

NI11

Data Gathering & Target Setting

3 July 2008

Grotta - cairn of oyster shells lit by candles
Credit: Stephen Turner

ARTS COUNCIL
ENGLAND

NI11

Data Gathering & Target Setting

2 July 2008

David Brownlee

Director, Public Engagement



Intro

- How we got here
- Technical Info about data
- Places to go for data & intelligence
- Ask questions as we go – but I may say we're coming to it later
- We're still learning too! If we can't answer today, we'll come back to you.

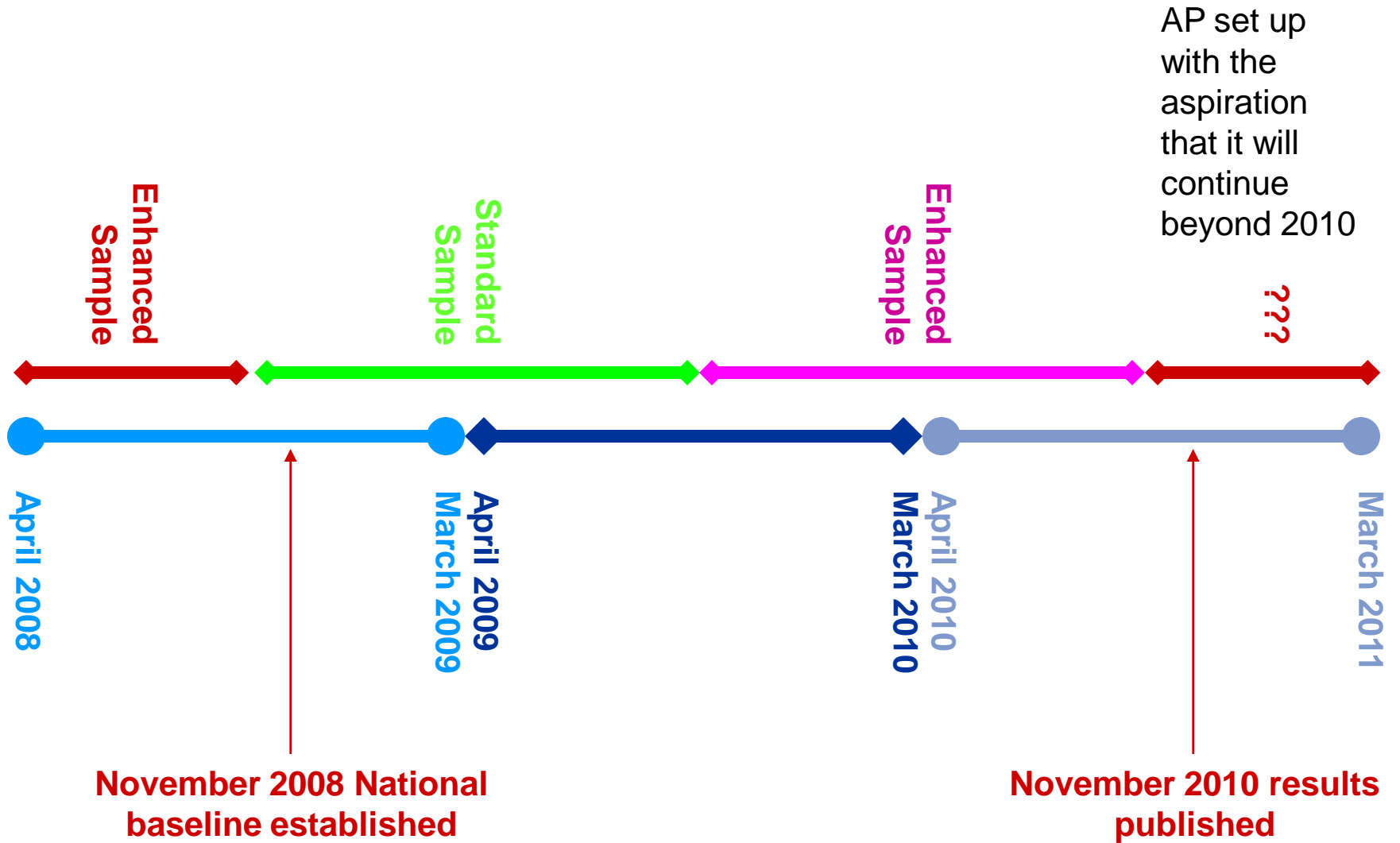
How did we get here?

- 2007 extensive consultation with LG about the indicators they wanted
- Engagement was the almost universal call
- arts debate: clear messages about arts and personal well-being and connection to communities
- Taking Part: data down to regional level
- Sport England already doing it with Active People
- DCMS negotiated 3 extra minutes for arts, museums & galleries & archives

Getting the data

- Piggyback Sport England Active People Survey
- Loads of useful demographics plus see cultural/sport crossover
- Standard sample 500 per District/Unitary
- Sport England already established baseline
- Further from 50%, greater statistical certainty
- We need to boost samples to get realistic target
- Baseline: +/-3% everywhere. +/-1.5% negotiated targets

LAA Timeline



CAA & Mid-term rewards

- No data to feed into mid-term CAAs or mid-term rewards
- Confirmed with DCMS that no data will not have an impact on annual rewards
- For CAA you will need your own data to be able to prove positive direction of travel
- Establish your own baseline of key cultural infrastructure and monitor progress
- That infrastructure may not be in your area

The Questions...

- I'm going to ask you a few questions about activities you have done in your leisure time, that are not part of paid work, formal education or volunteering....
- Have you spent time actually doing any creative, artistic, theatrical or musical activities in the last 12 months? Yes, No, Don't know
- How many times have you done any of these activities? One, Two, Three or more

The Questions (2)...

- Have you attended any creative, artistic, theatrical or musical events in the last 12 months? Yes, No, Don't know
- How many events have you attended? One, Two, Three or more

What counts?

