Taking Part 2011/12: Findings for the West 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 West Midlands region was 994 (national sample size 9,188). The child sample size for 5-10-year-olds was 114, and for 11-15-year-olds it was 96.

The West Midlands region covers the counties of Herefordshire, Shropshire, Staffordshire and Warwickshire, including the unitary authorities of Telford and Wreking and Stoke-on-Trent. The 2011 census showed that the population of the West Midlands was 5,601,847.

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 testing\(^1\) 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.
Figure 1 shows that people in the West Midlands in 2011/12 are significantly more likely to not engage\(^2\) in the arts at all than average (26% compared to 22%). However, the proportion of people who engaged in the arts on three or more occasions (61%), visited a library (40%) and museum or gallery (47%), was in line with average figures for England as a whole.

\(\text{\textsuperscript{2}}\) ‘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 arts attendance and participation\(^3\) in the West Midlands in 2011/12 was in line with figures for England as a whole. However, people in the West Midlands were significantly more likely not take part at all (26%).

\[^3\] See the ‘Technical note’, page 15 for the types of events and activities this includes.
Figure 3: Percentage of adults who engaged in the arts three or more times, broken down by region, 2011/12

Figure 3 shows that 61% of people in the West Midlands engaged in the arts on three or more occasions in 2011/12. This is in line with averages across England, though significantly lower than the East (68%), South West (68%) and South East (68%).
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 West Midlands engaged in arts and culture at a similar level to those of the same age group in England as a whole.

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 15.
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 (99%) and visited a library (85%).
## Engagement by artform

**Figure 6: Attendance by artform, 2011/12**

<table>
<thead>
<tr>
<th>Attendance</th>
<th>West Midlands</th>
<th>England</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other live music event</td>
<td>27%</td>
<td>30%</td>
</tr>
<tr>
<td>Musical</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>Play or drama</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>Art/photography/sculpture exhibition</td>
<td>15%</td>
<td>19%</td>
</tr>
<tr>
<td>Carnival</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Pantomime</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>A public art display or installation</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>Craft exhibition</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Street arts</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Classical music concert</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Jazz performance</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Other live dance event</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Ballet</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Culturally-specific festival</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Event with video or electronic art</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Opera or operetta</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Circus (not animals)</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Contemporary dance</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Event connected with books or writing</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>African/South Asian/Chinese dance</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

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.

Findings show that adults in the West Midlands in 2011/12 were significantly less likely to attend art/photography/sculpture exhibitions (15%), events connected with books or writing (2%) and public art displays or installations (11%) than adults in England as a whole.
Figure 7: Participation by artform, 2011/12

<table>
<thead>
<tr>
<th>Participation</th>
<th>West Midlands</th>
<th>England</th>
</tr>
</thead>
<tbody>
<tr>
<td>Textile crafts</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Painting, drawing, printmaking or sculpture</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Used a computer to create original artwork or animation</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Played a musical instrument for our own pleasure</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Photography as an artistic activity</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Other dance</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Wood crafts</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Other crafts such as calligraphy, pottery or jewellery making</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Sang to an audience or rehearsed for a performance</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Written any poetry</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Played a musical instrument to an audience or rehearsed for a performance</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Written any stories or plays</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Been a member of a book club</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Written music</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Took part in a carnival</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Made films or videos as an artistic activity</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Learned or practised circus skills</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Rehearsed or performed in play/drama</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Rehearsed or performed in opera/operetta or musical theatre</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Took part in street art</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Ballet</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

< = 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 show that people in the West Midlands were significantly less likely to play a musical instrument for their own pleasure (8%), take part in ‘other dance’ activities (6%) and make films or videos as an artistic activity (1%).
Figure 8 shows that the proportion of people who visited cultural websites in the West Midlands in 2011/12 was in line with figures for England as a whole.

Figure 8: Digital engagement, 2011/12

- Visited theatre/concert/arts website
  - England: 32%
  - West Midlands: 34%

- Visited library website
  - England: 16%
  - West Midlands: 14%

- Visited museum/gallery website
  - England: 26%
  - West Midlands: 24%
Donations

Figure 9: Donations, 2011/12

Figure 9 shows the proportion of people who donated once or more in 2011/12 to the arts and to museums in their region. A similar proportion of people in the West Midlands donated to the arts in comparison to England as a whole, though 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, people in the West Midlands were significantly more likely to disagree with the statement and significantly less likely to agree than people 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. Levels of agreement, neutrality and disagreement in the West Midlands were in line with England as a whole in 2011/12.

**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