Taking Part 2016/17:
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 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 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.

Sample size

The adult sample size for Taking Part 2015/16 in The East Midlands region was 833 (national sample size 9,352).
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 2016/17 demographic questions:

- In the East Midlands region, **50.1 per cent of adults were female** and **49.9 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 Midlands **90.1 per cent of adults belonged to a white ethnic group** and **9.5 per cent another ethnic group**.

- In the East Midlands region **28.9 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 Midlands over half of the population belonged to the **upper-socio economic group (54.7 per cent)** and **45.3 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 Midlands – 2016/17
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’

\(^1\) 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

Just over seven in ten adults in the East Midlands had engaged with the arts at least once in 2016/17.

The proportion of adults in the East Midlands who had engaged in the arts was similar in 2010/11 and 2016/17—74.0 per cent and 73.5 per cent respectively.
Nearly six in ten adults in the East Midlands had engaged with the arts three or more times in 2016/17.

The proportion of adults in the East Midlands who had engaged in the arts three or more times was similar in 2010/11 and 2016/17 – 59.5 per cent and 57.4 per cent respectively.
In 2016/17, 73.5% of adults in the East Midlands had engaged in arts at least once in the past year.

This was statistically similar to England as a whole (77.4%).

In 2016/17, 57.4% of adults in the East Midlands had engaged in arts three or more times in the past year.

This was statistically lower than England as a whole (63.7%).
In 2016/17 around 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 2016/17 the proportion of adults in the East Midlands who had visited a museum or gallery increased from 39.9 per cent to 50.9 per cent.
In 2016/17, 50.9% of adults in the East Midlands had visited a museum or gallery in the past year.

This was statistically similar to England as a whole (52.3%).
Around three in ten adults in the East Midlands 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 Midlands who had used a public library service decreased from 35.8 per cent to 29.8 per cent.
Figure 5b: Adult use of public libraries (2016/17 only)

In 2016/17, 39.9% of adults in the London had used a public library service in the past year.

This was statistically higher than England as a whole (34.0%).
Between 2010/11 and 2016/17 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, in 2016/17 adults in the East Midlands were similar across all arts attendance recorded in the Taking Part survey.

There were no statistically significant differences in attendance levels between adults who lived in the East Midlands and all adults based in England.
Figure 7: Arts attendance in the East Midlands 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

<table>
<thead>
<tr>
<th>Artform</th>
<th>England</th>
<th>East Midlands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event which included video or electronic art</td>
<td>4.4%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Craft exhibition</td>
<td>6.6%</td>
<td>9.6%</td>
</tr>
<tr>
<td>Exhibition of art, photography or sculpture</td>
<td>17.2%</td>
<td>19.3%</td>
</tr>
<tr>
<td>Event connected with books or writing</td>
<td>3.7%</td>
<td></td>
</tr>
<tr>
<td>Culturally specific festival</td>
<td>6.6%</td>
<td>9.9%</td>
</tr>
<tr>
<td>Carnival</td>
<td>9.9%</td>
<td>11.7%</td>
</tr>
<tr>
<td>Circus</td>
<td>5.4%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Public art display or installation</td>
<td>12.8%</td>
<td>13.4%</td>
</tr>
<tr>
<td>Street arts</td>
<td>9.6%</td>
<td>9.6%</td>
</tr>
<tr>
<td>Musical</td>
<td>18.4%</td>
<td>19.9%</td>
</tr>
<tr>
<td>Pantomime</td>
<td>13.3%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Play/drama</td>
<td>19.2%</td>
<td>21.4%</td>
</tr>
<tr>
<td>Other live music event</td>
<td>21.4%</td>
<td>31.1%</td>
</tr>
<tr>
<td>Opera/operetta</td>
<td>2.8%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Jazz performance</td>
<td>5.0%</td>
<td></td>
</tr>
<tr>
<td>Classical music concert</td>
<td>6.7%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Other live dance event</td>
<td>4.9%</td>
<td></td>
</tr>
<tr>
<td>African people’s dance or South Asian and Chinese dance</td>
<td>1.7%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Contemporary dance</td>
<td>3.3%</td>
<td></td>
</tr>
<tr>
<td>Ballet</td>
<td>3.7%</td>
<td></td>
</tr>
</tbody>
</table>

- England
- East Midlands
Adult arts participation in the East Midlands

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

- Done painting, drawing, printmaking or sculpture – 13.8 per cent in England and 10.9 per cent in the East Midlands
- Ballet – 0.5 per cent in England and 0.1 per cent in the East Midlands
Figure 8: Arts participation in the East Midlands 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 Midlands
Digital engagement in the East Midlands

Figure 9: Digital and place based engagement in the arts

20.4 per cent of adults in the East Midlands had visited an arts website in 2016/17.

19.9 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 2016/17.

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.
27.2 per cent of adults in the East Midlands had visited a museum or gallery website in 2016/17.

24.8 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 2016/17, an increase since 2010/11. Between 2010/11 and 2016/17, the only area of museum and gallery engagement that did not change in the East Midlands was place based only engagement which remained at a similar level.
12.8 per cent of adults in the East Midlands had visited a library website in 2016/17 – a similar proportion as 2010/11.

9.5 per cent of adults in the East Midlands had visited a library website and had used a library service in 2016/17. There was a decrease in adults in the East Midlands who had engaged place based only between 2010/11 and 2016/17 – 25.0 per cent and 20.3 per cent respectively. There was also an increase in adults having no engagement, from 60.6 per cent in 2010/11 to 66.9 per cent in 2016/17.
Donations in the East Midlands

Figure 12: Donations to the arts

A minority of adults in the East Midlands had donated to the arts in 2016/17 – 3.9 per cent.
Nearly two in ten adults in the East Midlands had donated to museums and galleries in 2016/17. This is an increase in proportion since 2010/11 – 10.3 per cent and 16.0 per cent respectively.
Less than one per cent of adults in the East Midlands 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>
</tr>
<tr>
<td>Activity</td>
<td>Description</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Digital art</td>
<td>– producing original digital artwork or animation with a computer</td>
</tr>
<tr>
<td>Live dance event</td>
<td>(e.g. ballet, African People’s dance, South Asian, Chinese, Contemporary or other live dance event).</td>
</tr>
<tr>
<td>Craft</td>
<td>– any craft activity (e.g. textiles, wood, mental work, pottery, calligraphy)</td>
</tr>
<tr>
<td>Creative writing</td>
<td>– original literature (e.g. stories, poems or plays)</td>
</tr>
<tr>
<td>Book club</td>
<td>– being a member of one</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.