



Taking Part 2014/15:

YORKSHIRE AND HUMBERSIDE



This report provides an overview of the arts and cultural engagement of adults living in the Yorkshire and Humberside region of England.

Data is taken from the Taking Part Survey 2014/15 and makes comparisons with 2010/11 where possible.

All statistically significant differences are noted in the text and on the charts:

- a statistically significant difference is a difference which is probably true and not due to chance
- a non statistically significant difference is probably not a true difference and is likely to be due to chance

* on the charts indicates a statistically significant difference between 2010/11 and 2014/15.

+ on the charts indicates a statistically significant difference between the region and England overall.

More information about the Taking Part Survey can be found in Appendix A. A Technical Note on the survey is in Appendix B.

Contents

The Yorkshire and Humberside Region	4
The adult population in Yorkshire and Humberside	5
Creative workforce of Yorkshire and Humberside	6
Economic contribution of Yorkshire and Humberside	6
Adult engagement in Yorkshire and Humberside	7
Adult arts attendance and participation in Yorkshire and Humberside	12
Arts attendance	12
Arts participation	12
Digital engagement in Yorkshire and Humberside	15
Attitudes towards the arts in Yorkshire and Humberside	18
Donations in Yorkshire and Humberside	21
Appendix A - About the Taking Part survey	24
Appendix B - Technical note	25

The Yorkshire and Humber Region

Yorkshire and the Humber is one of the nine regions of England; it comprises of most of Yorkshire, North Lincolnshire and North East Lincolnshire. There are seven cities in Yorkshire and the Humber: Bradford, Kingston upon Hull, Leeds, Ripon, Sheffield, Wakefield and York.

The 2011 census showed that the population of Yorkshire and Humberside was 5,284,000.



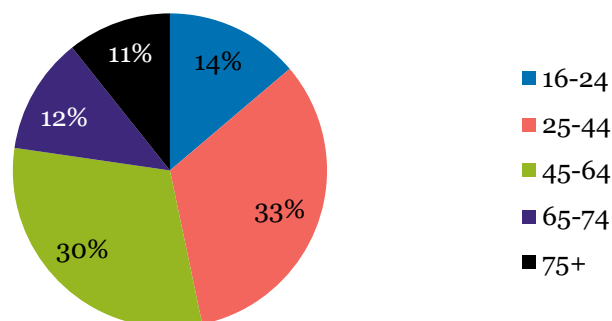
The adult sample size for Taking Part 2014/15 in the Yorkshire and Humberside region was 1,008 (national sample size 9,817).

The adult population in Yorkshire and Humberside

This section outlines the key characteristics of the Yorkshire and Humberside adult population based on their responses to the Taking Part survey 2014/15 demographic questions:

- In the Yorkshire and Humberside region, **53.5 per cent of adults were female** and **46.5 per cent of adults were male**. In England 48.8 per cent were male and 51.2 per cent female.
- In England 88.8 per cent of the adult population belonged to a white ethnic group and 11.2 per cent another ethnic group. In Yorkshire and Humberside **91.8 per cent of adults belonged to a white ethnic group** and **8.2 per cent another ethnic group**.
- In the Yorkshire and Humberside region **33.7 per cent** of adults reported that they had a **long standing illness or disability**. In England 30.5 per cent of adults reported this.
- In Yorkshire and Humberside **52.8 per cent of the population belonged to an upper-socio economic group** and **47.2 per cent a lower socio-economic group**. In England 61.6 per cent belonged to an upper and 38.4 per cent a lower socio-economic group.

Figure 1: Age group of adults in Yorkshire and Humberside – 2014/15



Creative workforce of Yorkshire and Humberside

DCMS analysis of the ONS Annual Population Survey showed some key trends for employment in the Creative Economy and Creative Industries¹. There were 151,000 jobs in the Creative Economy in Yorkshire and Humberside in 2014, 6.0% of all jobs in the region. This was an increase from 138,000 jobs in 2011, equating to 5.8% of all jobs in the region.

Using NESTA interactive data visualisations of the UK's creative economy², it is possible to explore geographical concentrations of creative economy employment. Concentration is measured by a 'location quotient'. This is the share of the region's workforce in the Creative Economy divided by the national share. A location quotient greater than 1 indicates that the region has a higher concentration of jobs in the Creative Economy than the UK as a whole. With the exception of York, which had a quotient of 1, all other locations in Yorkshire and The Humber had location quotients for the creative economy below 1, for example 0.7 in North Yorkshire and 0.8 in Bradford.

Economic contribution of Yorkshire and Humberside³

Across England, the arts and culture industry contributes 0.56% of GVA on average. This equates to an estimated £6.5 billion.

Regionally Yorkshire and the Humber had the joint lowest contribution as a percentage of the area's GVA (0.37%), equating to an estimated contribution of £345 million.

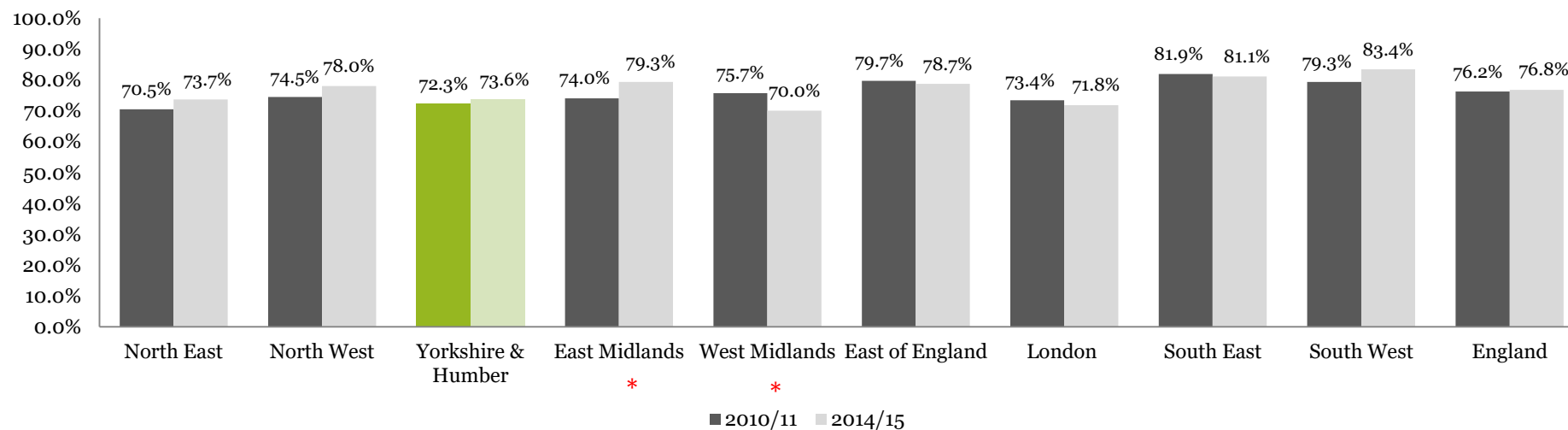
¹ Department for Media, Culture and Sport (2015) *Creative Industries: Focus on Employment*

² Available: <http://www.nesta.org.uk/blog/interactive-data-visualisations-uks-creative-economy>

³ Cebr report, on behalf of the Arts Council (2015) *Contribution of the arts and culture to the national economy*.

