

OUTCOMES MAP

ARTS, CULTURE, SPORTS AND RECREATION

February 2013: Version 1.0

MAPPING OUTCOMES FOR SOCIAL INVESTMENT

This is one of 13 outcomes maps produced by SROI network in partnership with NPC, Investing for Good and Big Society Capital. Each map examines a particular issue area or domain, and aims to document the relevant outcomes and indicators that are currently being measured by charities, government, academics and practitioners working in this field.

This map is not intended to be prescriptive about what you should measure; instead it aims to be a starting point for social investors, funders, charities and social enterprises thinking about measuring outcomes in this domain. Neither is it intended to be definitive or comprehensive: we plan to develop the maps further in future as we learn more about measurement practice in this area.

If you have any feedback or suggestions for how we could do this, please get in touch with Tris Lumley at NPC by emailing tris.lumley@thinkNPC.org.

Outcomes maps in this series

Housing and essential needs

Education and learning

Employment and training

Physical health

Substance use and addiction

Mental health

Personal and social well-being

Politics, influence and participation

Finance and legal matters

Arts and culture

Crime and public safety

Local area and getting around

Conservation of the natural environment and climate change

MEASUREMENT FRAMEWORK: ARTS, CULTURE, SPORTS AND RECREATION

Definition

The 'arts' is a singular term used to describe a broad range of cultural disciplines that reflect creativity. The major elements are the literary arts and performing arts. According to the National Foundation on the Arts and the Humanities Act, the term "the arts" includes, but is not limited to, music, dance, drama, creative writing, painting, sculpture, photography, television, radio, film, and sound recording.¹

Recreation is an activity of leisure which stimulates or entertains a person or a group of people. It is an essential part of human life and finds many different forms which are shaped by personal interests. Public spaces, such as parks and community centres are essential for many recreational activities. Sports are a major part of recreational activity which can promote community cohesion and a healthy lifestyle through physical activity and exertion.

Context

Participation in cultural and sporting activities has been shown to help people to gain new skills, confidence, self-esteem and a feeling of self worth, improve or create social networks, enhance quality of life, promote social cohesion and personal or community empowerment, and improve overall personal and social well-being.²

The UK arts scene is extremely rich in its output. Opportunities for children and young people to participate in the arts have increased greatly over the years. It has been proven that the arts have a positive impact on children and young people's health and wellbeing, as well as on learning and development. Participating in the arts develops creative and thinking skills in an informal, often pleasurable and challenging way –giving young people an opportunity to work individually and as team to solve problems, experiment and innovate³.

¹ United States of Congress definition

² Education Department Research Programme, A Literature Review of the Evidence Base for Culture, the Arts and Sport Policy.

³ http://www.artscouncil.org.uk/media/uploads/documents/publications/youngpeopleatriskpdf_phpQu2aP.pdf

The arts have been recognised as an extremely useful tool within local communities in bringing people together; strengthening relationships between local residents and removing social barriers. Community projects which encourage participation and engagement by using the arts have been shown to remedy community tensions and augment social inclusion, most notably in deprived, urban areas. Arts programmes have also been used within the Youth Justice Board with young offenders through Learning Support Units and Pupil Referral Units in Youth Inclusion Programmes and Positive Activities for Young People, which are aimed at reducing anti-social behaviour.

There are many opportunities for people to participate in and access the arts. The Arts Council England has granted £1.4 billion of public money into the arts and an estimated £1 billion of funds from the National Lottery is to be invested between 2011 and 2015 to create a nationwide arts community. The Council's fundamental aims are to "put the arts at the heart of national life and for everyone in the country to have the opportunity to develop a rich and varied artistic and creative life."⁴

Culture encapsulates the history and heritage of the UK. This includes historical sites; art galleries; museums; libraries and archives. Culture in the UK takes many forms, major sites being Hadrian's Wall; Buckingham Palace and the Tate Art Gallery. It was reported in 2009/10 that nearly 30% of adults had visited an historic site three or four times in the past year, whilst 12.5% had been at least once a month and 2.5% at least once a week.⁵ People between the ages of 45 and 64 were more likely to engage in visiting heritage sites than those within the younger age brackets.

