



Taking Part 2011/12: Findings for the South West 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 South West region was 815 (national sample size 9,188). The child sample size for 5-10-year-olds was 78, and for 11-15-year-olds it was 59.

The South West region covers the counties of Somerset, Gloucestershire, Wiltshire, Dorset, Devon and Cornwall as well as the unitary authority of the City of Bristol. The 2011 census showed that the population of the South West region was 5,288,935.

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

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).

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 15.

Adult engagement

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

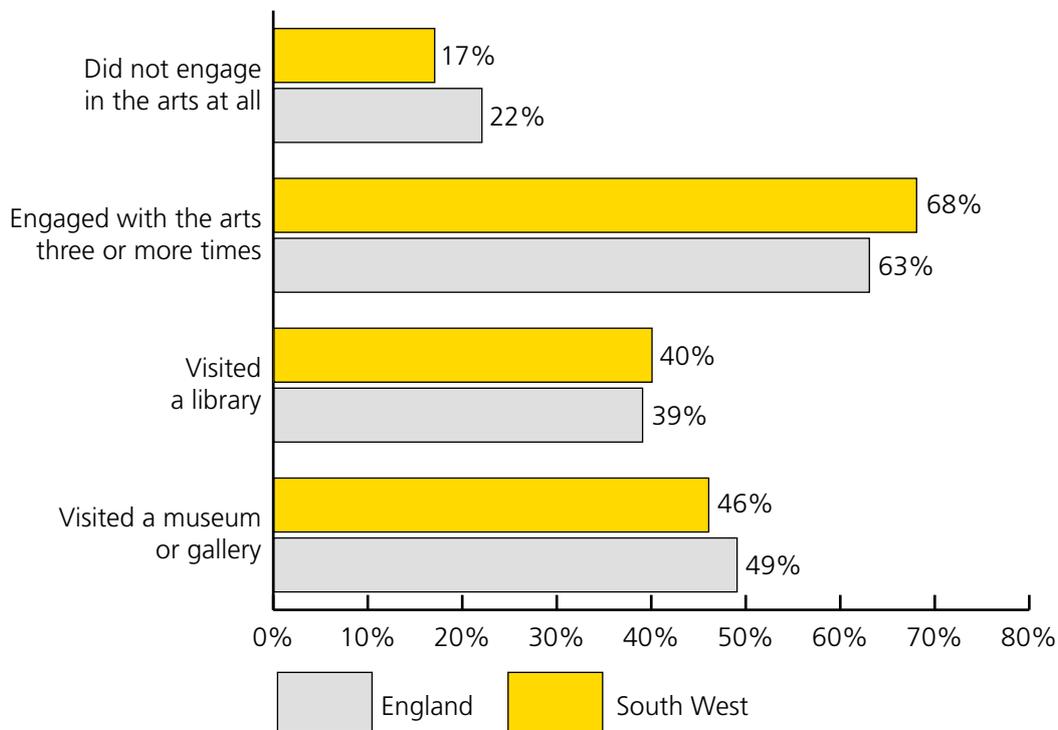


Figure 1 shows engagement² in arts and culture in the South West in 2011/12. The figures show that people in the South West were significantly more likely to engage with the arts on three or more occasions (68%) than people in England as a whole (63%). People in the South West were significantly less likely to not engage with the arts at all (17%).

² 'Engagement' includes both attendance and/or participation in the arts. See the 'Technical note' on page 15 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

