

National Indicators 9, 10 and 11: Baselines for local authorities

Statistical release

18 December 2008

National Indicator Set

In June 2008, local authorities agreed Local Area Agreements (LAAs) with Government and their partners. The LAAs include targets to improve public services and the quality of life for people living and working in the area. Local authorities chose 35 targets from a possible 198 in the National Indicator Set.

DCMS has four National Indicators (NIs) within the set of 198:

NI 8 Participation in sport and active recreation

NI 9 Use of public libraries

NI 10 Visits to museums and galleries

NI 11 Engagement in the arts

This release presents baseline estimates for those local authorities that selected one or more of the cultural National Indicators, 9, 10 and 11¹. Data are based on interviews conducted between April 2008 and October 2008. This is the first time comparable data on cultural engagement at the local level have been collected and published.

Interim progress will be available in December 2009, using data collected between October 2008 and October 2009. Final progress will be assessed in December 2010, using data collected between October 2009 and October 2010.

¹ Results for NI 8 can be found at:

http://www.sportengland.org/index/get_resources/research/active_people.htm

National Indicators 9, 10 and 11

The cultural NIs relate to DCMS's broad Departmental Strategic Objective to encourage more widespread enjoyment of culture and sport, and support talent and excellence. Their aim is, by 2010, to increase the take-up of cultural opportunities by those aged 16 and above living in a local authority (LA).

- NI 9 measures the percentage of adults in a LA who have used a public library service in the past 12 months. Use is for leisure purposes, including informal learning and studying or research for personal interests.
- NI 10 measures the percentage of adults in a LA who have visited a museum or gallery in the past 12 months. Visits are for leisure purposes, including informal learning and studying or research for personal interests. Online access to collections and outreach services are not counted.
- NI 11 measures the percentage of adults in a LA who have either attended an arts event or participated in an arts activity at least three times in the past 12 months. Engagement must be for leisure purposes.

There is no geographical restriction placed on where the activity occurs, and it could therefore occur outside the respondent's local area. All museums, galleries, arts activities and events are included, not only those funded by local authorities (however, NI9 relates specifically to public library services).

For those LAs who have included NI 9, 10 or 11 as one of their improvement targets in their LAA, the sample size was boosted to provide a minimum sample size of 2,000. This will enable changes of approximately three percentage points to be detected by the survey as statistically significant.

For the remaining LAs, the sample size was set to a minimum of 500. This will enable changes of approximately six percentage points to be detected².

The minimum level of change detectable is presented alongside the baseline estimates. This information will help LAs to set measurable targets.

² Some areas have independently funded additional boosting.

Local authorities selecting NI 9, 10 or 11

This report is accompanied by a workbook containing baseline estimates for each of the three cultural indicators for every upper-tier local authority in England³. The workbook presents four pieces of statistical information per local authority⁴:

Percentage: The best estimate of adult usage/participation in the local authority; forms the baseline against which progress will be measured.

Range: The true percentage is most likely to lie somewhere within this range.

N: The number of interviews conducted in each local authority, i.e. the 'sample size'.

Minimum detectable change: The minimum percentage point change required between the baseline estimate and the final estimate to record a statistically significant increase in usage/participation.

Local authorities selecting NI 9, 10 or 11

Data for those LAs that have selected NI 9, 10 or 11 for one of their improvement targets are presented in Tables 1, 2, and 3 respectively below. Each Table is followed by a Chart showing the baseline estimate and range.

Worked example: In Barnsley, the baseline estimate of adults using public libraries is **37.9%**. This estimate sits within a range of **+/- 2.1**, so actually the baseline could be anywhere between 35.8% and 40.0%. The sample size is **2,022**. Taking into account the baseline and the sample size, the final estimate in 2010 needs to be at least **3.0** percentage points higher (i.e. 40.9%) to be recorded as a statistically significant increase in usage. Barnsley's target could therefore be an increase in library usage of 3 or more percentage points.

