



Taking Part 2011/12: Findings for the East Midlands region

About the Taking Part survey

Taking Part is a major, continuous survey of cultural and sport participation in England, commissioned by the Department for Culture, Media and Sport in partnership with Arts Council England, Sport England and English Heritage. Every year it collects detailed information from adults (aged 16 and over) in England about their attendance at a wide variety of arts events, museums, galleries, libraries and heritage sites, and about their participation in creative activities and sport in the previous 12 months. The survey has been conducted since July 2005 and since 2008 there has also been a child survey.

Findings from Taking Part, including national trends and some regional analysis, are released quarterly by the Department for Culture, Media and Sport. An annual report summarises trends over the financial year. All these reports can be found at: <https://www.gov.uk/government/organisations/department-for-culture-media-sport/series/taking-part>.

The analysis in this paper complements the national report by giving more detailed regional analysis of public engagement with arts, museums and libraries. We have compiled individual profiles for each of the nine regions, which can be downloaded at <http://www.artscouncil.org.uk/what-we-do/research-and-data/arts-audiences/taking-part-survey/>.

The adult sample size for Taking Part in 2011/12 in the East Midlands region was 782 (national sample size 9,188). The child sample size for 5-10-year-olds was 87, and for 11-15-year-olds was 68.

The East Midlands region covers the counties of the combined area of Derbyshire, Leicestershire, Rutland, Northamptonshire, Nottinghamshire and most of Lincolnshire along with the unitary authorities of Nottingham, Derby and Leicester. The 2011 census showed that the population of the East Midlands region was 4,533,222.

The figures in this report are rounded to the nearest per cent, so the total percentages may not always add up to 100%. The graphs and tables in this profile show the differences between the regions, however significance testing¹ has been used to identify where these

¹ Significance testing measures whether a difference is real and not due to chance. When we use the word 'significantly' in this document, we mean there is good evidence to support this. The test is done at the 95% confidence level, which means the probability that the difference between the two variables happened by chance is low (one in 20).

differences are significant and not due to chance. Only where the differences are significant are they noted in the text.

A list of the arts events and activities included in the Taking Part survey's measure of engagement is outlined in the 'Technical note' on page 14.