$1 + 1 = 2$

$1 + 2 = 3$

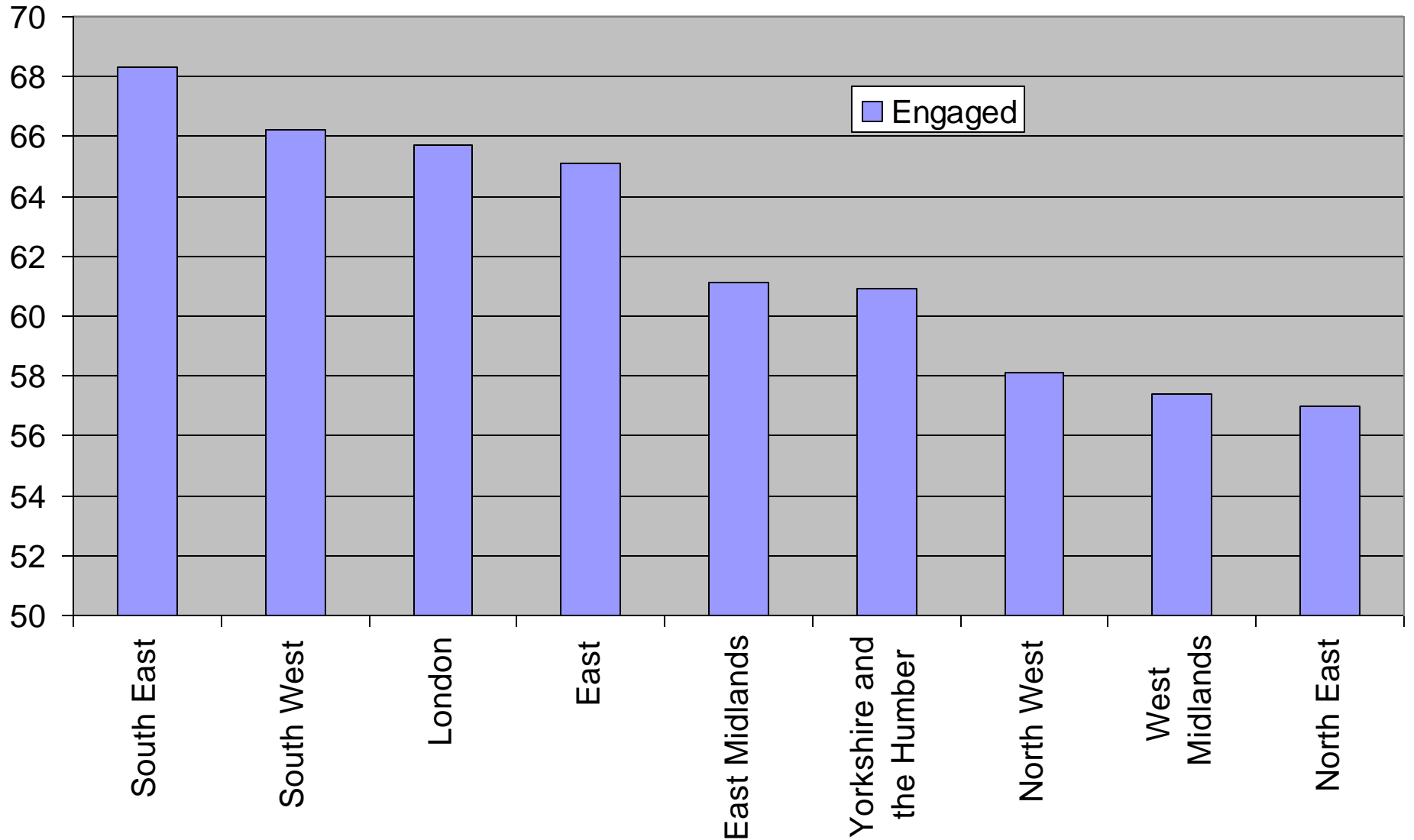
$3 + 0 = 3$

$0 + 3 = 3$

Active People v Taking Part

- Two different types of survey doing two different things
- 1 minute v many questions & Telephone v face-to-face & self-defining v clear definitions
- More sophisticated questions were tested but confused respondents
- Active People will under-report engagement, particularly participation but still the best way forward in terms of local target setting
- Remember – two totally different datasets collected in different ways so DON'T try to compare results

Current Regional Levels of Engagement from Taking Part



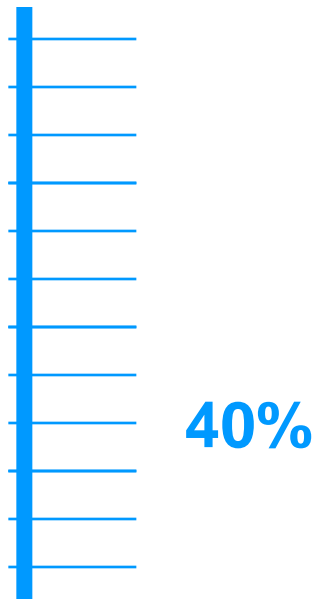
Target Setting

As a designated improvement target:

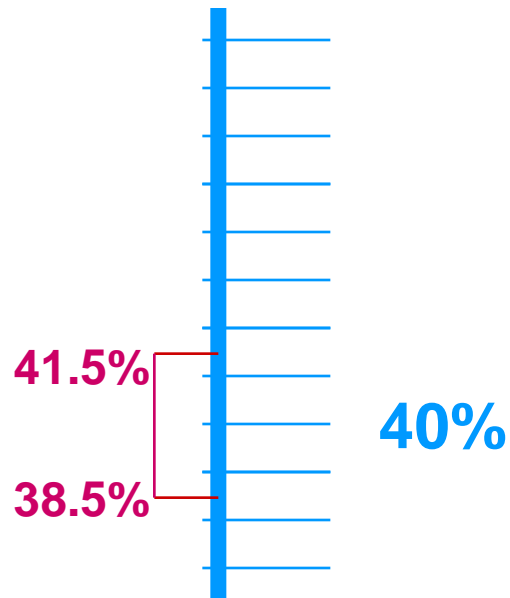
A minimum increase of 3 percentage points from October 2008 – October 2010

Where NI 11 is included in an LAA as one of the 35 improvement targets then by October 2010 we would expect engagement in the Arts to have improved by at least 3 percentage points from the baseline. (Note: Active People will not be able to measure any change of less than 3 percentage points).

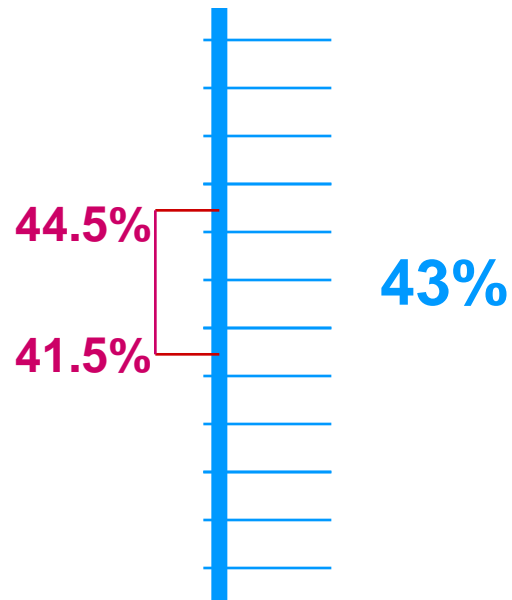
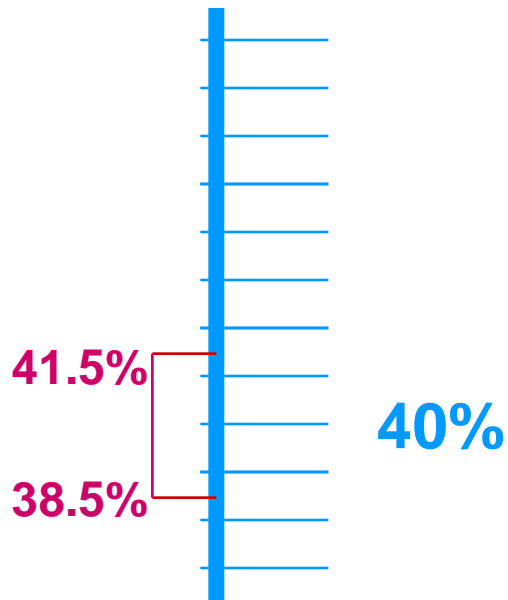
Statistically Significant Change – Negotiated Targets



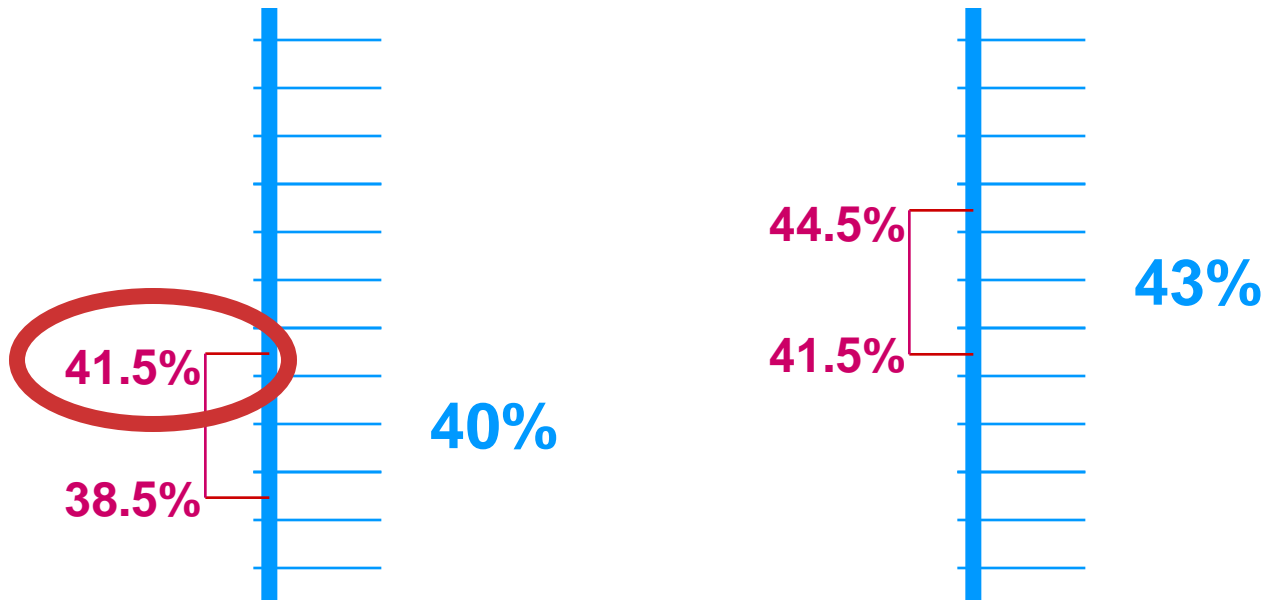
Statistically Significant Change – Negotiated Targets