According to the national survey, Taking Part, in the first quarter of 2012, 78.9% of adults had engaged in the arts in the last year, a significant increase reported since 2005/06 (76.3%) and 2010/11 (76.2%).⁶ Despite these increasing levels of engagement, there is also evidence to show significant room for improvement in terms of increasing participation and changing attitudes towards cultural activities. During 2009, the Arts Council England conducted a survey that sought to seek the general public's attitude towards the arts. It found that more than a third (36%) of respondents 'like the arts but prefer to spend [their] leisure time in other ways' and just under a fifth of people were 'not interested in the arts'.

Various socio-demographic factors effect peoples' participation within the arts, with men, people aged 18-24, Londoners, and people who left education later in life were found to show higher levels of arts engagement than others.⁷ Respondents with a higher social standing held a more positive perception about the arts with 18-24s and those aged 65 and over participating the most.

⁴ Arts Council

⁵ Office for National Statistics

⁶ Department for Culture, Media and Sport Taking Part –Statistical Release 5

⁷ http://www.artscouncil.org.uk/media/uploads/pdf/ace_stakeholder_focus_report2012_final.pdf

Sport contributes to keeping physically fit, but it is also associated with a range of other outcomes for participants and observers. It enhances social interaction and relationships between individuals and communities. It can aid physical and mental wellbeing as well as community cohesion. In 2009/10, the Taking Part survey found that 44.6% of respondents participated in at least one session (30 minute or more) of moderate intensity sport in the week prior to data collection.

The survey also found that 56.2% of adults participated in active sport at least once in the last 4 weeks. Over half (55%) of children in school years 1 to 13 in England participated in at least 3 hours of high quality Physical Education (PE) and out of hours sport in a typical week. In 2012, the Olympics significantly enhanced the profile of sport in the UK.

Notes about this overview

An outcome is a change that occurs as the result of an activity; it can be positive or negative, intended or unintended. With reference to various existing frameworks, in the table below we have compiled a list of the most commonly measured outcomes in the area of arts, culture, sports and recreation. In addition, we have made suggestions regarding how these outcomes could be measured and referred to some existing tools for doing so.

Our list is in no way exhaustive, and we also acknowledge that outcomes exist within a chain of events and that the outcomes listed in this document will lead to further outcomes. For example, increased participation in sports may lead to improved physical health or reduced social isolation for those involved. For the purpose of this overview we have focused on the measurement of the changes we have listed. However, to understand the value of these outcomes, and what they mean to those involved, practitioners and investors must look beyond the listed outcomes to see what impact they have on the lives of stakeholders, for this is where the true value exists.

Outcomes are never generic and their significance or value varies according to the stakeholder group. In the table we have highlighted some outcomes that are stakeholder group specific. This is because they were of particular significance in the frameworks we have reviewed. Where outcomes are relevant to a number of stakeholder groups, we have indicated for which groups they might be especially relevant in the 'stakeholder' column.

Within this framework, there are also many opportunities for outcomes to fit into a chain of events e.g. 'Increased participation in sports and exercise' means a change in physical health, an increase in level of independent functioning, a decrease in depression and feelings of loneliness (change in mental health) resulting in fewer doctors' visits.

Vulnerable groups

- Young people
- Older people
- Disabled people

Key outcomes

- Increased exposure to arts and culture (increase in the amount of contact with arts and culture)
- Increased participation in arts and culture (increase in the amount of people who take part in arts and culture)
- Increased availability of arts and cultural facilities (increase in the accessibility of arts and cultures facilities)
- Increased participation in sports and exercise (increase in the amount of people who take part in sports and exercise)
- Increased availability of sports facilities (increase in the accessibility of sports facilities)
- Increased access to arts, culture and sports amongst people with disabilities (increase in the availability of arts, culture and sports for disabled people)

Examples of typical interventions

- **UK City of Culture**, www.cityofculture2013.com/background : “The City of Culture programme and seeks to utilise and build upon existing infrastructure in terms of people, physical venues and shared space to develop a cultural programme of activity.”
- **Arts Council**, <http://www.artscouncil.org.uk>: “Artsmark is the national programme that enables schools, further education colleges and youth justice settings to evaluate, celebrate and strengthen a quality arts offer. It provides a benchmark for arts provision across art, dance, drama and music.”