Adult engagement

Figure 1: Adult engagement with museums, libraries and the arts, 2011/12

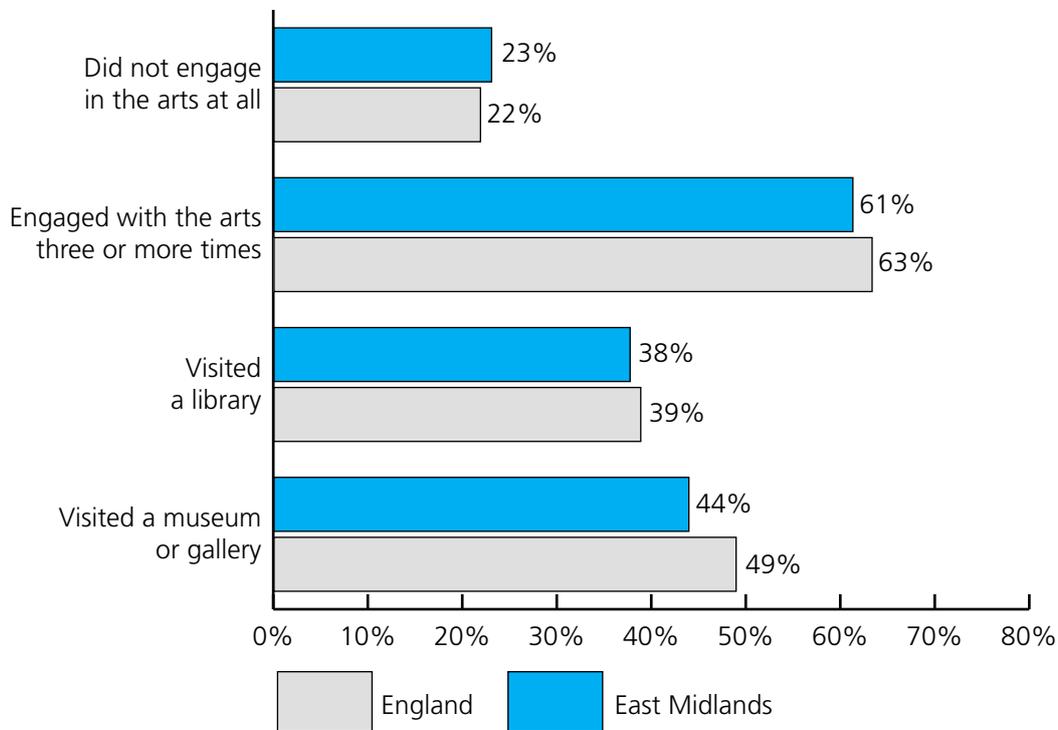


Figure 1 shows that engagement² in arts and culture in the East Midlands in 2011/12 was broadly in line with averages for England as a whole. However, 44% of people in the East Midlands visited a museum or gallery which is significantly lower than the 49% English average.

² 'Engagement' includes both attendance and/or participation in the arts. See the 'Technical note' on page 14 for a list of the events and activities this includes.

Figure 2: Adult engagement in the arts, broken down by attendance and participation, 2011/12

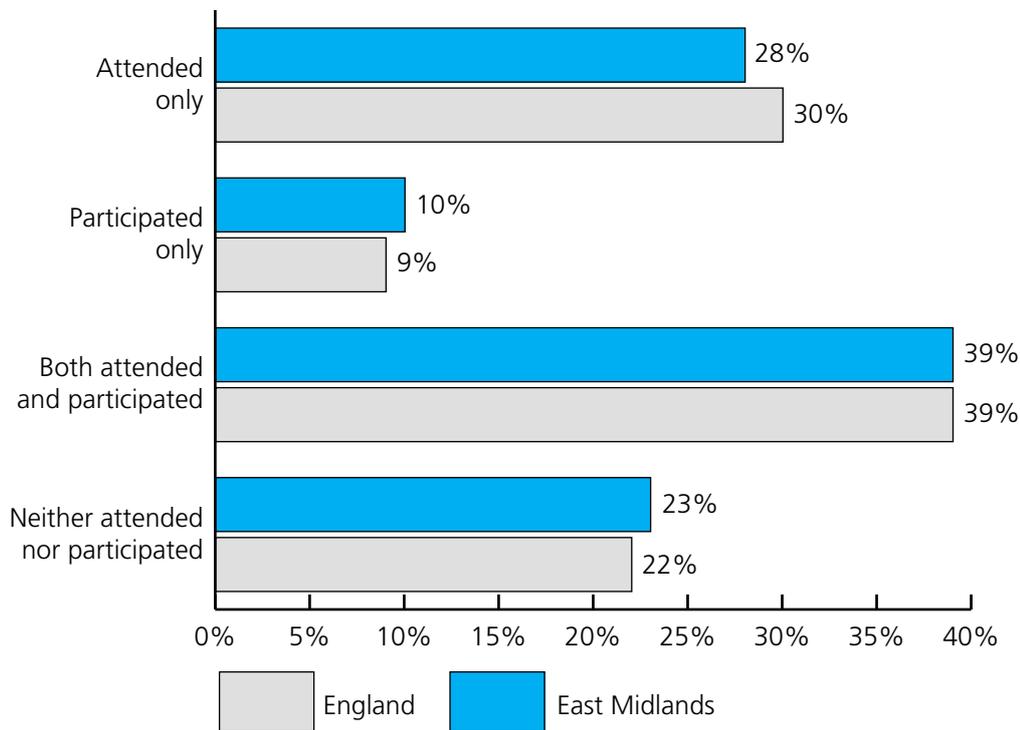


Figure 2 shows that arts attendance and participation³ in the East Midlands in 2011/12 was in line with averages for England as a whole. Thirty-nine per cent of adults both attended arts events and participated in activities, 28% just attended events only and 10% participated only.

³ See the 'Technical note', page 14 for the types of events and activities this includes.

Figure 3: Percentage of adults who engaging in the arts three or more times, broken down by region, 2011/12