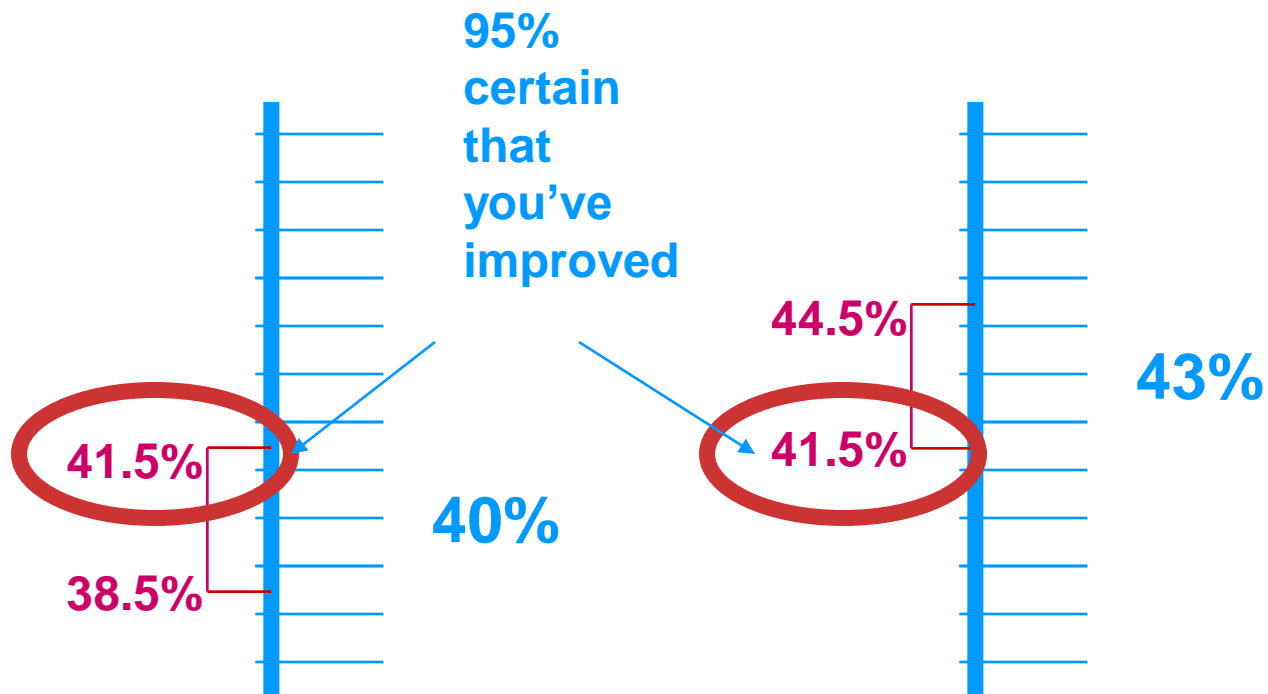
Statistically Significant Change – Negotiated Targets



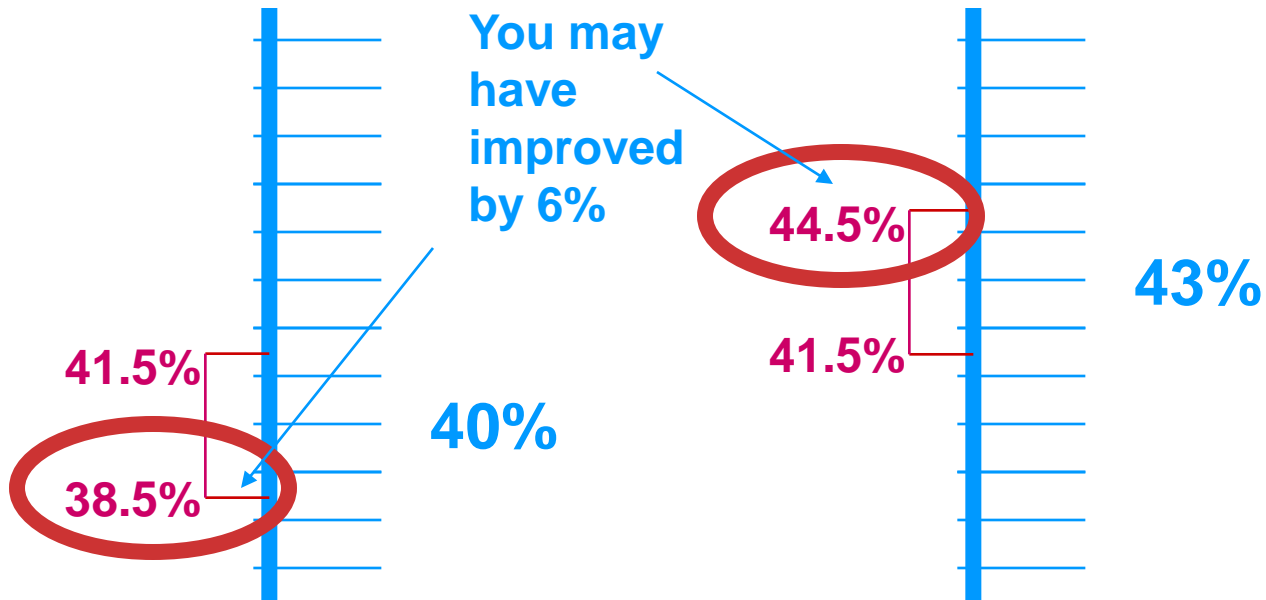
Statistically Significant Change – Negotiated Targets



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Statistically Significant Change – Negotiated Targets



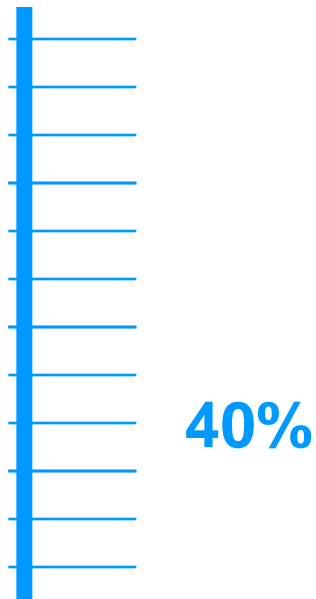
Target Setting

As a local target:

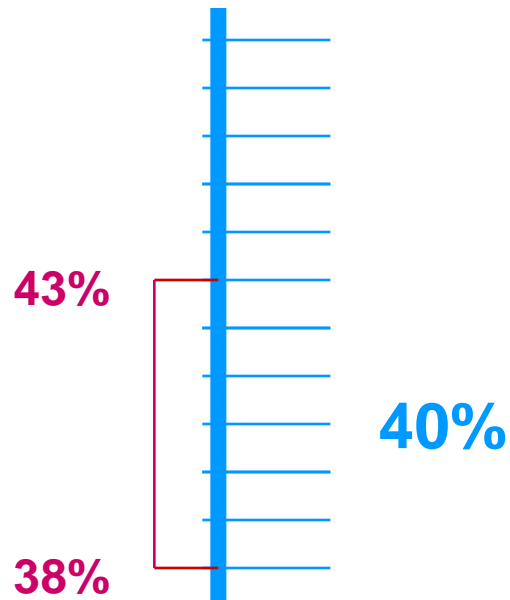
A minimum increase of 6 percentage points from October 2008 – October 2010

Where NI 11 is included in an LAA as a local indicator then by October 2010 we would expect engagement in the Arts to have improved by at least 6 percentage points from the baseline. (Note: Active People will not be able to measure any change of less than 6 percentage points).