³ Available at

http://www.culture.gov.uk/reference_library/research_and_statistics/5607.aspx

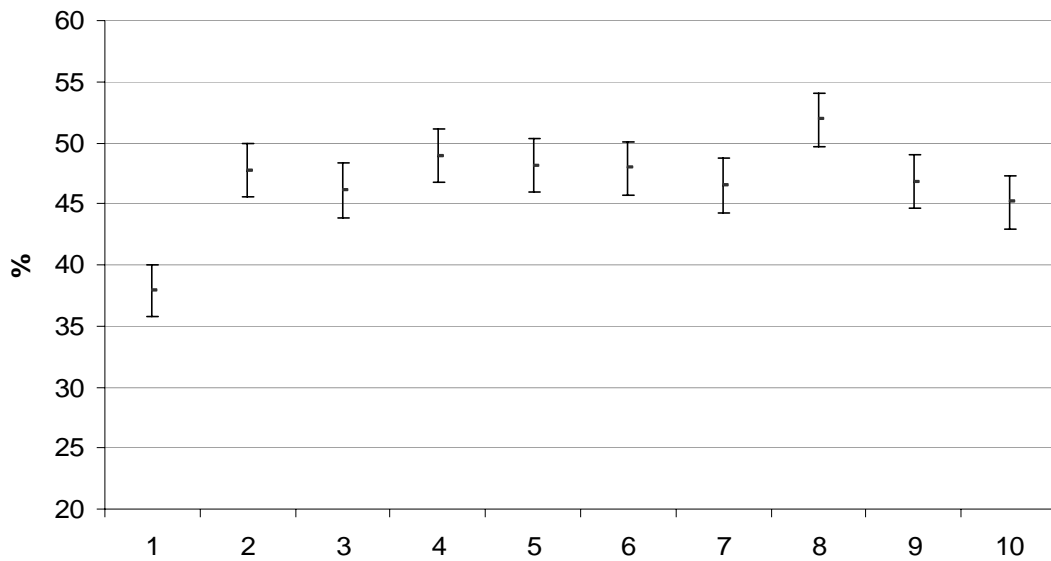
⁴ More information on each of these terms is given in the Background note (page 7).

NI 9: Use of public libraries

Table 1: Baselines for LAs selecting NI 9 – use of public libraries

		Percentage	Range (%)	N	Minimum detectable change between baseline and final assessment (percentage points)
1	Barnsley	37.9	+/- 2.1	2,022	3.0
2	Derby City	47.7	+/- 2.2	2,043	3.1
3	Derbyshire	46.1	+/- 2.2	2,045	3.1
4	Greenwich	48.9	+/- 2.2	2,021	3.1
5	Hartlepool	48.1	+/- 2.2	2,012	3.1
6	Herefordshire	47.9	+/- 2.2	2,023	3.1
7	Reading	46.5	+/- 2.2	1,999	3.1
8	Rutland	51.9	+/- 2.2	2,026	3.1
9	Thurrock	46.8	+/- 2.2	2,027	3.1
10	West Berkshire	45.1	+/- 2.2	2,021	3.1