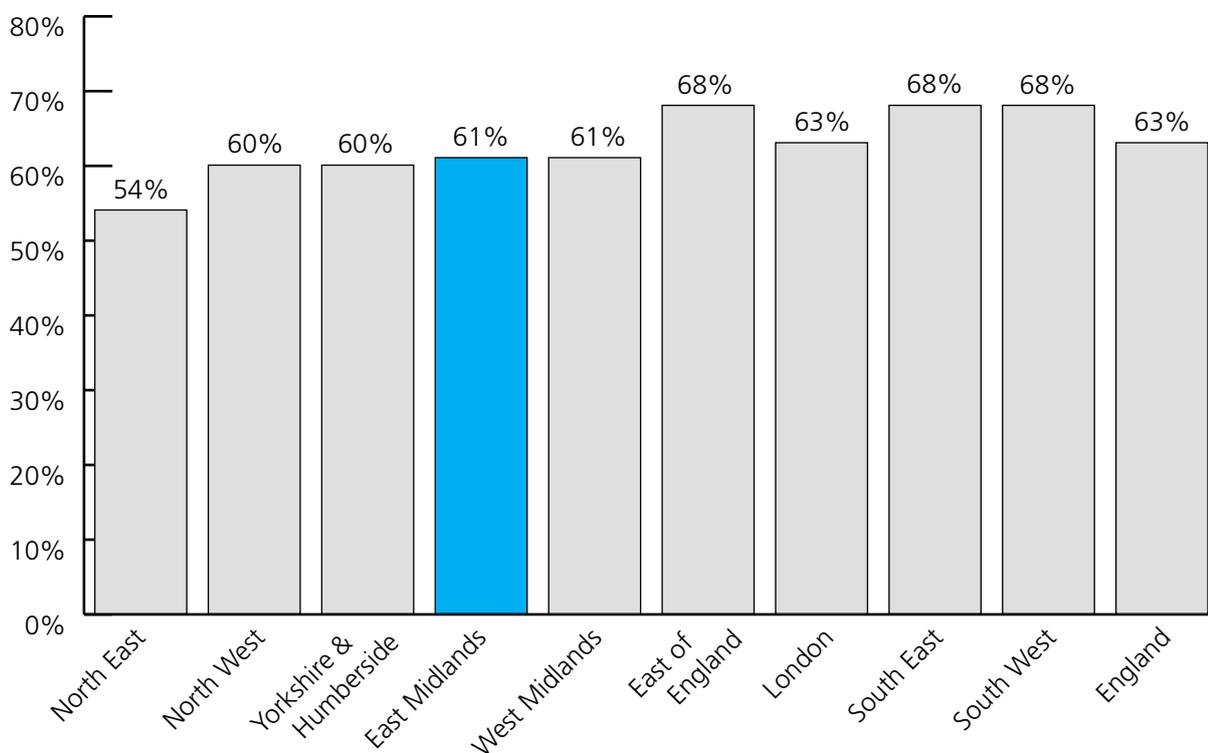
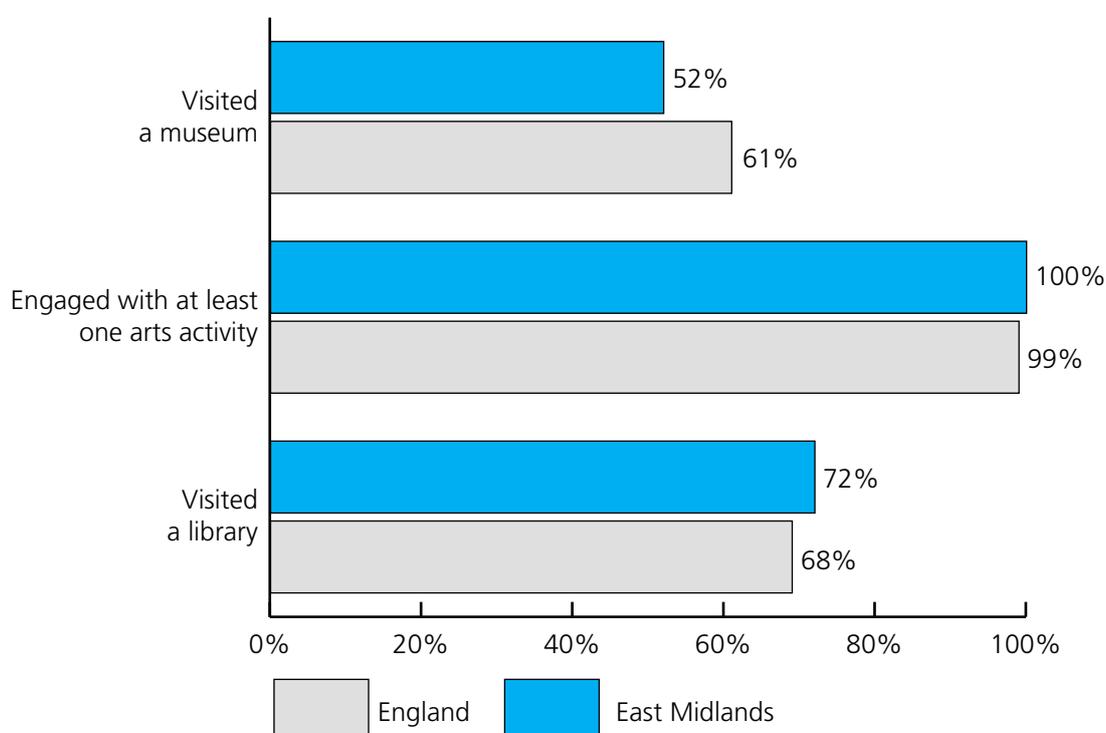