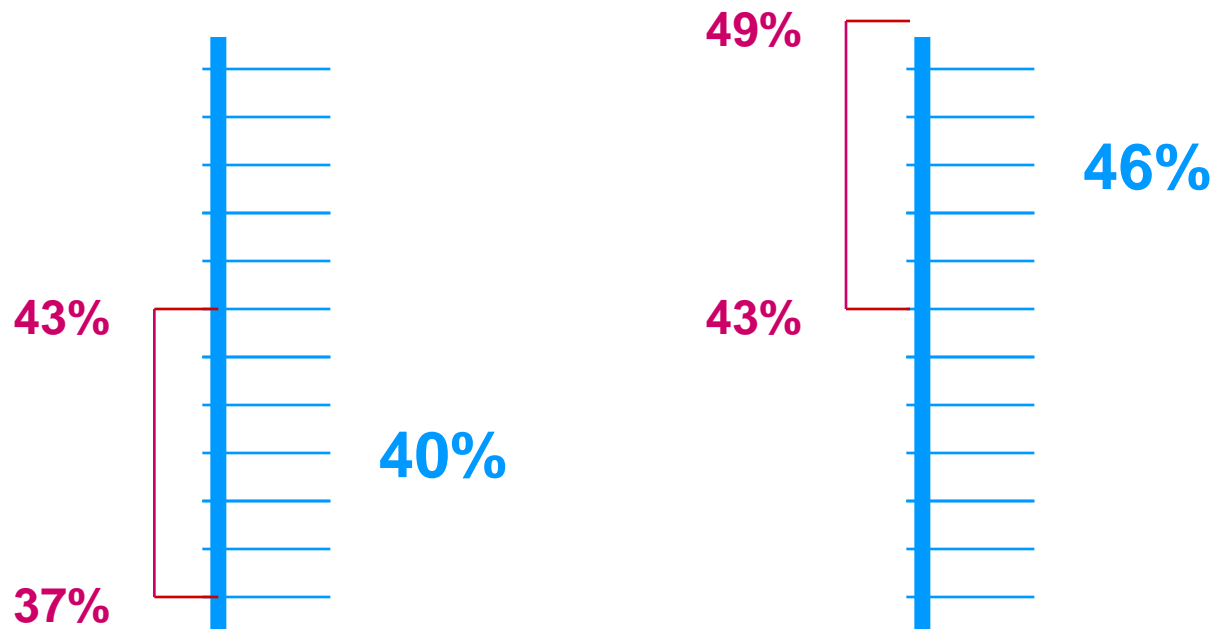
Statistically Significant Change – Local Targets



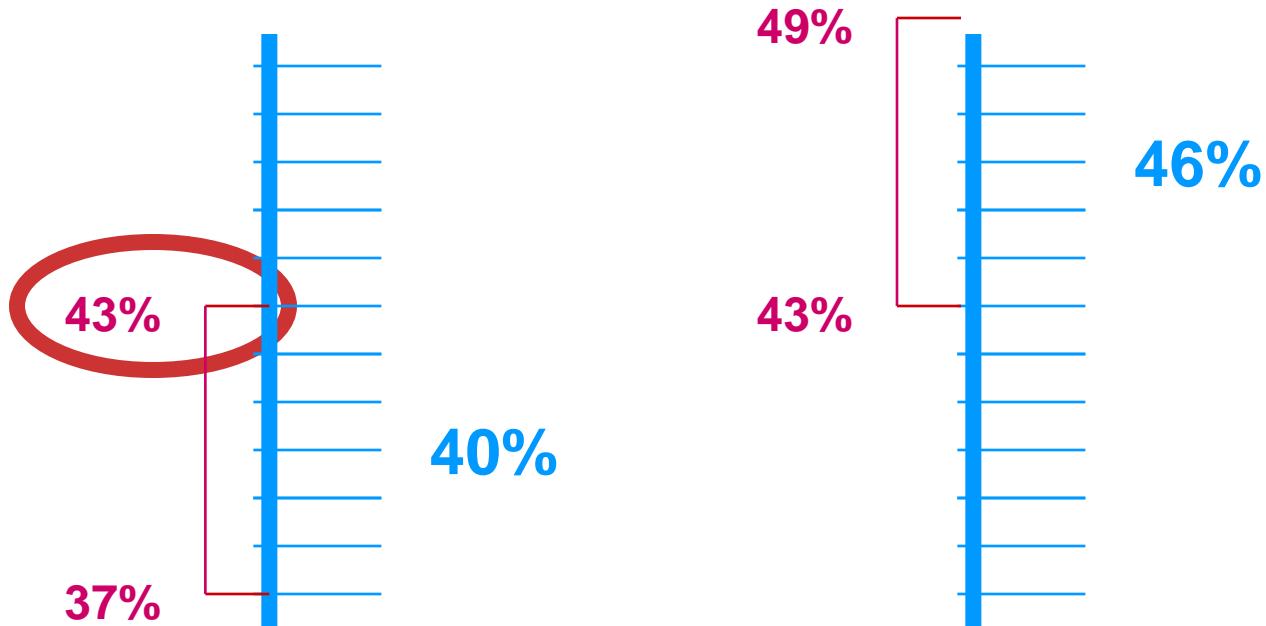
Statistically Significant Change – Local Targets



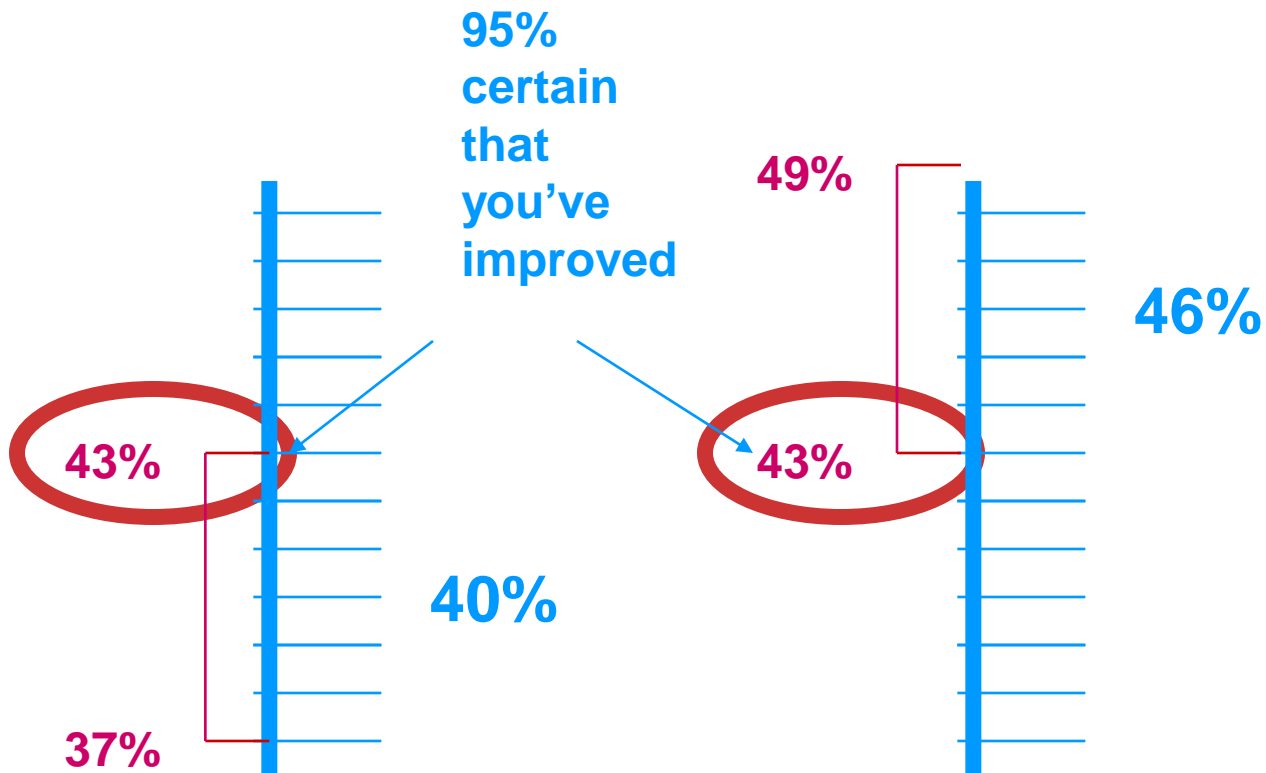
Statistically Significant Change – Local Targets



