



Department
for Culture
Media & Sport

Taking Part: England's survey of Culture, Leisure and Sport



Historic England

Welcome to the Taking Part user event





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Agenda for the day.....

12:45 Arrivals & Refreshments

13:15 Welcome, Mary Gregory, Head of Statistics, DCMS

13:20 Introduction to the Taking Part survey, Wilmah Deda, DCMS

13:30 Update on developments to the Taking Part survey,
Ipsos/NatCen

13:50 Discussion: Online data analysis tools, NatCen/DCMS

14:35 Historic England

14:50 Break

15:10 Mark Taylor, Sheffield University

15:30 Discussion: Proposed Open Data dataset, DCMS

16:15 Summary and Close

16:30 End





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The Taking Part (TP) survey is a continuous face to face household survey of children aged 5 to 15 years old and adults aged 16 and over in England.

- It has run since 2005 and is the main evidence source for DCMS and its sectors. The key objective of the Taking Part survey is...
 - To provide evidence to enable policy makers and practitioners to develop, monitor and evaluate effective policy.





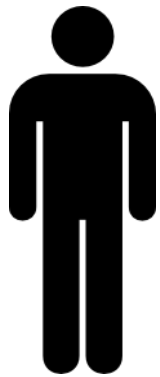
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Face to face interviews of approximately:



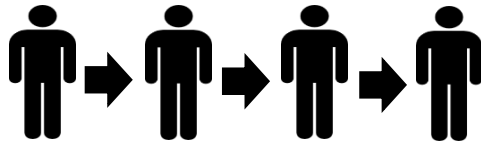
10,000 adults (16+)



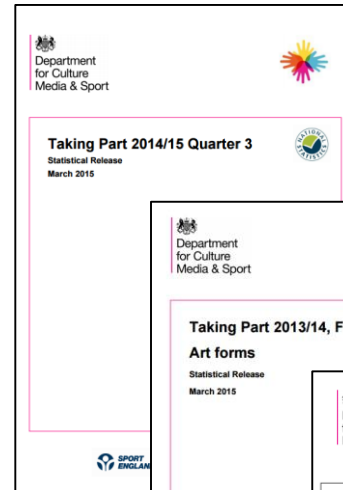
2,500 children
(5 to 15 years old)

Longitudinal element, 5,000 re-contacts and 5,000 new sample.

Added in 2012/13 first results due to be published in July 2015.



Dataset available via the UK Data service.



Biannual and annual reports published.

National Statistics output, produced in line with the Code of Practice for Official Statistics.





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The main areas for which the Taking Part survey collects data are:

museums and galleries

archives heritage arts libraries sport

In addition, the survey gathers data on a variety of other sectors and topics. These can change over time, but currently include:

attitudes to heritage internet, TV and radio

and the arts FWW

wellbeing 2012 Olympics demographics

volunteering and charitable giving social capital



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User engagement in 2015

- Conversations with policy teams in DCMS
- Meetings with academics working in the fields of culture and sport
- Consulting with academics in the DCMS Science Advisory Council
- A Taking Part user event in July 2015
- A request for user feedback which ran in the autumn of 2015.





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Taking Part: the next five years

March 2016





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Changing survey contractors



TNS-BMRB held the Taking Part survey contract from the time the survey began in 2005/06 until the end of 2015/16.



In December 2015, Ipsos MORI in partnership with NatCen were awarded the Taking Part contract for the next three years (2016-2019).

NatCen
Social Research



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New survey approaches

A new contract provided an opportunity to consider a new methodology, some options we considered for data collection:

1. All face to face.
2. Mixed mode (face to face and online) for cross sectional and longitudinal.
3. Face to face cross sectional and online longitudinal.
4. All online.





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The Future of Taking Part: New survey methodology

Now (2015/16)



5,000 fresh sample
(have not completed
the survey before)

5,000 longitudinal sample
(complete the survey year
on year)

Generates

Headline statistics: robust time series data
relating to participation in DCMS sectors

Longitudinal data that allow for the causal
analysis of participation and behaviour change

2017/18 onwards



8,000 fresh sample



Longitudinal sample (5,000 in 2017/18,
rising to 8,000 by 2020/21)

Generates

Headline statistics: robust time series data
relating to participation in DCMS sectors

Generates

Longitudinal data that allow for the causal
analysis of participation and behaviour change



