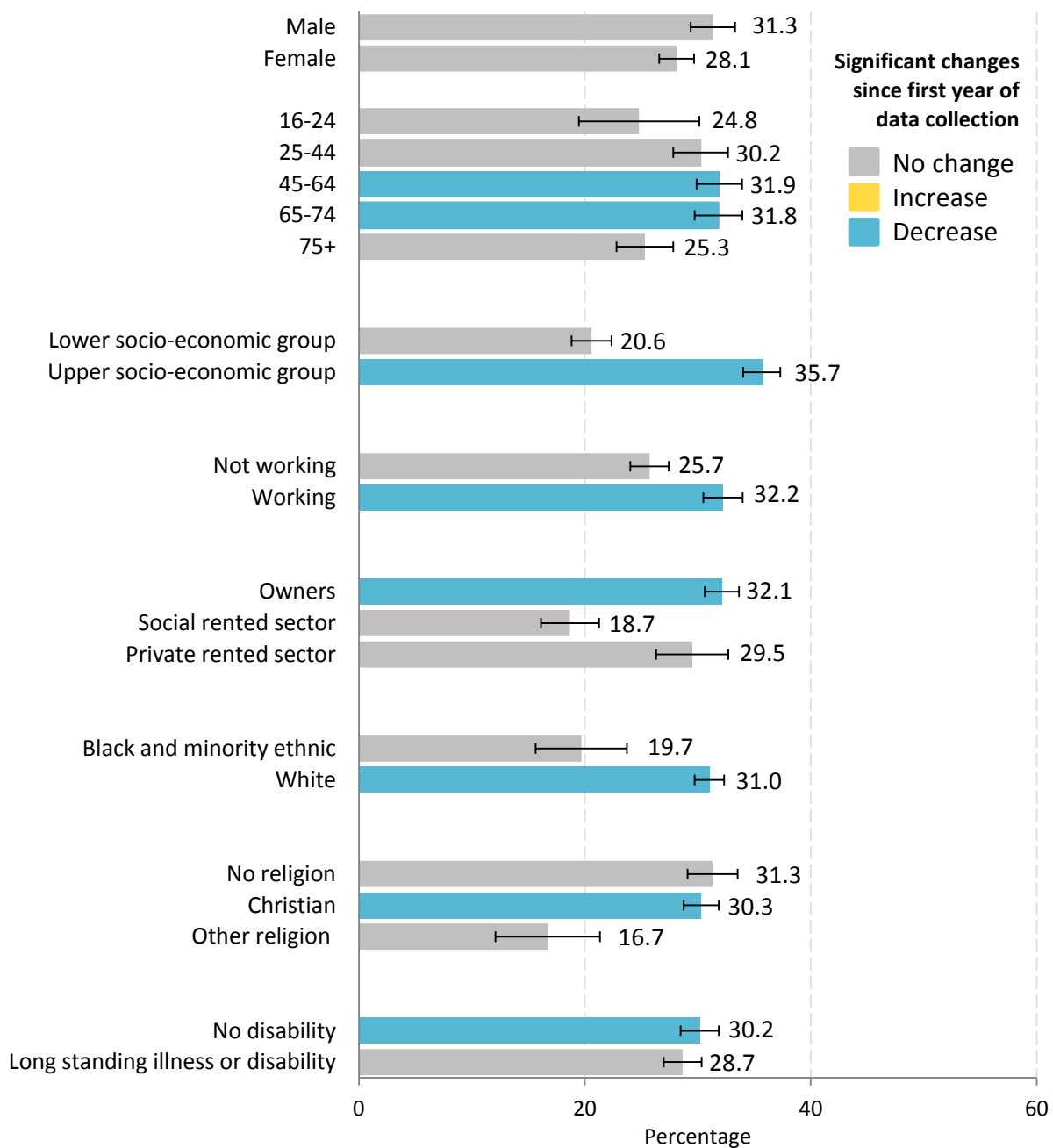
Charitable giving by demographics

Charitable giving significantly decreased between 2010/11 and 2015/16. During this period decreases in giving have been seen across many demographic groups.

Age

- In 2015/16, there was a significant decrease in the proportion of **45 to 64 year olds** who gave money to charity (from 38.0 per cent in 2010/11 to 31.9 per cent in 2015/16) and **65 to 74 year olds** (from 38.0 per cent to 31.8 per cent).

Figure 6.3: Proportion of adults who had donated money to a DCMS sector by demographics, 2015/16



Notes:

- (1) Confidence intervals, shown as error bars, range between +/-1.3 and +/-5.3
- (2) Significant differences relate to the year 2010/11.



Chapter 7: Equalities

This chapter presents the variation in engagement rates in the arts, heritage, museums and galleries, libraries, volunteering and charitable giving sectors between different demographic groups. It looks at differences by gender, age, socio-economic classification, ethnicity and disability, over the period of April 2015 to March 2016.

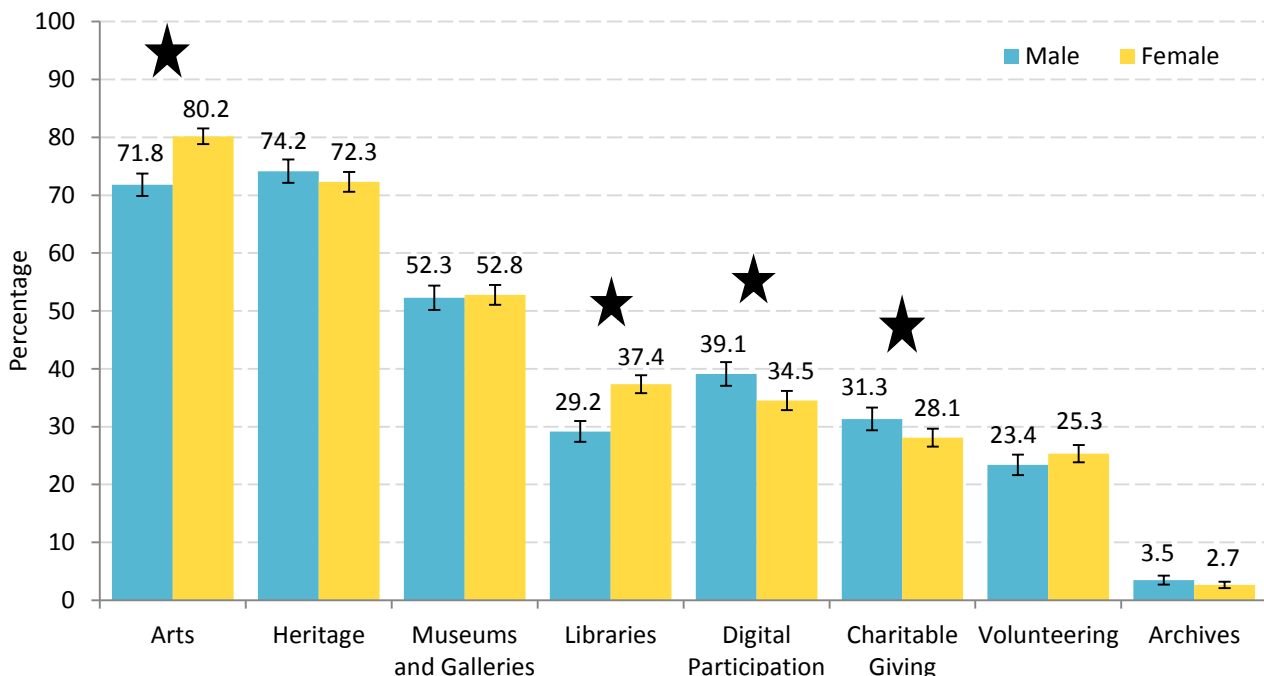
Engagement level varied among sub-demographic groups across most activities. However, it should be noted that these differences may be linked to factors other than the demographic group itself. This is particularly likely to be the case with charitable giving, which is strongly related to an individual's level of income, which may explain why certain groups are more or less likely to give money to charity.