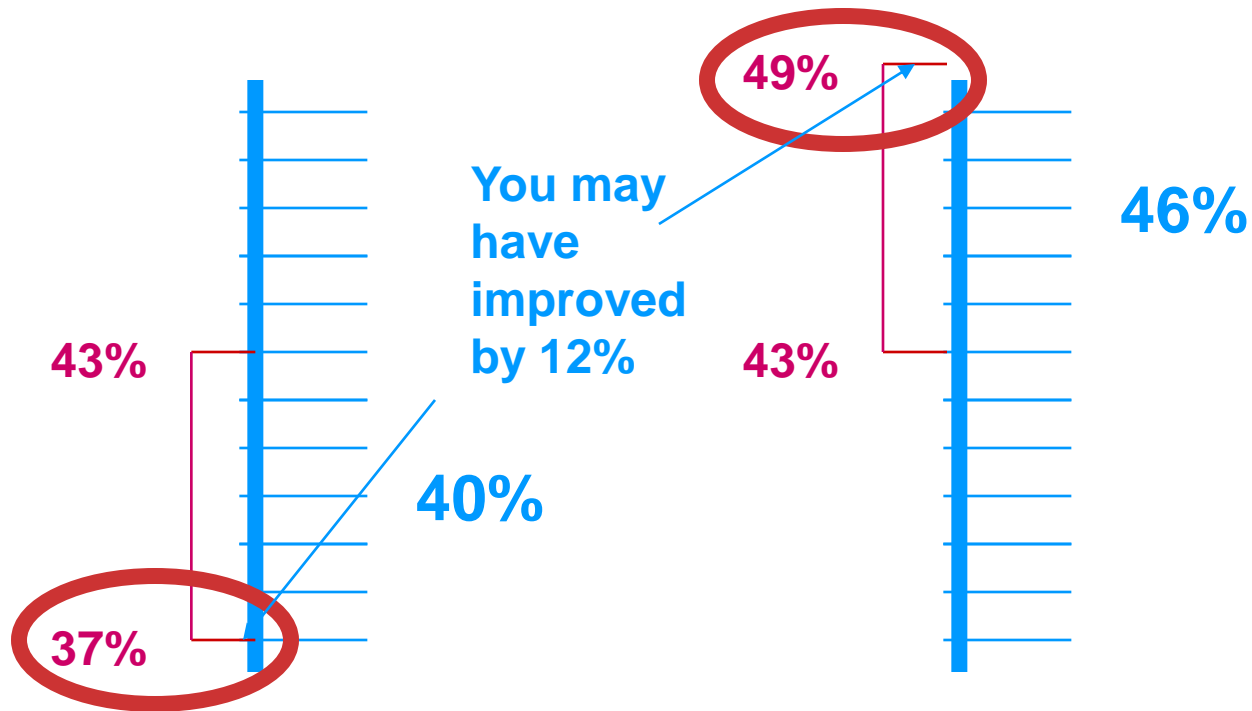
Statistically Significant Change – Local Targets



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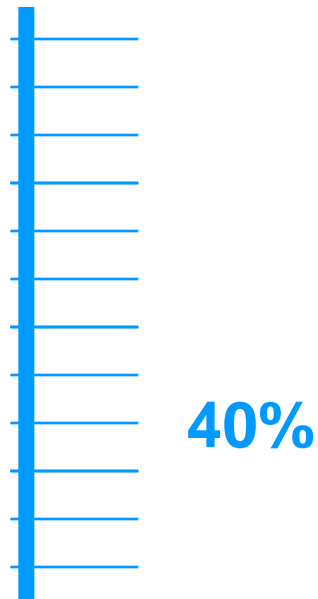
Statistically Significant Change – Local Targets



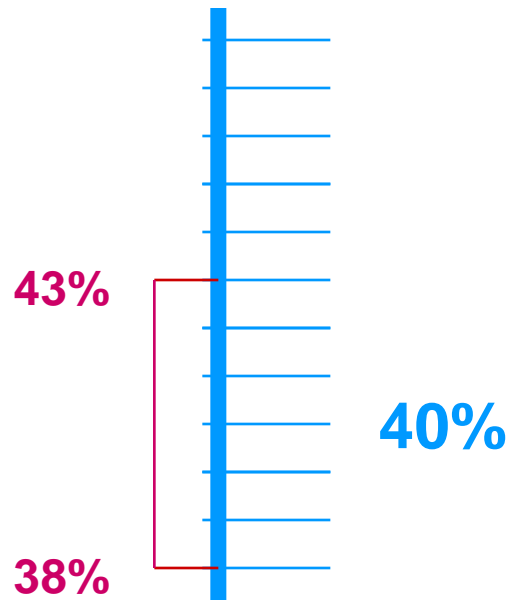
But...

- DCMS guidance is straightforward but doesn't take into account size of samples in two-tier areas.
- In some unitary areas we can piggy-back onto other boosted areas.
- Some unitary areas have already got larger samples anyway.
- But that still leaves some areas that will have to set a high target
- Data collection for baseline underway. Could boost year three.

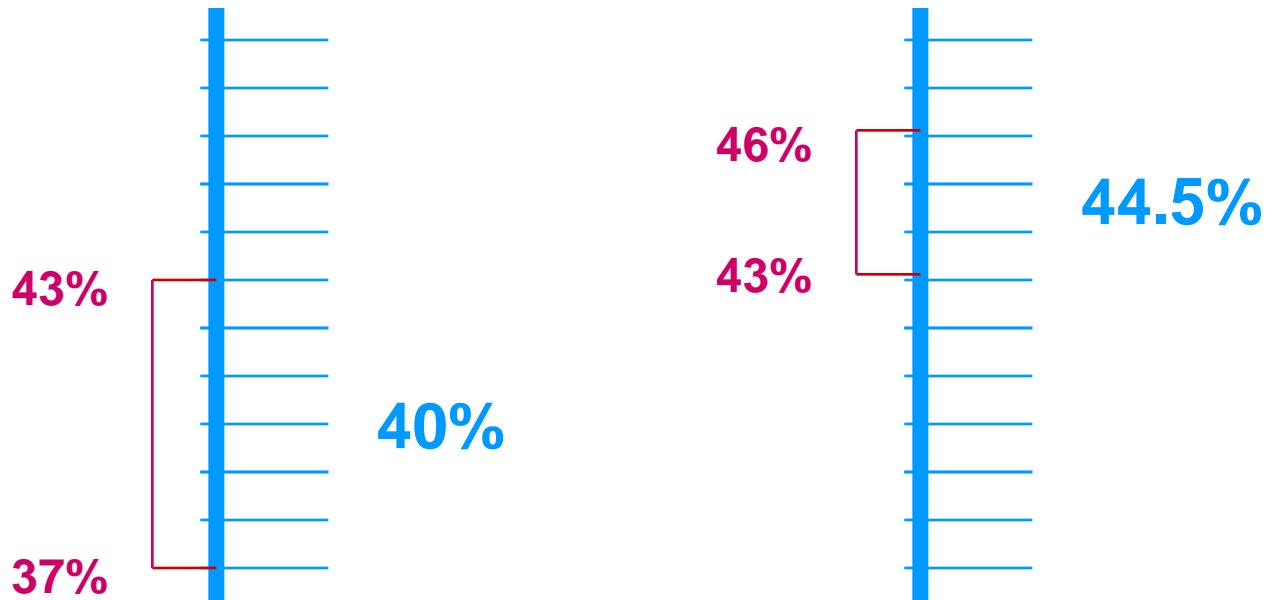
Statistically Significant Change – Boosted Local Targets



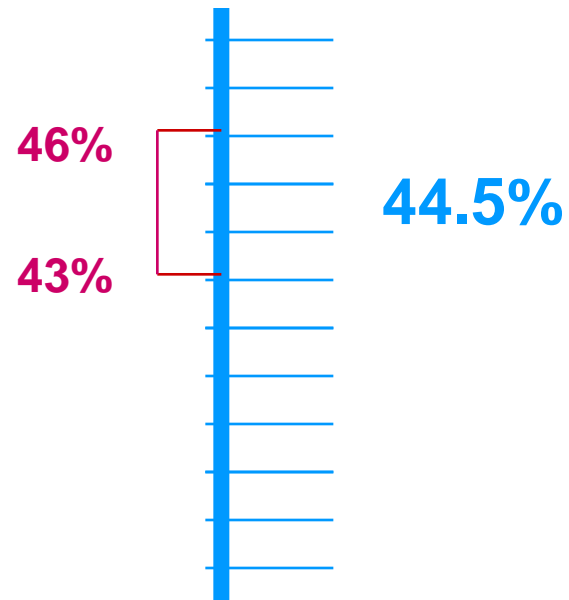
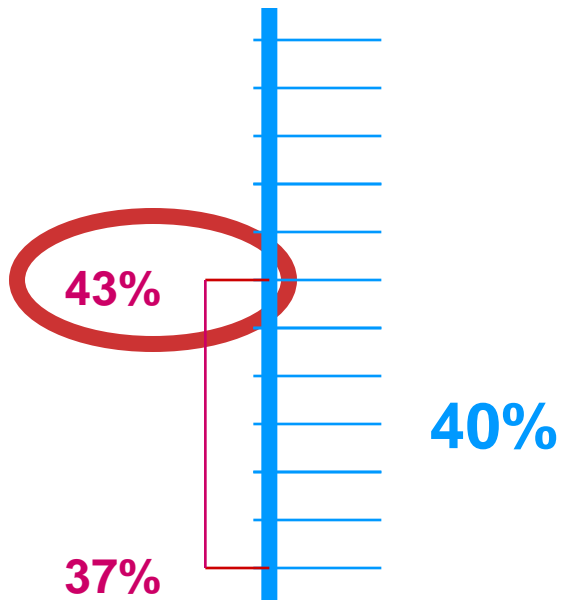
Statistically Significant Change – Boosted Local Targets



