

DCMS Partner Organisations



www.sportengland.org
Tel: 08458 508 508



www.mla.gov.uk
Tel: 020 7273 1444



www.english-heritage.org.uk
Tel: 0870 333 1181



www.artscouncil.org.uk
Tel: 0845 300 6200

Further information about the Department for Culture, Media and Sport is available from:

www.culture.gov.uk

What is BMRB?



BMRB is an independent agency specialising in social research. Here are some examples of our work:

The British Crime Survey – this is a high profile survey on behalf of the Home Office. 51,000 interviews are completed per year asking people about their experiences of crime over the previous 12 months.

Adult Basic Skills – BMRB recently conducted a major survey on behalf of the Department for Education and Skills to measure adult basic skills, specifically literacy and numeracy. This involved over 8,000 interviews in England.

For more information about BMRB and the work we do, please refer to our website: www.bmrb.co.uk

How can you check that it is one of our interviewers?

All interviewers work for Kantar Operations on behalf of BMRB and carry the Market Research Society Interviewer Identity card (as shown).

You can also contact Kantar Operations or BMRB directly to check that the interviewer is one of our interviewers working in your area.

If you would like to check the identity of an interviewer or get some further information on the survey, please call:

BMRB Survey Information Line: Freephone - 0800 015 2476
Kantar Operations: Gurprit Dhillon – 020 8433 4304
Interviewer ID check (office hours) - 020 8433 4214

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taking part

England's Survey of
Leisure, Culture and Sport



Hythe School - 07.04.04

Your household has been selected for the 2007/08 **taking part** survey. This important survey is being conducted by BMRB Social Research on behalf of the Department for Culture, Media and Sport and its partner organisations.

Its aim is to find out how people choose to spend their own time and their views on the leisure activities and facilities available to them.

This leaflet contains more information about the survey and why we are carrying it out.

We hope that you will take part and find the survey interesting.

What is the *taking part* survey?

The Department for Culture, Media and Sport (DCMS) is the Government department which aims to improve the quality of life for all through sporting and cultural activities.

DCMS and its partner organisations have asked BMRB Social Research to talk to you to find out what you do in your own time and what you think of local facilities.

The results of the survey will help DCMS and its partners understand what helps or hinders people taking part in these activities.

The survey covers a variety of topics such as:

- Sport and active recreation
- Arts
- Museums and galleries
- Heritage
- Archives and libraries

Everyone's views and experiences are valuable. It is important to interview you even if you don't participate in any activities or you don't think your views are relevant. The results need to be representative of everyone in England.

During 2007/2008, 27,750 adults and 3,000 children will be interviewed on this survey.

Further information about the survey is available from: www.culture.gov.uk/Reference_library/Research/taking_part_survey



Why has my address been chosen?

Your address has been randomly selected from the Post Office's list of addresses in England.

It is important to have a strictly random selection, so that the results reflect the experiences and views of the whole population.

The interviewer does not know anything in advance about you or your household but he or she will need to randomly select from each address one adult (aged 16 or over) and if applicable, one child aged 11-15 to take part in the interview. Once selected, the interviewer is not allowed to interview anyone else.

What happens next?

An interviewer will call at your home within the next couple of weeks. He/she will show you an identification card and will be able to answer any questions you have about the survey.

If the selected person is unable to do the interview at the time, the interviewer will be happy to arrange a more convenient time.

If a child is selected to take part, the interviewer will ask for written permission from the parent or guardian before conducting the interview.

Is the information you give confidential?

It is **entirely confidential**:

- Your name and address details are kept separate from your answers and will not be passed onto any other organisation including the DCMS and its partner organisations, without your expressed permission.
- No individual will be identifiable from the results. Your answers will be combined with others that take part in the survey.

Will you be contacted again?

A small proportion of interviews are checked to ensure that the interviewer acted in a professional manner and that the information you gave was recorded accurately. You may receive a phone call or letter to confirm this.