A range of barriers are likely to be at the root of the differences between demographic sub-groups¹⁷: external (influences that lie beyond the control of the individual); *intra*-personal (the attitudes, beliefs, knowledge, and skills that individuals build from their environment, culture, and past experiences); and *inter*-personal (an individual's social environment).

In the charts in this chapter, statistically significant differences between groups in 2015/16 are denoted by the symbol ★. More commentary on the differences between demographic groups within individual sectors can be found in the sector chapters earlier in this report.

Engagement by gender

Figure 7.1: Proportion of adults who had attended or participated in activities in the last year by gender, 2015/16



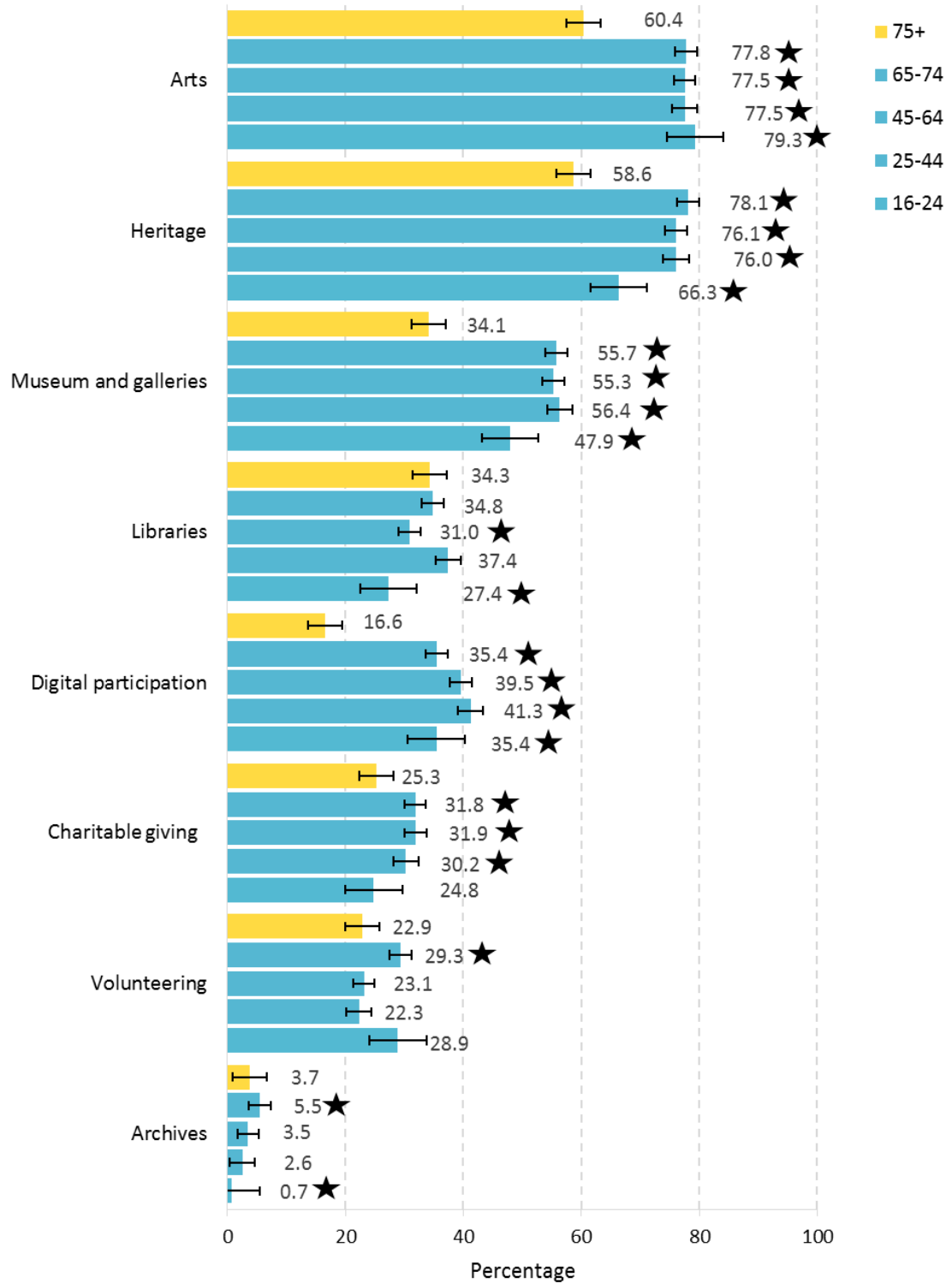
Notes:

- 1) Confidence intervals range between +/- 0.6 and +/- 2.1
- 2) ★ denotes a significant difference between demographic sub-groups

¹⁷ Report published on barriers to participation available on the [DCMS website](#).

Engagement by age

Figure 7.2: Proportion of adults who had attended or participated in activities in the last year by age group, 2015/16



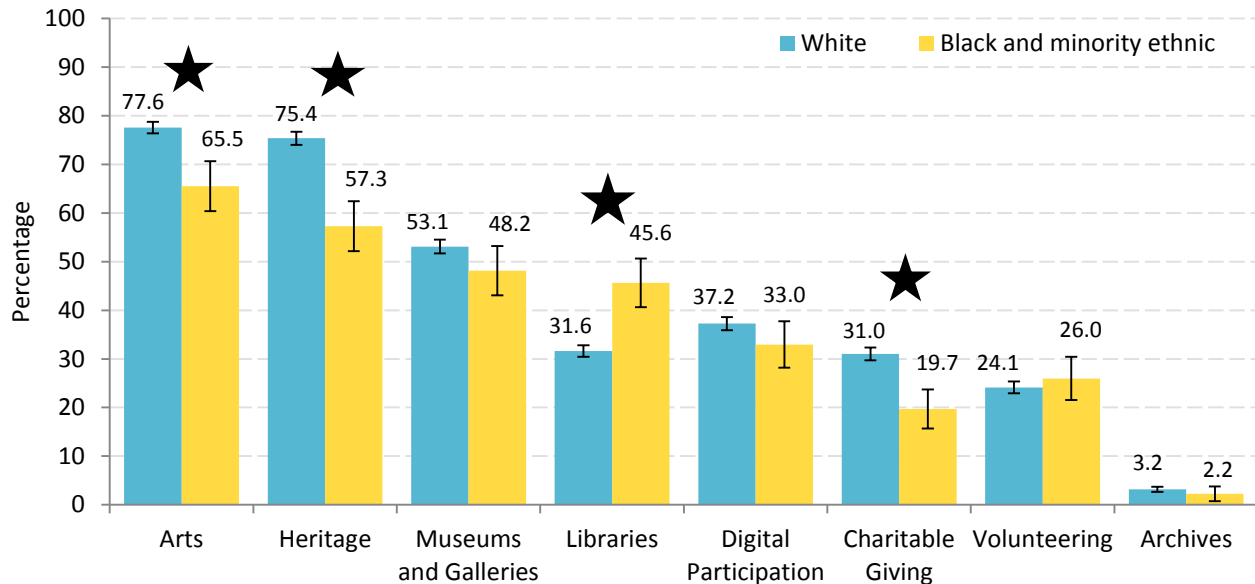
Notes:

- 1) Confidence intervals range between +/- 0.6 and +/- 2.1
- 2) ★ denotes a significant difference compared to the 75+ group



Engagement by ethnicity

Figure 7.3: Proportion of adults who had attended or participated in activities in the last year by ethnicity, 2015/16

