

Key Sources of Cultural & Sporting Data in England

This document has compiled by Audiences UK and Cultural Consulting Network with the active engagement and support of Sport England, English Heritage, MLA and Arts Council England.

It aims to bring together and explain in a straightforward way what are all the key sources of cultural and sporting data, what they are used to measure and what other uses they might have. It has been designed primarily for Local Government officers (Planners, Cultural Officers, Performance Managers, etc.) but could also be useful for policy makers, funders and individual cultural and sporting organisations. It is the first time we have produced this summary. We intend to update it on a quarterly basis and would welcome feedback and further suggestions for data to be included.

Cultural Consulting Network and the members of Audiences UK are specialists in turning data into intelligence that can inform strategic planning. If you'd like to find out more about what we do, please visit our websites:

www.culturalconsulting.net and www.audiencesuk.org

Type	Field	Name	Source	Level of Reporting	Real/ Modelled	Refreshed	What is it?	What is it used to measure?	Why is it useful?
Participation	Culture & Sport	Taking Part	DCMS	National Regional	Real	Annually	A continuous national survey, achieving an annual sample size of around 29,000 people. Commissioned to collect data about engagement and non-engagement in culture, leisure and sport.	National Public Service Agreement 21: Indicator 6: to increase the percentage of adults (aged 16 and over) who participate in culture or sport. This target is owned by the DCMS.	The data on the DCMS website is very top level, but there is useful analysis at a national and regional on the some of the NDPM websites that can be used to understand issues around participation: Arts Council , English Heritage .
Participation	Culture & Sport	Active People	Sport England	National Regional Local	Real	Annually	The survey provides by far the largest sample size ever established for a sport and recreation survey and allows levels of detailed analysis previously unavailable. It identifies how participation varies from place to place and between different groups in the population. The survey also measures; the proportion of the adult population that volunteer in sport on a weekly basis, club membership, involvement in organised sport/competition, receipt of tuition or coaching, and overall satisfaction with levels of sporting provision in the local community. It now also includes questions on engagement with the arts, museums and galleries and libraries.	The Active People Survey provides the measurement for <u>National Indicator 8 (NI8)</u> - adult participation in sport and active recreation. The survey also provides the measure for the <u>cultural indicators NI9, 10 and 11</u> .	Active People Diagnostic is an innovative online reporting and analysis tool that can be used for local strategic planning for sport and other areas of cultural planning. It allows analysis of the entire survey dataset, so users can analyze their own local patterns of participation and the demographic make-up of participants and non-participants and compare with other geographic areas. Free and simple access is available to all via site registration http://www.webreport.se/apd/login.aspx
Participation	Arts	Arts Audiences – Insight. (Arts-based segmentation)	Arts Council England	National Regional Ward	Modelled	No refresh to model currently planned	ACE has worked with CACI Ltd to develop a local level modelling of their 13 arts consumer segments. The modelling is based on the probabilities of people living in different English postcodes to belong to the 13 segments. It asks: given what we know about the demographic and lifestyle characteristics of the people living in that postcode, what segment are they likely to belong to? A segment profile for a particular area is calculated by aggregating the probabilities calculated for each constituent postcode.	It is modelled not real data, so it cannot be used to measure anything. However it gives a good insight into understanding broad trends and the complex interaction of various socio-demographic, behavioural and attitudinal patterns among the English adult population of any particular area. Because the modelling works on postcodes, it can be used at any geographical level. Ward profiles are included on the website.	Since the data is modelled - not based on actual local level surveys - it may not reflect true local level patterns. It is intended to be a source of broad insight into likely arts consumption patterns across different areas, not of precise local level statistics.