Current approaches to measurement

In the UK, measurements relating to arts, culture, sport and recreation tend to focus on rates of engagement and participation within each of these domains.

Multiple surveys have been used, especially regarding participation in sports and the arts. The annual national survey Taking Part collects data on many aspects of leisure, culture and sport in England, as well as an in-depth range of socio-demographic information on respondents. The Active People Survey, conducted by Sport England, provides data relating to sport and recreation and identifies differences in participation due to age, gender and geographical location. This survey also measures the rate of voluntary activity by adults in sport, as well as involvement in organised competitions and satisfaction levels of sporting provisions in the local community.

The Culture and Sport Outcomes Framework Consultation Draft has been useful in determining useful measures for the contribution of culture and sport to the achievement of local outcomes. This framework was commissioned by Arts Council England, English Heritage, the Museums, Libraries and Archives Council, Sport England and the Department for Culture, Media and Sport (DCMS) and is being developed by the Improvement and Development Agency (IDeA). For the purpose of this overview, the framework has been used to compile indicators relating to the exposure to the arts and recreational activities. Indicators, such as 'Level of participation in sports at school/educational facilities amongst young people', were taken from the Audit Commission's National Outcome and Indicator Set. This tool provides online access to national indicators, which were constructed with reference to general public views and perspectives elicited through surveys administered by all local authorities.

Key sources

- **Office for National Statistics:** <http://www.ons.gov.uk>
 - Taking Part Survey
 - Labour Force Survey
- **Sport England:** <http://www.sportengland.org/>
 - Active People Survey
- **Scottish Government Statistics:** <http://www.scotland.gov.uk>
 - Scottish Engagement, Participation and Attendance statistics
- **The Arts Council of Wales:** www.artswales.org.uk
 - Participation in the Arts by Young People Survey
- **Improvement and Development Agency:** www.idea.gov.uk/
 - A Culture and Sport Outcomes Framework Consultation Draft
- **Manchester Culture Partnership Indicator:** www.manchestercommunitycentral.org
- **The Department for Culture, Media and Sport:** www.culture.gov.uk/
 - The CASE Local Culture & Heritage Profile Tool, CASE (Regional & Local Insights)

- The National Outcome and Indicator Set
- **Inspiring Learning:** www.inspiringlearningforall.gov.uk/
 - An Improvement Framework For Museums, Libraries and Archives
- **Accessible Arts Australia:** www.aarts.net.au/
- **Thanet District Council:** www.thanet.gov.uk/
 - Disability Sport and Fitness Questionnaire
- **Cornwall Sports Partnership:** www.cornwallsportspartnership.co.uk/
 - Disability Survey
- **Renfrewshire Health and Well-being Questionnaire:** www.chps.org.uk/renfrewshire/
- **North Horsham Parish Plan, Young Persons Questionnaire:** www.northhorsham-pc.gov.uk/consultation/Young.rtf

Related outcomes

Arts, culture, sports and recreation have a strong relationship with a multitude of other outcomes for individuals, health services and society as a whole. The following outcomes which are covered in other overviews are therefore highly relevant.

- **Related outcome:** Personal and Social Wellbeing
- **Related outcome:** Physical Health
- **Related outcome:** Education, Learning and Skills

