Taking Part 2015/16:
EAST MIDLANDS
This report provides an overview of the arts and cultural engagement of adults living in the East Midlands.

Data is taken from the Taking Part Survey 2015/16 and makes comparisons with 2010/11.

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 2015/16.

+ 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.
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The East Midlands Region

The East Midlands is one of the nine regions of England; it consists of the eastern part of the Midlands, encompassing Nottinghamshire, Derbyshire, Leicestershire, Rutland, Northamptonshire and most of Lincolnshire.

The 2011 census showed that the population of the East Midlands was 4,533,000.

The adult sample size for Taking Part 2015/16 in The East Midlands region was 1,006 (national sample size 10,171).
The adult population in the East Midlands region

This section outlines the key characteristics of the East Midlands adult population based on their responses to the Taking Part survey 2015/16 demographic questions:

- In the East Midlands region, **52.4 per cent of adults were female** and **47.6 per cent of adults were male**. In England 51.2 per cent were female and 48.8 per cent male.

- In England 87.8 per cent of the adult population belonged to a white ethnic group and 12.2 per cent another ethnic group. In the East Midlands **93.3 per cent of adults belonged to a white ethnic group** and **6.7 per cent another ethnic group**.

- In the East Midlands region **34.3 per cent** of adults reported that they had a long standing illness or disability. In England 30.9 per cent of adults reported this.

- In the East Midlands over half of the population belonged to the **upper-socio economic group (58.6 per cent)** and **41.4 per cent the lower socio-economic group**. In England 63.1 per cent belonged to the upper and 36.9 per cent the lower socio-economic group.

Figure 1: Age group of adults in the East Midlands – 2015/16
Creative workforce of the East Midlands
DCMS official statistics report key figures and trends on employment in the Creative Economy and the Creative Industries\(^1\)\(^2\).
- Creative Economy - there were 172,000 jobs in the Creative Economy in the East Midlands in 2015, 7.9 per cent of all jobs in the region. This was an increase from 123,000 jobs in 2011.
- Creative Industries - there were 103,000 jobs in the Creative Industries in the East Midlands in 2015, 4.7 per cent of all jobs in the region. This was an increase from 67,000 jobs in 2011.

Creative clusters in the East Midlands
In their recent report\(^3\) NESTA and Creative England used the latest data and official definitions to map the creative industries in the UK. They identified 47 creative clusters across the UK – 43 of which are in England. Although London and the South East are important components of the UK creative industries, so too are the North, Scotland, Wales and Northern Ireland. The report identified one creative cluster in the East Midlands region:
- Northampton - categorised as an area of ‘high growth’

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\(^1\) The Creative Economy includes the contribution of those who are in Creative Occupations outside the Creative Industries as well as all those employed in the Creative Industries. The Creative Industries is a subset of the Creative Economy which includes only those working in the Creative Industries themselves (and who may either be in Creative Occupations or in other roles e.g. finance).
Adult engagement in the East Midlands

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

Nearly eight in ten adults in the East Midlands had engaged with the arts at least once in 2015/16.

The proportion of adults in the East Midlands who had engaged in the arts was similar in 2010/11 and 2015/16 – 74.0 per cent and 77.5 per cent respectively.
Figure 3: Adult engagement with the arts – three or more times in the past year

Around six in ten adults in the East Midlands had engaged with the arts three or more times in 2015/16.

The proportion of adults in the East Midlands who had engaged in the arts three or more times was similar in 2010/11 and 2015/16 – 59.5 per cent and 59.9 per cent respectively.
In 2015/16 less than half of adults in the East Midlands had visited a museum or gallery at least once in the past 12 months.

Between 2010/11 and 2015/16 the proportion of adults in the East Midlands who had visited a museum or gallery increased from 39.9 per cent to 47.0 per cent.
Figure 5: Adult use of public libraries

Around three in ten adults in the East Midlands had used a public library service at least once in 2015/16.

Between 2010/11 and 2015/16 the proportion of adults in the East Midlands who had used a public library service decreased from 35.8 per cent to 27.9 per cent.
Between 2010/11 and 2015/16 there were no changes in the way adults in the East Midlands engaged in the arts.
Adult arts attendance in the East Midlands

Compared with adults in England as a whole, in 2015/16 adults in the East Midlands were less likely to have attended:

- A play or drama – 22.4 per cent in England and 18.5 per cent in the East Midlands
- A public art display or installation – 12.5 per cent in England and 9.3 per cent in the East Midlands
- An exhibition or collection of art, photography or sculpture – 18.3 per cent in England and 13.8 per cent in the East Midlands
Figure 7: Arts attendance in the East Midlands by artform – 2015/16
Adult arts participation in the East Midlands

Compared with adults in England as a whole, in 2015/16 adults in the East Midlands were less likely to have:

- Played a musical instrument to an audience or rehearse for a performance – 3.1 per cent in England and 1.5 per cent in the East Midlands
- Other dance (not for fitness) – 7.9 per cent in England and 5.5 per cent in the East Midlands

However adults in the East Midlands were more likely than those in England as a whole to have participated in textile crafts – 16.8 per cent and 13.1 per cent respectively
Figure 8: Arts participation in the East Midlands by artform – 2015/16

