Taking Part 2016/17:
EAST OF ENGLAND
This report provides an overview of the arts and cultural engagement of adults living in the East of England.

Data is taken from the Taking Part Survey 2016/17 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 2016/17.

+ 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 of England Region

The **East of England** is one of the nine regions of England; it comprises of the regions of East Anglia, Bedfordshire and Hertfordshire and Essex. Populous urban areas in the region include Bedford, Luton, Basildon, Peterborough, Southend-on-Sea, Norwich, Ipswich, Chelmsford and Cambridge.

The 2011 census showed that the population of the East of England was 5,847,000.

**Sample size**

The adult sample size for Taking Part 2016/17 in The East of England region was 954 (national sample size 9,352).
The adult population in the East of England region

This section outlines the key characteristics of the East of England adult population based on their responses to the Taking Part survey 2016/17 demographic questions:

- In the East of England region, **49.4 per cent of adults were female** and **50.6 per cent of adults were male**. In England 51.1 per cent were female and 48.9 per cent male.

- In England 86.6 per cent of the adult population belonged to a white ethnic group and 13.1 per cent another ethnic group. In the East of England **92.2 per cent of adults belonged to a white ethnic group** and **7.8 per cent another ethnic group**.

- In the East of England region **28.7 per cent of adults** reported that they had a **long standing illness or disability**. In England 29.6 per cent of adults reported this.

- In the East of England around two thirds of the population belonged to the **upper-socio economic group (64.4 per cent)** and **35.6 per cent the lower socio-economic group**. In England 59.3 per cent belonged to the upper and 40.7 per cent the lower socio-economic group.

Figure 1: Age group of adults in the East of England - 2016/17
Creative workforce of the East of England

DCMS official statistics report key figures and trends on employment in the Creative Economy and the Creative Industries1

- Creative Economy - there were 217,000 jobs in the Creative Economy in the East of England in 2015, 7.7 per cent of all jobs in the region. This was an increase from 190,000 jobs in 2011.
- Creative Industries - there were 139,000 jobs in the Creative Industries in the East of England in 2015, 5.0 per cent of all jobs in the region. This was an increase from 118,000 jobs in 2011.

Creative clusters in the East of England

In their recent report2 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 seven creative clusters in the East of England region:

- Cambridge - categorised as an area of ‘high concentration’
- Chelmsford - categorised as an area of ‘high growth’
- Colchester - categorised as an area of ‘high concentration and high growth’
- Luton - categorised as an area of ‘high concentration and high growth’
- Norwich - categorised as an area of ‘high concentration’
- Peterborough - categorised as an area of ‘high concentration and high growth’
- Southend - 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 of England

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

More than eight in ten adults in the East of England had engaged with the arts at least once in 2016/17.

The proportion of adults in the East of England who had engaged in the arts has increased between 2010/11 and 2016/17 – 79.7 per cent and 84.1 per cent respectively.
Nearly seven in ten adults in the East of England had engaged with the arts three or more times in 2016/17.

The proportion of adults in the East of England who had engaged in the arts three or more times was similar in 2010/11 and 2016/17 – 63.9 per cent and 67.3 per cent respectively.
In 2016/17, 84.1% of adults in the East of England had engaged in arts at least once in the past year.

This was statistically higher than England as a whole (77.4%).

In 2016/17, 67.3% of adults in the East of England had engaged in arts three or more times in the past year.

This was statistically higher than England as a whole (63.7%).
In 2016/17 over half of adults in the East of England had visited a museum or gallery at least once in the past 12 months.

Between 2010/11 and 2016/17 the proportion of adults in the East of England who had visited a museum or gallery increased from 45.4 per cent to 56.1 per cent.
In 2016/17, 56.1% of adults in the East of England had visited a museum or gallery in the past year.

This was statistically similar to England as a whole (52.3%).
Figure 5: Adult use of public libraries

Around a third of adults in the East of England had used a public library service at least once in 2016/17. Between 2010/11 and 2016/17 the proportion of adults in the East of England who had used a public library service decreased from 42.4 per cent to 35.8 per cent.
In 2016/17, 35.8% of adults in the East of England had used a public library service in the past year.