| Key outcomes | Specific outcome | Indicators | Existing measures | Source and use | Stakeholders (tagging) | Notes |
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| <p>Increased exposure to sports and culture</p> <p>(leads to an increase in social interaction, which allows for a greater sense of community)</p> | <p>Increased number of people working within sports and culture</p> | <p>Number of people working within Creative Industries</p> | <p>Data regarding employment industry is collected via the Annual Population Survey (ATP) and the Labour Force Survey (LFS). Both contain various questions from which data is compiled to produce Labour Statistics Bulletins published by the Office of National Statistics.</p> | <p>The Department for Culture, Media and Sport publishes data on Creative Employment as part of its analysis of the Creative Industries' contribution to the economy and society. This data is a vital source of information for many people who develop policy for, champion or work within the creative industries.</p> <p>The latest data is available here: http://www.culture.gov.uk/publications/8682.aspx</p> | <ul style="list-style-type: none"> - Employers - Employees - Self employed people - Employers of Young People - Individuals - Young People - Students | <p>The definition of creative industries is taken from the 2001 Creative Industries Mapping Document. A Creative Industry is one which has its 'origin in individual creativity, skill and talent and which has a potential for wealth and job creation through the generation and exploitation of public property'. These are:</p> <ul style="list-style-type: none"> - Advertising - Architecture - Arts and antiques - Crafts - Design - Designer fashion - Films, video and photography - Music and visual and performing arts - Publishing - Software/electronic publishing - Digital and entertainment media - TV and radio <p>Industry allocation is based on Standard Industrial and Occupational Classifications (SIC and SOC). More information on these classifications can be found on the ONS website.</p> <p>All figures reported by the DCMS are estimates since the Standard Industry Classifications and Standard Occupational Classifications do not always perfectly map to the sectors they are interested in.</p> |

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| | | <p>Number of businesses operating in Creative Industries</p> | <p>The Inter-Departmental Business Register (IDBR) is a comprehensive list of UK businesses based on three administrative sources: traders registered for VAT purposes with HMRC, employers operating a PAYE scheme and incorporated businesses registered at Companies House. Data from this register can be used to monitor the number of businesses operating in Creative Industries.</p> | <p>The Department for Culture, Media and Sport publishes data on this indicator as part of its analysis of the Creative Industries' contribution to the economy and society. This data is a vital source of information for many people who develop policy for, champion or work within the creative industries.</p> <p>The latest data is available here: http://www.culture.gov.uk/publications/8682.aspx</p> | <ul style="list-style-type: none"> - Employers - Employees - Self-employed people - Employers of Young People - Individuals - Young People - Students | <p>As above, the definition of creative industries is taken from the 2001 Creative Industries Mapping Document.</p> <p>Further information on the IDBR can be found here: http://www.ons.gov.uk/ons/about-ons/who-we-are/services/unpublished-data/business-data/idbr/index.html</p> |
| | | <p>Number of people with sports-related jobs</p> | <p>Data regarding employment industry is collected via the Annual Population Survey (ATP) and the Labour Force Survey (LFS). Both contain various questions from which data is compiled to produce Labour Statistics Bulletins published by the Office of National Statistics.</p> | <p>This data is analysed and published by organisations such as Sports England and the Sports Industry Research Centre at Sheffield Hallam University in order to estimate the economic contribution of sport in the UK.</p> | <ul style="list-style-type: none"> - Employers - Employees - Self-employed people - Employers of Young People - Individuals - Young People - Students | |