- **Learned or practised circus skills**: 1.2% (England), 1.9% (East Midlands)
- **Taken part in street arts**: 0.6% (England), 0.8% (East Midlands)
- **Taken part in a carnival**: 1.4% (England), 1.2% (East Midlands)
- **Been a member of a book club**: 1.5% (England), 2.1% (East Midlands)
- **Written poetry**: 3.1% (England), 3.5% (East Midlands)
- **Written stories or plays**: 3.0% (England), 3.3% (East Midlands)
- **Other crafts (calligraphy, pottery, jewellery making)**: 4.4% (England), 4.6% (East Midlands)
- **Wood crafts**: 5.4% (England), 5.9% (East Midlands)
- **+ Textile crafts**: 13.1% (England), 16.8% (East Midlands)
- **Used a computer to create original artwork or animation**: 2.1% (England), 5.9% (East Midlands)
- **Made films or videos as an artistic activity**: 2.1% (England), 5.9% (East Midlands)
- **Photography as an artistic activity**: 8.2% (England), 12.9% (East Midlands)
- **Painting, drawing, printmaking or sculpture**: 7.5% (England), 14.1% (East Midlands)
- **Other dance (not for fitness)**: 7.9% (England), 5.5% (East Midlands)
- **Ballet**: 0.6% (England), 0.8% (East Midlands)
- **Written music**: 0.8% (England), 2.1% (East Midlands)
- **Played musical instrument for own pleasure**: 1.8% (England), 5.5% (East Midlands)
- **+ Played musical instrument to an audience**: 3.1% (England), 7.9% (East Midlands)
- **Sang to an audience or rehearsed for performance**: 3.1% (England), 3.7% (East Midlands)
- **Rehearsed or performed in opera or musical theatre**: 3.2% (England), 5.4% (East Midlands)
- **Rehearsed or performed in a play or drama**: 3.7% (England), 5.9% (East Midlands)
21.4 per cent of adults in the East Midlands had visited an arts website in 2015/16.

20.4 per cent of adults in the East Midlands 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 2015/16.

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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 2015/6.
24.2 per cent of adults in the East Midlands had visited a museum or gallery website in 2015/16.

20.1 per cent of adults in the East Midlands had engaged with museums and galleries digitally (by visiting a museum/gallery website) and made a place based visit in 2015/16.
14.0 per cent of adults in the East Midlands had visited a library website in 2015/16 – a similar proportion as 2010/11.

9.2 per cent of adults in the East Midlands had visited a library website and had used a library service in 2015/16.
Attitudes towards the arts in the East Midlands

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

Between 2010/11 and 2015/16 there was an increase in the proportion of adults in the East Midlands who agreed with the statement “The arts make a difference to the area where I live” – from 28.4 percent to 44.0 per cent.
Figure 13: The arts are not really for people like me

In 2015/16 around two in ten adults in the East Midlands agreed with the statement “The arts are not really for people like me” – 22.1 per cent.
Figure 14: There are lots of opportunities to get involved in the arts if I want

In 2015/16 over half of adults in the East Midlands agreed with the statement “There are lots of opportunities to get involved in the arts if I want” – 55.1 per cent.
Donations in the East Midlands

Figure 15: Donations to the arts

A minority of adults in the East Midlands had donated to the arts in 2015/16 – 3.9 per cent.
A minority of adults in the East Midlands had donated to museums and galleries in 2015/16 – 11.6 per cent.
Less than one per cent of adults in the East Midlands had donated to libraries in 2015/16 – 0.1 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:

<table>
<thead>
<tr>
<th>Activities</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dancing – ballet or other dance (not for fitness)</td>
<td>Visual arts exhibition (e.g. paintings, photography or sculpture)</td>
</tr>
<tr>
<td>Singing – live performance, rehearsal or practice (not karaoke)</td>
<td>Craft exhibition (not crafts market)</td>
</tr>
<tr>
<td>Playing a musical instrument – live performance, rehearsal, practice or playing for own pleasure</td>
<td>Event that includes video or digital art</td>
</tr>
<tr>
<td>Writing music</td>
<td>Event connected with books or writing</td>
</tr>
<tr>
<td>Theatre – live performance, rehearsal or practice</td>
<td>Street arts (art in everyday surroundings such as parks, streets or shopping centre)</td>
</tr>
<tr>
<td>Opera or musical theatre - live performance, rehearsal or practice</td>
<td>Public arts display or installation (an artwork such as a sculpture which is outdoors or in a public place)</td>
</tr>
<tr>
<td>Carnival (e.g. as a musician, dancer or costume maker)</td>
<td>Circus (not animals)</td>
</tr>
<tr>
<td>Street arts (art in everyday surrounding such as parks, streets, shopping centre)</td>
<td>Carnival</td>
</tr>
<tr>
<td>Circus skills (not animals) – performance, learning or practice</td>
<td>Culturally specific festival (e.g. Mela, Baisakhi, Navratri)</td>
</tr>
<tr>
<td>Visual arts (e.g. painting, drawing, printmaking or sculpture)</td>
<td>Theatre (e.g. play, drama, pantomime)</td>
</tr>
<tr>
<td>Photography (as an artistic activity, not family or holiday snaps)</td>
<td>Opera or musical theatre</td>
</tr>
<tr>
<td>Film or video – making as an artistic activity (not family or holidays)</td>
<td>Live performances (e.g. classical, jazz or other live musical event but not karaoke)</td>
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</tbody>
</table>
Digital art – producing original digital artwork or animation with a computer
Craft – any craft activity (e.g. textiles, wood, mental work, pottery, calligraphy)
Creative writing – original literature (e.g. stories, poems or plays)
Book club – being a member of one

Live dance event (e.g. ballet, African People's dance, South Asian, Chinese, Contemporary or other live dance event).

<table>
<thead>
<tr>
<th>Data conventions</th>
</tr>
</thead>
<tbody>
<tr>
<td>The figures in this report are rounded to the nearest decimal place – therefore the totals may not always add up to 100%. Those who responded ‘don’t know’ have been excluded from the analysis.</td>
</tr>
</tbody>
</table>

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-2014 population estimates from the Office for National Statistics.