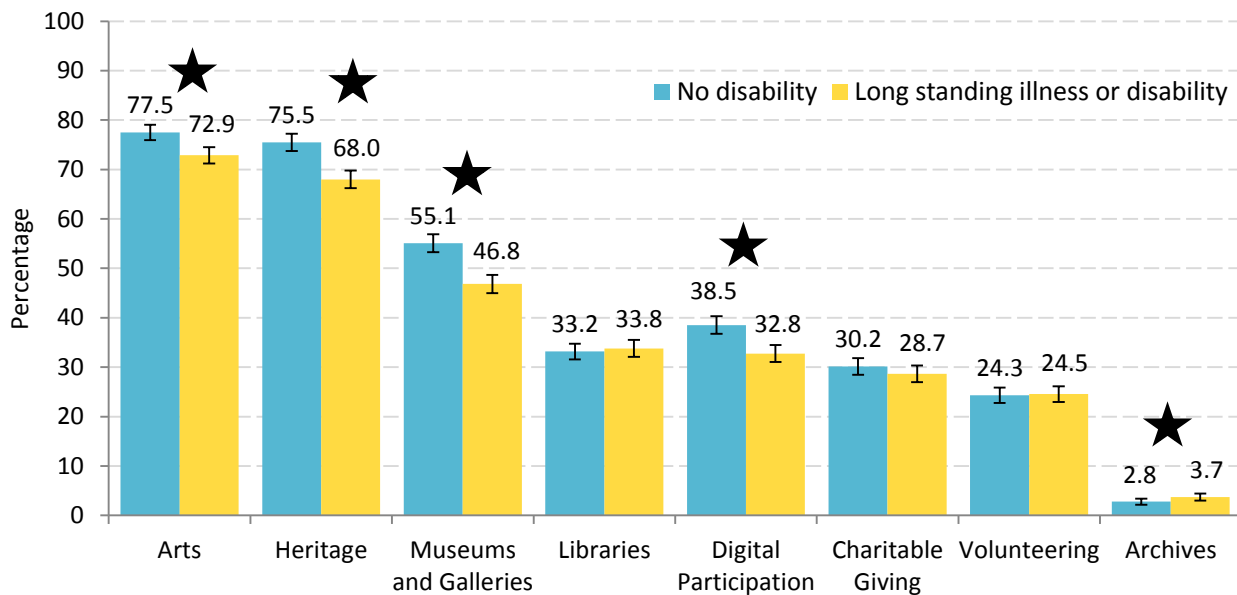


Notes:

- 1) Confidence intervals range between +/- 0.5 and +/- 5.1
- 2) ★ denotes a significant difference between demographic sub-groups

Engagement by disability status

Figure 7.4: Proportion of adults who had attended or participated in activities in the last year by disability status, 2015/16

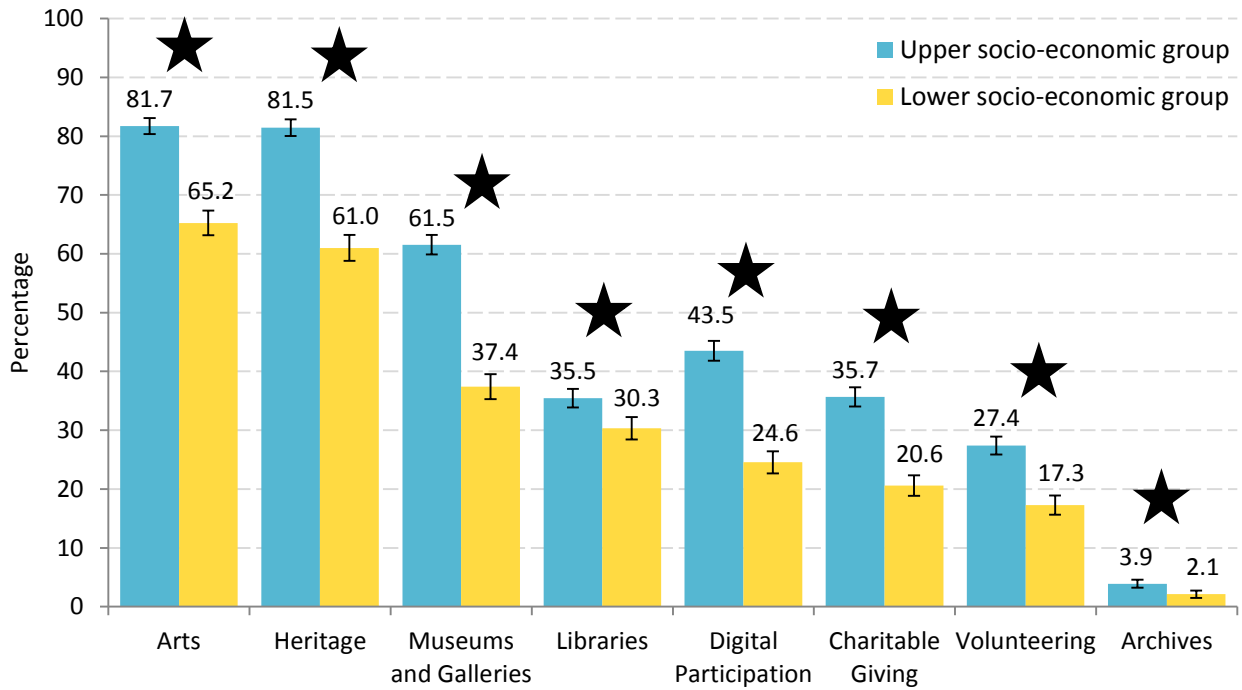


Notes:

- 1) Confidence intervals range between +/- 0.6 and +/- 1.9
- 2) ★ denotes a significant difference between demographic sub-groups

Engagement by socio-economic status

Figure 7.5: Proportion of adults who had attended or participated in activities in the last year by socio-economic status¹⁸, 2015/16



Notes:

- 1) Confidence intervals range between +/- 0.6 and +/- 2.2
- 2) ★ denotes a significant difference between demographic sub-groups

¹⁸ Definitions of socio-economic groups and their classifications are available at <http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/soc2010/soc2010-volume-3-ns-sec--rebased-on-soc2010--user-manual/index.html>



Chapter 8: Special Events

This chapter looks at two special events connected to DCMS and its sectors. The first event is the First World War Centenary: Taking Part has measured attitudes towards the UK commemorating the event, as well as intentions to follow the commemorative events. Questions about the First World War (FWW) Centenary events and people's attitudes towards these events have been included in the Taking Part survey since July 2014.

The second event is the UK hosting the 2012 Olympic and Paralympic Games. Previous releases have reported on attitudes towards hosting the Games, however, this release covers analysis of whether the Games motivated people to participate in more voluntary work, cultural activities or sport.

First World War Centenary

Government policy is provided below for context. These policies may have influenced the participation figures, but their inclusion here does not indicate that they have directly caused any change.

In 2012 the Prime Minister set out the Government's plans for commemorating the centenary of the First World War (www.gov.uk/government/speeches/speech-at-imperial-war-museum-on-first-world-war-centenary-plans). The guiding principle of the centenary is not celebration but commemoration. There are three distinct themes around which the commemorations are based:

Remembrance: gratitude and respect for the fallen, reflection on the nature of war, honouring our ancestors.

Youth: helping young people connect with the stories and experiences of the war, given that many of those who lived through 1914-18 are no longer with us.

Education: deepening understanding of the war and the huge changes that the War helped bring about in our society.

The national events to mark the start of the centenary (Gallipoli, Jutland, the Somme, Passchendaele and the Armistice) will set an appropriate tone and will lead the nation in acts of remembrance and commemoration. Different strands of the commemorations are delivered through our relationships with a range of partners, stakeholders and other Government Departments. Further details are at the Government's First World War Centenary web page: www.gov.uk/government/topical-events/first-world-war-centenary.

