

The Resident(s)

JN: 11709439
Our ref: 209439

April 2010

TAKING PART: ENGLAND'S SURVEY OF LEISURE, CULTURE AND SPORT

Dear Sir/Madam,

I am writing to ask for your help with our survey called ***Taking Part***.

The survey asks people what they choose to do in their own time and why. The results of the survey will play a vital role in deciding how public money will be spent on sports, arts and other leisure facilities both locally and nationally. Most people enjoy taking part in the survey and more information can be found in the enclosed leaflet.

The Department for Culture, Media and Sport (and its partner organisations) has commissioned TNS-BMRB, an independent research organisation, to conduct the survey on its behalf. An interviewer will call at your address in the next few weeks. They will show you an identification card and will answer any questions you may have about the survey.

Your address has been selected at random from the Post Office's national list of addresses to form part of a sample that represents the population as a whole. Now that your address has been selected we cannot replace it with another.

The interviewer who comes to visit you may need to randomly select somebody from your household to take part. This ensures the survey is representative. You may want to show this letter and leaflet to other members of the household just in case they are selected. **No individual will be identifiable from the results and the information will only be used for genuine research purposes.**

We can only produce good quality official statistics if people like yourself volunteer to take part in these surveys. Without good quality statistics, it is difficult for us to make good decisions about the future so it is very important to us that everyone selected takes part, even if you don't think your experiences are relevant.

If you want to know more about the survey or wish to get a message to an interviewer who has already contacted you, please ring TNS-BMRB on 0800 015 2476 (freephone) between 9.30am and 5.30pm Monday to Friday, or email takingpart@bmr.co.uk.

Thank you in advance. ***As a token of our appreciation for your time, please find enclosed a book of stamps. In addition, all households that take part receive a £5 High Street Voucher.***

Yours faithfully,



Neil Wilson
Survey Manager