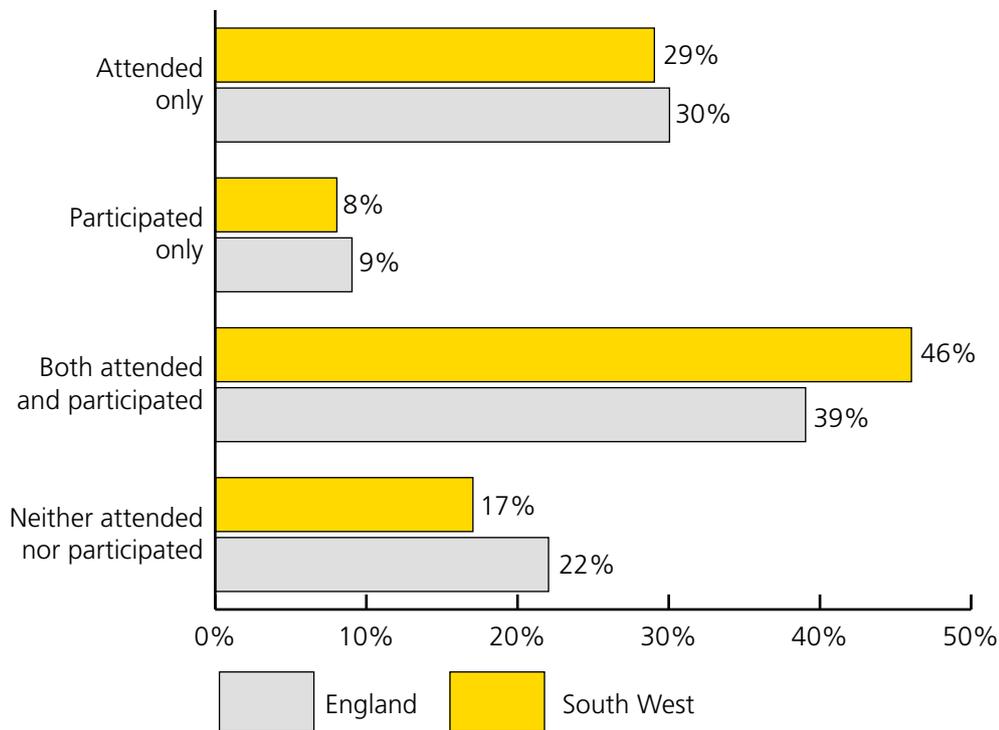


Figure 2 shows that attendance and participation in the arts in the South West in 2011/12 was in line with averages for England as a whole. However, significantly more people in the South West both attended and participated in arts events and activities (46%) and significantly fewer people did not take part in the arts at all (17%).