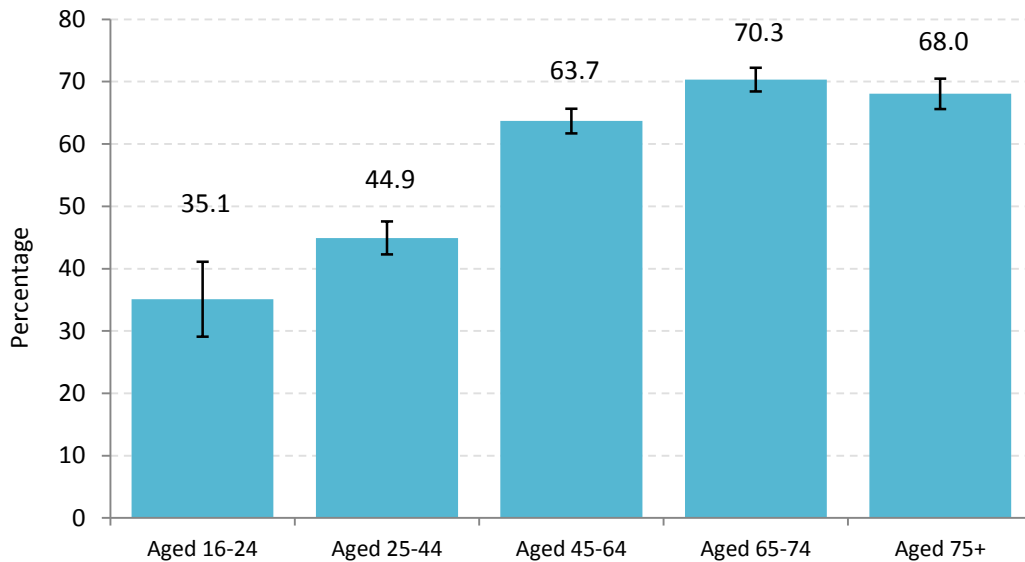
Headline results: First World War Centenary

- In 2015/16, 54.7 per cent of adults stated that they were **aware of local or national events or activities** being held in the UK between 2014 and 2018 to commemorate the FWW.
- Between April 2015 and March 2016, 76.9 per cent of all adults **supported the UK commemorating the Centenary of the FWW**, reporting that they were slightly or strongly supportive.

Awareness of local or national events to commemorate the FWW by age group

- Adults from older age groups (**45-64**, **65-74** and **75+**) were more aware of events being held to commemorate the FWW than adults from younger age groups (**16-24** and **25-44**) (Figure 8.1).

Figure 8.1: Awareness of local or national events or activities being held in the UK between 2014 and 2018 to commemorate the Centenary of the First World War by age group, 2015/16



Notes:

1) Confidence intervals range between +/- 2.1 and +/- 5.9.

Commemorative events

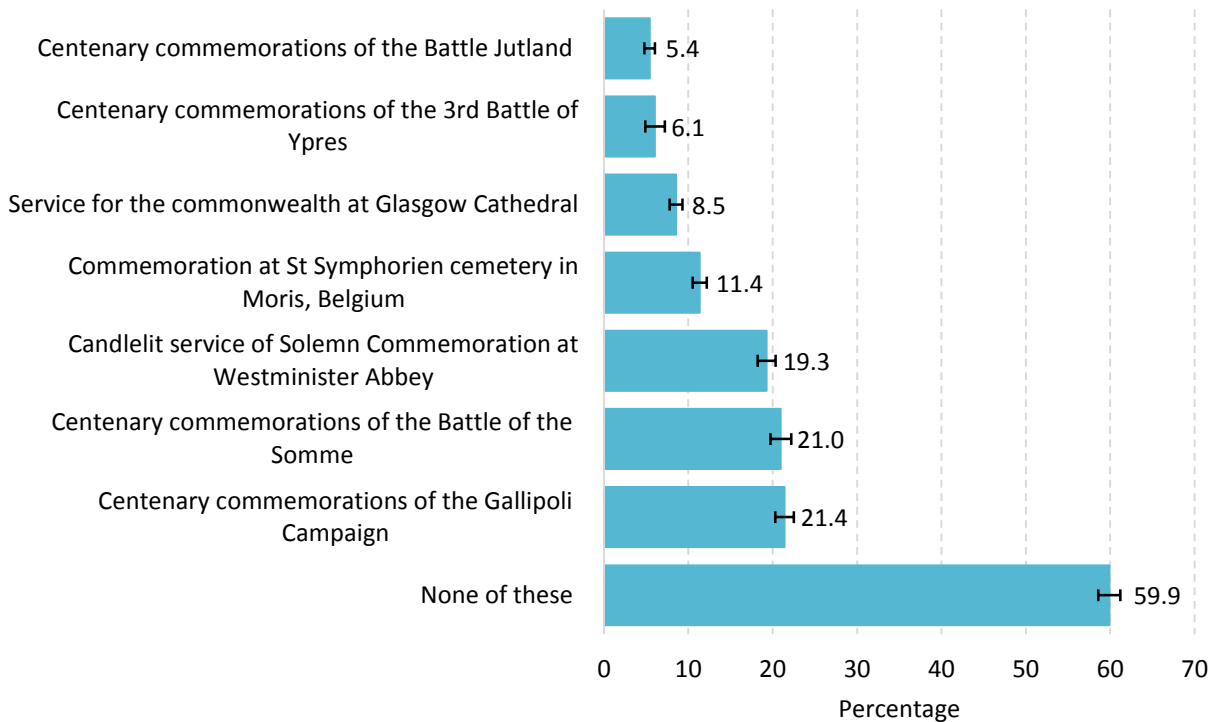
- Whilst 54.7 per cent of all adults were aware that events have been and are being held in the UK between 2014 and 2018 to commemorate the Centenary of the First World War, awareness of individual events varied (Figure 8.2).
- More adults were aware of the **Centenary commemorations of the Gallipoli Campaign** (21.4 per cent) than of any other event: this was followed by 21.0 per cent of adults who stated that they were aware of the **Centenary commemorations of the Battle of the Somme**.

Ways of following First World War Centenary events

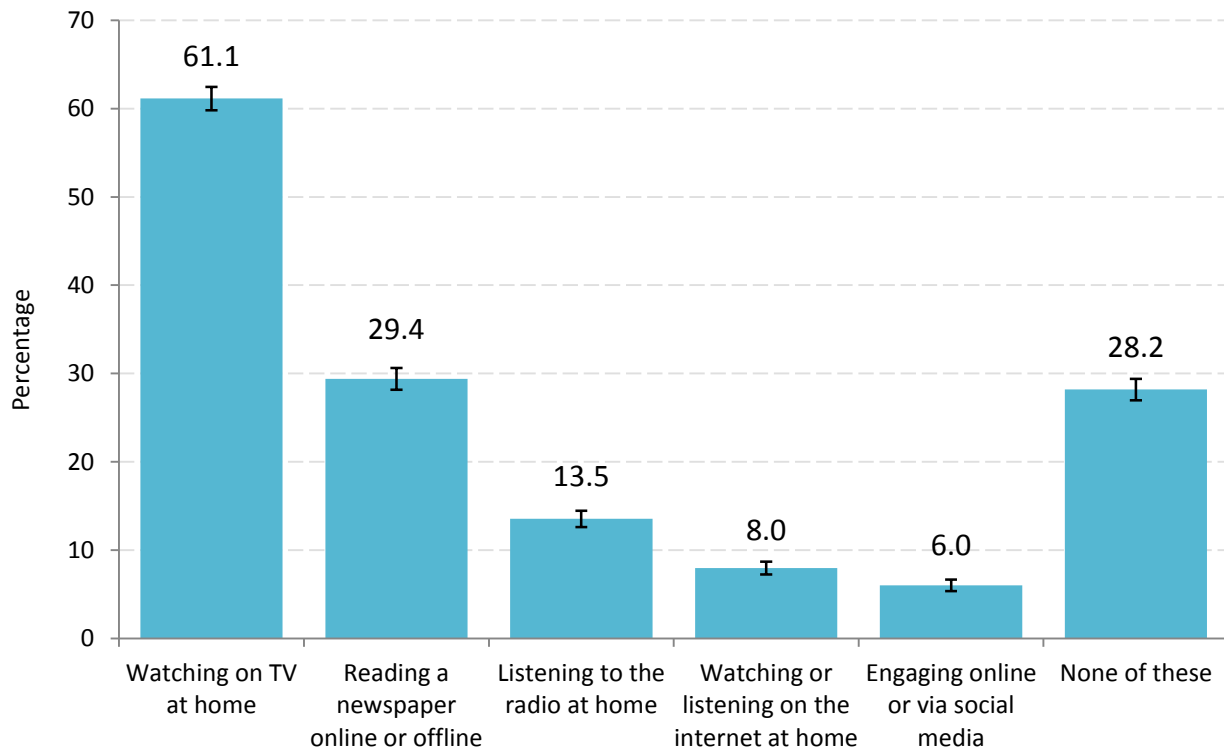
Respondents were also asked how they have followed, or intend to follow any of the Centenary events: **watching on the TV at home** and **reading a newspaper** were the two most popular methods (Figure 8.3).