Adult engagement in Yorkshire and Humberside

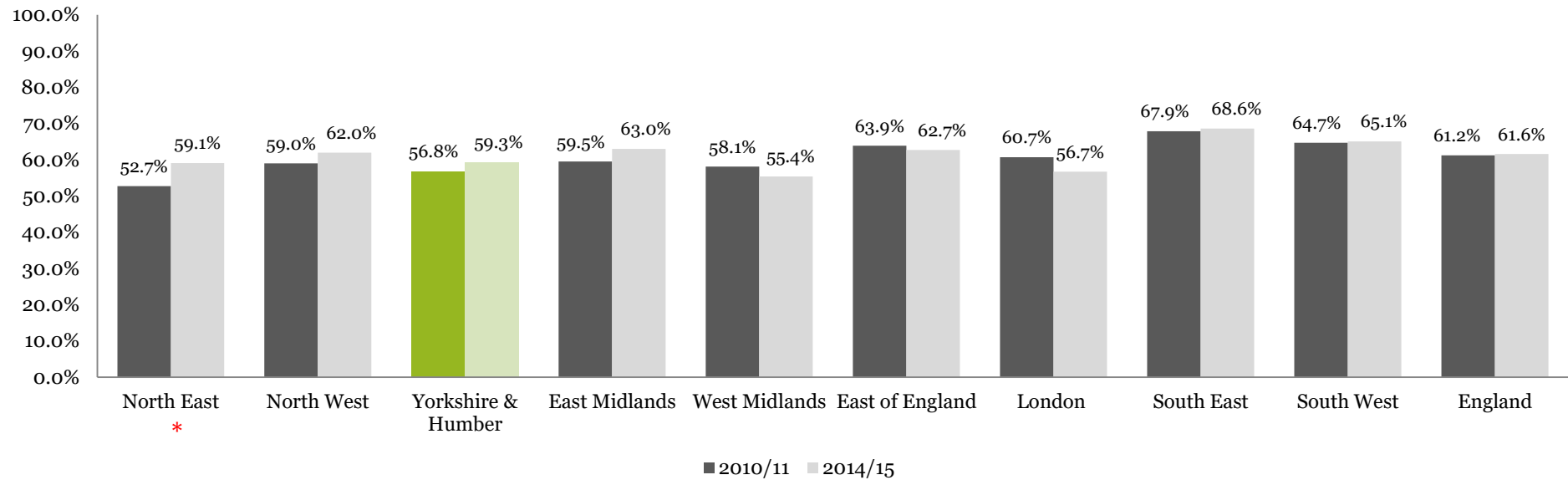
Figure 2: Adult engagement with the arts – at least once in the past year



Around three quarters of adults in Yorkshire and Humberside had engaged with the arts at least once in 2014/15.

The proportion of adults in Yorkshire and Humberside who had engaged in the arts was similar in 2010/11 and 2014/15 – 72.3 per cent and 73.6 per cent respectively.

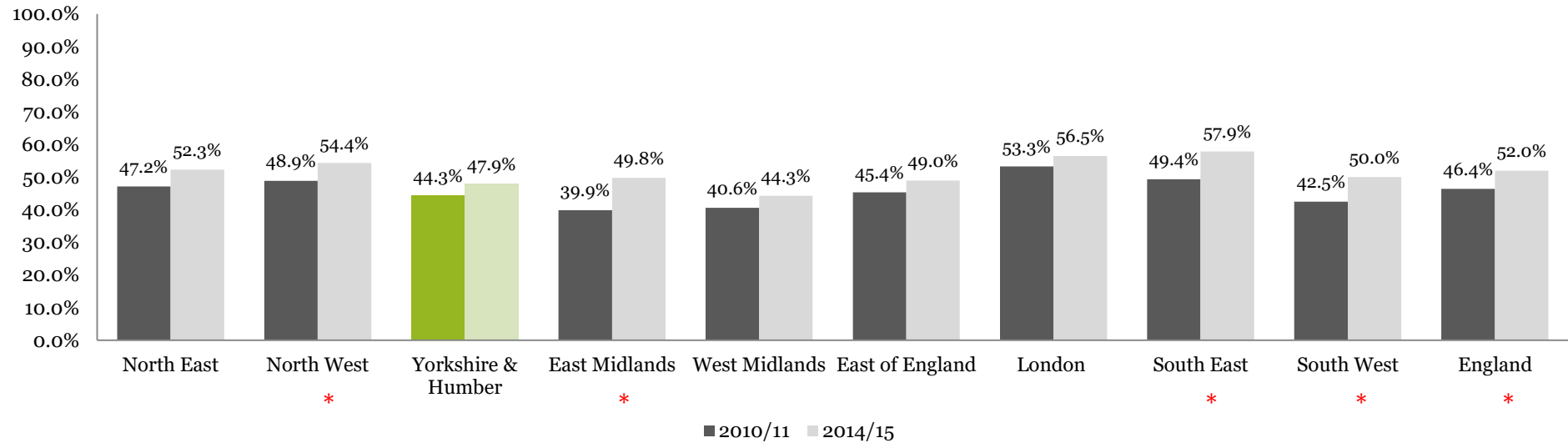
Figure 3: Adult engagement with the arts –three or more times in the past year



Around six in ten adults in Yorkshire and Humberside had engaged with the arts three or more times in 2014/15.

The proportion of adults in Yorkshire and Humberside who had engaged in the arts three or more times was similar in 2010/11 and 2014/15 – 56.8 per cent and 59.3 per cent respectively.