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| | | <p>Number of businesses operating in sports-related industries</p> | <p>The Inter-Departmental Business Register (IDBR) is a comprehensive list of UK businesses based on three administrative sources: traders registered for VAT purposes with HMRC, employers operating a PAYE scheme and incorporated businesses registered at Companies House. Data from this register can be used to monitor the number of businesses operating in sports-related Industries.</p> | <p>This data is analysed and published by organisations such as Sports England and the Sports Industry Research Centre at Sheffield Hallam University in order to estimate the economic contribution of sport in the UK.</p> | <ul style="list-style-type: none"> - Employers - Employees - Self-employed people - Employers of Young People - Individuals - Young People - Students | |
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| | | <p>Number of participants in culture and sport volunteering schemes</p> | <p>The Taking Part Survey includes various questions about volunteering in culture and sport, including the following. Data is combined to measure this indicator:</p> <p>“During the last 12 months have you done any voluntary work?”</p> <ul style="list-style-type: none"> - Yes - No <p>“Was this connected to any of the following areas?”</p> <ul style="list-style-type: none"> - Arts - Museums - Heritage - Libraries - Archives - Sport | <p>This indicator has been used as an example by the Local Government Association of an indicator that could be used to measure the ‘contribution of culture and sport to the local economy’.</p> <p>http://www.local.gov.uk/web/guest/culture-tourism-and-sport-/journal_content/56/10171/3510484/ARTICLE-TEMPLATE</p> <p>Taking Part data is published by the Department for Culture, Media and Sport.</p> | <ul style="list-style-type: none"> - Employers - Employees - Volunteers - Employers of Young People - Individuals - Young People - Students | |
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| | | <p>Number of young people and adults regularly volunteering in culture and sport</p> | <p>The Taking Part Survey includes various questions about volunteering in culture and sport, including the following. Data is combined to measure this indicator:</p> <p>“During the last 12 months have you done any voluntary work?”</p> <ul style="list-style-type: none"> - Yes - No <p>“Was this connected to any of the following areas?”</p> <ul style="list-style-type: none"> - Arts - Museums - Heritage - Libraries - Archives - Sport | <p>This indicator has been used as an example by the Local Government Association of an indicator that could be used to measure the ‘contribution of culture and sport to the local economy’.</p> <p>http://www.local.gov.uk/web/guest/culture-tourism-and-sport-/journal_content/56/10171/3510484/ARTICLE-TEMPLATE</p> <p>Taking Part data is published by the Department for Culture, Media and Sport.</p> | <ul style="list-style-type: none"> - Employers - Employees - Volunteers - Employers of Young People - Individuals - Young People - Students | |
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| | <p>Increased Positive media coverage</p> | <p>Positive media coverage of (Manchester) as a culturally distinctive or innovative city</p> | <p>Various commercial media monitoring services are available to measure mentions in print and broadcast media. With the growth of online communications several free tools now exist to measure mentions in social media, including:</p> <ul style="list-style-type: none"> - HootSuite - Social Mention - Trackur | <p>This indicator is used in the Manchester Cultural Partnership Performance Framework:</p> <p>http://www.manchesterculturalpartnership.org/wp-content/files_mf/performanceframeworkreport.pdf</p> | <ul style="list-style-type: none"> - Communities - Local Authorities - Individuals | |
| <p>Increased participation in arts and culture</p> | <p>Increased number of people participating in arts and cultural activities</p> | <p>Proportion of people participating in various arts-related activities in previous 12 months</p> | <p>In the Taking Part survey various arts-related activities are listed and respondents are asked which they have done in the last 12 months</p> | <p>Questionnaires for various waves of Taking Part can be found here</p> <p>http://www.culture.gov.uk/what_we_do/research_and_statistics/7387.aspx</p> <p>Data is available here:</p> <p>http://www.culture.gov.uk/what_we_do/research_and_statistics/7202.aspx</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Students | <p>It is likely that most people will have participated in at least one of the activities listed. However, participation in various forms of arts and cultural activities can be measured using the list in the Taking Part survey. This is useful for benchmarking.</p> <p>Measures generally exclude paid work, school or academic activities.</p> |

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| | | | <p>UNESCO Institute for Statistics has produced an interesting overview of cultural participation measures across Europe</p> | <p>http://www.lemproje.ct.eu/in-focus/news/measuring-cultural-participation</p> | <p>Individuals Families Young people Children Students</p> | |
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| | | <p>Frequency of participation in various arts-related activities in previous 12 months</p> | <p>Having established which activities respondents have done in the 12 months previously, the Taking Part survey includes questions about the frequency of activities. Frequency of activities from a pre-defined list is measured using the following scale:</p> <ul style="list-style-type: none"> • At least once a week • Less often that once a week but at least once a month • Less often than once a month but at least 3 or 4 times a year • Twice in the last 12 months • Once in the last 12 months | <p>Questionnaires for various waves of Taking Part can be found here</p> <p>http://www.culture.gov.uk/what_we_do/research_and_statistics/7387.aspx</p> <p>Data is available here:</p> <p>http://www.culture.gov.uk/what_we_do/research_and_statistics/7202.aspx</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Students | |
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| | | Attendance at arts and cultural events in previous 12 months | <p>Until October 2010, Sport England's Active People Survey included the following question:</p> <p>"Have you attended any creative, artistic, theatrical or musical events in the last 12 months?"</p> | <p>Historical data for the Active People Survey can be found here:</p> <p>www.sportengland.org/research/active_people_survey.aspx</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |
| | | | <p>In the Taking Part survey various arts-related events are listed and respondents are asked which they have done in the last 12 months</p> | <p>Questionnaires for various waves of Taking Part can be found here</p> <p>http://www.culture.gov.uk/what_we_do/research_and_statistics/7387.aspx</p> <p>Data is available here:</p> <p>http://www.culture.gov.uk/what_we_do/research_and_statistics/7202.aspx</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |

