



department for
culture, media
and sport

Taking Part

England's Survey of Culture, Leisure and Sport



improving
the quality
of life for all

Why have I been contacted?

Your household has been selected for the 2010/11 TakingPart survey. This important survey is being conducted by TNS-BMRB on behalf of the Department for Culture, Media and Sport (DCMS) and its partner organisations.

Its aim is to find out how people choose to spend their time, and their views on the leisure activities and facilities available to them.

This leaflet contains more information about the survey and why we are carrying it out. We hope that you will take part and find the survey interesting.

What is the Taking Part survey?

DCMS is the Government department which aims to improve the quality of life for all through sporting and cultural activities.

We have asked TNS-BMRB to talk to you to find out what you do in your own time and what you think of local facilities.

The results of the survey will help DCMS and its partners understand what helps or hinders people taking part in these activities.

The survey covers a variety of topics such as:

- Sport and active recreation
- Visits to museums, galleries and heritage sites
- Use of libraries and archives
- Arts events and activities

Everyone's views and experiences are valuable. It is important to interview you even if you don't participate in any activities or you don't think your views are relevant. The results need to be representative of everyone in England.

14,000 adults and over 1800 children will be interviewed for the 2010/11 survey. Further information about the survey is available at:

http://www.culture.gov.uk/reference_library/research_and_statistics/4828.aspx

Why has my address been chosen?

Your address has been randomly selected from the Post Office's list of addresses in England. It is important to have a strictly random selection, so that the results reflect the experiences and views of the whole population.

Who will be interviewed?

The interviewer does not know anything in advance about you or your household but he/she will need to randomly select one adult (aged 16 or over) from each address. Once selected, the interviewer is not allowed to interview another adult.

As part of this survey we are also talking to children. We need to understand how much time they spend doing sports and cultural activities – both in and out of school – so that we can improve the opportunities available to them.

If the selected adult is the parent or guardian of a child aged 5-10, we would like to ask them about their child's

interests. If there is a child aged 11-15 at the address, we would like them to take part in their own short interview. The interviewer will ask for written permission from the parent or guardian before conducting the interview.

What happens next?

An interviewer will call at your home within the next couple of weeks. He/she will show you an identification card and will be able to answer any questions you have.

If the selected person is unable to do the interview at the time, the interviewer will be happy to arrange a more convenient time.

Is the information I give confidential?

It is **entirely confidential**:

- Your name and address details are kept separate from your answers and will not be passed to any other organisation, including DCMS and its partner organisations, without your expressed permission.
- No individual will be identifiable from the results. Your answers will be combined with others who take part in the survey.

Will I be contacted again?

A small proportion of interviews are checked to ensure that the interviewer acted in a professional manner and that the information you gave was recorded accurately. You may receive a phone call or letter to confirm this.

Who are TNS-BMRB?

TNS-BMRB are an independent agency specialising in social research. Here are some examples of their work:

The British Crime Survey – this is a high profile survey on behalf of the Home Office. 51,000 interviews are completed per year asking people about their experiences of crime over the previous 12 months.

National Survey of Parents and Children – TNS-BMRB conducted a major survey on behalf of the Department for Children, Schools and Families to understand how to help parents and children engage more with the education system, in line with the recommendation of the Every Parent Matters publication. 2,500 parents and 1,150 10-19 year olds were interviewed.

For more information about TNS-BMRB and taking part in a TNS-BMRB survey, visit www.mybmrbsurvey.co.uk

How can I check that the interviewer is genuine?

All interviewers work for Kantar Operations on behalf of

TNS-BMRB and carry the Market Research Society Interviewer Identity card (as shown).

You can also contact Kantar Operations or TNS-BMRB directly to check that the interviewer

is one of our interviewers working in your area.

If you would like to check the identity of an



interviewer or get some further information on the survey, please call:

TNS-BMRB Survey Information Line:

Freephone 0800 015 2476

Kantar Operations:

Chris Hanley, 0208 433 4222

Interviewer ID check (office hours):

020 8433 4214

DCMS partner organisations



department for
**culture, media
and sport**

2-4 Cockspur Street
London SW1Y 5DH
www.culture.gov.uk

Printed in the UK on recycled paper

© Crown copyright

Ref TP10 – V10 April 2010

April 2010 16,500 copies

Image credits: Britainonview, Grant Pritchard,
NMPFT, Geoff Wilson