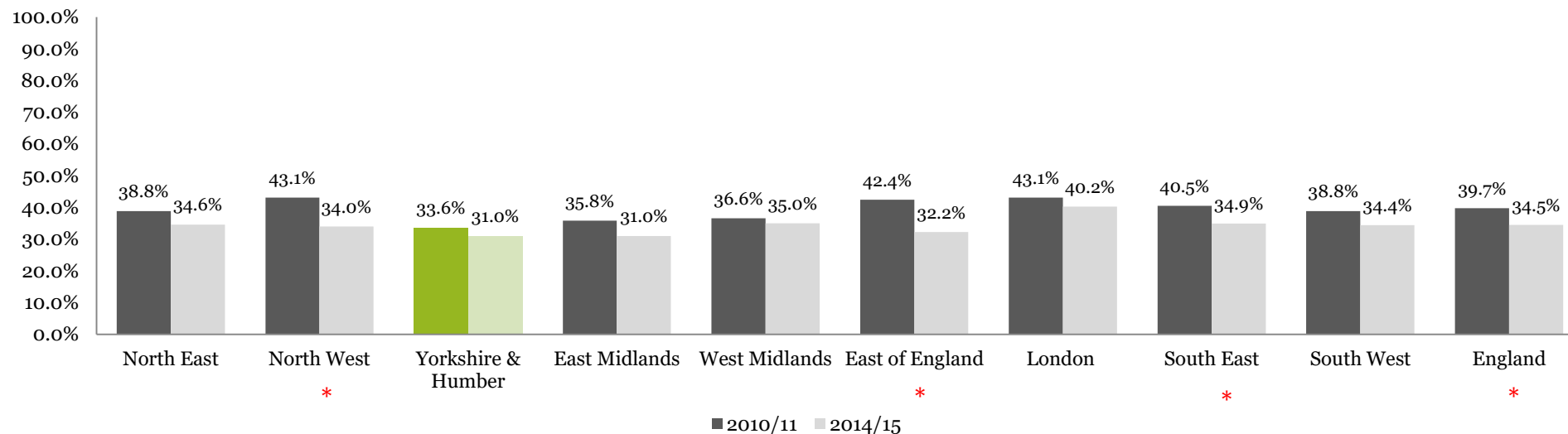
Figure 4: Adult attendance of museums and galleries



In 2014/15 around half of adults in Yorkshire and Humberside had visited a museum or gallery at least once in the past 12 months.

The proportion of adults in Yorkshire and Humberside who had attended a museum or gallery was similar in 2010/11 and 2014/15 – 44.3 per cent and 47.9 per cent respectively.

Figure 5: Adult use of public libraries



Three in ten adults in Yorkshire and Humberside had used a public library at least once in 2014/15.

The proportion of adults in Yorkshire and Humberside who had used a public library was similar in 2010/11 and 2014/15 – 33.6 per cent and 31.0 per cent respectively.

Figure 6a: Adult engagement in the arts broken down by attendance and participation - 2010/11

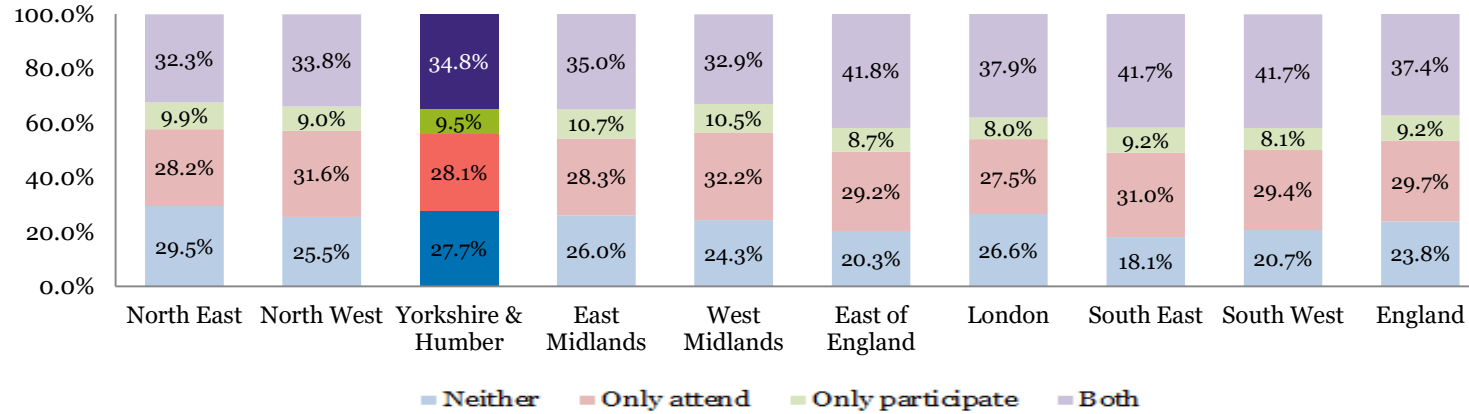


Figure 6b: Adult engagement in the arts broken down by attendance and participation - 2014/15



Between 2010/11 and 2014/15 there were no changes in the way adults in Yorkshire and Humber engaged in the arts.

Adult arts attendance and participation in Yorkshire and Humberside

Arts attendance

Compared with adults in England as a whole, in 2014/15 adults in Yorkshire **were less likely to have attended:**

- A culturally specific festival – 4.1 per cent in England and 2.5 per cent in Yorkshire
- Carnival – 11.3 per cent in England and 7.7 per cent in Yorkshire
- A musical – 20.2 per cent in England and 16.6 per cent in Yorkshire
- A jazz performance – 5.2 per cent in England and 3.4 per cent in Yorkshire
- African people's dance or South Asian and Chinese dance – 1.9 per cent in England and 0.9 per cent in Yorkshire

Arts participation

Compared with adults in England as a whole, in 2014/15 adults in Yorkshire **were less likely to have:**

- Taken part in a carnival – 1.6 per cent in England and 0.7 per cent in Yorkshire
- Written any stories or plays– 3.0 per cent in England and 1.6 per cent in Yorkshire
- Written music – 2.3 per cent in England and 1.2 per cent in Yorkshire