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Participation	Sport	Sport market segments	Sport England	National Regional Local Ward	Modelled	Refresh during 2010	SE commissioned Experian Business Strategies to analyse data on the English population (18+) which produced 19 market segments with distinct sporting behaviours and attitudes. This includes information on the specific sports people take part in as well as why people do sport, whether they want to do sport and the barriers to doing more sport. In addition, the segments provide information on media consumption and communication channels, social capital, health indicators including obesity and engagement in the wider cultural sphere	As it is a model it is not used as a measure. However mapping the segment modelling against Active People participation data can provide a measure of market opportunity/market saturation for service planning purposes by highlighting areas where latent demand is not being met over time	It provides those working in community sport an insight into the sporting behaviours and the barriers and motivations to taking part amongst our existing participants and those we wish to engage in a more active lifestyle. This is underpinned by incorporating some of the implicit drivers of participation such as satisfaction with the quality of the sporting experience and marketing/information platforms. Sport England and Experian have teamed-up to offer a service whereby customer records can be coded-up with the market segments. This will enable LAs to understand the type of people more likely to be sports club members and how this compares to the catchment population – such insight can contribute towards targeted marketing, facility planning and performance monitoring.
Facilities	Sport	Active Places	Sport England	National Regional Local	Real	Ongoing updates	Active Places is a public database of sports facilities in England, They have currently collected over 50,000 facilities. It includes local authority leisure facilities, as well as commercial and club sites.	Not currently used for any local or national targets. The AP Power site allows users to create: <ul style="list-style-type: none"> • Thematic Maps • Reports • Advanced Queries • Strategic Planning Tools • Data Download 	Active Places Power provides a planning tool for sports facilities. It is designed to assist in investment decisions and the development of infrastructure improvement strategies for sport.
Satisfaction	Culture & Sport	Place Survey	CLG	National Regional Local	Real	Annually	The 2008 Place Survey provides information on people's perceptions of their local area and the local services they receive. The initial release summarises the headline findings for England and Government Office regions with results for individual local authorities shown in the accompanying tables. A subsequent release summarises the remaining data from the survey, such as citizens' priorities for their local area, further information on the perceived quality of local services and more information about crime and anti-social behaviour.	18 National Indicators (n.b. not Culture & Sport indicators) and satisfaction with services and 'place'.	The data is extremely useful for planning provision as it shows the residents satisfaction with: <ul style="list-style-type: none"> • Sport/leisure facilities • Libraries • Museums/galleries • Theatres/concert/halls • Parks and open spaces It also shows the demand for improvement in cultural and sporting provision.
Satisfaction	Culture & Sport	BVPI data	Audit Commission	National Regional Local	Real	Replaced by Place Survey	Prior to the Place Survey, some views of residents on some similar questions were collected and used as 'Best Value Performance Indicators'. BVPI 119 used the same questions as are now being used for satisfaction with cultural and sporting provision in the Place Survey.	It was used to measure performance as part of Comprehensive Area Assessment	Whilst this data is now old, it could still prove useful with the new Place Survey data in identifying trends of resident satisfaction with cultural and sporting facilities in individual local areas.
Satisfaction (& Participation)	Archives	Survey of Visitors to UK Archives	PSQG	National, Regional, Local	Real	Every 18 months	Managed by a voluntary professional group: the Public Services Quality Group of the National Council on Archives and delivered and analysed by IPF Market Research, it is a snapshot survey of physical visitors to UK local authority archive services (sample same as for CIPFA). Measures satisfaction across range of services as well as demographic profile, travel and dwell time as well as motivations for visiting and value of archives.	Has no official measurement status but widely used by sector and MLA as equivalent to PLUS survey for libraries.	The most comprehensive survey of archive user satisfaction and demographics in the world. Offers trend analysis.

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Investment	Culture & Sport	Finance & General Statistics	CIPFA	National Regional Local	Real	Annually	This is the recognised source of summary information on local authority budgets, council taxes and national non-domestic rates. An analysis of each authority's service expenditure is provided together including cultural services. An analysis of service expenditure per head of population is also provided. The website allows users to design interactive reports and download data. NB CIPFA membership required to access data.	The 'official' DCMS measurement on the annual investment by Local Government on Culture and Sport in England.	Can be used to monitor trends of investment and also compare investment per authority and per resident for: <ul style="list-style-type: none"> • Culture & Heritage • Recreation & Sport • Open Spaces • Tourism • Library Service
Investment	Culture & Sport	Lottery Database	DCMS	National Regional District	Real	Ongoing	An online database that allows you to search for all Lottery grant information since its inception in 1994 by: <ul style="list-style-type: none"> • good cause area; • distributing body; • geographical area; • local authority; • parliamentary constituency; • the name of the grant recipient; • the name of the project; • grant date; • grant amount. 	DCMS monitor the data to ensure an equitable regional spread of Lottery Awards	Although the functionality of the database is limited, it can be used to identify the recent and historic awards made in a geographical for: <ul style="list-style-type: none"> • Arts • Heritage • Sport
Investment & Performance	Libraries	Public Library Statistics	CIPFA	Local	Real	Annually	Includes: a detailed analysis of revenue expenditure and income; staffing levels; service points open to the public; book stock and audio, visual and electronic stock; annual issues; inter-library loans; requests; enquiries and visits. NB CIPFA membership required to access data.	It was used to measure performance as part of Comprehensive Area Assessment	Performance management including trend analysis at a local level
Satisfaction and participation	Libraries	CIPFA PLUS	CIPFA	National Regional Local	Real	Annually	The CIPFA Public Library User Survey dataset contain information about library user activities and satisfaction. Data is available for districts, counties, regions and England.	User activities and satisfaction.	Performance management
Investment & Performance	Archives	Archive Services Statistics	CIPFA	Local	Real	Annually	Includes: a detailed analysis of revenue expenditure and income; staffing levels; service points open to the public; items made available to the public, no of exhibitions, no. of enquiries (phone and email), no. of visits, holdings and storage capacity, copies made available	Used to measure performance across local authorities. Not part of Comprehensive Area Assessment	Performance management including trend analysis at a local level
Investment and Performance	Archives	The National Archives Self-Assessment of Local Authority Archives	TNA	National, Local	Real	Annually since 2007 (but not in 2009)	Through self-assessment measures: governance, documentation, access, buildings, preservation and conservation against 109 questions.	A key purpose of self-assessment is to provide a broadly-based measure of overall local authority service service quality that can be used comparatively.	Full and rich scored data across all areas of service performance including trend analysis. Its moderated nationally to produce % ranking and overall banded star rating of 1-3 is attributed. Also useful in assessing the state of the buildings and preservation not just performance & service.