- In 2015/16, 61.1 per cent of adults stated that they had followed, or intended to follow, by **watching at least one event on the TV**.
- 29.4 per cent of adults stated that they intended to follow events by **reading a newspaper online or offline**.



Figure 8.2: Awareness of events to commemorate the Centenary of the First World War, 2015/16**Notes:**

1) Confidence intervals range between +/- 0.6 and +/- 1.3

Figure 8.3: Ways of following the First World War Centenary events, 2015/16**Notes:**

1) Confidence intervals range between +/- 0.6 and +/- 1.3

Which events have you followed or got involved in?

- Respondents were also asked two separate questions about the events or activities they had followed or got involved in since January 2014, and which events and activities they planned to follow or get involved with in the future (see Annex C for a full list of responses).
- The most popular response to both questions was **learning more about the First World War**, with 34.0 per cent of respondents stating they had done this since January 2014 and 34.6 per cent of respondents stating that they intended to do this (Table 8.1).

Table 8.1: Ways in which adults have followed the First World War Centenary since January 2014, and how they plan to follow in the future¹⁹, 2015/16

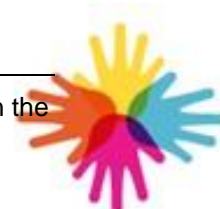
	Since January 2014, which events have you followed or got involved in?	Which events do you think you will follow or get involved in?
Learning about the First World War	34.0 per cent	34.6 per cent
Attending a local or national commemorative event (including remembrance services)	16.1 per cent	16.2 per cent
Marking or remembering the First World War (for example - lighting a candle, planting poppy seeds)	11.6 per cent	12.1 per cent
Visiting a museum or exhibition related to the First World War	11.5 per cent	15.3 per cent
Visiting a First World War battlefield, memorial or burial site	7.2 per cent	10.5 per cent
Researching local or family history related to the First World War	6.9 per cent	7.0 per cent
Attending or taking part in a related cultural event	1.6 per cent	3.5 per cent
None of the above	51.2 per cent	49.5 per cent

Notes:

1) Confidence intervals range between +/- 0.4 and +/- 1.3

Further data and demographic breakdowns for this section can be found in the [spreadsheets accompanying this release](#).

¹⁹ Adults may have responded that they have followed in some way and that they intend to follow in the same way in the future, therefore they would be counted in both columns.



The 2012 Olympic and Paralympic Games

This section relates to the UK hosting the 2012 Olympic and Paralympic Games. Questions asking respondents how they followed or were involved in the 2012 Games have now been removed from the questionnaire, so this chapter only covers whether the Games motivated people to participate in more voluntary work, cultural activities or sport.

The latest survey results are from interviews conducted between April 2015 and March 2016. The UK hosted the 2012 Olympic and Paralympic Games between July and September 2012, so data collected and reported on in this report are from a period entirely after the Games.

Government policy is provided below for context. These policies may have influenced the participation figures, but their inclusion here does not indicate that they have directly caused any change.

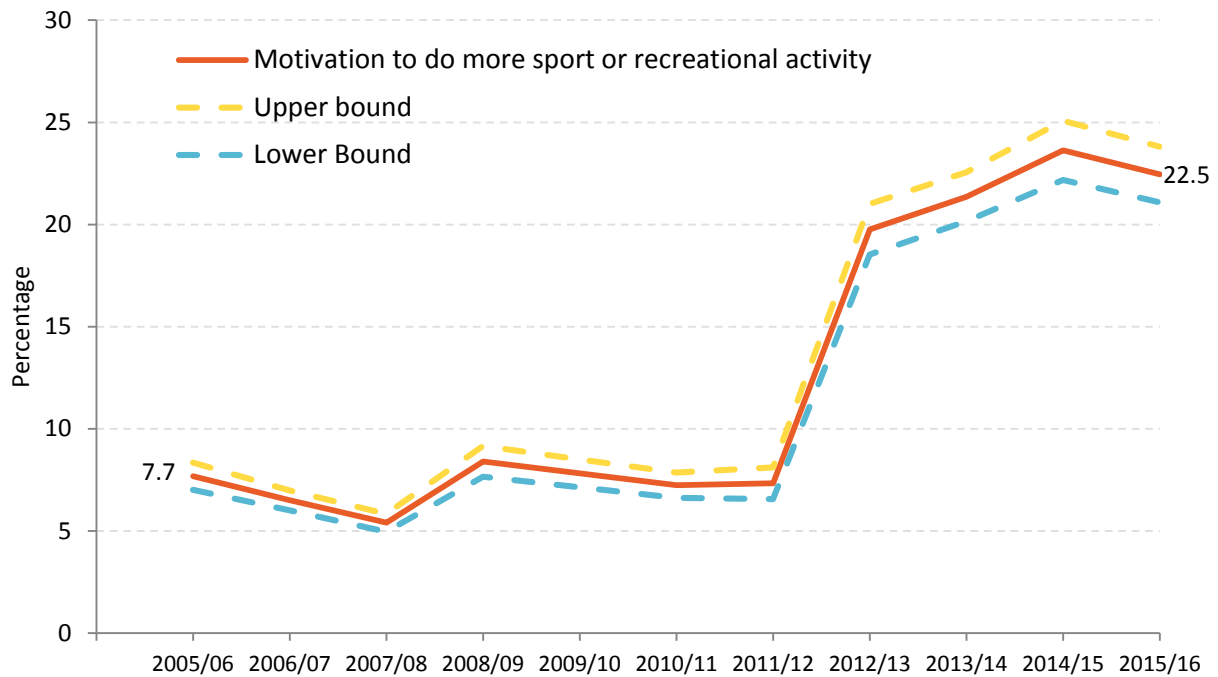
The Government has a policy to make the most of the 2012 Games; to deliver a legacy over ten years, across the five themes of sport and healthy living, growth and the economy, communities and volunteering, regeneration of East London and Paralympic legacy. This includes encouraging more people to take part in sport, volunteering and culture.

Legacy planning was part of the planning for the Games from the bid stage onwards. The Government and the Mayor of London have published update reports 'Inspired by 2012' in the summer of 2013, 2014 and 2015 setting out progress against legacy plans. Also published in July 2013 was an independent meta-evaluation of the Games' legacy benefits, commissioned by DCMS and produced by a consortium led by Grant Thornton. In February 2014 the Government and the Mayor of London have published a long-term vision for the Games' legacy.

Headline results: The 2012 Olympic and Paralympic Games

- In 2015/16, 22.5 per cent of respondents who had **taken part in sport or recreational activity** answered that the UK hosting the 2012 Olympic and Paralympic Games had **motivated them to do more of these activities**. This is an increase from 7.7 per cent in 2005/06, and an increase from 2012/13 (the year the Games were held), when the figure was 19.8 per cent.
- Among adults who had **taken part in cultural activities**, there has been a significant increase in the proportion who felt that the UK hosting the 2012 Olympic and Paralympic Games had **motivated them to take part in more cultural activities**, from 4.0 per cent in 2010/11 to 7.6 per cent in 2015/16. This is a similar level to 2012/13, when this figure was 7.4 per cent.
- Among **adults who had volunteered**, the proportion of adults who stated that the UK hosting the 2012 Olympic and Paralympic games had **motivated them to do more voluntary work** has remained stable compared to 2010/11 and was 7.4 per cent in 2015/16. This is a slight decrease since 2012/13, when this figure was 9.8 per cent.