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| | | Percentage of adults who participated in a cultural activity or attended a cultural event or place within the previous 12 months | The Scottish Household Survey contains questions from which data is compiled to measure this indicator | <p>This data is used to measure progress on the Scottish Government's National Indicator: Increase Cultural Engagement</p> <p>Further information including benchmark data is available here:</p> <p>http://www.scotland.gov.uk/About/Performance/scotPerform/indicator/culture</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |
| | | Proportion of online population who have used the internet to engage with the arts and cultural section in the previous 12 months | As part of research commissioned by Arts Council England in Partnership with Museums, Libraries and Archives Council (MLA), and Arts & Culture a questionnaire was developed to measure digital participation in the arts and culture. | <p>The findings of 'Digital Audiences: Engagement with Arts and Culture online' are available here:</p> <p>http://www.artscouncil.org.uk/media/uploads/doc/Digital_audiences_final.pdf</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | 'Arts and culture' in this survey relates to the breadth of organisations and activities represented by the bodies that commissioned the report. |

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| | | Performing arts attendance by ward | Postcode data collected via box office booking were analysed to measure rates of attendance across the wards in Manchester | <p>This is a Manchester Cultural Partnership indicator included in the Manchester Cultural Partnership Performance Framework:</p> <p>http://www.manchesterculturalpartnership.org/wp-content/files_mf/performanceframeworkreport.pdf</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | This data only takes into account information for the Bridgewater Hall, Contact Theatre, The Library Theatre, RNCM and the Royal Exchange. |
| | | Non-attendance rate in arts-related or cultural activities | In 2008, Arts Council England developed an arts-based segmentation system by combining data from the Taking Part survey with Target Group Index data. Thirteen segments emerged across three sub-levels of engagement (Highly Engaged, Same Engagement, and Not Currently Engaged). The data can be modelled at local authority and ward level. | Data has been used to identify 'hot' and 'cold' spots of participation in Manchester by the Manchester Cultural Partnership. | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | This data is modelled and therefore may be represent real levels of attendance in local areas |

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| | | Percentage of people who have experienced an increase/decrease in their participation in arts in previous 12 months | There is a longitudinal element to the Taking Part survey, enabling increase and decrease in participation to be monitored on an individual basis | <p>Questionnaires for various waves of Taking Part can be found here</p> <p>http://www.culture.gov.uk/what_we_do/research_and_statistics/7387.aspx</p> <p>Data is available here:</p> <p>http://www.culture.gov.uk/what_we_do/research_and_statistics/7202.aspx</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |
| | | Average household spend on recreation and culture | Data regarding household spend is collected in the national Living Costs and Food Survey | <p>Data from this survey is published by the Office of National Statistics. Further information and data can be found here:</p> <p>http://www.ons.gov.uk/ons/guide-method/surveys/list-of-surveys/survey.html?survey=Living+Costs+and+Food+Survey</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |

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| | Increased use of museums, galleries and libraries | Percentage of people who have used a library service in the last 12 months | <p>The Taking Part survey contains the following question:</p> <p>During the last 12 months, have you used a public library service at least once?</p> | <p>Questionnaires for various waves of Taking Part can be found here</p> <p>http://www.culture.gov.uk/what_we_do/research_and_statistics/7387.aspx</p> <p>Data is available here:</p> <p>http://www.culture.gov.uk/what_we_do/research_and_statistics/7202.aspx</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |
| | | Percentage of people who have used an archive centre or record office in the last 12 months | <p>The Taking Part survey contains the following question:</p> <p>During the last 12 months, have you been to an archive centre or records office?</p> | <p>Questionnaires for various waves of Taking Part can be found here</p> <p>http://www.culture.gov.uk/what_we_do/research_and_statistics/7387.aspx</p> <p>Data is available here:</p> <p>http://www.culture.gov.uk/what_we_do/research_and_statistics/7202.aspx</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Students - Communities | |