Figure 7: Arts attendance in Yorkshire and Humberside by artform – 2014/15

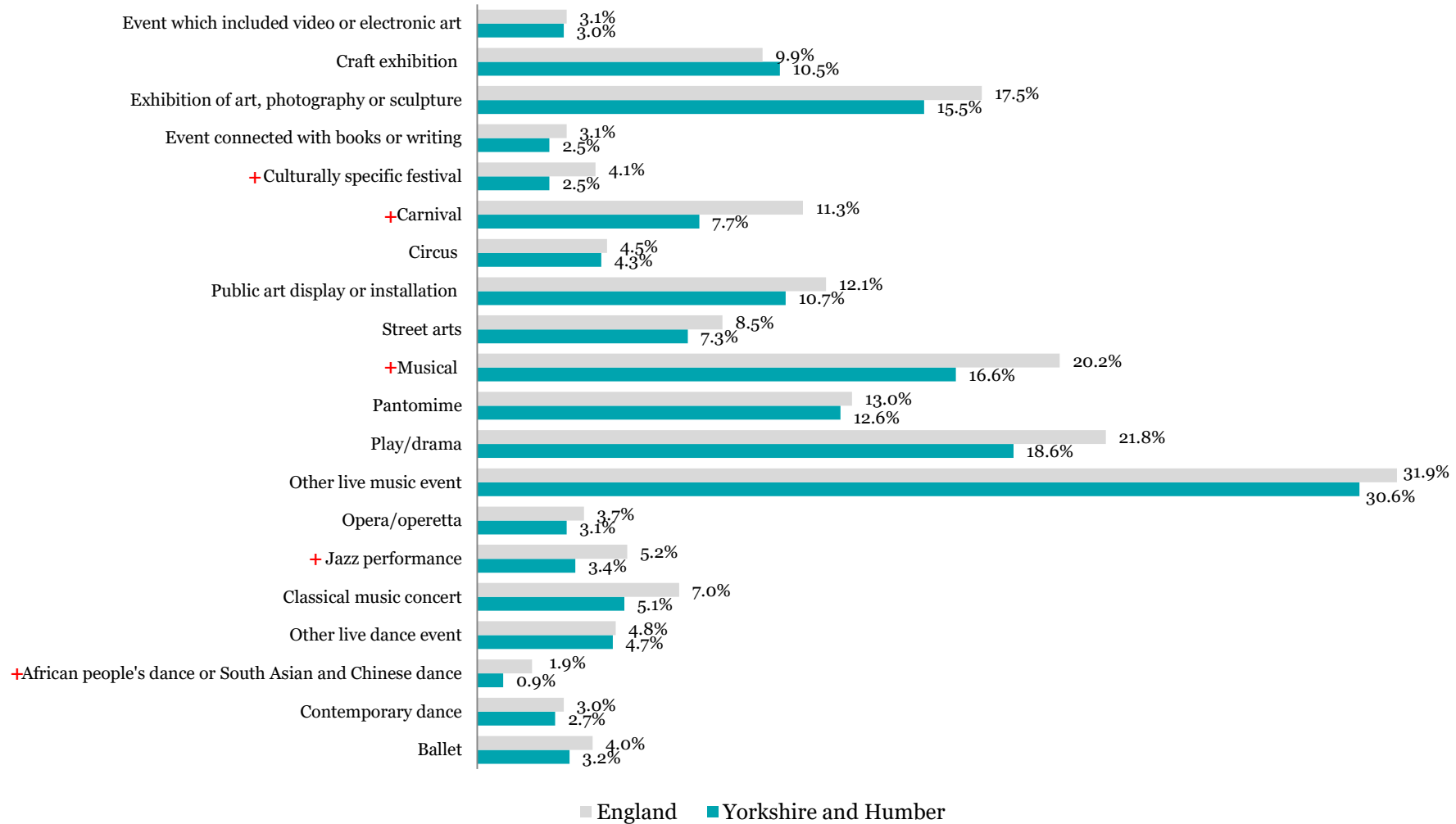
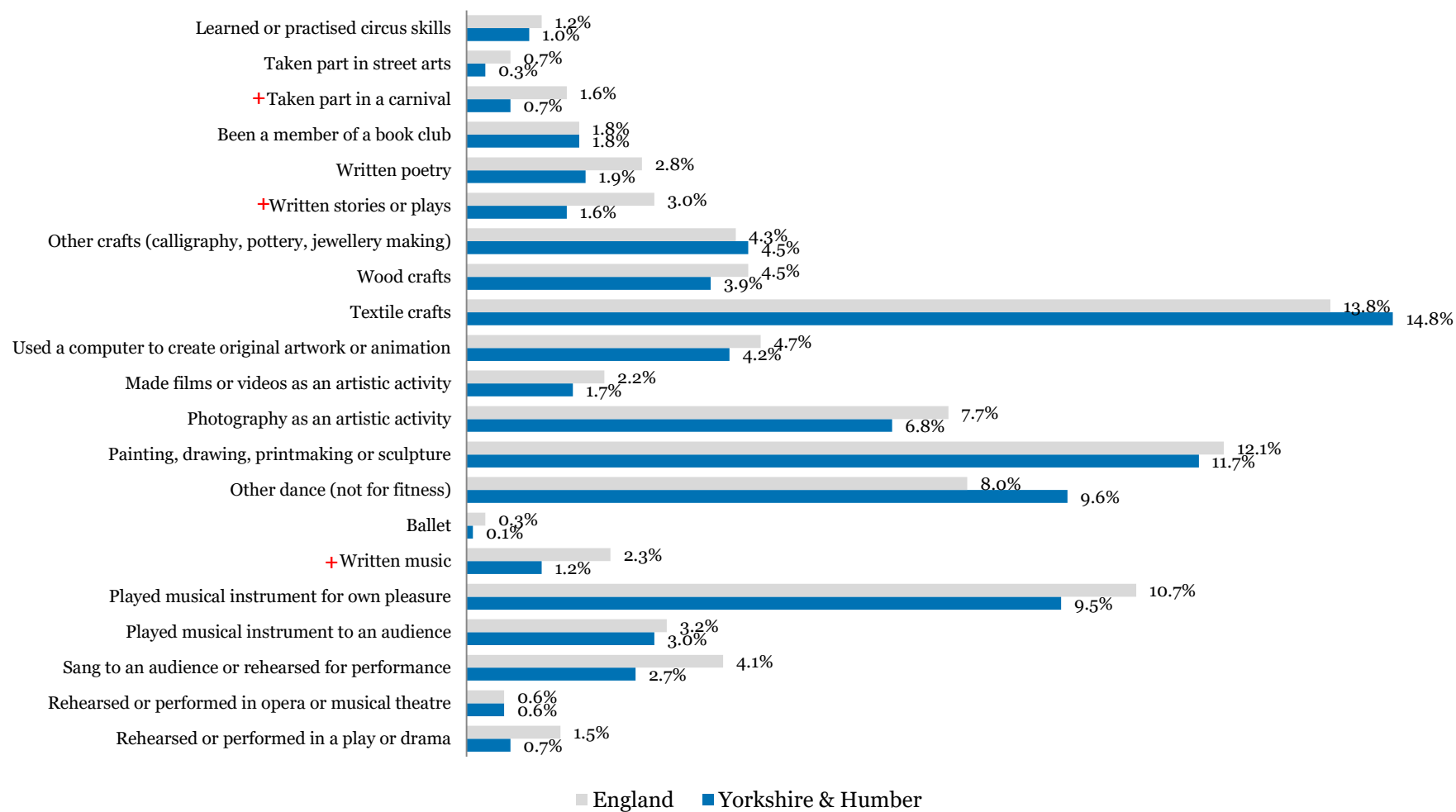
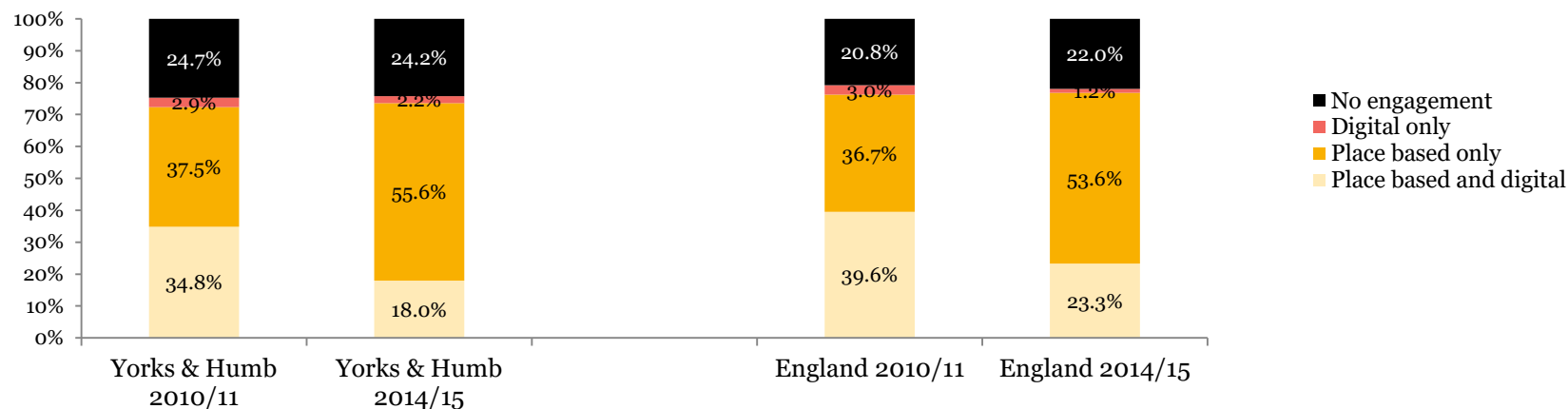