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

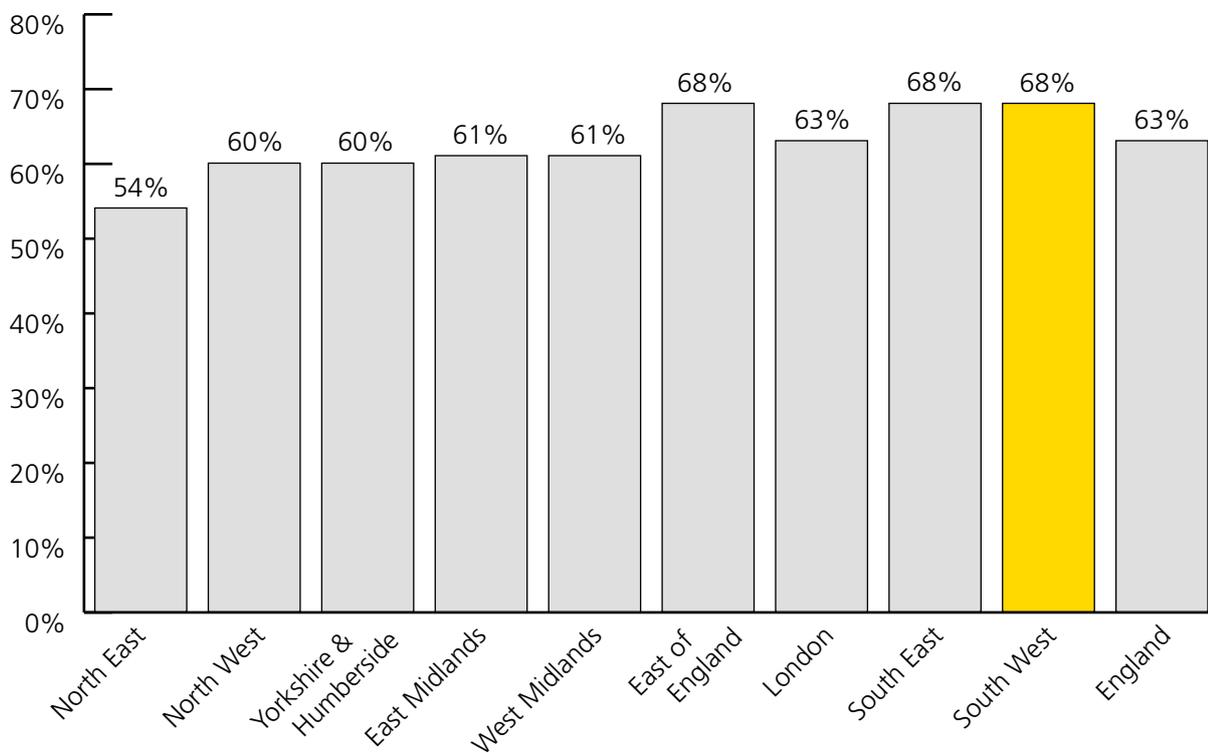
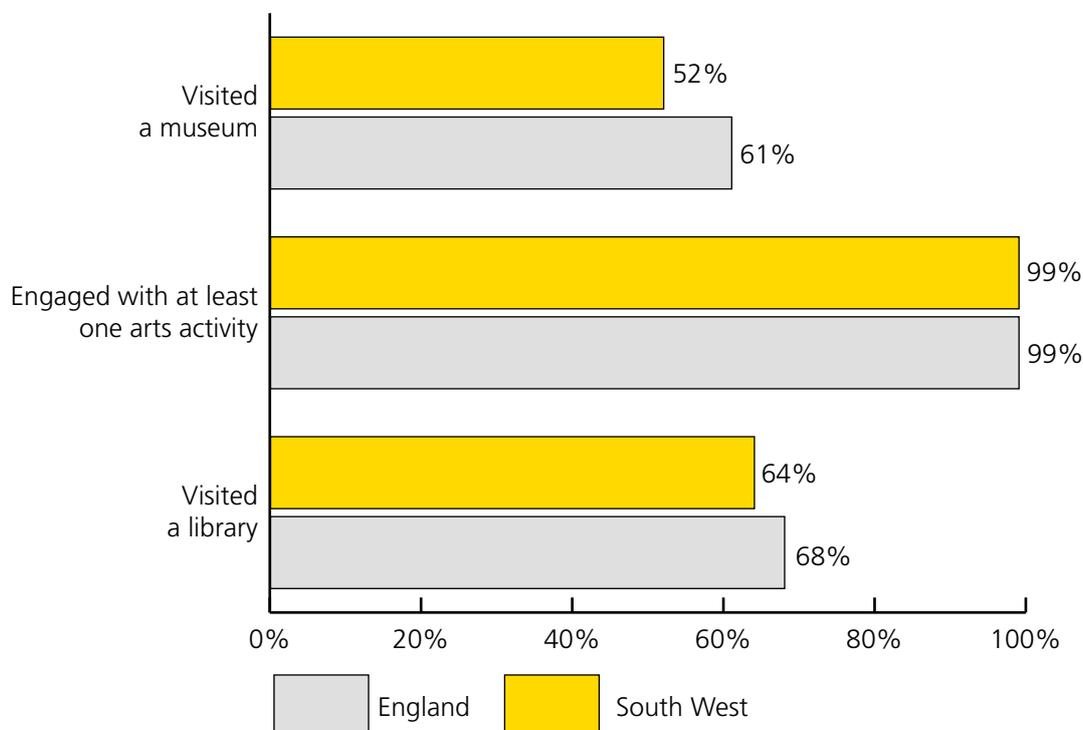


Figure 3 shows that 68% of people in the South West engaged in the arts on three or more occasions in 2011/12. This is significantly higher than averages across England as a whole. In addition, adults in the South West were significantly more likely to engage with the arts on three or more occasions than the North East (54%), North West (60%), Yorkshire and Humberside (60%), East Midlands (61%) and West Midlands (61%).

