Taking Part 2013/14:

Findings for the 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 2013/14 and makes comparisons with 2008/09 where possible.

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 survey years.

+ on the charts indicates a statistically significant difference between the region and England overall, at overall artform level.

More information about the Taking Part Survey can be found in Appendix A and a Technical Note 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.

The adult sample size for Taking Part 2013/14 in the North West region was 1,385 (national sample size 10,355).
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 2013/14 demographic questions:

- In the North West region, **52% of adults were female** and **48% of adults were male**, similar to the profile for England overall (51% female and 49% male).

- In England 89% of the adult population belonged to a White ethnic group and 11% a non-White ethnic group. In the North West **96% of adults belonged to a White ethnic group** and **4% a non-White ethnic group**.

- In England 31% of adults and in the North West 34% of adults reported that they had a **long standing illness or disability**.

- In the North West over half of the population belonged to an **upper-socio economic group (56%)** and just under half a **lower socio-economic group (44%)**. In England 61% belonged to an upper and 39% a lower socio-economic group.

- Around a third of adults in the North West were aged 25-44 (32%) and 45-64 (32%). Just over one in five adults were aged 65 or older.

*Figure 1: Age group of adults in the North West in 2013/14*
Creative workforce of the North West region

DCMS analysis of the ONS Annual Population Survey showed some key trends for employment in the Creative Economy and Creative Industries\(^1\). There were 220,000 jobs in the Creative Economy in the North West in 2014, 6.7% of all jobs in the region. This was an increase from 198,000 jobs in 2011, equating to 6.0% of all jobs in the region.

Using NESTA interactive data visualisations of the UK’s creative economy\(^2\), it is possible to explore geographical concentrations of creative economy employment. Concentration is measured by a ‘location quotient’. This is the share of the region’s workforce in the Creative Economy divided by the national share. A location quotient greater than 1 indicates that the region has a higher concentration of jobs in the Creative Economy than the UK as a whole. Most locations in the North West of England had location quotients for the creative economy below 1, for example 0.7 in Lancashire and 0.5 in Liverpool.

Economic contribution of the North West region\(^3\)

Across England, the arts and culture industry contributes 0.56% of GVA on average. This equates to an estimated £6.5 billion.

Regionally the North West had the joint fourth highest contribution as a percentage of the area’s GVA (0.43%). This equates to an estimated contribution of £552 million.

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\(^1\) Department for Media, Culture and Sport (2015) *Creative Industries: Focus on Employment*


\(^3\) Cebr report, on behalf of the Arts Council (2015) *Contribution of the arts and culture to the national economy.*
Adult engagement in the North West

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

In England as a whole there was a significant increase in the proportion of adults who engaged with the arts at least once in the past 12 months between 2008/9 and 2013/14.

In the North West region, adult engagement remained at a similar level – 74% in 2008/9 and 76% in 2013/14.
In the North West 59% of adults had engaged with the arts three or more times in 2013/14, a similar level to 2008/9 (57%).

For England as a whole there was a small increase in engagement three or more times a year, from 60% in 2008/9 to 63% in 2013/14.
In 2013/14 52% of adults in the North West had visited a museum or gallery at least once in the past 12 months. This is an increase from 46% who had done so in 2008/9.

There was also an increase in attendance of museums and galleries in England as a whole - from 43% in 2008/9 to 53% in 2013/14.
Just over one third of adults in the North West had visited a library at least once in the past year in 2013/14 (35%), a decrease from 42% in 2008/09.

Between 2008/9 and 2013/14 there was also a decrease in the proportion of adults in England who had visited a public library, from 40% to 35%.
Overall the way in which adults in the North West engaged in the arts remained similar across the 2008/9 to 2013/14 period.
Adult arts attendance in the North West

This section outlines the arts events which adults in the North West attended at least once in 2013/14.

Dance

Fewer than one in ten adults in the North West had attended at least one type of dance event in 2013/14 (8%) – a significantly lower proportion than had attended overall in England (11%).

**Figure 7: Adult attendance of dance events**

<table>
<thead>
<tr>
<th>Category</th>
<th>England 2013/14</th>
<th>North West 2013/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dance overall</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Ballet</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>African people’s dance or South Asian and Chinese dance</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Contemporary dance</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Other live dance event</td>
<td>5%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Music

Nearly four in ten adults in the North West had attended at least one type of music event in 2013/14 (38%) – a statistically similar proportion to England overall.