Figure 8: Arts participation in Yorkshire and Humberside by artform – 2014/15



Digital engagement in Yorkshire and Humberside

Figure 9: Digital and place based engagement in the arts⁴

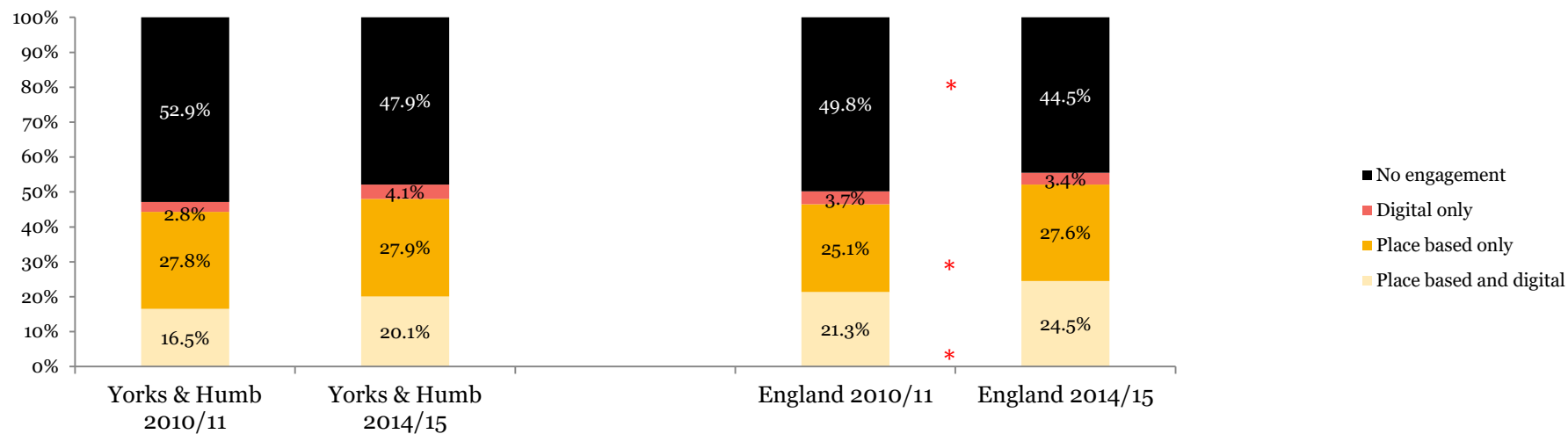


20.2 per cent of adults in Yorkshire and Humberside had visited an arts website in 2014/15.

18.0 per cent of adults in Yorkshire and Humberside had both engaged with the arts digitally (by visiting an arts website) and had engaged with the arts in a place based way (through attendance or participation) in 2014/15.

⁴ Wording differences in the question asking about 'arts' website before and after July 2011 mean that the results for 2010/11 are not strictly comparable with the results for 2014/15.