Figure 3 shows that 61% of people in the East Midlands engaged in the arts on three or more occasions in 2011/12. This is broadly in line with the average across England as a whole, though significantly lower than the East (68%), South East (68%) and South West (68%), and significantly higher than the North East (54%).

Child engagement

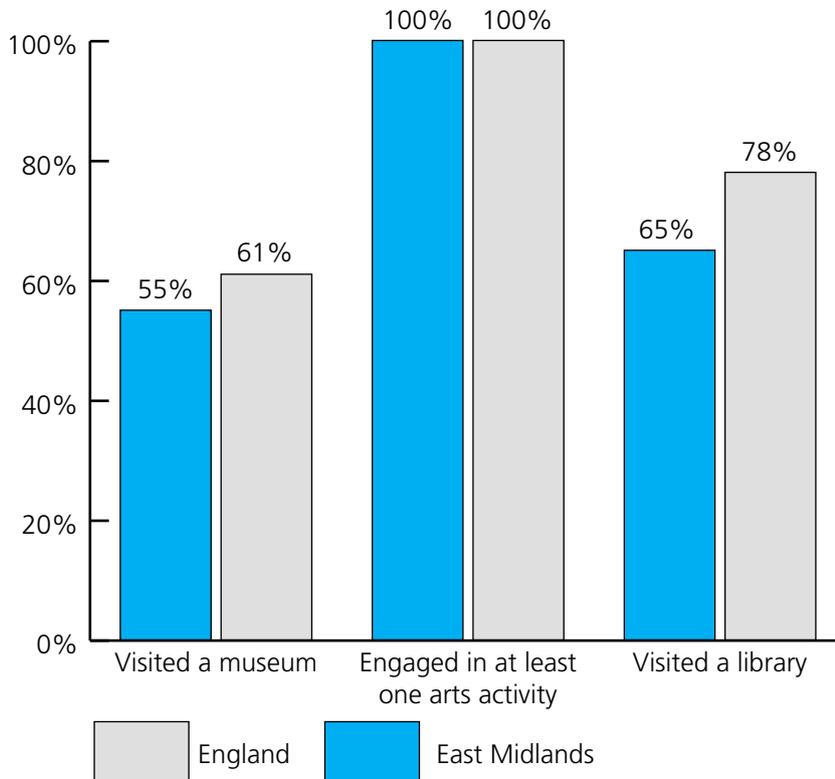
Figure 4: Percentage of children aged 5-10 who engaged in cultural activities⁴ outside of school, 2011/12



The Taking Part survey measures the cultural engagement of children aged 5-10 by asking parents about their children's activities outside of school only. Figure 4 shows that 72% of children aged 5 -10 in the East Midlands visited a library and 52% visited a museums.

⁴ For details of the activities and events that are included in the Taking Part survey's measurement of child engagement, see the 'Technical note', page 14.

Figure 5: Percentage of children aged 11-15 who engaged in cultural activities both in and outside of school, 2011/12



The Taking Part survey measures the cultural engagement of children aged 11-15 by asking them directly about their activities both in and outside of school. In 2011/12, the majority of children aged 11-15 in the East Midlands engaged in at least one arts activity (100%) and visited a library in the last year (65%).

Engagement by artform

Figure 6: Attendance by artform, 2011/12

Attendance	East Midlands	England
Other live music event	29%	30%
Play or drama	21%	22%
Musical	19%	23%
Art/photography/sculpture exhibition	17%	19%
Carnival	13%	12%
A public art display or installation	13%	14%
Pantomime	13%	13%
Craft exhibition	11%	12%
Street arts	11%	10%
Classical music concert	7%	8%
Other live dance event	6%	5%
Event with video or electronic art	6%	5%
Culturally-specific festival	4%	5%
Event connected with books or writing	4%	4%
Ballet	4%	4%
Circus (not animals)	3%	4%
Jazz performance	3%	6%
Contemporary dance	3%	3%
Opera or operetta	3%	4%
African/South Asian/Chinese dance	2%	2%

Figure 6 shows a breakdown of adult attendance by artform based on those who attended at least one arts event in the past 12 months.