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| | | <p>Numbers of people involved in volunteering / other civic engagement activities / decision making activities through the museum / library / archive service.</p> | <p>'Inspiring Learning' is an improvement framework for museums, libraries and archives developed by the Museums, Libraries and Archives Council.</p> <p>This indicator has been suggested as a way of measuring progress in 'Encouraging and supporting awareness and participation in local decision making and wider civic and political engagement.</p> <p>It is suggested that the indicator could be measured by the following:</p> <p>'Quantitative analysis of volunteering and participatory figures, audience sampling, analysis of activities involving participatory user decision making.'</p> | <p>More information about 'Inspiring Learning: An Improvement Framework For Museums, Libraries and Archives' can be found here:</p> <p>http://www.inspiringlearningforall.gov.uk/toolstemplates/generic/social/section1_importance.html</p> | <ul style="list-style-type: none"> - Individuals - Young people - Older people - Students - Volunteers - Communities | |
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| | <p>Increased participation in arts and culture amongst young people</p> <p>(links to an increase in social interaction, which leads to a greater sense of community)</p> | <p>Number of young people taking part in arts related activities</p> | <p>In 2005, a survey carried out for the Scottish Government called 'Being Young in Scotland: Participation in Youth Work, Volunteering, Caring, Culture, Arts and Sport' which explored various aspects of youth participation, including the proportion of survey respondents doing the following at least once a fortnight:</p> <ul style="list-style-type: none"> - Taking part in arts activities - Attending cultural facilities - Attending live music events | <p>Data has been used to influence government policy regarding youth participation and is available here:</p> <p>http://www.scotland.gov.uk/Publications/2005/09/02151404/14073</p> | <ul style="list-style-type: none"> - Young People - Students - Volunteers | |
| | | | <p>In 2002 The Arts Council of Wales (ACW) commissioned a survey to explore and quantify the involvement of Welsh secondary school pupils in the arts called "Participation in the Arts by Young people"</p> | <p>Data is available here:</p> <p>www.artswales.org.uk/3152.file.dld</p> | <ul style="list-style-type: none"> - Young people - Education authorities, schools, universities - Individuals - Students | |

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| | | Number of young people who have visited a recreational building | <p>Renfrewshire Health and Wellbeing Questionnaire for young people includes the following question:</p> <p>“Have you been to any of the following in the last year? Please tick all that apply:</p> <ul style="list-style-type: none"> - Museum - Library - Sports/ Leisure centre - Community Centre - None of these | <p>Renfrewshire Health and Wellbeing Questionnaire:</p> <p>http://library.nhsggc.org.uk/mediaAssets/CHP%20Renfrewshire/Final%20approved%20version.pdf</p> | <ul style="list-style-type: none"> - Young people - Education authorities, schools, universities - Individuals - Students | |
| Increased availability of arts and cultural facilities | Increased opportunity to participate in arts and culture | Number of events staged in public realm/urban/ green spaces | <p>Data obtained from local authorities, event organisers and venues</p> | <p>This is a Manchester Cultural Partnership indicator included in the Manchester Cultural Partnership Performance Framework:</p> <p>http://www.manchesterculturalpartnership.org/wp-content/files_mf/performanceframeworkreport.pdf</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |