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Investment and Performance	Museums, arts & sports	Culture, sport and recreation statistics (2007-08)	CIPFA	National, Local	Real	Annual	Annual survey of estimated expenditure on Culture, Sport and Recreation Services. Response rate at 2007/8 was 54%. Includes museums and galleries, theatres and public entertainment, arts development and support and heritage. Includes total income and expenditure; expenditure per head; facilities; grants; no of facilities, size in of facilities in m ² ; attendances; no of full time staff; events etc.	Financial information as well as facility information and usage. But data incomplete – particularly non financial information.	If the authority has completed the return, it can be useful for financial information, spend per head, comparative spend with similar authorities. For planning purposes information on no of facilities and size could be useful if complete.
Satisfaction and Participation	Museums	Hub Exit Survey	MLA	Regional	Real	Annually with quarterly updates	MLA commissioned exit survey conducted by Ipsos MORI between 2003-06 and by BDRC from 2007 at all Renaissance Hub museums to identify number of visits made by representatives of priority groups to Hub museums as well as visitor satisfaction and attitudes to museums and galleries.	Used to measure DCMS priority groups for its NDPB's to reach: BAME; social classes C2DE and disabled people. Used to collect reliable data on the profile of visitors to museums in the each of Hub region and overall use the date to assess the success of Renaissance. Provides the majority of the data for the Renaissance Performance Indicator Stats which are regularly updated on the statistics section of the MLA's website.	Allows Hub museums to extrapolate number of visits made by representatives of the priority groups, and assess general visitor satisfaction and attitudes. Trend analysis through annual review.
Participation and Performance	Museums	Hub data collection	MLA	Regional	Real	Annually with quarterly updates	Used by Hub and DCH (Designated) collections to measure DCMS indicators on: No. of visits to museum/gallery; no of unique website visits; no of visits by children under 16 and no of those taking part in formal education; activities or outreach; no of visits by UK adult visitors aged 16 and over from NS-SEC groups 5-8, from BAME background, from those with a disability; no of overseas visits; no of adults 16+ involved in on site activities and outreach; % of visitors who would recommend a visit.	DCMS targets, engagement with target groups and visitor trends. Aligns with other DCMS sponsored institutions.	Performance management.
Assets and Participation	Heritage	Heritage Counts	English Heritage	Largely National, some Regional	Real	Annually with quarterly updates	An annual compilation of data and evidence from a number of sources concerning the state of England's historic environment. It looks at the key changes across the sector for the year. This ranges from exploring the funding available to care for the historic environment, to the number of historic assets through to participation and volunteering in the sector	Heritage Counts includes a number of 'Indicators for the Historic Environment' that are now available on an online database www.english-heritage.org.uk/heritagecounts . Findings are reported under the three sections: 1) Understanding the Assets - data on the extent of historic environment assets; 2) Caring and Sharing - Data on the condition of assets and resources, including funding available to manage them; 3) Using and Benefiting - Data on the social, economic and environmental benefits derived from active use of the historic environment.	Heritage Counts brings data about heritage from a range of sources (including Taking Part) together in one place. It gives a good overview of key issues on a national level and some useful regional insight. It is less useful for local planning, but it could be used to provide national and regional baselines to compare locally sourced data against.
Participation (schools)	Museums	National Schools Participation Database	MLA	Local	Real	Annually?	Renaissance Hub & wider museums community collect data on which schools they work/engage with and enter then into a online database which is populated with information from DCSF on deprivation indices and attainment of schools and pupils. Participation is voluntary, information is confidential to the museum but can be made available with their permission.	Schools use of museums in their area and school visits against, for example, attainment figures frequency of visiting, patterns of visiting, driving distance, socio-economic profiles, schools in areas of deprivation and ethnicity. Also information on schools use of libraries and archives.	The aim of the database is to give a national overview of school participation in museum learning activities as well as serving as a planning tool for individual venues. A number of different reports can be produced for participating organisations. See www.mlaschools.org.uk

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Participation & Satisfaction	Culture & Sport	Tellus 4 Survey	Department for Children Family & Schools	Local	Real	Annually	Tellus is a national survey which gathers children and young people's views on their life, their school and their local area.	<p>Five National Indicators (NIs) are derived from data produced by the Tellus4 Survey. Statistics produced from the data are used to measure the following performance indicators:</p> <ul style="list-style-type: none"> •NI 50: Emotional health and well-being - children and young people user perception •NI 69: Percentage of children who have experienced bullying •NI 110: More participation in positive activities •NI 115: Reduce the proportion of young people frequently using illicit drugs, alcohol or volatile substances •NI 199: Satisfaction with parks and play areas 	<p>Although the quality of data is less robust than the adult data collected through Active People, this is the only source of comparative local data on young people's satisfaction and participation in cultural and sporting activities.</p> <p>As well as the headline LA data released by DCFS, the Tellus website has far more detailed reports for all county and unitary authorities.</p>

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