Figure 8.4: Proportion of respondents who were motivated to do more sport or recreational physical activity as a result of the UK hosting the 2012 Olympic and Paralympic Games, 2005/06 to 2015/16



Notes:

- (1) Confidence intervals range between +/-0.4 and +/-1.4 from 2005/06 onwards.
- (2) The upper and lower bounds show the 95per cent confidence interval.

Further data and demographic breakdowns for this section can be found in the [spreadsheets accompanying this release](#).



Chapter 9. Wellbeing

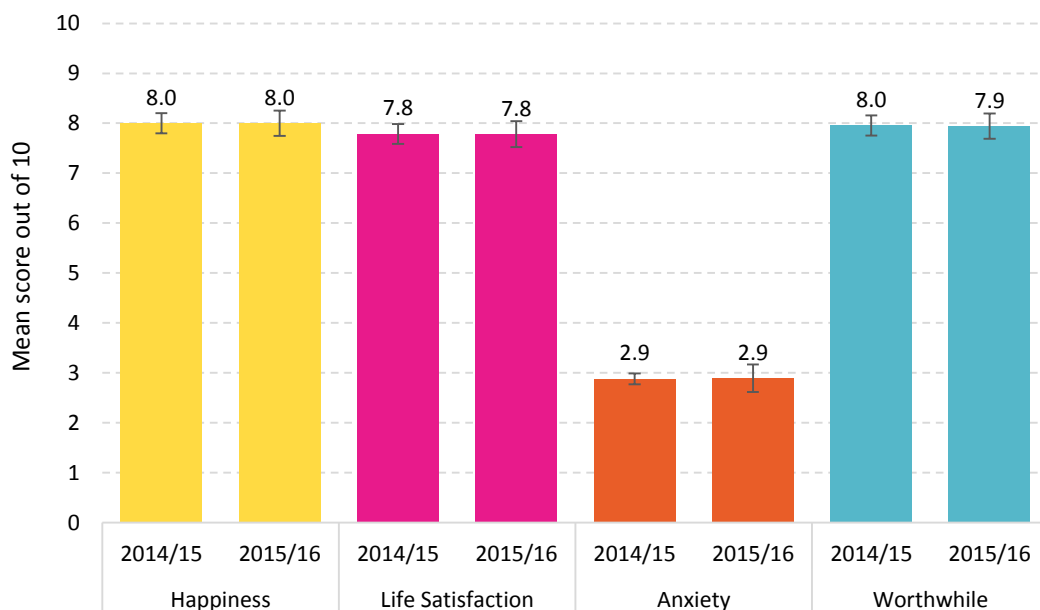
Adults responding to the Taking Part survey are asked four questions relating to their wellbeing. Respondents are asked: how happy they are; how satisfied they are with their life; how anxious they felt the day prior to interview; and to what extent they feel things in their life are worthwhile²⁰. Collecting this information allows DCMS to analyse the relationship between engagement with culture and sport and wellbeing. The most recent report was published in November 2015²¹.

Government policy is provided below for context.

The Department for Culture, Media and Sport (DCMS) aims to drive growth and enrich lives. A big part of this is encouraging participation in the arts, heritage and sport. Government believes everyone should be able to access and participate in the arts, heritage and sport, no matter what their background or where they come from, and that these activities have a vital role to play in health and wellbeing and in promoting social mobility through broadened experiences and networks.

Mean wellbeing scores, and the distribution of scores for each question, are shown below. Mean wellbeing scores (as measured in the Taking Part survey) have remained stable since 2014/15.

Figure 9.1: Mean wellbeing scores, 2014/15 to 2015/16²²



Notes:

(1) Confidence intervals, shown as error bars, range between +/-0.1 and +/-0.3.

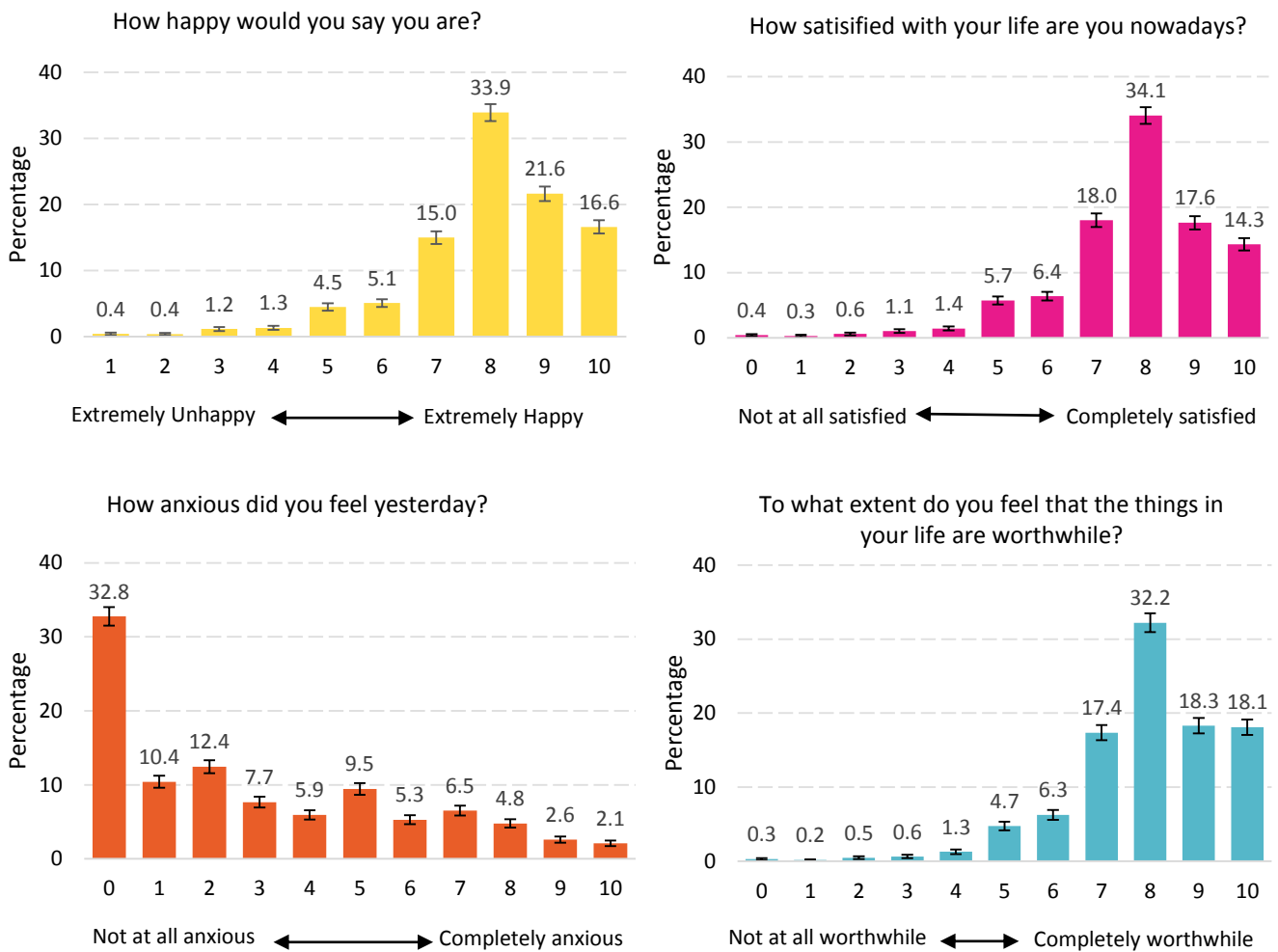
²⁰ These four questions were developed by the Office for National Statistics to track personal wellbeing among adults (16+) across the UK.