The data above shows that attendance across the artforms in the East Midlands in 2011/12 was broadly in line with the picture in England. However, significantly fewer people in the East Midlands went to musicals (19%) and jazz performances (3%).

Figure 7: Participation by artform, 2011/12

Participation	East Midlands	England
Painting, drawing, printmaking or sculpture	14%	12%
Textile crafts	14%	13%
Other dance	12%	8%
Played a musical instrument for own pleasure	10%	11%
Used a computer to create original artwork or animation	10%	8%
Photography as an artistic activity	8%	10%
Other crafts such as calligraphy, pottery or jewellery making	6%	5%
Wood crafts	6%	5%
Sang to an audience or rehearsed for a performance	4%	4%
Written any poetry	3%	4%
Written any stories or plays	3%	3%
Played a musical instrument to an audience or rehearsed for a performance	3%	3%
Written music	2%	3%
Made films or videos as an artistic activity	1%	2%
Been a member of a book club	1%	2%
Took part in a carnival	1%	2%
Rehearsed or performed in play/drama	<1%	2%
Learned or practised circus skills	<1%	1%
Rehearsed or performed in opera/opera or musical theatre	<1%	<1%
Took part in street art	<1%	<1%
Ballet	<1%	<1%

< = Less than

Figure 7 shows the breakdown of adult participation by artform, based on those who took part in at least one activity in the past 12 months. The figures show that participation across artforms in the East Midlands in 2011/12 was mostly in line with averages for England as a whole. However significantly more people in the East Midlands took part in 'other dance' activities (12%) and fewer people made films or videos as artistic activity (1%).

Digital engagement

Figure 8: Digital engagement, 2011/12

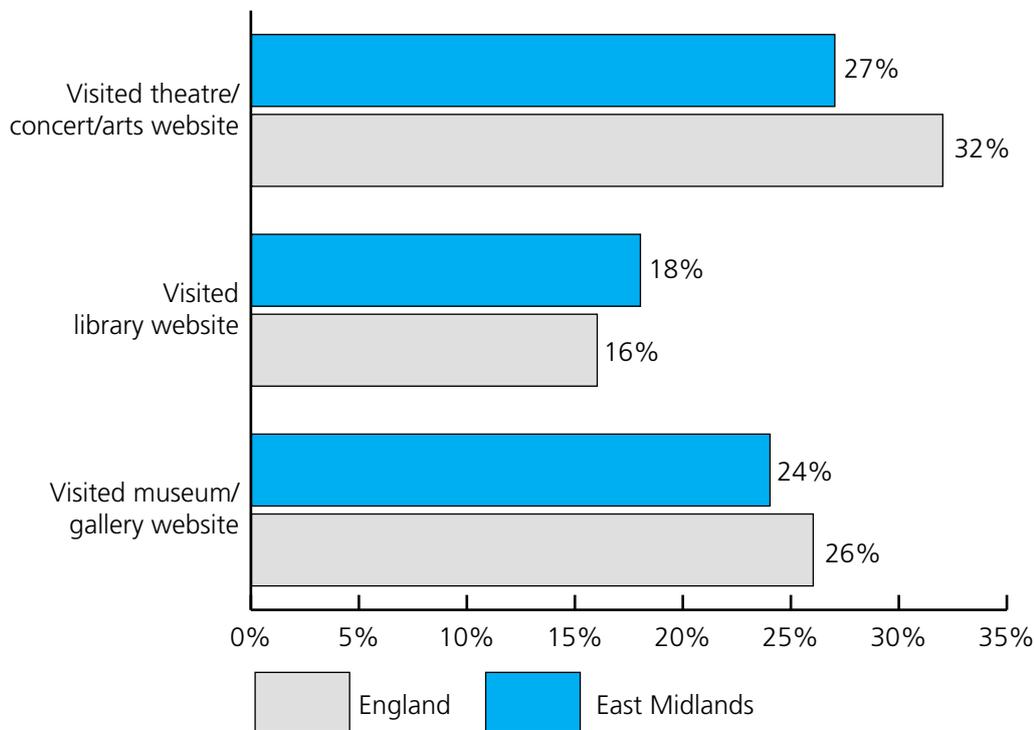


Figure 8 shows that the use of 'museum or gallery' and library websites in the East Midlands in 2011/12 was broadly similar to usage across England as a whole. However, only 27% of people in the East Midlands visited 'theatre, concert or arts' websites, which is significantly lower than the English average of 32%.