Chart 1: NI 9 baselines within the range

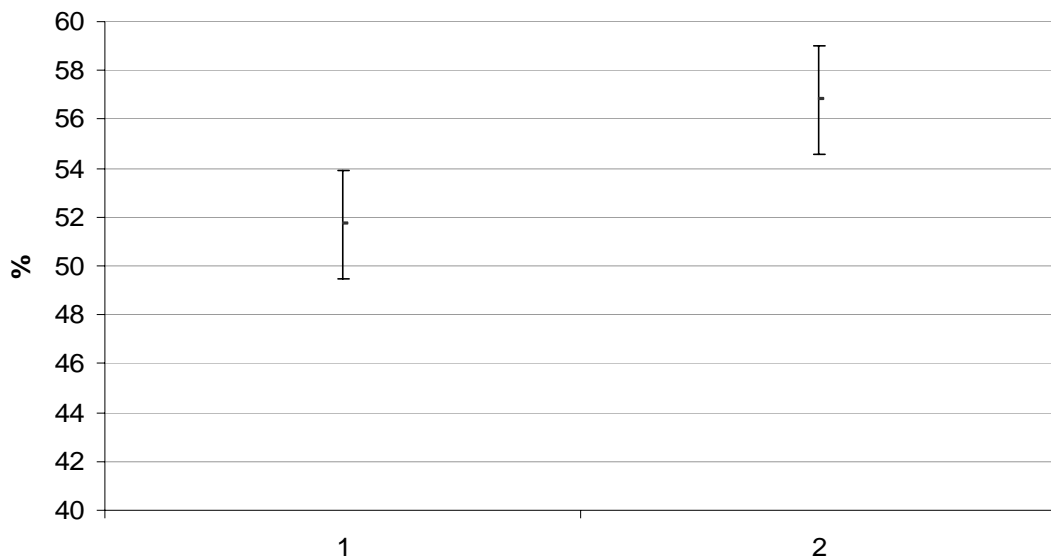


NI 10: Visits to museums and galleries

Table 2: Baselines for LAs selecting NI 10 – visits to museums and galleries

		Percentage	Range (%)	N	Minimum detectable change between baseline and final assessment (percentage points)
1	Hartlepool	51.7	+/- 2.2	2,012	3.2
2	Rutland	56.8	+/- 2.2	2,026	3.2

