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

The **North West** is one of the nine regions of England; it consists of the counties of Cheshire, Cumbria, Greater Manchester, Lancashire and Merseyside. The North West is the third most populous region of England after the South East and Greater London.

The 2011 census showed that the population of the North West was 7,052,000.

**Sample size**

The adult sample size for Taking Part 2016/17 in the North West region was 1,274 (national sample size 9,352).
The adult population in the North West region

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

- In the North West region, **50.7 per cent of adults were female** and **49.3 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 West **91.3 per cent of adults belonged to a white ethnic group** and **8.6 per cent another ethnic group**.

- In the North West region **30.7 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 North West over half of the population belonged to the **upper-socio economic group (53.3 per cent)** and **46.7 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 North West – 2016/17
Creative workforce of the North West region

DCMS official statistics report key figures and trends on employment in the Creative Economy and the Creative Industries\(^1\) \(^2\).
- Creative Economy - there were 231,000 jobs in the Creative Economy in the North West in 2015, 6.8 per cent of all jobs in the region. This was an increase from 198,000 jobs in 2011.
- Creative Industries - there were 138,000 jobs in the Creative Industries in the North West in 2015, 4.0 per cent of all jobs in the region. This was an increase from 125,000 jobs in 2011.

Creative clusters in the North West

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 5 creative clusters in the North West region:
- Chester – categorised as an area of ‘high concentration and high growth’
- Crewe – categorised as an area of ‘high growth’
- Liverpool – categorised as an area of ‘high growth’
- Manchester – categorised as an area of ‘high concentration and high growth’
- Warrington and Wigan – 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 North West

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

Around seven in ten adults in the North West had engaged with the arts at least once in 2016/17. The proportion of adults in the North West who had engaged in the arts was similar in 2010/11 and 2016/17 – 74.5 per cent and 70.5 per cent respectively.
Around four in ten adults in the North West had engaged with the arts three or more times in 2016/17.

The proportion of adults in the North West who had engaged in the arts three or more times was similar in 2010/11 and 2016/17 – 41.0 per cent and 41.7 per cent respectively.
In 2016/17, 70.5% of adults in the North West 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, 41.7% of adults in the North West 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 over half of adults in the North West had visited a museum or gallery at least once in the past 12 months.

The proportion of adults in the North West who had visited a museum or gallery was similar in 2010/11 and 2016/17 – from 48.9 per cent to 52.8 per cent respectively.
In 2016/17, 52.8% of adults in the North West 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

Just over one third of adults in the North West 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 West who had used a public library service – from 43.1 per cent to 35.0 per cent.
In 2016/17, 35.0% of adults in the North West had used a public library service in the past year.

This was statistically similar to England as a whole (34.0%).
In the North West, there was a decrease in the proportion of adults who only attended arts in 2016/17 than in 2010/11 – 31.6 per cent and 27.0 per cent respectively.
Adult arts attendance in the North West

In 2016/17, adults in the North West were **less likely to have attended**:

- A jazz performance – 5.0 per cent in England and 2.9 per cent in the North West
- Ballet – 4.3 per cent in England and 2.9 per cent in the North West
- Classical music concert – 7.7 per cent in England and 5.3 per cent in the North West
- A public art display or installation – 13.4 per cent in England and 10.3 per cent in the North West
- A musical – 19.9 per cent in England and 16.5 per cent in the North West
Figure 7: Arts attendance in the North West by artform – 2016/17
Adult arts participation in the North West

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

- Sang to an audience or rehearsed for performance – 4.2 per cent in England and 2.5 per cent in the North West
Figure 8: Arts participation in the North West by artform – 2016/17

- Rehearsed or performed in a play or drama: 1.2% (England), 0.7% (North West)
- Rehearsed or performed in opera or musical theatre: 0.4% (England), 0.4% (North West)
- Sang to an audience or rehearsed for performance: 1.2% (England), 1.5% (North West)
- Played musical instrument for own pleasure: 5.2% (England), 6.0% (North West)
- Written music: 4.2% (England), 5.5% (North West)
- Written stories or plays: 4.2% (England), 4.7% (North West)
- Made films or videos as an artistic activity: 2.4% (England), 2.3% (North West)
- Photography as an artistic activity: 11.7% (England), 13.8% (North West)
- Ballet: 0.8% (England), 0.6% (North West)
- Other dance (not for fitness): 2.7% (England), 3.2% (North West)
- Played musical instrument to an audience: 8.9% (England), 8.6% (North West)
- Painting, drawing, printmaking or sculpture: 5.8% (England), 6.3% (North West)
- Other crafts (calligraphy, pottery, jewellery making): 4.7% (England), 5.4% (North West)
- Written poetry: 3.2% (England), 3.8% (North West)
- Wood crafts: 4.2% (England), 5.5% (North West)
- Textile crafts: 13.3% (England), 14.3% (North West)
- Used a computer to create original artwork or animation: 13.0% (England), 13.8% (North West)
- Written stories or plays: 1.9% (England), 2.9% (North West)
- Written poetry: 2.4% (England), 3.6% (North West)
- Been a member of a book club: 3.9% (England), 4.2% (North West)
- Taken part in street arts: 1.2% (England), 1.8% (North West)
- Taken part in a carnival: 2.3% (England), 3.2% (North West)
- Learned or practised circus skills: 0.8% (England), 1.2% (North West)
- England: 13.0% (England), 13.8% (North West)
- North West: 13.8% (North West), 14.3% (England)
21.6 per cent of adults in the North West had visited an arts website in 2016/17

19.9 per cent of adults in the North West 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.
25.2 per cent of adults in the North West had visited a museum or gallery website in 2016/17 – a higher proportion compared to 2010/11 (25.0 per cent).

22.1 per cent of adults in the North West had engaged with museums and galleries digitally (by visiting a museum/gallery website) and made a place based visit in 2016/17. Between 2010/11 and 2016/17 there were no changes to adults’ engagement in museums and galleries in the North West.
11.9 per cent of adults in the North West had visited a library website in 2016/17 – a lower proportion compared to 2010/11 (15.5 per cent).

9.4 per cent of adults in the North West had visited a library website and had used a library service in 2015/16. Between 2010/11 and 2016/17 there was a decrease in the proportion of adults that had place based engagement in libraries and an increase in adults that had no engagement in libraries.
Donations in the North West

Figure 12: Donations to the arts

A minority of adults in the North West had donated to the arts in 2016/17 – 4.9 per cent. This is similar proportion of adults that donated to the arts in 2010/11 (6.2 per cent).
Nearly 2 in 10 adults in the North West (18.9 per cent) had donated to museums and galleries in 2016/17. This is a similar proportion to adults in the North West who donated to museums or galleries in 2010/11 (14.4 per cent).
Figure 14: Donations to libraries

A minority of adults in the North West had donated to libraries in 2016/17 – 0.3 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>
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<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>
</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).

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.