Donations

Figure 9: Donations, 2011/12

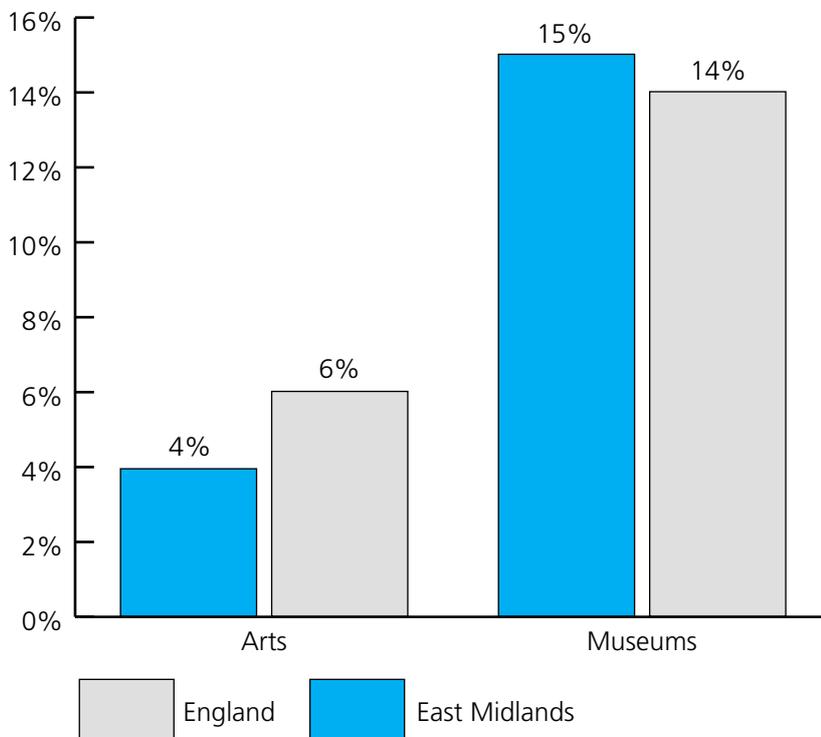


Figure 9 shows the proportion of people who donated at least once in 2011/12 to the arts or to museums in their region. The graph shows that there were no significant differences between donations in the East Midlands and averages across England as a whole.