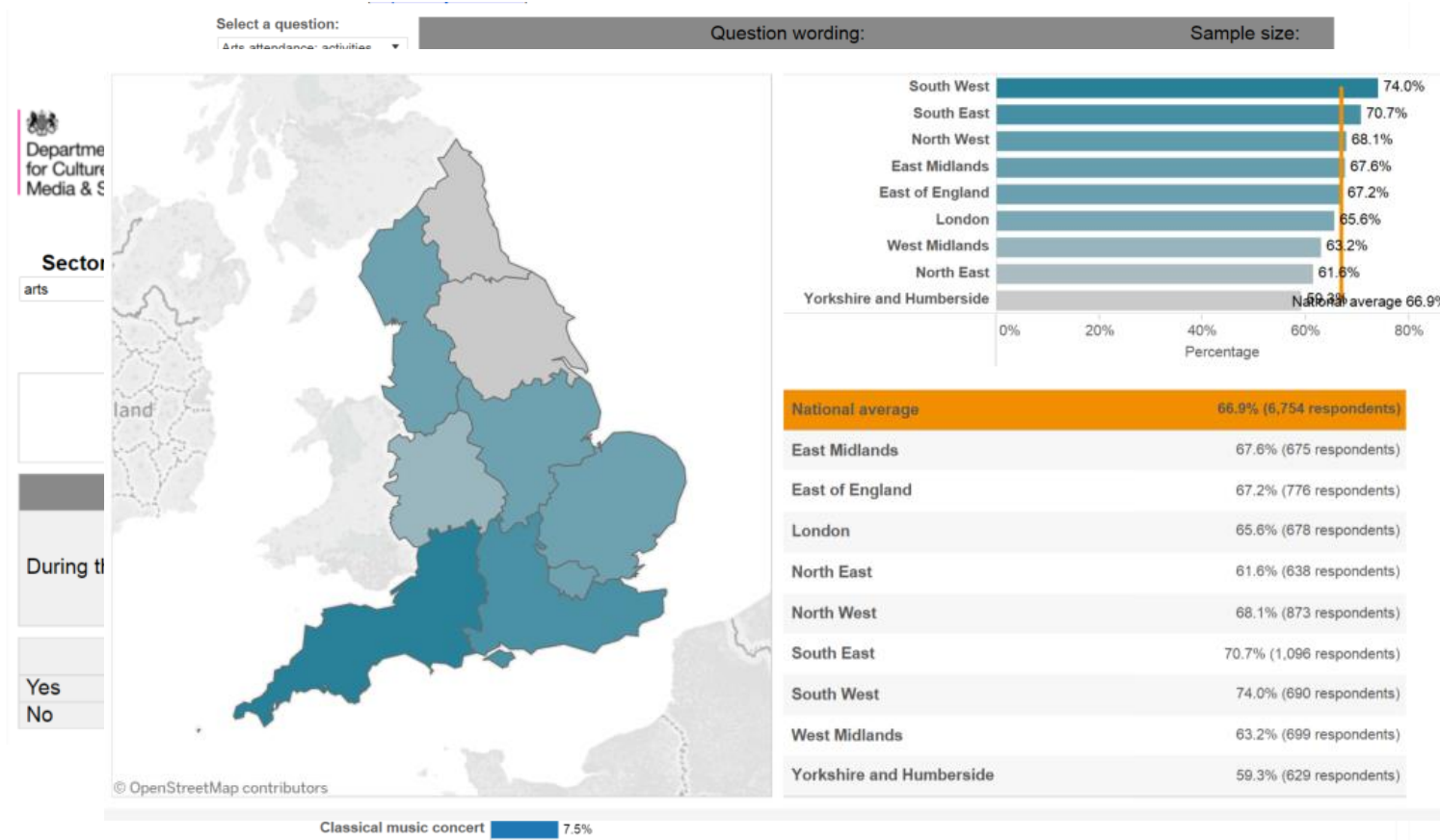
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New online data analysis tool



Launched in July 2016..



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Other survey developments

- Questionnaire topics have been reviewed continue to support policy priorities and user needs.
- Rotating modules will be introduced to the face to face survey from 2016/17 to help provide more in-depth evidence.
- Linking the survey data with administrative data sources
- Short stories will be published twice a year in April and October
- User events will continue to be hosted by DCMS on an approximately annual basis.





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In summary....

- The developments have been time consuming and take effort but should have improved the survey, particularly:
 - Impact
 - Relevance
 - Value for money

..... But we'll see.....

