



Department
for Culture
Media & Sport



<Name>
<ADDRESS1>
<ADDRESS2>
<ADDRESS3>
<ADDRESS4>
<ADDRESS5>
<POSTCODE>

Ref: <ref_number>

Influence decisions about sports, arts and leisure facilities in England

Dear Sir or Madam,

Your household has been selected to participate in Taking Part, England's survey of culture, leisure and sport.

Each year, a number of people are chosen at random from across the country to be interviewed about what they do in their spare time, so this is your unique chance to influence how public money is spent on arts, sports and other facilities in your area. Everyone's experiences are relevant.



What's next?

One of our interviewers will call at your house in the next week or so. The interviewer will show you their photo ID card. We will treat everything you say in the strictest confidence.



Any questions?

If you have any questions, please contact Stephan Tietz on Freephone **0808 202 4971** or email takingpart@ipsos.com.



Further information?

For more information about the Taking Part Survey, please see the back of this letter, the enclosed leaflet or visit www.ipsos-mori.com/takingpart.



Thanks for your help

As a thank you, there's a voucher below you can use to claim **£10 cash** at any Post Office.

Yours sincerely,

M. Gregory

Mary Gregory
Head of Statistics
Department for Culture, Media & Sport



Collect your £10 today!

You can redeem this voucher at any Post Office branch. Counter staff will make your payment in cash. See reverse for more information.



<Barcode>

Issue date: <IssueDate>
Expiry date: <ExpiryDate>

How did you choose my address?

We chose your address at random from the Postcode Address File. This file is held by the Post Office and is available to the public.

Who is carrying out the study?

Ipsos MORI is carrying out the study on behalf of the Department for Culture, Media and Sport (DCMS) and its partner organisations (Sport England, Arts Council England and Historic England).

What will happen to any information I give?

We will treat your information in the strictest confidence under the Data Protection Act 1998. The results collected are used for research and statistical purposes only. Your name and address will only be known to the team processing the survey results at Ipsos MORI and NatCen Social Research and the Taking Part survey team in DCMS. No one else looking at the information will be able to identify you in any way.

What is the interview about?

The interview asks about things you may do in your spare time, including watching TV, going online, music and other culture, sport and voluntary work. Everyone's experiences and views are relevant no matter how much or how little people do in their spare time.

Where can I find out more?

For more information, please see the enclosed leaflet. Alternatively, contact Stephan Tietz on Freephone **0808 202 4971**, email takingpart@ipsos.com or visit www.ipsos-mori.com/takingpart.



£10

Take this voucher to any Post Office. Counter staff will make your payment in cash. You do not need to show any form of identity. Your voucher is valid until the expiry date shown.

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Please do not write on this voucher.