Figure 8: Adult attendance of music events

<table>
<thead>
<tr>
<th>Event Type</th>
<th>England 2013/14</th>
<th>North West 2013/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music overall</td>
<td>39%</td>
<td>38%</td>
</tr>
<tr>
<td>Opera or Operetta</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Classical music concert</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Jazz performance</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Other live music event</td>
<td>33%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Theatre

Over a third of adults in the North West had attended at least one type of theatre event in 2013/14 (36%) – a statistically similar proportion to England overall.

Figure 9: Adult attendance of theatre events

<table>
<thead>
<tr>
<th>Event Type</th>
<th>England 2013/14</th>
<th>North West 2013/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theatre overall</td>
<td>39%</td>
<td>36%</td>
</tr>
<tr>
<td>Play or drama</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>Pantomime</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Musical</td>
<td>21%</td>
<td>18%</td>
</tr>
</tbody>
</table>
Combined arts

Just over a quarter of adults in the North West had attended at least one type of combined arts event in 2013/14 (27%) – a significantly lower proportion than had attended overall in England (30%).

Figure 10: Adult attendance of combined arts events

<table>
<thead>
<tr>
<th>Event</th>
<th>England 2013/14</th>
<th>North West 2013/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Combined arts overall</td>
<td>30%</td>
<td>27%</td>
</tr>
<tr>
<td>Street arts (art in everyday surroundings like parks, streets or shopping centres)</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>A public art display or installation (an art work such as sculpture that is outdoors or in a public place)</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Circus (not animals)</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Carnival</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>Culturally specific festival (for example Mela, Baisakhi, Navratri)</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Literature

Just 2% of adults in the North West had attended an event connected with books or writing in 2013/14 – a statistically similar proportion to England overall.

Figure 11: Adult attendance of literature events

<table>
<thead>
<tr>
<th>Event connected with books or writing</th>
<th>England 2013/14</th>
<th>North West 2013/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Visual arts

Around one in five adults in the North West had attended at least one type of visual arts event in 2013/14 (18%) – a significantly lower proportion than had attended overall in England (24%).

Figure 12: Adult attendance of visual arts events
Adult arts participation in the North West

This section outlines the arts activities which adults in the North West participated in at least once in 2013/14.

Dance

7% of adults in the North West had taken part in at least one type of dance activity in 2013/14 - a significantly lower proportion than had participated overall in England (9%).

Figure 13: Adult participation in dance activities
Music

Over one in ten adults in the North West had participated in at least one type of music activity in 2013/14 (12%) – a statistically similar proportion to England overall.

Figure 14: Adult participation in music activities

![Chart showing adult participation in music activities](chart.png)
Theatre

Just 1% of adults in the North West had participated in theatre activity in 2013/14 - a significantly lower proportion than had participated overall in England (2%).

Figure 15: Adult participation in theatre activities

Combined arts

2% of adults in the North West had participated in at least one type of combined arts activity in 2013/14 – a statistically similar proportion to England overall

Figure 16: Adult participation in combined arts activities
Literature

6% of adults in the North West had participated in at least one type of literature activity in 2013/14 – a statistically similar proportion to England overall.

Figure 17: Adult participation in literature activities

- Literature overall: 6%
- Written any stories or plays: 3% (England: 2%)
- Written any poetry: 3% (England: 2%)
- Been a member of a book club: 2% (England: 2%)
Visual arts

Three in ten adults in the North West had participated in at least one type of visual arts activity in 2013/14 (30%) - a significantly lower proportion than had participated overall in England (34%).

Figure 18: Adult participation in visual arts activities

- Visual arts overall
  - England 2013/14: 34%
  - North West 2013/14: 30%
- Painting, drawing, printmaking or sculpture
  - England 2013/14: 12%
  - North West 2013/14: 11%
- Photography as an artistic activity (not family or holiday 'snaps')
  - England 2013/14: 9%
  - North West 2013/14: 6%
- Made films or videos as an artistic activity (not family or holidays)
  - England 2013/14: 2%
  - North West 2013/14: 1%
- Used a computer to create original artworks or animation
  - England 2013/14: 7%
  - North West 2013/14: 5%
- Textile crafts such as embroidery, crocheting or knitting
  - England 2013/14: 14%
  - North West 2013/14: 13%
- Wood crafts such as wood turning, carving or furniture making
  - England 2013/14: 5%
  - North West 2013/14: 4%
- Other crafts such as calligraphy, pottery or jewellery making
  - England 2013/14: 4%
  - North West 2013/14: 3%
Digital engagement in the North West

Arts

Figure 19: Digital and place based engagement in the arts

19% of adults in the North West had visited an arts website in 2013/14.