Child engagement

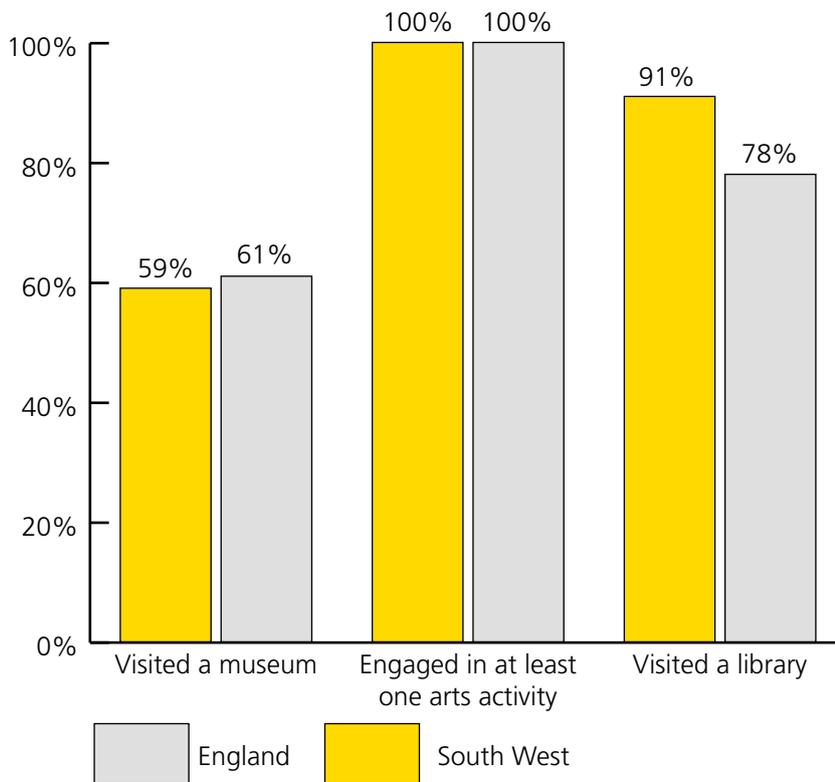
Figure 4: Percentage of children aged 5-10 who engaged in cultural activities³ outside of school, 2011/12



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 in 2011/12, children aged 5-10 in the South West engaged in arts and culture at a similar level to children of the same age group in England as a whole.

³ For details of the activities and events that are included in the child engagement figures, see the 'Technical note', page 15.

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 South West engaged in at least one arts activity (100%) and visited a library in the last year (91%).

Engagement by artform

Figure 6: Attendance by artform, 2011/12

Attendance	South West	England
Other live music event	28%	30%
Musical	23%	23%
Carnival	22%	12%
Play or drama	22%	22%
Art/photography/sculpture exhibition	21%	19%
Craft exhibition	16%	12%
A public art display or installation	16%	14%
Pantomime	13%	13%
Street arts	10%	10%
Classical music concert	9%	8%
Jazz performance	5%	6%
Circus (not animals)	5%	4%
Ballet	5%	4%
Event connected with books or writing	4%	4%
Culturally-specific festival	4%	5%
Opera or operetta	4%	4%
Other live dance event	4%	5%
Contemporary dance	4%	3%
Event with video or electronic art	3%	5%
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.

In comparison to the figures for England as a whole, the data above shows that people in the South West in 2011/12 were significantly more likely to have attended a carnival (22%) and craft exhibition (16%), but were significantly less likely to have attended an event with video or electronic art (3%).