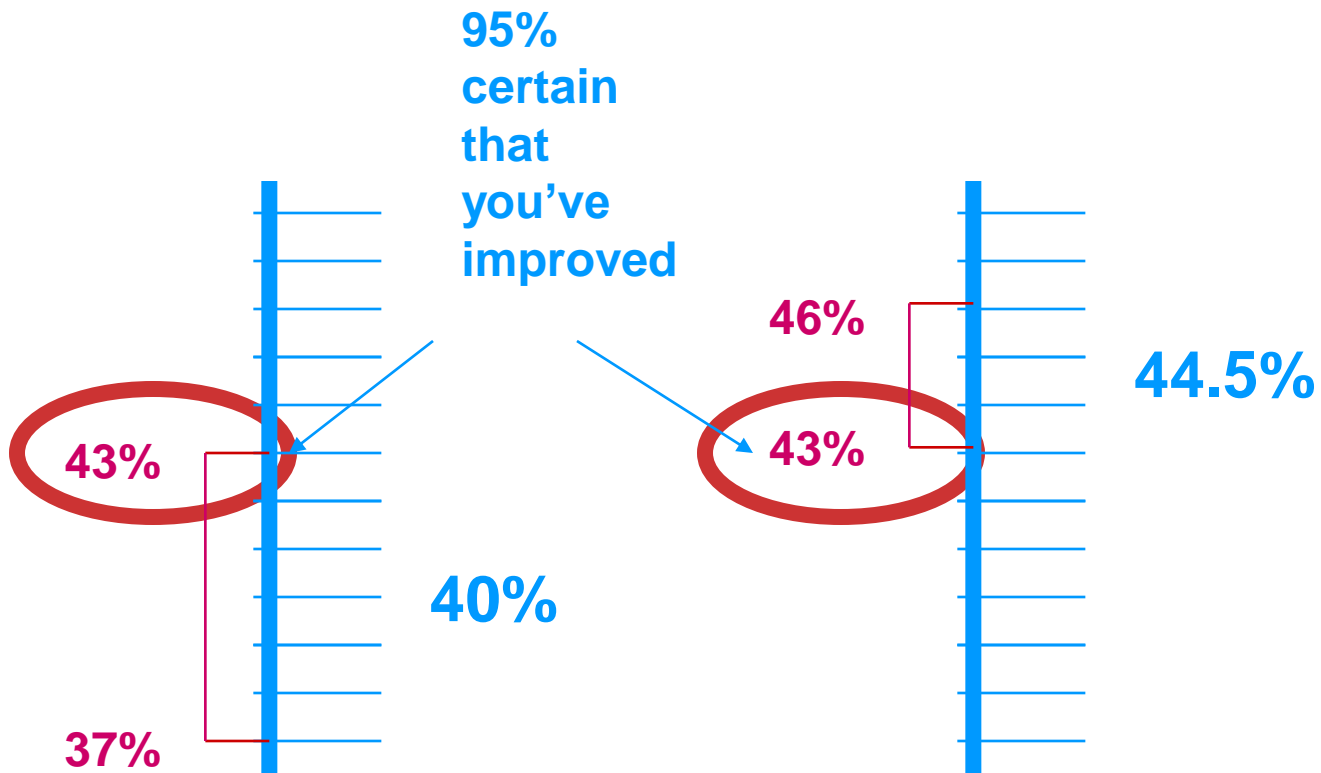
Statistically Significant Change – Boosted Local Targets



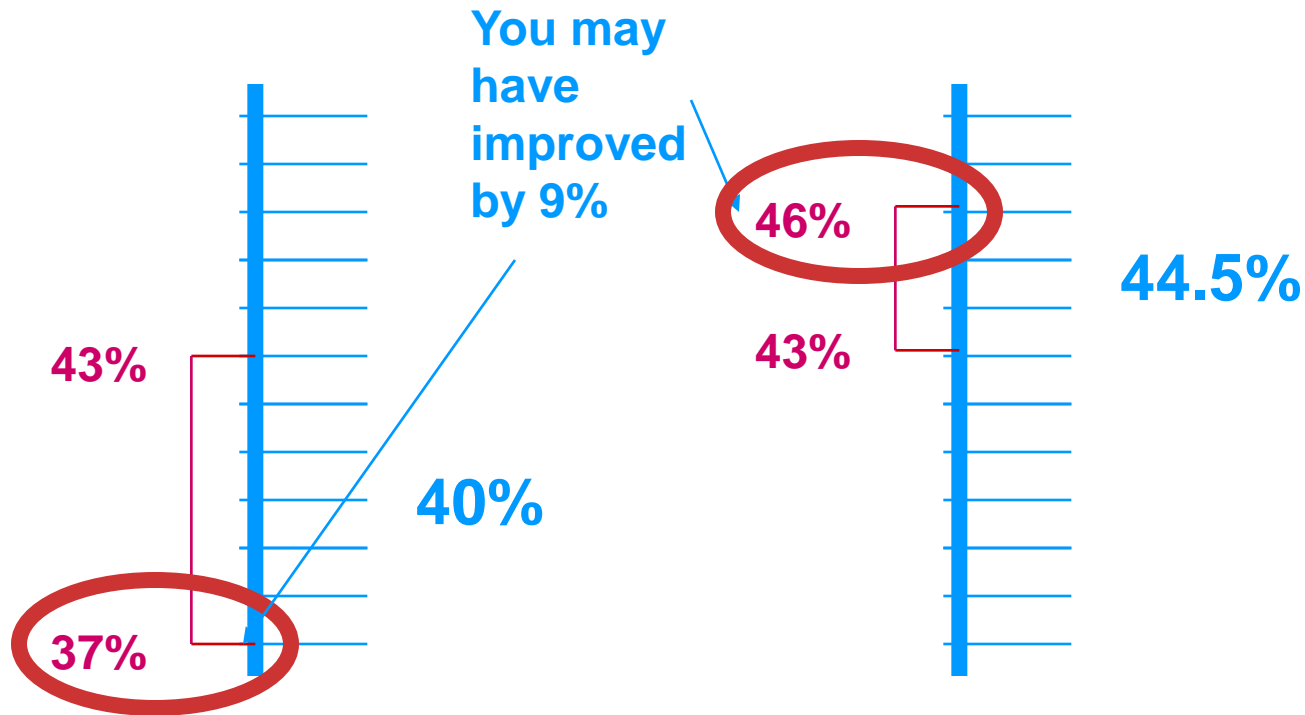
Statistically Significant Change – Boosted Local Targets



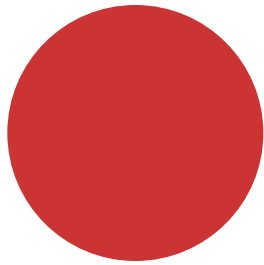
Statistically Significant Change – Boosted Local Targets



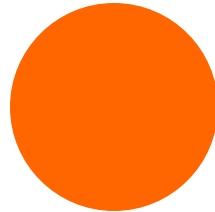
Statistically Significant Change – Boosted Local Targets