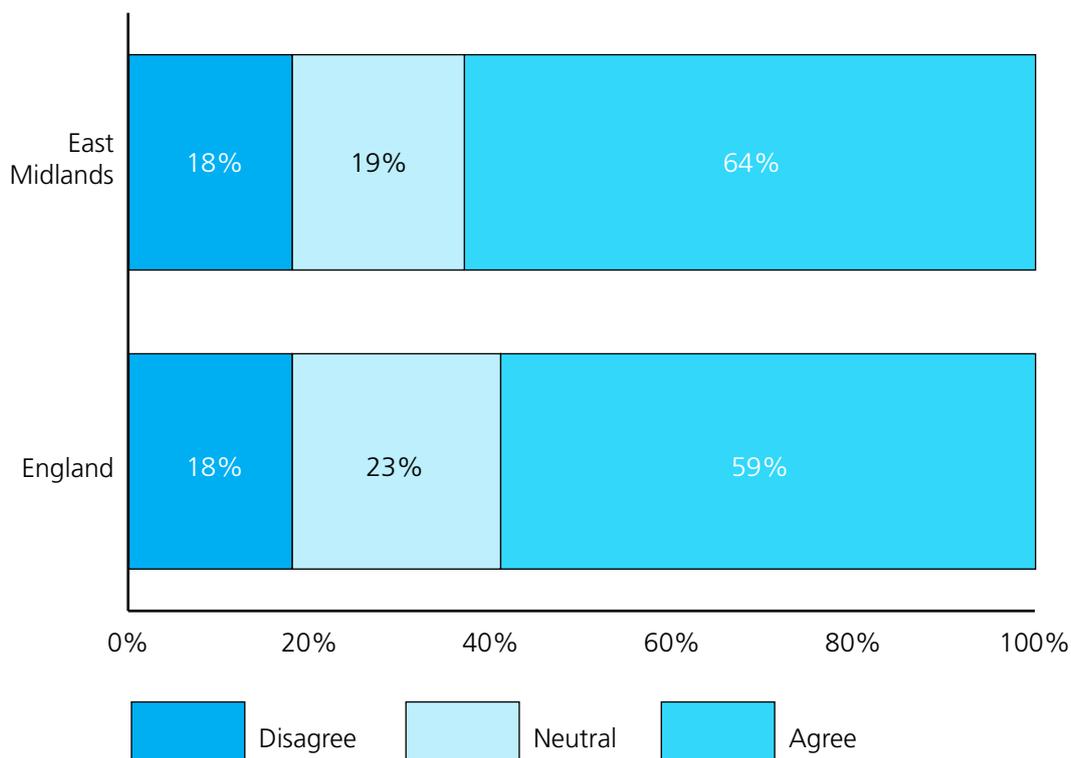
Attitudinal data

A number of attitudinal questions were asked in the 2011/12 Taking Part survey. The questions were in the form of a set of statements and participants were asked to indicate how strongly they agreed or disagreed with each one. Data from all questions was aggregated to combine those who agreed or agreed strongly, disagreed or disagreed strongly, and those who were neutral.

'There are lots of opportunities to get involved in the arts if I want'

The Arts Council uses this statement as a proxy measure of practical barriers to engagement with the arts, such as limited access or lack of information about the opportunities available. As shown in Figure 10, significantly more people in the East Midlands agreed with this statement than in England as a whole in 2011/12.

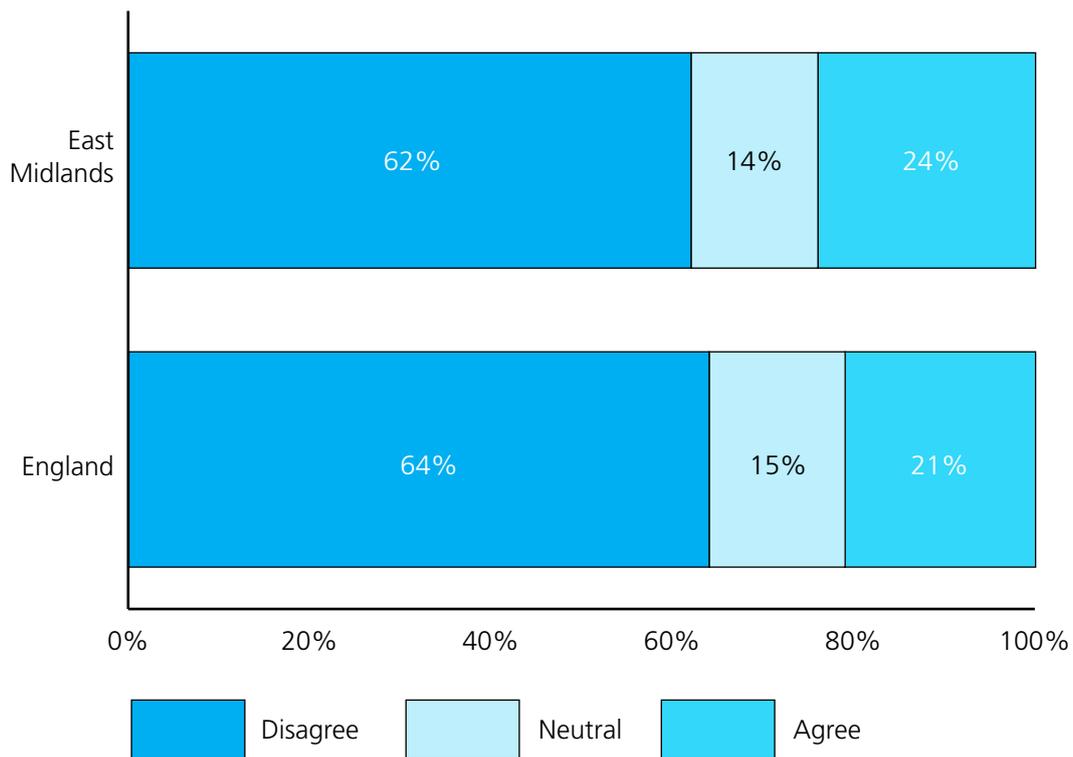
Figure 10: Responses to 'There are lots of opportunities to get involved in the arts if I want', 2011/12



'The arts are not for people like me'

The Arts Council uses this statement as a proxy measure of the importance of psychological barriers to the arts, such as feelings of exclusion or that the arts opportunities on offer have little relevance or appeal. As shown in Figure 11, responses to this statement are line with responses across England as a whole.