Figure 7: Participation by artform, 2011/12

Participation	South West	England
Textile crafts	17%	13%
Played a musical instrument for own pleasure	12%	11%
Photography as an artistic activity	11%	10%
Painting, drawing, printmaking or sculpture	11%	12%
Used a computer to create original artwork or animation	9%	8%
Wood crafts	8%	5%
Other dance	7%	8%
Sang to an audience or rehearsed for a performance	6%	4%
Other crafts such as calligraphy, pottery or jewellery making	5%	5%
Played a musical instrument to an audience or rehearse for a performance	4%	3%
Written any poetry	4%	4%
Written any stories or plays	3%	3%
Been a member of a book club	3%	2%
Written music	2%	3%
Took part in a carnival	2%	2%
Made films or videos as an artistic activity	2%	2%
Learned or practised circus skills	2%	1%
Rehearsed or performed in play/drama	2%	2%
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 a breakdown of adult participation by artform based on those who took part in at least one activity in the past 12 months. The figures above show that significantly more people in the South West engaged in textile crafts (17%), wood crafts (8%), and sang to an audience (6%).

Digital engagement

Figure 8: Digital engagement, 2011/12

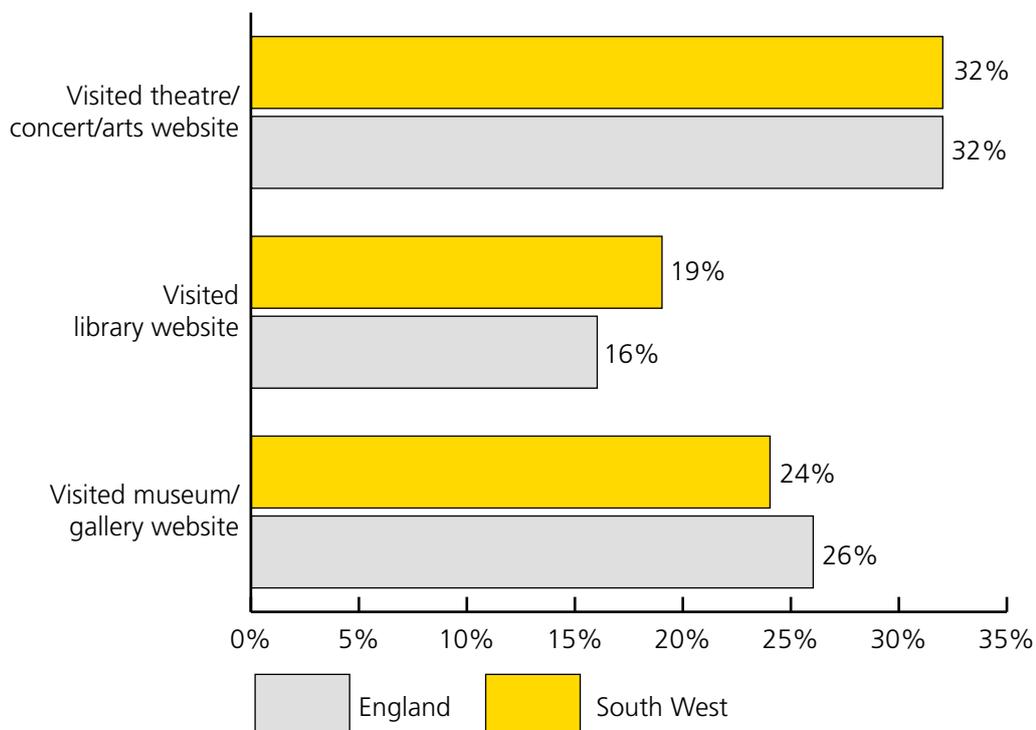


Figure 8 shows that the use of cultural websites in the South West in 2011/12 was in line with England as a whole.