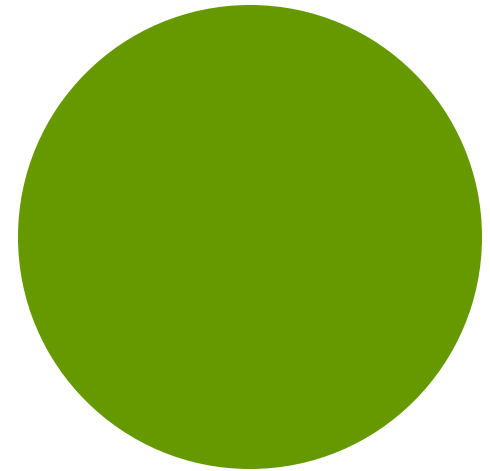
Current levels of engagement



Unengaged
0/year



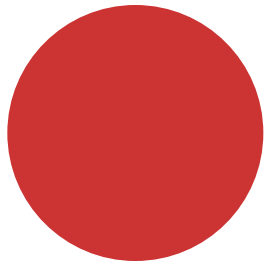
Low Engaged
1-2/year



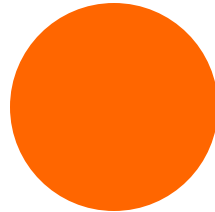
Engaged
3+/year

Increasing levels of engagement

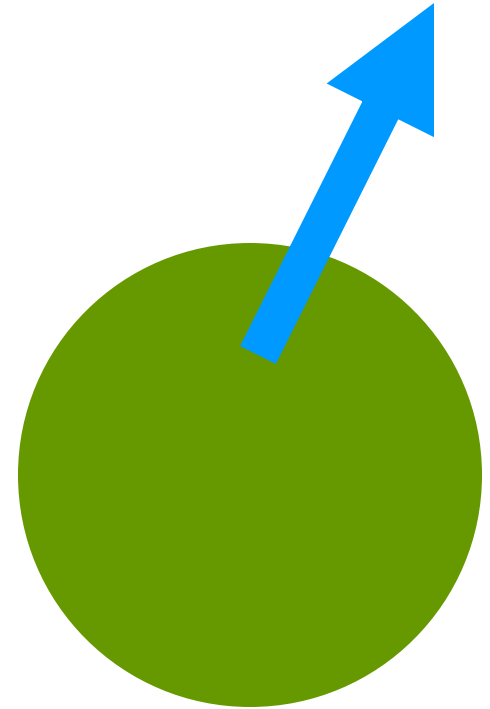
Target 



Unengaged
0/year



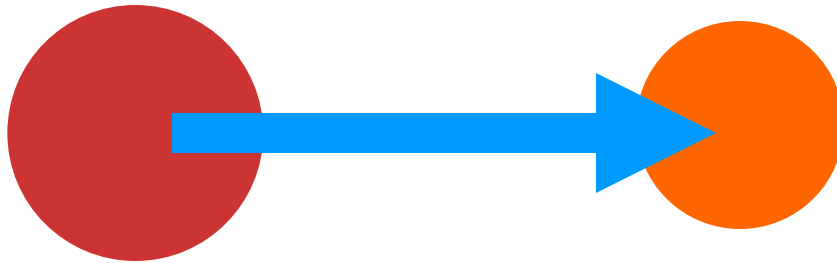
Low Engaged
1-2/year



Engaged
3+/year

Increasing levels of engagement

Target 



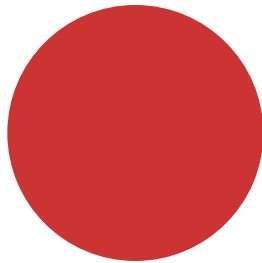
Unengaged
0/year

Low Engaged
1-2/year

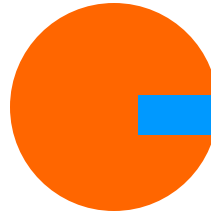
Engaged
3+/year

Increasing levels of engagement

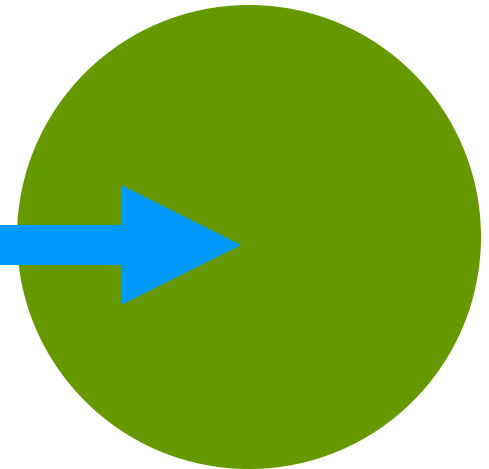
Target 



Unengaged
0/year



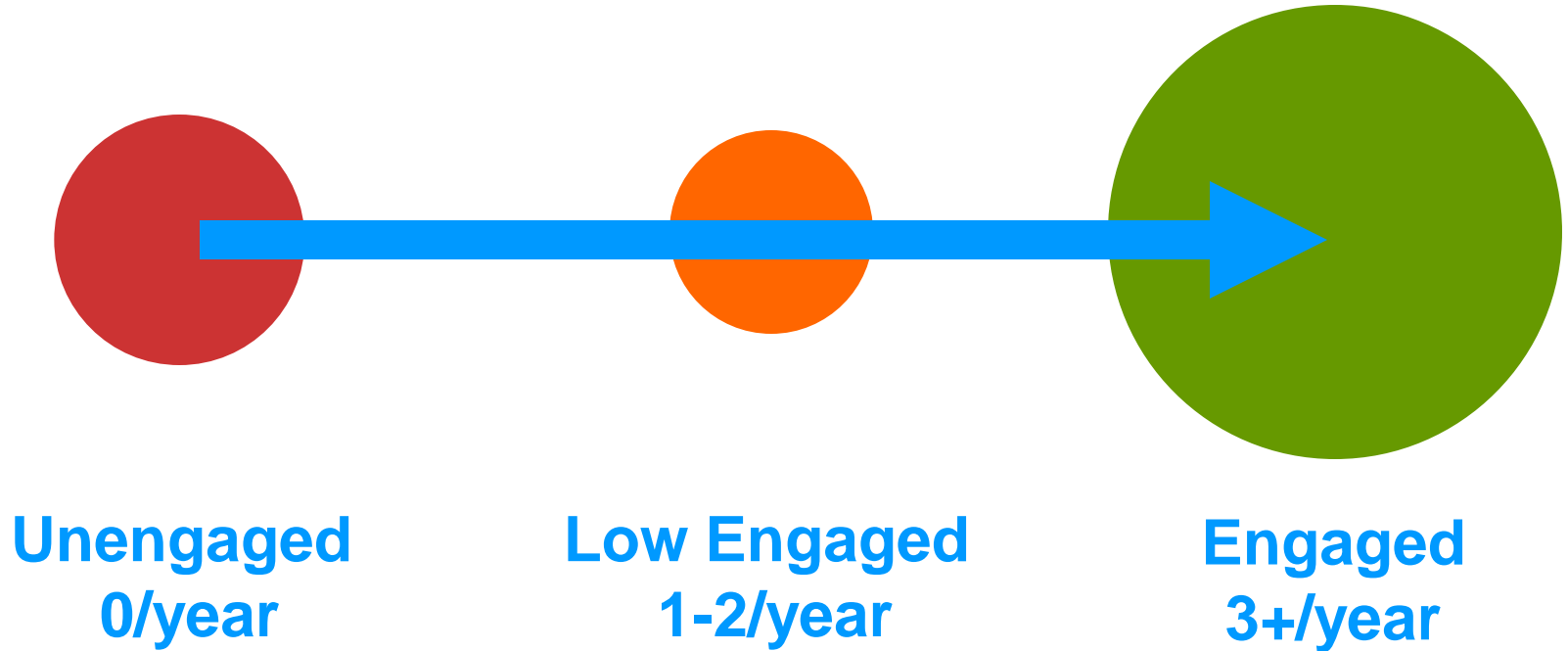
Low Engaged
1-2/year



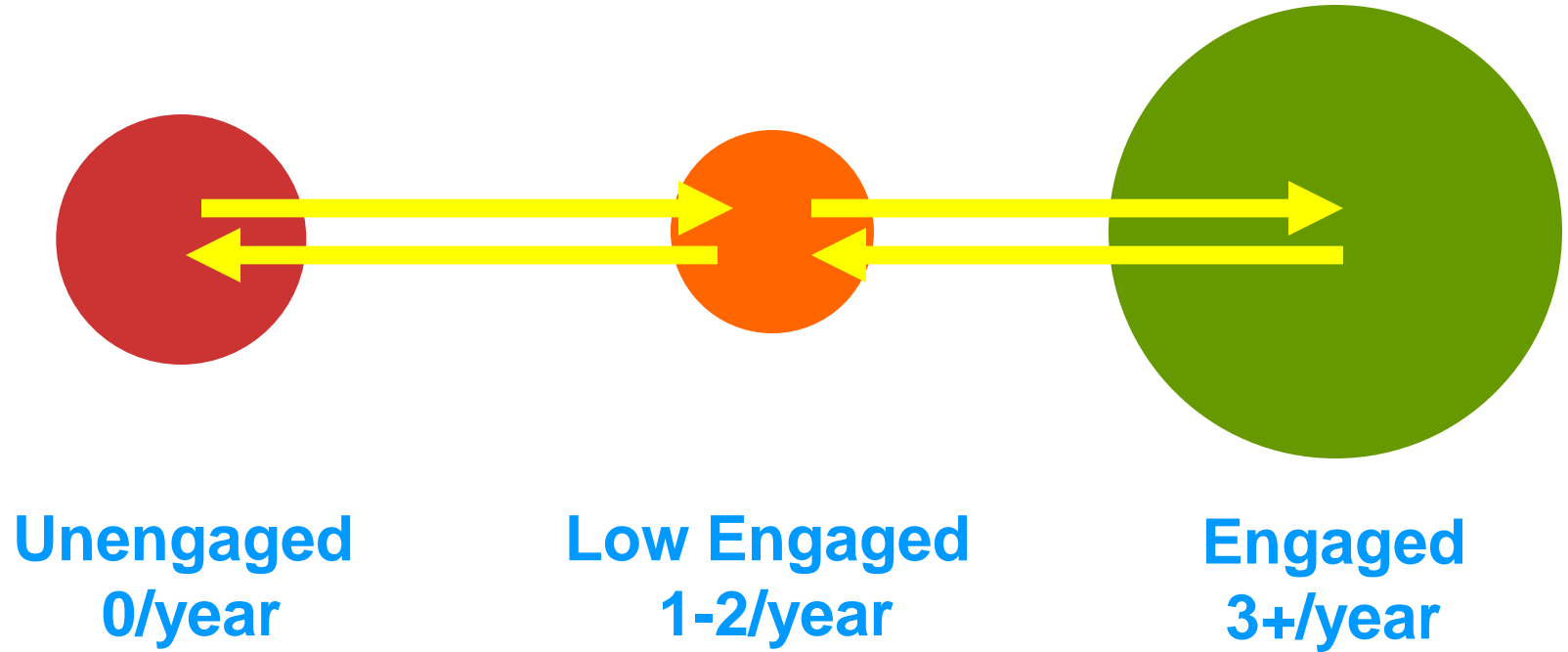
Engaged
3+/year

Increasing levels of engagement

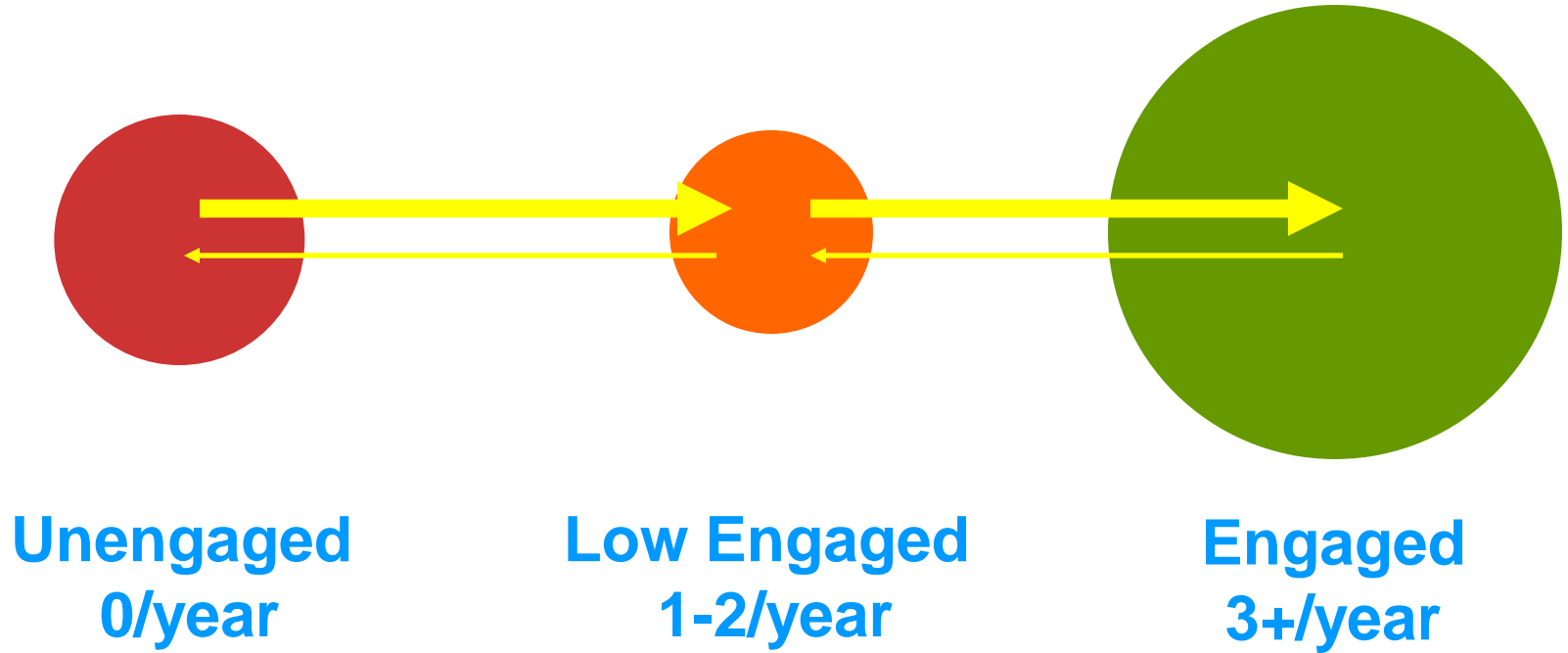
Target 



Year on year reality



Increasing levels of engagement



Negotiated Targets – 3% increase

1. Barnsley
2. Bradford
3. Brighton and Hove
4. Croydon
5. Darlington
6. Doncaster
7. Dorset
8. East Riding of Yorkshire
9. Essex
10. Greenwich
11. Harrow
12. Hartlepool
13. Hounslow
14. Kent
15. Milton Keynes
16. Northumberland
17. Rutland
18. Shropshire
19. Southend-on-Sea
20. Stockton
21. Swindon
22. Torbay
23. Waltham Forest
24. Wokingham

Local Targets – 3% - 6% increase

1. Bedfordshire
 2. Bournemouth
 3. Cumbria
 4. Devon
 5. Herefordshire
 6. Leeds
 7. Lewisham
 8. Lincolnshire
 9. Luton
 10. Newcastle
 11. North Yorkshire
 12. Northamptonshire
 13. Oldham
 14. Somerset
- Maybe more!

Weighting the results