Chart 2: NI 10 baselines within the range

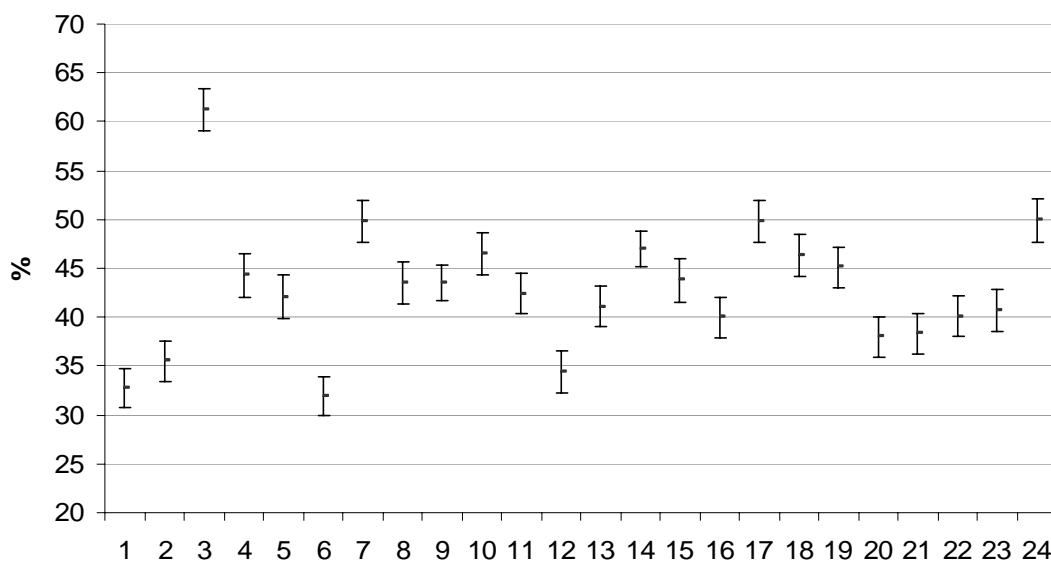


NI 11: Engagement in the arts

Table 3: Baselines for LAs selecting NI 11 – engagement in the arts

		Percentage	Range (%)	N	Minimum detectable change between baseline and final assessment (percentage points)
1	Barnsley	32.8	+/- 2.0	2,022	2.9
2	Bradford	35.5	+/- 2.1	2,042	2.9
3	Brighton & Hove	61.2	+/- 2.1	2,013	3.0
4	Croydon	44.3	+/- 2.2	2,021	3.1
5	Darlington	42.1	+/- 2.2	2,015	3.0
6	Doncaster	31.9	+/- 2.0	2,009	2.9
7	Dorset	49.8	+/- 2.2	2,034	3.1
8	East Riding of Yorkshire	43.5	+/- 2.2	2,028	3.1
9	Essex	43.5	+/- 1.8	3,005	2.5
10	Greenwich	46.5	+/- 2.2	2,021	3.1
11	Harrow	42.4	+/- 2.1	2,033	3.0
12	Hartlepool	34.4	+/- 2.1	2,012	2.9
13	Hounslow	41.1	+/- 2.1	2,044	3.0
14	Kent	47.0	+/- 1.8	3,006	2.5
15	Milton Keynes	43.8	+/- 2.2	2,002	3.1
16	Northumberland	40.0	+/- 2.1	2,001	3.0
17	Rutland	49.8	+/- 2.2	2,026	3.1
18	Shropshire	46.3	+/- 2.2	2,015	3.1
19	Southend-on-Sea	45.1	+/- 2.1	2,058	3.0
20	Stockton-on-Tees	38.0	+/- 2.1	2,005	3.0
21	Swindon	38.3	+/- 2.1	2,003	3.0
22	Torbay	40.1	+/- 2.1	2,018	3.0
23	Waltham Forest	40.7	+/- 2.1	2,029	3.0
24	Wokingham	49.9	+/- 2.2	2,045	3.1

Chart 3: NI 11 baselines within the range



1. The Active People Survey was commissioned by Sport England in 2005 to measure adult (aged 16 and over) participation in sport and active recreation in every local authority in England. The survey was established to provide the performance measurement framework for National Indicator 8, participation in sport and active recreation, and for the Comprehensive Performance Assessment.

2. Active People provides a minimum sample of 500 telephone interviews per local authority over a 12-month period. Fieldwork for 2007/08 started on 15 October 2007 and finished on 14 October 2008.

3. On 14 April 2008 (Quarter 3) the scope of the survey was extended to collect data for participation in cultural activities for the purposes of National Indicators 9, 10 and 11. Boost interviews were conducted to secure within a six-month period a minimum sample size of 500 interviews in each upper-tier local authority and 2,000 interviews in local authorities that selected NI 9, 10 or 11 as an improvement target.

4. The survey measures involvement in cultural activities where the purpose is for recreation or leisure, including informal learning and studying or research for personal interests. It excludes involvement in activities where the prime motivation is paid work, formal education or formal volunteering.

5. The range has been calculated using a 95% confidence interval. This means there is a 95% probability the true percentage lies in the range given. The best estimate available is the mid-point. Assuming a normal distribution, the actual figure is most likely to be around the mid-point but it could be at either end of the range.

6. The difference between the baseline estimate and the final estimate must be statistically significant at the 95% level. This means the probability that the difference happened by chance is low (1 in 20).

7. A number of factors will affect the level of change required in order for the survey to register a statistically significant change. One of these is the number of interviews conducted – the greater the size the more sensitive it is to detecting change. Another factor is the baseline percentage, with those nearer to 50 per cent requiring more change to occur. The minimum change calculated for each area assumes the number of interviews conducted in the assessment year is not less than in the baseline year.

8. 'Don't know' responses have been included in the total count, although in most cases these were less than 0.1 per cent.

9. For more information about the Active People Survey, see:
http://www.sportengland.org/index/get_resources/research/active_people.htm

10. For more information about National Indicators for local authorities, see: <http://www.communities.gov.uk/localgovernment/performanceframeworkpartnerships/nationalindicators/>

11. The fieldwork for the survey is being conducted by Ipsos MORI. For more information, see: <http://www.ipsos-mori.com/>

12. This report has been produced by Michelle Jobson and Rebecca Aust. Acknowledgement goes to colleagues within the DCMS, partner NDPBs and Ipsos MORI for their assistance with the quality assurance. For enquiries contact:

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