Taking Part 2015/16:
SOUTH WEST
This report provides an overview of the arts and cultural engagement of adults living in the South West.

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.
The South West

The South West is one of the nine regions of England comprising Gloucestershire, Bristol, Wiltshire, Somerset, Dorset, Devon, Cornwall and the Isles of Scilly. The South West is the largest English region in terms of area, covering 9,200 square miles.

The 2011 census showed that the population of the South West was 5,289,000.

The adult sample size for Taking Part 2015/16 in The South West region was 922 (national sample size 10,171).
The adult population in the South West

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

- In the South West, **52.8 per cent of adults were female** and **47.2 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 South West **96.0 per cent of adults belonged to a white ethnic group** and **4.0 per cent another ethnic group**.

- In the South West **34.2 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 South West around two thirds of the population belonged to the upper-socio economic group (**67.8 per cent**) and **32.2 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 South West – 2015/16
Creative workforce of the South West

DCMS official statistics report key figures and trends on employment in the Creative Economy and the Creative Industries\(^1\)\(^2\).
- Creative Economy - there were 239,000 jobs in the Creative Economy in the South West in 2015, 8.6 per cent of all jobs in the region. This was an increase from 187,000 jobs in 2011.
- Creative Industries - there were 156,000 jobs in the Creative Industries in the South West in 2015, 5.6 per cent of all jobs in the region. This was an increase from 117,000 jobs in 2011.

Creative clusters in the South 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. The report identified 7 creative clusters in the South West region:
- Bath - categorised as an area of ‘high concentration’
- Bournemouth - categorised as an area of ‘high growth’
- Bristol - categorised as an area of ‘high concentration and high growth’
- Cheltenham - categorised as an area of ‘high concentration and high growth’
- Exeter - categorised as an area of ‘high growth’
- Penzance - categorised as an area of ‘high concentration’
- Trowbridge - categorised as an area of ‘high concentration and 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 are 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 South West

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

More than eight in ten adults in the South West had engaged with the arts at least once in 2015/16.

Between 2010/11 and 2015/16 there was an increase in the proportion of adults in the South West who had engaged with the arts – from 79.3 per cent compared with 84.2 per cent.
Figure 3: Adult engagement with the arts – three or more times in the past year

Around seven in ten adults in the South West had engaged with the arts three or more times in 2015/16.

The proportion of adults in the South West who had engaged in the arts three or more times was similar in 2010/11 and 2015/16 – 64.7 per cent and 69.4 per cent respectively.
In 2015/16 more than half of adults in the South West 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 South West who had visited a museum or gallery increased from 42.5 per cent to 51.8 per cent.
Around a third of adults in the South West had used a public library service at least once in 2015/16.

The proportion of adults in the South West who had used a public library service was similar in 2010/11 and 2015/16 – 38.8 per cent and 35.2 per cent respectively.
Between 2010/11 and 2015/16 there was an increase in the proportion of adults in the South West who had engaged in the arts in some way.
Adult arts attendance in the South West

Compared with adults in England as a whole, in 2015/16 adults in the South West were more likely to have attended:

- carnival – 10.6 per cent in England and 18.8 per cent in the South West
- a craft exhibition – 10.0 per cent in England and 15.2 per cent in the South West
Figure 7: Arts attendance in The South West by artform – 2015/16

- 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
South West
Adult arts participation in the South West

Compared with adults in England as a whole, in 2015/16 adults in the South West were more likely to have:

- done wood crafts – 4.6 per cent in England and 7.9 per cent in the South West
- written poetry – 3.1 per cent in England and 5.2 per cent in the South West
Figure 8: Arts participation in The South West by artform – 2015/16

- 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
- Sang to an audience or rehearsed for performance
- Rehearsed or performed in opera or musical theatre
- Rehearsed or performed in a play or drama

Compared to England, arts participation in The South West is slightly lower in most categories, except for some activities like made films or videos as an artistic activity and ballet, where the South West has a higher participation rate.
26.5 per cent of adults in the South West had visited an arts website in 2015/16.

26.3 per cent of adults in the South 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 2015/16.

4 Wording differences in the question asking about ‘arts’ website before and after July 2011 mean that the results for 2010/11 are not comparable with the results for 2015/16.
28.0 per cent of adults in the South West had visited a museum or gallery website in 2015/16 – an increase from 19.6 per cent in 2010/11.

25.1 per cent of adults in the South West had engaged with museums and galleries digitally (by visiting a museum/gallery website) and made a place based visit in 2015/16 – an increase from 16.9 per cent in 2010/11.
14.5 per cent of adults in the South West had visited a library website in 2015/16.

12.4 per cent of adults in the South West had visited a library website and had used a library service in 2015/16.
Attitudes towards the arts in the South West

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 South West who agreed with the statement “The arts make a difference to the area where I live” – from 42.0 per cent to 53.2 per cent.
Figure 13: The arts are not really for people like me

In 2015/16 12.1 per cent of adults in the South West agreed with the statement “The arts are not really for people like me”.
In 2015/16 around six in ten adults in the South West agreed with the statement “There are lots of opportunities to get involved in the arts if I want” – 59.3 per cent.
Donations in the South West

Figure 15: Donations to the arts

A minority of adults in the South West had donated to the arts in 2015/16 – 6.4 per cent.
Figure 16: Donations to museums or galleries

A minority of adults in the South West had donated to museums and galleries in 2015/16 – 17.8 per cent.
One in a hundred adults in the South West had donated to libraries in 2015/16 – 1.0 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>
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<tr>
<td>Singing – live performance, rehearsal or practice (not karaoke)</td>
<td>Craft exhibition (not crafts market)</td>
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<tr>
<td>Playing a musical instrument – live performance, rehearsal,</td>
<td>Event that includes video or digital art</td>
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<tr>
<td>practice or playing for own pleasure</td>
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<tr>
<td>Writing music</td>
<td>Event connected with books or writing</td>
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<td>Theatre – live performance, rehearsal or practice</td>
<td>Street arts (art in everyday surroundings such as parks, streets or</td>
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<td></td>
<td>shopping centre)</td>
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<tr>
<td>Opera or musical theatre - live performance, rehearsal or practice</td>
<td>Public arts display or installation (an artwork such as a sculpture</td>
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<td></td>
<td>which is outdoors or in a public place)</td>
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<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,</td>
<td>Carnival</td>
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<td>shopping centre)</td>
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<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>
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<td>Photography (as an artistic activity, not family or holiday snaps)</td>
<td>Opera or musical theatre</td>
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<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</td>
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<td></td>
<td>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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<td>Creative writing – original literature (e.g. stories, poems or plays)</td>
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<td>Book club – being a member of one</td>
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**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 ‘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.