Taking Part 2016/17:
NORTH EAST
This report provides an overview of the arts and cultural engagement of adults living in the North 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 North East Region

The North East is one of the nine regions of England; it covers Northumberland, County Durham, Tyne and Wear, and Teesside, which is partly in North Yorkshire. There are only three cities in the region; Newcastle upon Tyne, Sunderland and Durham. Large towns in the region include Darlington, Gateshead, Hartlepool, Middlesbrough, Redcar, South Shields and Stockton-on-Tees.

The 2011 census showed that the population of the North East was 2,596,900.

Sample size

The adult sample size for Taking Part 2016/17 in the North East region was 1,005 (national sample size 9,352).
The adult population in the North East region

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

- In the North East region, **54.8 per cent of adults were female** and **45.2 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 North East **95.8 per cent of adults belonged to a white ethnic group** and **4.1 per cent another ethnic group**.

- In the North East region **36.8 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 North East half of the population belonged to the **upper-socio economic group (48.7 per cent)** and half the **lower socio-economic group (51.3 per cent)**. 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 North East – 2016/17
Creative workforce of the North East region

DCMS official statistics report key figures and trends on employment in the Creative Economy and the Creative Industries¹ ².

- Creative Economy - there were 66,000 jobs in the Creative Economy in the North East in 2015, 5.6 per cent of all jobs in the region. This was an increase from 51,000 jobs in 2011.
- Creative Industries - there were 38,000 jobs in the Creative Industries in the North East in 2015, 3.2 per cent of all jobs in the region. This was an increase from 31,000 jobs in 2011.

Creative clusters in the North East

In their recent report³ 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 2 creative clusters in the North East region:

- Middlesbrough and Stockton – classified as an area of ‘high growth’
- Newcastle – classified 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 North East

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

Around seven in ten adults in the North East had engaged with the arts at least once in 2016/17.

The proportion of adults in the North East who had engaged in the arts was similar in 2010/11 and 2016/17 – 70.5 per cent and 72.9 per cent respectively.
56.1 per cent of adults in the North East had engaged with the arts three or more times in 2016/17.

The proportion of adults in the North East who had engaged in the arts three or more times was similar in 2010/11 and 2016/17 – 52.7 per cent to 56.1 per cent respectively.
In 2016/17, 72.9% of adults in the North East had engaged in arts at least once in the past year. This was statistically lower than England as a whole (77.4%).

In 2016/17, 56.1% of adults in the North East had engaged in arts three or more times in the past year. This was statistically lower than England as a whole (63.7%).
Figure 4: Adult attendance of museums and galleries

In 2016/17 under half of adults in the North East had visited a museum or gallery at least once in the past 12 months.

The proportion of adults in the North East who had visited a museum or gallery was similar in 2010/11 and 2016/17 – 47.2 per cent and 45.1 per cent respectively.
Figure 4b: Adult attendance of museums and galleries (2016/17 only)

In 2016/17, 45.1% of adults in the North East had visited a museum or gallery in the past year.

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

Less than one third of adults in the North East had used a public library service at least once in 2016/17.

Between 2010/11 and 2016/17 there was a decrease in the proportion of adults in the North East who had used a public library service – from 38.8 per cent to 27.1 per cent.
In 2016/17, 27.1% of adults in the North East had used a public library service in the past year.

This was statistically lower than England as a whole (34.0%).
Between 2010/11 and 2016/17 there were no changes in the way adults in the North East engaged in the arts.
Adult arts attendance in the North East

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

- A musical – 19.9 per cent in England and 15.9 per cent in the North East
- A play or drama – 21.4 per cent in England and 12.9 per cent in the North East
- An exhibition or collection of art, photography or sculpture – 19.3 per cent in England and 12.2 per cent in the North East
- A public art display or installation – 13.4 per cent in England and 9.4 per cent in the North East
- A craft exhibition – 9.9 per cent in England and 7.6 per cent in the North East
- Carnival – 9.9 per cent in England and 5.1 per cent in the North East
- A classical music concert – 7.7 per cent in England and 3.3 per cent in the North East
- An event connected with books or writing – 4.6 per cent in England and 2.4 per cent in the North East
- A culturally specific festival – 4.0 per cent in England and 2.4 per cent in the North East
- Ballet – 4.3 per cent in England and 2.1 per cent in the North East
- Opera/operetta – 3.7 per cent in England and 1.6 per cent in the North East
- Event which included video or electronic art – 4.4 per cent in England and 1.6 per cent in the North East
- Contemporary dance – 3.3 per cent in England and 1.0 per cent in the North East

However, adults in the North East were **more likely to have attended** a pantomime in 2016/17 (16.9 per cent) than adults in England overall (13.3 per cent).
Figure 7: Arts attendance in the North East by artform – 2016/17
Adult arts participation in the North East

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

- Engaged in painting, drawing, printmaking or sculpture – 13.8 in England and 9.9 per cent in the North East
- Done photography as an artistic activity – 8.9 per cent in England and 5.0 per cent in the North East
- Engaged in other crafts (calligraphy, pottery, jewellery making) – 5.4 per cent in England and 3.5 per cent in the North East
- Used a computer to create original artworks or animation – 5.8 per cent in England and 2.6 per cent in the North East
- Written any poetry – 3.8 per cent in England and 2.0 per cent in the North East
- Been a member of a book club – 3.9 in England and 1.9 per cent in the North East
- Taken part in a carnival – 2.0 per cent in England and 1.0 per cent in the North East
- Taking part in street arts – 1.2 per cent in England and 0.3 per cent in the North East
Figure 8: Arts participation in the North East by artform – 2016/17

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

England
North East
Digital engagement in the North East

Figure 9: Digital and place based engagement in the arts

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

13.8 per cent of adults in the North East 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.
18.5 per cent of adults in the North East had visited a museum or gallery website in 2016/17 – a similar proportion as 2010/11 (18.4 per cent).

16.4 per cent of adults in the North East had engaged with museums and galleries digitally (by visiting a museum/gallery website) and made a place based visit in 2016/17. There were no changes in museum and gallery engagement among adults in the North East between 2010/11 and 2016/17.
6.7 per cent of adults in the North East had visited a library website in 2016/17— a decrease in proportion from 2010/11 (12.4 per cent).

5.1 per cent of adults in the North East had visited a library website and had used a library service in 2016/17. Between 2010/11 and 2016/17 there was an increase in adults who had not engaged in libraries and decrease across all other forms of library engagement among adults in the North East.
Donations in the North East

Figure 12: Donations to the arts

A minority of adults in the North East had donated to the arts in 2016/17 – 4.6 per cent.
Just under two in ten adults in the North East had donated to museums and galleries in 2016/17 – 16.6 per cent.
Less than one in one hundred adults in the North East had donated to libraries in 2016/17 – 0.6 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>
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<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.