Donations

Figure 9: Donations, 2011/12

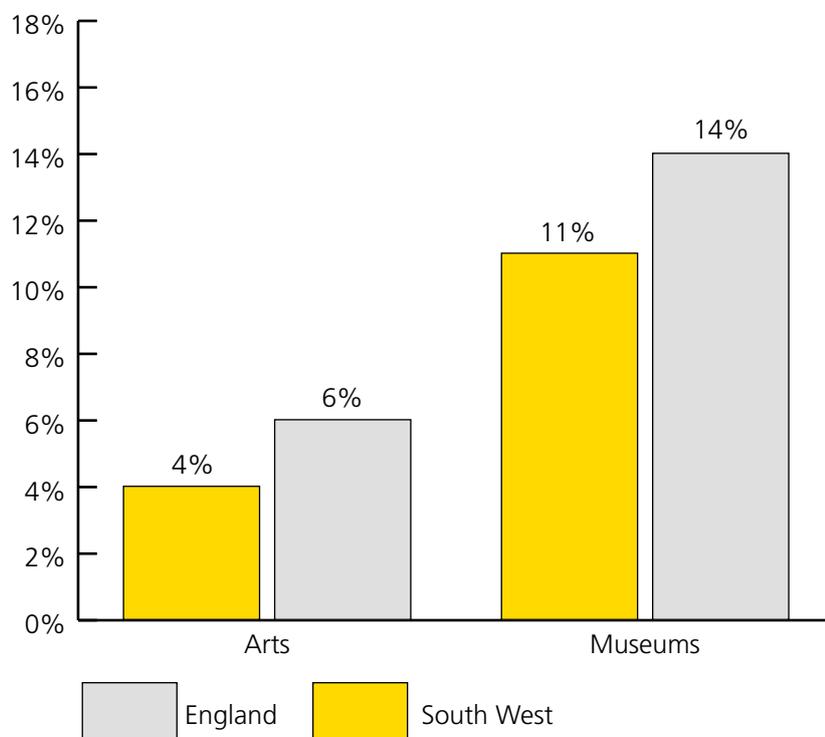


Figure 9 shows the proportion of people who donated at least once in 2011/12 to the arts or to museums in their region. People in the South West donated to the arts at a similar rate to people across England as a whole, but significantly fewer donated to museums.