<http://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/bulletins/measuringnationalwellbeing/2015to2016>

²¹ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/476510/Taking_Part_201415_Focus_on_Wellbeing.pdf

²² Mean wellbeing scores as measured in the Taking Part survey are very similar to those measured by the Office for National Statistics (ONS). A 2015/16 ONS report calculated mean well-being scores for all adults (16+) in the UK as follows: 7.5 out of 10 for happiness yesterday; 7.7 out of 10 for life satisfaction; 2.9 out of 10 for anxiety yesterday; 7.8 out of 10 for feeling that what one does in life is worthwhile.

Figure 9.2: Wellbeing scores, April 2015 to March 2016



Notes:

(1) Confidence intervals range between +/-0.1 and +/-1.3.

- Between April 2015 and March 2016, 16.6 per cent of adults considered themselves to be extremely happy, marking their happiness with a score of 10 out of 10. Over the same period of time, 14.3 per cent were completely satisfied with life, and 18.1 felt that things in their life were completely worthwhile (i.e. scoring 10 out of 10 for each measure).
- Less than one per cent felt extremely unhappy, not at all satisfied, and/or that things in life were not at all worthwhile. Only 2.1 per cent of adults rated themselves 10 out of 10 for anxiety, while 32.8 per cent rated themselves as being not at all anxious yesterday.
- Over 90 per cent of adults rated themselves 6 or more out of 10 for happiness, life satisfaction and/or how worthwhile things in life were. 78.7 per cent of adults rated themselves 5 or less for how anxious they felt yesterday.
- These findings are all very similar to 2014/15.



Annex A: Background note

1. The Taking Part survey is commissioned by the Department for Culture, Media and Sport (DCMS) and its partner Arm's Length Bodies (ALBs). For 2011 to 2016 these are Arts Council England, Historic England and Sport England.
2. Taking Part is a National Statistics publication and as such has been produced to the high professional standards set out in the Code of Practice for Official Statistics. National Statistics undergo regular quality assurance reviews to ensure they meet customer needs and are produced free from any political interference. See the [Statistics Authority code of practice](#) for more information.

The UK Statistics Authority has designated these statistics as National Statistics, in accordance with the Statistics and Registration Service Act 2007 and signifying compliance with the Code of Practice for Official Statistics.

Designation can be broadly interpreted to mean that the statistics:

- meet identified user needs;
- are well explained and readily accessible;
- are produced according to sound methods; and
- are managed impartially and objectively in the public interest.

Once statistics have been designated as National Statistics it is a statutory requirement that the Code of Practice shall continue to be observed. See the [UK Statistics Authority assessment](#) for more information.

3. Stringent quality assurance procedures have been adopted for this statistical release. All data and analysis has been checked and verified by two different members of the DCMS team and TNS-BMRB to ensure the highest level of quality.
4. Guidance on the quality that is expected of Taking Part statistical releases is provided in a [quality indicators document](#). These quality indicators outline how statistics from the Taking Part survey match up to the six dimensions of quality defined by the European Statistical System (ESS). These are: relevance, accuracy, timeliness, accessibility, comparability and coherence.
5. The latest results presented here are based on interviews conducted between April 2015 and March 2016. The total sample size for this period is 10,171.
6. The survey measures participation by adults (aged 16 and over) and children (5-10 and 11-15) living in private households in England. No geographical restriction is placed on where the activity or event occurred. Further information on data for Scotland, Wales and Northern Ireland can be found in question 2 of the "[Taking Part: Guidance Note](#)".
7. Unless stated, participation in activities must be for the purpose of recreation or leisure, including voluntary work. It excludes involvement in activities where the prime motivation is paid work or academic studies. The exceptions to this are attendance at historic environment sites which includes visits made for academic study. Paid work visits and academic study visits are also included in one of the archive attendance measures.
8. The range has been calculated using a 95 per cent confidence interval. This means, had the sample been conducted 100 times, creating 100 confidence intervals, then 95 of these intervals would contain the true value. All estimates have been rounded to one decimal place. An overall design

factor²³ of **1.384** has been applied to the adult dataset for the period April 2015 to March 2016. Individual adult design factors have also been calculated for each sector and different demographic groups in this period.

9. Statistical significance tests have been run at the 95 per cent level. A significant increase at the 95 per cent level means that there is less than 5 per cent (1 in 20) chance that the difference observed within the sampled respondents was not also observed in the English population as a whole.
10. Some figures may have been revised from previous releases, in which case the figures in this release supersede those from previous statistical releases. For more detailed information on the DCMS revisions policy and how revisions are handled for the Taking Part Survey, please see the [DCMS statement of compliance](#).
11. The data are weighted to ensure the representativeness of the Taking Part sample. There are two types of weighting: i) to compensate for unequal probabilities of selection; and ii) to adjust for differential non-response. Weighting is based on mid-2014 population estimates from the Office for National Statistics.
12. For more information see the [Taking Part Survey](#) webpages, including previous publications. Versions of the [questionnaires](#) from all years of the survey are available.
13. As announced in previous statistical releases and on our [consultation pages](#) in September 2013, sport participation data are no longer analysed or reported on by DCMS in the adult Taking Part publications. Sport participation data are reported by Sport England in the [Active People Survey](#).
14. The fieldwork for the survey has been conducted by TNS-BMRB. For more information, see <http://www.tns-bmrb.co.uk>.
15. We can help to meet the specific requirements of people with disabilities. Please call 020 7211 6000 or email takingpart@culture.gov.uk.
16. This report has been produced by Wilmah Deda and Helen Miller-Bakewell (DCMS). Acknowledgement goes to colleagues within the DCMS, partner ALBs and TNS-BMRB for their assistance with the production and quality assurance of this release.
17. The responsible statistician for this release is Helen Miller-Bakewell. For enquiries on this release, please contact Helen on 0207 211 6355.
18. For general enquiries telephone: 0207 211 6200 or email enquiries@culture.gov.uk. You can also subscribe to the Taking Part newsletter [here](#).

²³ Design factors are calculated to correct for imperfect sample design. For example, Taking Part uses a clustered sample, rather than a random sample and this may affect the results for particular demographic groups – design factors are used to correct for this bias.



Annex B: Key terms and definitions

Term	Definition
2015/16	This is the time period covering April 2015 to March 2016.
ACORN classification	A classification of residential neighbourhoods is a geo-demographic information system categorising some United Kingdom postcodes into various types based upon Census data and other information such as lifestyle surveys.
Archives	Archives are collections of documents that have been created by families, individuals, businesses or organisations and have been specially chosen to be kept permanently. Further information on what qualifies as engagement with archives in Taking Part is available in Annex C.
Arts	A list of arts that the respondent may have participated or attended is available in Annex C: Sector definitions.
Attendance	This refers to the respondent going to a place, for example, attending a library or a heritage site.
Civic participation	Actions include, contact a local radio station, TV station or paper; talk to / written to a sporting or cultural facility, contact the council, contact a local councillor or MP, join a local group or attend a neighbourhood forum, attend a protest meeting or joined a campaign group, or help organise a petition.
Confidence interval	This provides a range in which there is a specific probability that the true value will lie within. For the Taking Part survey, 95 per cent confidence intervals are used which means, had the sampling been conducted 100 times, creating 100 confidence intervals, then 95 of these intervals would contain the true value.
DCMS sectors	The DCMS sectors referred to in this report are the culture, arts, museums and galleries, heritage, libraries, archives and sport sectors.
Digital participation	This refers to visiting websites for a number of reasons. These are outlined in Annex C: Sector definitions.
Digitally engage	This refers to the respondent engaging with the DCMS sectors via the internet.
Engagement	This refers to either attending and/or participating in the sport, culture or arts sector. For example, if the respondent attended an art gallery (attendance) or gave a dance performance (participation).
Following the Centenary of the First World War	This covers watching the events on TV at home, listening to the radio at home, watching or listening on the internet at home, reading the newspaper online or offline or engaging via social media.
Historic environment	A list of all historic environments is available in Annex C: Sector definitions.
Index of Multiple Deprivation (IMD) decile group	The Index of Multiple Deprivation is a composite index which measures neighbourhood deprivation across seven domains (for example housing and income deprivation). The IMD decile group splits neighbourhoods into ten groups according to the level of deprivation (e.g. 10 per cent most deprived neighbourhoods).
Participation	This refers to the respondent actively taking part in the activity. For example heritage participation could refer to visiting a monument such as a castle, fort or ruin, whilst participating in the arts may refer to painting.