This was statistically similar to England as a whole (34.0%).
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 - 2016/17

Between 2010/11 and 2016/17 there was a decrease in the proportion of adults who had neither attended or participated in arts – 20.3 per cent and 16.3 per cent respectively.
Adult arts attendance in the East of England

Compared with adults in England as a whole, in 2016/17 adults in the East of England were less likely to have attended:

- Contemporary dance – 3.3 per cent in England and 0.5 per cent in the East of England
Figure 7: Arts attendance in the East of England by artform – 2016/17

Event which included video or electronic art
Craft exhibition
Exhibition of art, photography or sculpture
Event connected with books or writing
Culturally specific festival
Carnival
Circus
Public art display or installation
Street arts
Musical
Pantomime
Play/drama
Other live music event
Opera/operetta
Jazz performance
Classical music concert
Other live dance event
African people’s dance or South Asian and Chinese dance
Contemporary dance
Ballet

England   East

4.4%   4.1%
9.9%  11.3%
4.6%  4.4%
4.0%  4.0%
4.6%  5.2%
13.4%  14.1%
9.0%  9.2%
19.9%  20.8%
13.3%  13.4%
21.4%  22.5%
31.1%  33.5%
3.7%  3.7%
5.0%  6.1%
7.7%  9.4%
4.9%  4.5%
1.7%  1.3%
0.5%  3.3%
4.3%  4.7%
Adult arts participation in the East of England

Compared with adults in England as a whole, in 2016/17 adults in the East of England were more likely to have:

- Done painting, drawing, printmaking or sculpture – 13.8 per cent in England and 17.4 per cent in the East of England
- Played a musical instrument for own pleasure – 11.7 per cent in England and 15.1 per cent in the East of England
- Played a musical instrument for an audience – 3.6 per cent in England and 5.4 per cent in the East of England
- Written music – 2.9 per cent in England and 4.8 per cent in the East of England
Figure 8: Arts participation in the East of England by artform – 2016/17

- Learned or practised circus skills
- Taken part in street arts
- Taken part in a carnival
- Been a member of a book club
- Written poetry
- Written stories or plays
- Other crafts (calligraphy, pottery, jewellery making)
- Wood crafts
- Textile crafts
- Used a computer to create original artwork or animation
- Made films or videos as an artistic activity
- Photography as an artistic activity
- Painting, drawing, printmaking or sculpture
- Other dance (not for fitness)
- Ballet
- Written music
- Played musical instrument for own pleasure
- Played musical instrument to an audience
- Sang to an audience or rehearsed for performance
- Rehearsed or performed in opera or musical theatre
- Rehearsed or performed in a play or drama

England
East
Digital engagement in the East of England

Figure 9: Digital and place based engagement in the arts


25.9 per cent of adults in the East of England 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 2016/17.

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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 2016/17. Therefore no significance testing has been applied to this figure.
30.1 per cent of adults in the East of England had visited a museum or gallery website in 2016/17.

27.0 per cent of adults in the East of England had engaged with museums and galleries digitally (by visiting a museum/gallery website) and made a place based visit in 2016/17, an increase since 2010/11. During this period there also was a decrease in adults who had no engagement and an increase in adults who had place only engagement in museums and galleries in the East of England.
15.8 per cent of adults in the East of England had visited a library website in 2016/17.

13.4 per cent of adults in the East of England had visited a library website and had used a library service in 2016/17. Between 2010/11 and 2016/17 there was a decrease in adults who had no engagement and place based only engagement in libraries.
Donations in the East of England

Figure 12: Donations to the arts

A minority of adults in the East of England had donated to the arts in 2016/17 – 4.5 per cent.
A minority of adults in the East of England had donated to museums and galleries in 2016/17 – 15.2 per cent.
Figure 14: Donations to libraries

Less than one per cent of adults in the East of England had donated to libraries in 2016/17 – 0.7 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 Digital, 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 Digital, 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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<tr>
<td>Digital art – producing original digital artwork or animation with a computer</td>
<td>Live dance event (e.g. ballet, African People’s dance, South Asian, Chinese, Contemporary or other live dance event).</td>
</tr>
<tr>
<td>Craft – any craft activity (e.g. textiles, wood, mental work, pottery, calligraphy)</td>
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<tr>
<td>Creative writing – original literature (e.g. stories, poems or plays)</td>
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<tr>
<td>Book club – being a member of one</td>
<td></td>
</tr>
</tbody>
</table>

**Data conventions**

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.

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 ‘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-2016 population estimates from the Office for National Statistics.