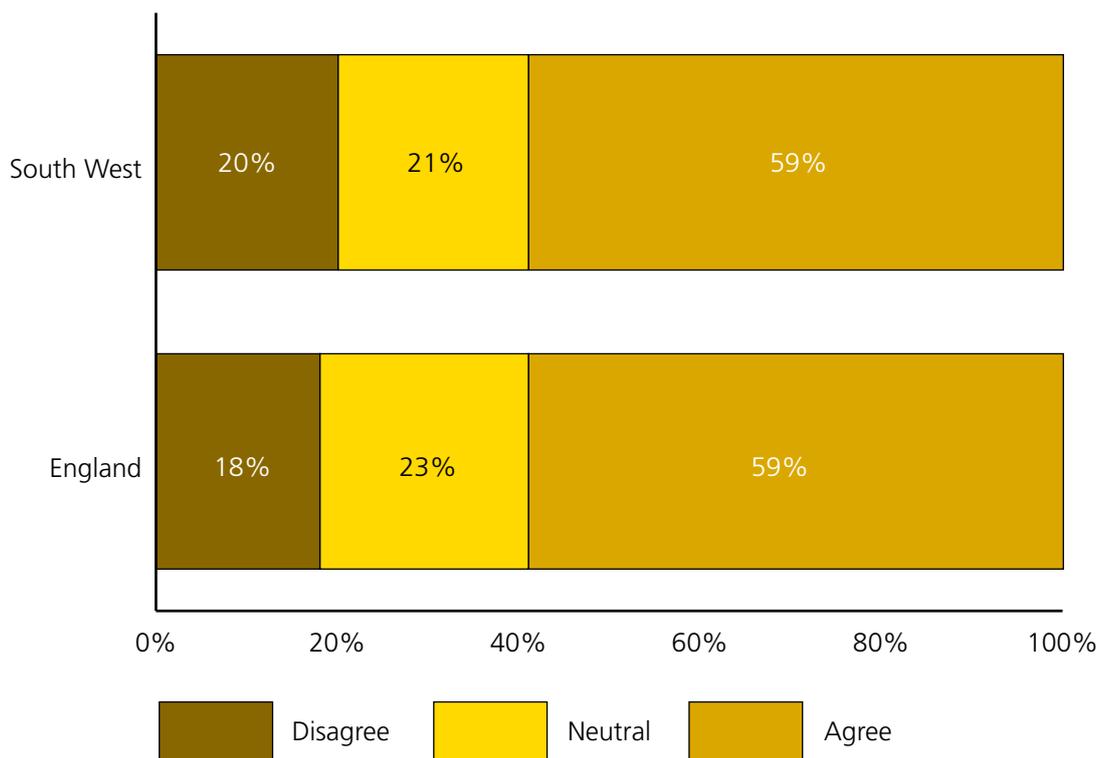
Attitudinal data

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, levels of agreement, neutrality and disagreement were similar in the South West to the pattern of agreement in England as a whole.

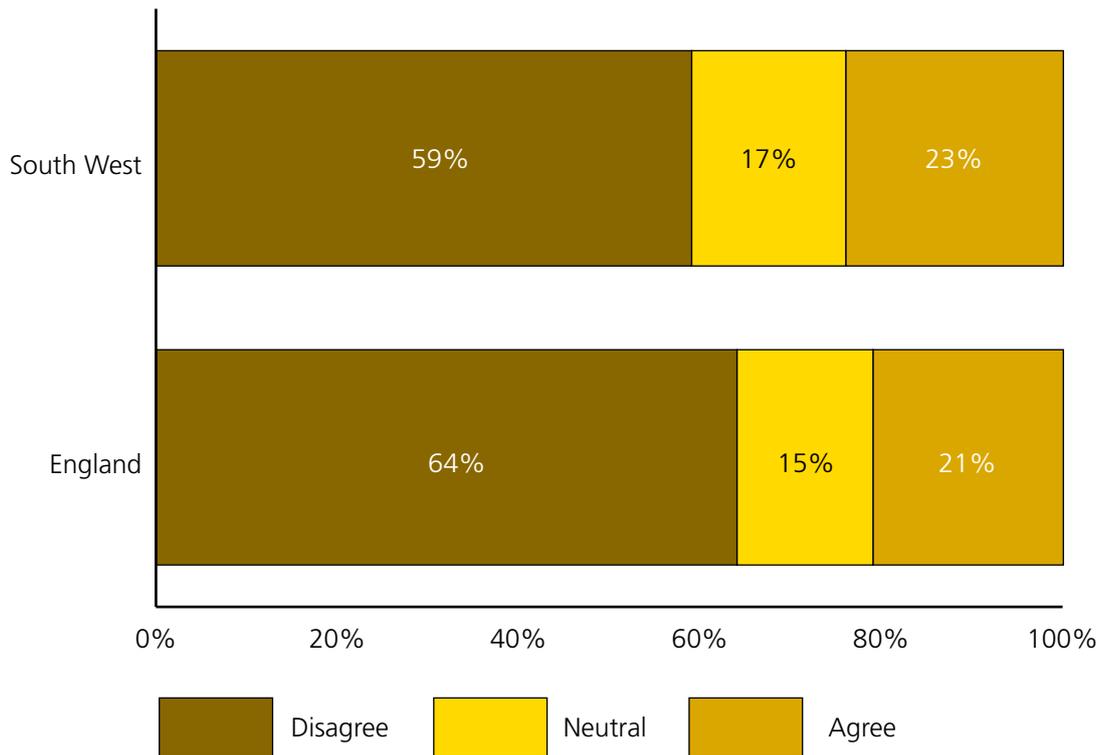
Figure 10: Responses to 'There are lots of opportunities to get involved in the arts if I want', 2011/12



'The arts are not for people like me'

The Arts Council uses this question 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. Figure 11 shows that levels of agreement and neutrality in the South West were in line with the rest of England in 2011/12. However, people in the South West were significantly less likely to disagree

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