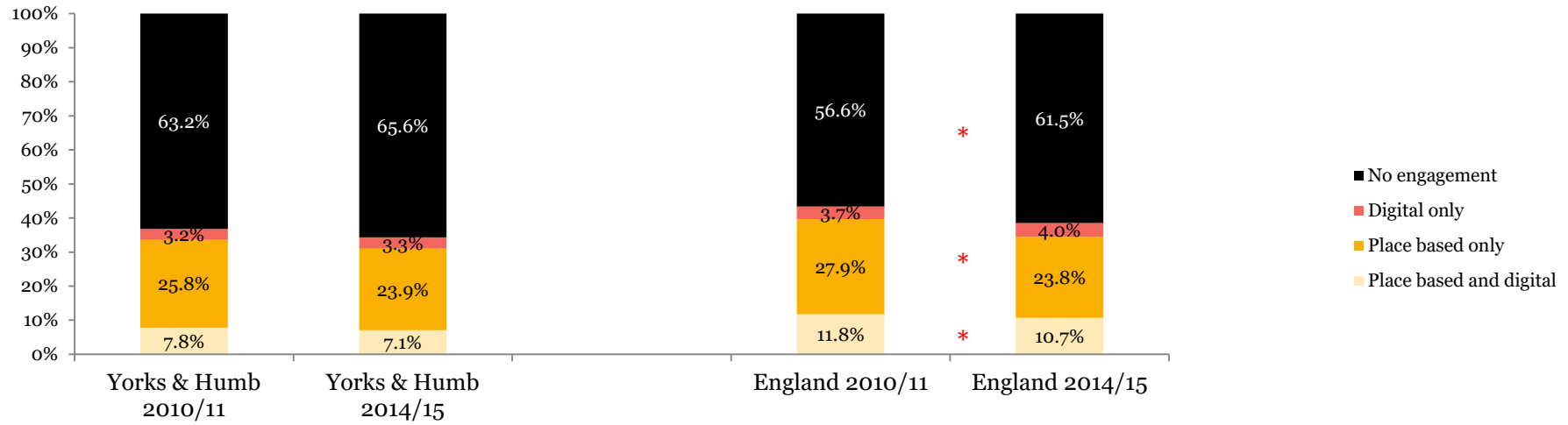
Figure 10: Digital and place based engagement with museums and galleries



24.2 per cent of adults in Yorkshire and Humberside had visited a museum or gallery website in 2014/15 – an increase from 19.3 per cent in 2010/11.

20.1 per cent of adults in Yorkshire and Humberside had engaged with museums and galleries digitally (by visiting a museum/gallery website) and made a place based visit in 2014/15.

Figure 11: Digital and other engagement with libraries

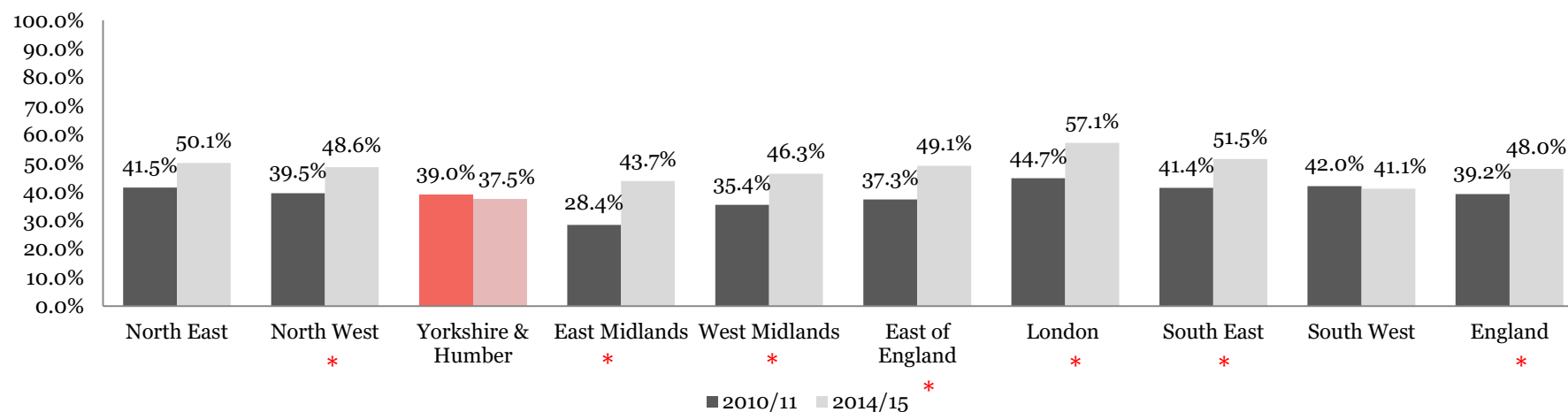


10.4 per cent of adults in Yorkshire and Humberside had visited a library website in 2014/15 – a similar proportion as 2010/11 (11.0 per cent).

7.1 per cent of adults in Yorkshire and Humberside had visited a library website and had used a library service in 2014/15.

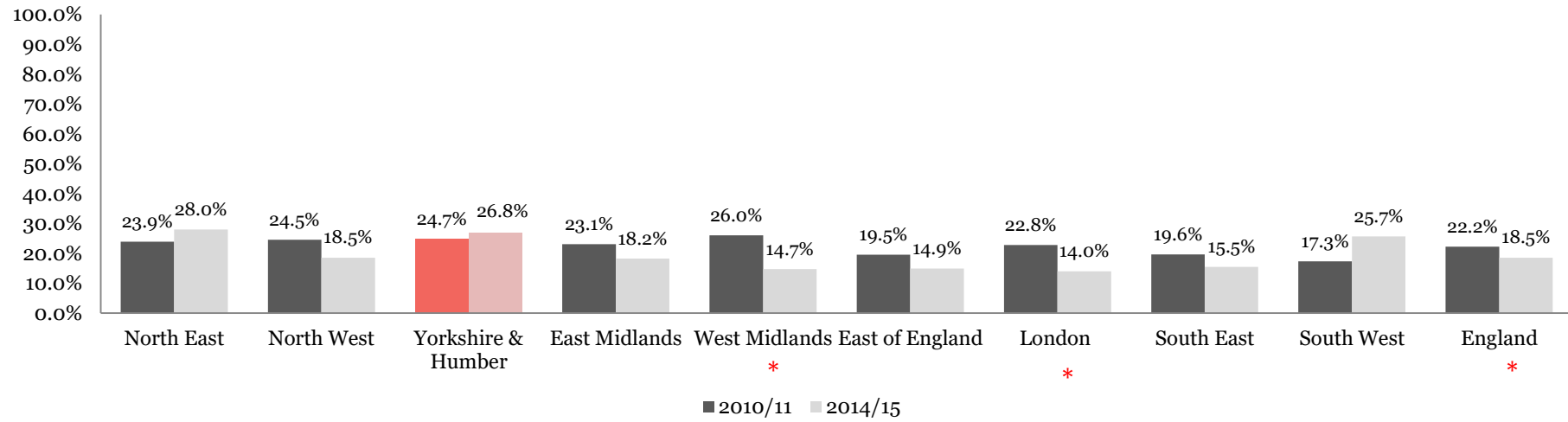
Attitudes towards the arts in Yorkshire and Humberside