Figure 11: Responses to 'The arts are not for people like me', 2011/12



Technical note

'Engagement' in the arts is calculated by looking at attendance and/or participation in a range of arts events or activities. Events and activities included in the Taking Part 2011/12 adult and child engagement figures are listed here.

Arts engagement – adults

Adult engagement is calculated by the proportion of adults who engage in the arts at least once in 12 months, whether it is through attending arts events, participating in arts activities, or through a mixture of both.

This includes any of the following activities:

- dancing – ballet or other dance (not for fitness)
- singing – live performance, rehearsal or practice (not karaoke)
- playing a musical instrument – live performance, rehearsal, practice or playing for own pleasure
- writing music
- theatre – live performance, rehearsal or practice (eg play or drama)
- opera or musical theatre – live performance, rehearsal or practice
- carnival (eg as a musician, dancer or costume maker)
- street arts (art in everyday surroundings such as parks, streets, shopping centre)
- circus skills (not animals) – performance, learning or practice
- visual art (eg 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 (eg textiles, wood, metal work, pottery, calligraphy)
- creative writing – original literature (eg stories, poems or plays)
- book club – being a member of one

The following events are included in our measurement of attendance at arts events:

- visual art exhibition (eg paintings, photography or sculpture)
- craft exhibition (not crafts market)
- event that includes video or digital art
- event connected with books or writing
- street arts (art in everyday surroundings such as parks, streets or shopping centre)
- public art display or installation (an artwork such as a sculpture which is outdoors or in a public place)
- circus (not animals)

- carnival
- culturally specific festival (eg Mela, Baisakhi, Navratri)
- theatre (eg play, drama, pantomime)
- opera or musical theatre
- live music performance (eg classical, jazz or other live music event but not karaoke)
- live dance event (eg ballet, African People's dance, South Asian, Chinese, contemporary or other live dance)

Arts engagement – children

Child engagement is calculated by the proportion of children who engage in the arts at least once in 12 months. This includes any of the activities listed below.

Dance activities:

- taking part in a dance club
- taking part in a dance performance
- creating a new dance routine
- attending a dance event
- taking part in a dance lesson

Music activities:

- singing to an audience or rehearsing for a performance
- practising and rehearsing a musical instrument
- playing a musical instrument to an audience
- writing music (includes writing lyrics or music)
- attending a live music event
- taking part in a music lesson

Theatre and drama activities:

- rehearsing or performing a play
- taking part in a drama lesson or drama club
- attending theatre performances such as plays, pantomime, opera, musicals and comedy

Reading and writing activities:

- writing stories, plays or poetry (includes adults helping or writing on behalf of children aged 5-10-years-old)
- reading books for pleasure
- taking part in a reading club (where people meet to discuss and share books)
- listening to authors talk about their work
- taking part in an English literature lesson (children aged 11-15-years-old)

Arts, crafts and design:

- painting, drawing, printmaking, sculpture or model making
- photography as an artistic activity
- crafts such as pottery or jewellery making (woodwork and metal work also included for young people aged 11-15-years-old)
- attending exhibitions of arts, photography or other craft work
- taking part in an arts, crafts, design or photography lesson

Film and video activities:

- making or appearing in films or videos for artistic purposes
- watching and discussing film or videos in a lesson or film society (to know more about how films are made as well as the stories they tell)
- going to the cinema or attending an outdoor film screening

Other creative media-based activities (children aged 5-10-years-old only):

- making, editing or writing own web-based blog, website or podcast
- making or editing own computer game
- using a computer to create original artworks or animation
- making radio broadcasts or programmes

Other creative media-based activities (young people aged 11-15-years-old only):

- making, editing or writing own web-based blog, website or podcast
- making and editing own computer game
- using a computer to create original artworks or animation
- making radio broadcasts or programmes

Taking part in or attending any of the following street arts, circus, carnival or festival activities:

- street arts (art in everyday surroundings such as parks, streets or shopping centres)
- outdoor sculptures and artworks
- circus
- carnival
- festivals