In 2013/14 17% 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).

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4 Wording differences in the question asking about ‘arts’ website before and after July 2011 mean that the results for 2008/9 are not strictly comparable with the results for 2013/14.
Museums and galleries

**Figure 20: Digital and place based engagement with museums and galleries**

20% of adults in the North West had visited a museum or gallery website in 2013/14 – a significant increase from 16% in 2008/09.

In 2013/14 nearly one fifth adults in the North West (18%) had engaged with museums and galleries digitally (by visiting a museum/gallery website) and had made a place based visit.
13% of adults in the North West had visited a library website in 2013/14 – a significant increase from 9% in 2008/09.

In 2013/14 10% of adults in the North West had engaged with the libraries digitally (by visiting a library website) and had made a place based visit to a library.
Attitudes towards the arts in the North West

Figure 22: Attitudinal data

Between 2008/9 and 2013/14 there was an increase in the proportion of adults in the North West who agreed with the statement ‘The arts make a difference in the area where I live’ – from 33% to 46%.
Donations in the North West

Figure 23: Donations

Only a small minority of adults in the North West had donated to arts, museums and galleries or libraries in 2010/11 and 2013/14.
Appendix 1 - 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 quarterly 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
Appendix 2 - 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</td>
<td>Event that includes video or digital art</td>
</tr>
<tr>
<td>your own pleasure</td>
<td></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</td>
</tr>
<tr>
<td></td>
<td>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</td>
</tr>
<tr>
<td></td>
<td>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</td>
<td>Carnival</td>
</tr>
<tr>
<td>centre)</td>
<td></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</td>
</tr>
<tr>
<td></td>
<td>but not karaoke)</td>
</tr>
<tr>
<td>Digital art – producing original digital artwork or</td>
<td>Live dance event (e.g. ballet, African People’s dance, South Asian,</td>
</tr>
<tr>
<td>animation with a computer</td>
<td>Chinese, Contemporary or other live dance event).</td>
</tr>
<tr>
<td>Craft – any craft activity (e.g. textiles, wood, mental work, pottery,</td>
<td></td>
</tr>
<tr>
<td>calligraphy)</td>
<td></td>
</tr>
<tr>
<td>Creative writing – original literature (e.g. stories, poems or plays)</td>
<td></td>
</tr>
<tr>
<td>Creative writing – original literature (e.g. stories, poems or plays)</td>
<td></td>
</tr>
<tr>
<td>Book club – being a member of one</td>
<td></td>
</tr>
</tbody>
</table>
North West base sizes

The questions on arts engagement, museum and gallery visits, library visits and digital engagement were asked of all survey respondents. However, the attitudes towards the arts and donations questions were not asked of all respondents.

The table below outlines the unweighted base sizes and describes the bases for these questions.

<table>
<thead>
<tr>
<th>Relevant questions</th>
<th>2008/9 unweighted base size and description</th>
<th>20013/14 unweighted base size and description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement questions (arts, museums and galleries, libraries and digital)</td>
<td>1,913 All respondents interviewed between April 2008 and March 2009.</td>
<td>1,385 All respondents interviewed between April 2013 and March 2014.</td>
</tr>
<tr>
<td>Attitudes towards the arts questions</td>
<td>383 A random selection of a quarter of the respondents interviewed between July 2008 and March 2009.</td>
<td>367 A random selection of half of the respondents interviewed between April 2013 and March 2014 who belonged to the non-longitudinal sample.</td>
</tr>
<tr>
<td>Relevant questions</td>
<td>2010/11 unweighted base size and description</td>
<td>20013/14 unweighted base size and description</td>
</tr>
<tr>
<td>Donations questions</td>
<td>430 All respondents interviewed between January 2011 and March 2011.</td>
<td>716 All respondents interviewed between April 2013 and March 2014 who belonged to the non-longitudinal sample.</td>
</tr>
</tbody>
</table>
Data conventions

The figures in this report are rounded to the nearest per cent – therefore the totals may not always add up to 100%.

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, at overall artform level.

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-2009 population estimates from the Office for National Statistics.