Figure 12: The arts make a difference to the area where I live



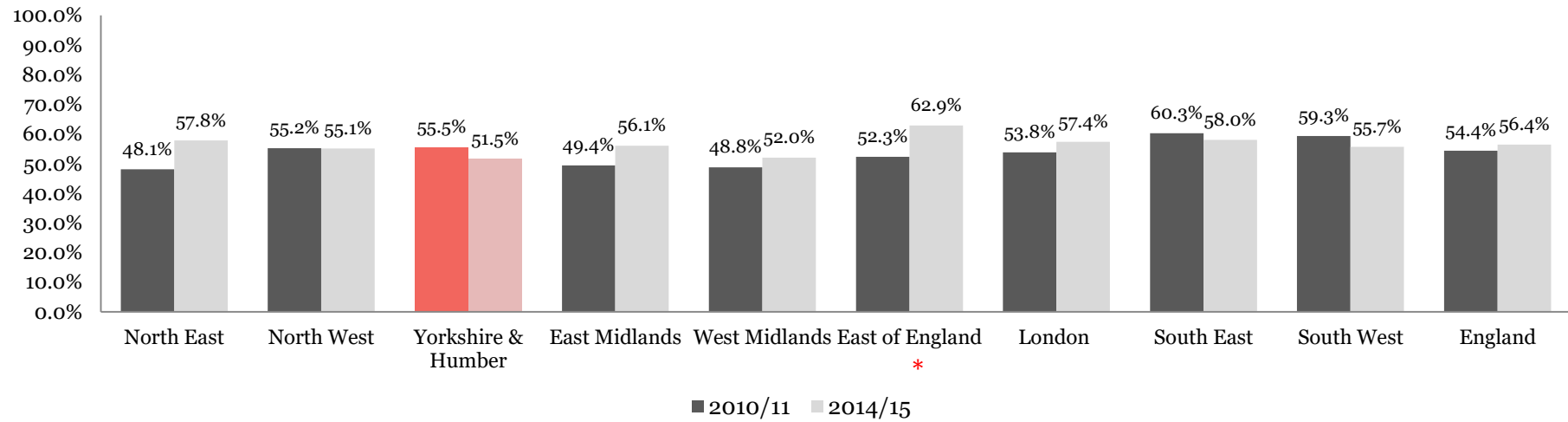
In 2014/15 around four in ten adults in Yorkshire and Humberside agreed with the statement “*The arts make a difference to the area where I live*” – 37.5 per cent.

Figure 13: The arts are not really for people like me



In 2014/15 around a quarter of adults in Yorkshire and Humberside agreed with the statement “*The arts are not really for people like me*” – 24.7 per cent.

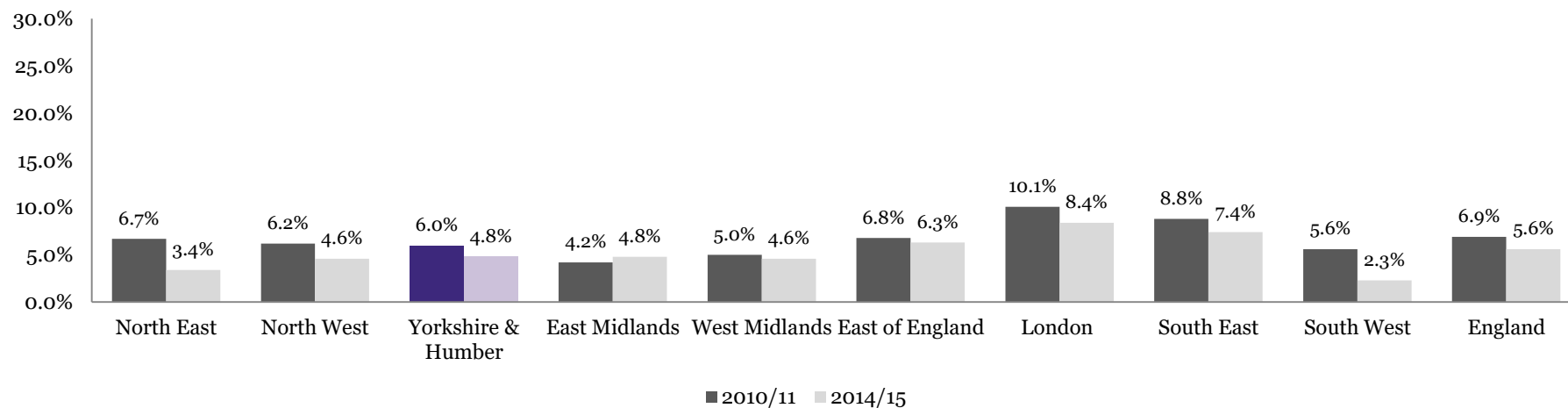
Figure 14: There are lots of opportunities to get involved in the arts if I want



In 2014/15 over half of adults in Yorkshire and Humber agreed with the statement “*There are lots of opportunities to get involved in the arts if I want*” – 51.5 per cent.