- Multi-variant analysis tells us the key factors that influence arts engagement
- Constructed a model using ONS and CLG data for **Educational Attainment, Social Class** and **Index of Multiple Deprivation**
- Currently constructing model



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■ Taking Part survey

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LATEST PUBLICATIONS - ***April 2008***

Download the Arts Council's latest Taking Part report, *From indifference to enthusiasm: patterns of arts attendance in England*. This report, produced in association with Tak Wng Chan and John Goldthorpe from the University of Oxford, examines the patterns of attendance at arts events among English adults and how people's likelihood of attending is associated with various socio-demographic factors.

Executive summary IPDF 167 KB1



Big Dance on Dartmoor, 2006. Photo: Jim Wileman

■ Links

[Target Group Index \(TGI\)](#)

<http://www.takingpartinthearts.com/>



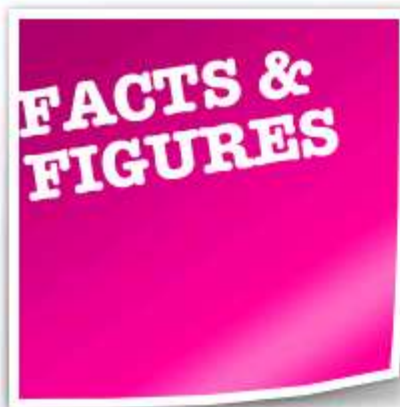
Taking part in the arts

Search the entire site

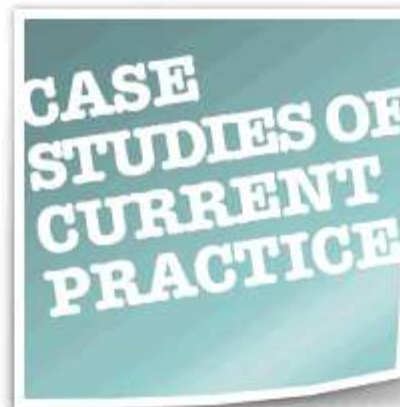


> [Advan](#)

Arts Council England is committed to supporting public engagement. This site provides information and guidance on how to be more community and customer focussed. This is a new site and if you would like to suggest information and/or material for inclusion, please [contact us](#).



Who takes part in the arts?



New Audiences archive



Publications & other resources

Toolkits



Thank you

Grotta - cairn of oyster shells lit by candles
Credit: Stephen Turner

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