Term	Definition
Public library service	The Public Libraries and Museums Act 1964 (1964 Act) requires all local authorities to provide a comprehensive and efficient library service. Public libraries in England are funded and run by 151 local authorities. A list of valid uses of a public library is available in Annex C: Sector definitions.
Significant increase/decrease	A significant increase/decrease at the 95per cent level means that there is less than a 5per cent (1 in 20) chance that the difference observed within the sampled respondents is not representative of a change for the English population as a whole.
Socio-demographic groups	Categorising the respondents by different social classes such as age, gender, employment status, housing tenure, ethnicity, religion, disability/illness status and National Statistics Socio-Economic Classes (NS-SEC).
Taking Part Survey	A survey commissioned by the Department for Culture, Media and Sport (DCMS) in partnership with the Arts Council England, Historic England and Sport England, looking at engagement and non-engagement in culture, leisure and sport. Further information is available on the Taking Part Web pages .
Volunteering	Offering one’s time for free. This could be organising or helping to run an event, campaigning, conservation, raising money, providing transport or driving, taking part in a sponsored event, coaching, tuition or mentoring for no expense.



Annex C: Sector definitions

The following annex presents the various definitions for adult participation in DCMS sectors.

Arts

The respondent is asked if they have participated in a given list of arts activities, or attended a given list of arts events. Eligible activities and events are as follows.

Participation:

- Dance – ballet or other dance (for fitness and not for fitness)
- Singing – live performance or rehearsal/practice (not karaoke)
- Musical instrument – live performance, rehearsal/practice or played for own pleasure
- Written music
- Theatre – live performance or rehearsal/practice (e.g. play or drama)
- Opera/musical theatre – live performance or rehearsal/practice
- Carnival (e.g. as a musician, dancer or costume maker)
- Street arts (art in everyday surroundings like parks, streets, shopping centre)
- Circus skills (not animals) – learnt or practised
- Visual art – (e.g. painting, drawing, printmaking or sculpture)
- Photography – (as an artistic activity, not family or holiday ‘snaps’)
- Film or video – making as an artistic activity (not family or holidays)
- Digital art – producing original digital artwork or animation with a computer
- Craft – any craft activity (e.g. textiles, wood, metal work, pottery, calligraphy etc.)
- Creative writing – original literature (e.g. stories, poems or plays)
- Book club – being a member of one

Attendance:

- Visual art exhibition (e.g. paintings, photography or sculpture)
- Craft exhibition (not crafts market)
- Event which included video or digital art
- Event connected with books or writing
- Street arts (art in everyday surroundings like parks, streets or shopping centre)
- Public art display or installation (an art work such as sculpture that is outdoors or in a public place)
- Circus (not animals)
- Carnival
- Culturally specific festival (e.g. Mela, Baisakhi, Navratri)
- Theatre (e.g. play, drama, pantomime)
- Opera/musical theatre
- Live music performance (e.g. classical, jazz or other live music event but not karaoke)
- Live dance event (e.g. ballet, African People’s dance, South Asian, Chinese, contemporary or other live dance)

Historic environment

The respondent is asked if they have visited the following list of historic environment sites.

- A city or town with historic character
- A historic building open to the public
- A historic park, garden or landscape open to the public
- A place connected with industrial history or historic transport system
- A historic place of worship attended as a visitor
- A monument such as a castle, fort or ruin

- A site of archaeological interest
- A site connected with sports heritage

Museum, gallery or archive

The respondent is asked if they have attended a museum, gallery or archive. If the respondent is unsure what is in scope for 'archive', the interviewer has the following definition to refer to.

"Archives are documents that have been created by families, individuals, businesses or organisations and have been specially chosen to keep permanently. They can be written papers such as letters or diaries, maps, photographs or film or sound recordings. Archives are historical documents but do not have to be very old. Places that keep archives are usually called a record office or archive centre.

Registering a birth, death or marriage happens at a registry office, not at an archive center/record office."

Libraries

The respondent is asked if they have used a public library service. If the respondent is unsure what is in scope, the interviewer has the following definition to refer to.

"Use of a public library can include:

- A visit to a public library building or mobile library to make use of library services (including to print/use electronic resources or to take part in an event such as a reading group or author visit)
- The use of on-line library resources or services remotely (i.e. used a computer outside the library to view the website, catalogue or databases)
- Access, and receipt, of the library service by email, telephone, fax or letter
- Receipt of an outreach service such as home delivery or library events outside a library building

Use of other libraries and archive services is excluded."

Digital Participation

Digital Participation includes visiting websites for at least one of the following reasons:

- Museum or gallery website – To look at items from a collection.
- Museum or gallery website – To find out about a particular subject.
- Museum or gallery website – To take a virtual tour of a museum or gallery
- Museum or gallery website – To view or download an event or exhibition
- Library website – To complete a transaction (e.g. reserve or renew items, pay a fine).
- Library website – To search and view online information or make an enquiry.
- Heritage website – To take a virtual tour of a historical site.
- Heritage website – To learn about history or the historic environment
- Heritage website – To discuss history or visits to the historic environment on a forum
- Arts Website – To view or download part or all of a performance or exhibition
- Arts Website – To discuss the arts or share art that others have created
- Arts Website – To upload or share art that you have created yourself
- Arts Website – To find out how to take part or improve your creative skills
- Archive or records office website – To complete a transaction.
- Archive or records office website – To view digitized documents online.
- Archive or records office website – To search a catalogue.

Volunteering

The respondent is asked about any voluntary work they have done, including:

- Raising or handling money / taking part in sponsored events
- Leading a group
- Being a member of a committee
- Organising or helping to run an activity or event
- Visiting people
- Befriending / mentoring people
- Coaching or tuition
- Giving advice/ information/ counselling



- Secretarial, administrative or clerical work
- Providing transport or driving
- Representing – e.g. addressing meetings, leading a delegation
- Campaigning – e.g. lobbying, canvassing, letter writing
- Conservation/restoration
- Officiating – e.g. judging, umpiring or refereeing
- Other practical help - e.g. helping out a school, religious group, with shopping/refreshments
- Work in a charity shop

The respondent is also asked whether this activity was connected to any of the following areas:

- Arts
- Museum or gallery
- Heritage
- Libraries
- Archives
- Sport
- Any other sector

First World War Centenary

The respondent is asked which events they have followed or got involved in since January 2014 and which they think they will follow in the future from the list below.

- Attending a local or national commemorative event (including remembrance services)
- Attending or taking part in a related cultural event (e.g. the 14-18 NOW cultural programme)
- Visiting a First World War battlefield, memorial or burial site
- Visiting a museum or exhibition related to the First World War
- Researching local or family history related to the First World War
- Learning about the First World War (watching TV programmes, listening to radio programmes, reading books, internet research, attending lectures)
- Marking or remembering the First World War (for example - lighting a candle, planting poppy seeds)
- Some other way



Department
for Culture
Media & Sport

4th Floor, 100 Parliament Street
London, SW1A 2BQ
GOV.UK/DCMS