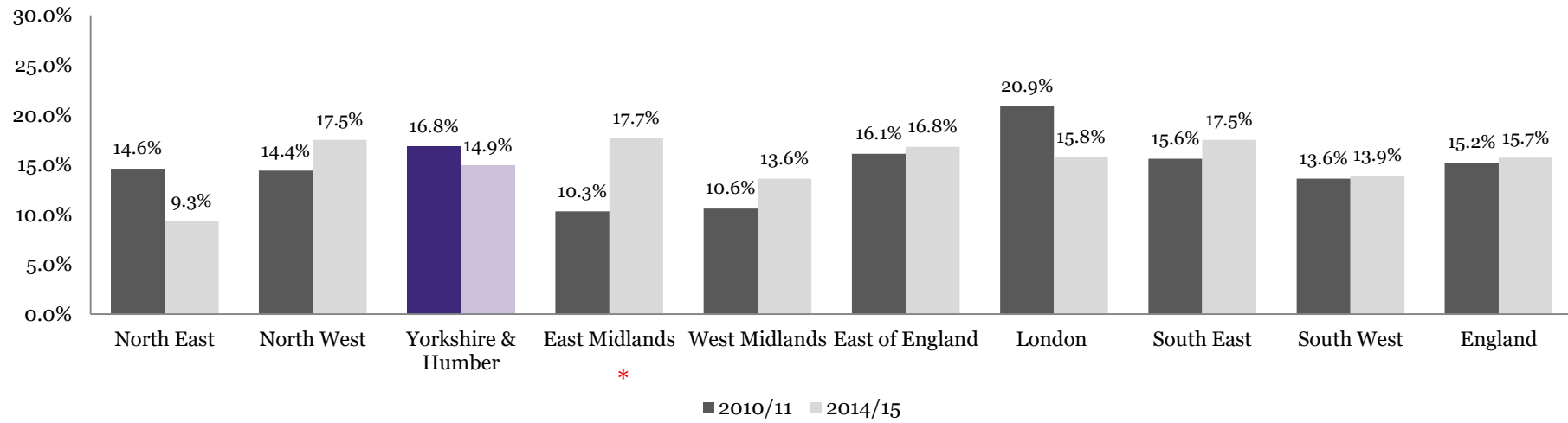
Donations in Yorkshire and Humberside

Figure 15: Donations to the arts



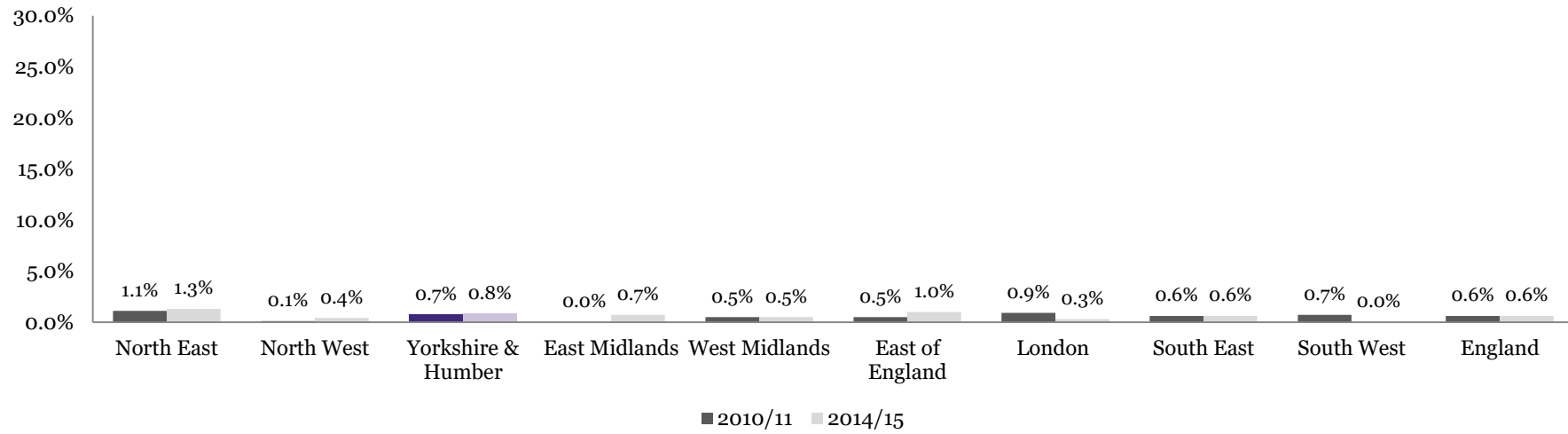
A minority of adults in Yorkshire and Humberside had donated to the arts in 2014/15 – 4.8 per cent.

Figure 16: Donations to museums or galleries



14.9 per cent of adults in Yorkshire and Humberside had donated to museums or galleries in 2014/15.

Figure 17: Donations to libraries



Only a small minority of adults in Yorkshire and Humberside had donated to libraries in 2014/15 – 0.8 per cent.

Appendix A - 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 Historic England.

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 last 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 twice a year 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>

In March 2016 DCMS published a strategy outlining proposed developments to the Taking Part survey over the next five years: <https://www.gov.uk/government/publications/taking-part-a-strategy-for-the-next-five-years>

Appendix B - Technical note

Arts Engagement

‘Engagement’ in the arts is calculated by looking at attendance and/or participation in a range of arts events and activities. Adult ‘engagement’ is calculated by the proportion of adults who engage in the arts at least once in the past 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 or events:

Activities	Events
Dancing – ballet or other dance (not for fitness)	Visual arts exhibition (e.g. paintings, photography or sculpture)
Singing – live performance, rehearsal or practice (not karaoke)	Craft exhibition (not crafts market)
Playing a musical instrument – live performance, rehearsal, practice or playing for own pleasure	Event that includes video or digital art
Writing music	Event connected with books or writing
Theatre – live performance, rehearsal or practice	Street arts (art in everyday surroundings such as parks, streets or shopping centre)
Opera or musical theatre - live performance, rehearsal or practice	Public arts display or installation (an artwork such as a sculpture which is outdoors or in a public place)
Carnival (e.g. as a musician, dancer or costume maker)	Circus (not animals)
Street arts (art in everyday surrounding such as parks, streets, shopping centre)	Carnival
Circus skills (not animals) – performance, learning or practice	Culturally specific festival (e.g. Mela, Baisakhi, Navratri)
Visual arts (e.g. painting, drawing, printmaking or sculpture)	Theatre (e.g. play, drama, pantomime)
Photography (as an artistic activity, not family or holiday snaps)	Opera or musical theatre
Film or video – making as an artistic activity (not family or holidays)	Live performances (e.g. classical, jazz or other live musical event but not karaoke)
Digital art – producing original digital artwork or animation with a	Live dance event (e.g. ballet, African People’s dance, South Asian,

computer	Chinese, Contemporary or other live dance event).
Craft – any craft activity (e.g. textiles, wood, mental work, pottery, calligraphy)	
Creative writing – original literature (e.g. stories, poems or plays)	
Creative writing – original literature (e.g. stories, poems or plays)	
Book club – being a member of one	

Data conventions

The figures in this report are rounded to the nearest decimal place – therefore the totals may not always add up to 100%.

Statistically significant differences on the charts:

* indicates a statistically significant difference between survey years.

+ indicates a statistically significant difference between the region and England overall.

Statistical significance

Significance testing has been used to identify where differences are statistically significant at the 95% level and not due to chance. Only where the differences are significant are they noted in the text and on the charts. A significant increase or decrease at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is not representative of the population as a whole.

Due to the smaller base sizes for the 'attitudes towards the arts' and 'donations' questions statistical differences which may be present at a population level may not have been detected.

Weighting

The data are weighted to ensure the representativeness of the Taking Part sample. Weighting is based on mid-2009 population estimates from the Office for National Statistics.