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| | | Number of businesses operating in creative industries | <p>The Inter-Departmental Business Register (IDBR) is a comprehensive list of UK businesses based on three administrative sources: traders registered for VAT purposes with HMRC, employers operating a PAYE scheme and incorporated businesses registered at Companies House. Data from this register can be used to monitor the number of businesses operating in Creative Industries.</p> | <p>The Department for Culture, Media and Sport publishes data on this indicator as part of its analysis of the Creative Industries' contribution to the economy and society. This data is a vital source of information for many people who develop policy for, champion or work within the creative industries.</p> <p>The latest data is available here: http://www.culture.gov.uk/publications/8682.aspx</p> | <ul style="list-style-type: none"> - Employers - Employees - Self-employed people - Employers of Young People - Individuals - Young People - Students | <p>As above, the definition of creative industries is taken from the 2001 Creative Industries Mapping Document.</p> <p>Further information on the IDBR can be found here: http://www.ons.gov.uk/ons/about-ons/who-we-are/services/unpublished-data/business-data/idbr/index.html</p> |
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| | | <p>Level of government investment in arts and cultural activities</p> | <p>Data from individual investors, including The Arts Council and The Big Lottery, as well as individual Local Authorities</p> <p>Composite data on public spending is available through HM Treasury. Data includes:</p> <ul style="list-style-type: none"> - Local Authority Spending - Public Sector Spending - Departmental Budgets | <p>The Arts Council: www.artscouncil.org.uk</p> <p>Big Lottery: www.biglotteryfund.org.uk</p> <p>Public spending data from HM Treasury is available here: http://www.hm-treasury.gov.uk/pes/pub_natstats_july2012.htm</p> | | |
| | <p>Improved perception of arts and cultural facilities in local area (leads to an increase in participation in arts and culture)</p> | <p>Satisfaction with arts and cultural facilities in local area</p> | <p>The Annual Opinion Survey administered by Birmingham City Council monitors resident satisfaction with the following facilities in the local area:</p> <ul style="list-style-type: none"> - Libraries - Museums and galleries - Theatres and concert halls | <p>Data is available: http://birminghamculture.org/files/Untitled-Folder/BarrierstoCulturalParticipationinBirmingham22072010amended.pdf</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |

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| | | Number of young people satisfied with recreational facilities | <p>The North Horsham Parish has administered a questionnaire with the following question to young people:</p> <p>“Do you think there are sufficient activities for young persons in North Horsham?”</p> | <p>The questionnaire is available here:</p> <p>www.northhorsham-pc.gov.uk/consultation/Young.rtf</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |
| <p>Increased participation in sports and exercise</p> <p>(leads to a change in physical health and/or mental health)</p> | Increased participation in sport or exercise | Percentage of adults (16+) participating in at least 30 minutes of sport at least once a week | National data on this indicator is collected via the Active People Survey | <p>This is Sport England's main measure of sports participation: Summary and detailed data is available here:</p> <p>http://www.sportengland.org/research/active_people_survey/active_people_survey_6.aspx</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |

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| | | <p>Number of adults exercising for at least 30 minutes on at least five days a week</p> | <p>Exercise levels can be monitored either by self-report through surveys or by objective means. Self-report is the most widely used method and data is collected via numerous surveys, including the Health Survey for England and the Scottish Health Survey. Accelerometers can be used to objectively measure activity levels. This has been done by organisations such as the British Heart Foundation.</p> | <p>This is the official level of exercise recommended to:</p> <ul style="list-style-type: none"> - Reduce risk of diseases, e.g. coronary heart disease, stroke, type 2 diabetes - Maintain a healthy weight - Maintain the ability to perform everyday tasks with ease - Improve self-esteem - Reduce symptoms of depression and anxiety <p>http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_127931</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |
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| | | <p>Score on/results of Physical Activity monitoring questionnaire</p> | <p>Various tools exist to monitor physical activity levels amongst adults, including:</p> <ul style="list-style-type: none"> - International Physical Activity Questionnaire (IPAQ) - Baeke Questionnaire - Bouchard Three-day Physical Activity Record - Framingham Physical Activity Index - Godin Leisure-time Exercise Questionnaire | <p>The NHS's National Obesity Observatory provides a useless overview of tools available here:</p> <p>http://www.noo.org.uk/uploads/doc/vid_10414_Assessment%20Tools%20160311%20FINAL%20MIG.pdf</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |
| | | <p>Percentage of young adults (16 - 25) participating in at least 30 minutes of sport at least once a week</p> | <p>National data on this indicator is collected via the Active People Survey</p> | <p>This is Sport England's main measure of sports participation amongst young people:</p> <p>Summary and detailed data is available here:</p> <p>http://www.sportengland.org/research/active_people_survey/active_people_survey_6.aspx</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |

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| | | Score on/results of Physical Activity monitoring questionnaire | <p>Various tools exist to monitor physical activity levels amongst young people, including:</p> <ul style="list-style-type: none"> - Physical Activity Questionnaire for Older Children/ Adolescents (PAQ-C/PAQ-A) - Youth Risk Behaviour Surveillance Survey (YRBSS) - Teen Health Survey | <p>The NHS's National Obesity Observatory provides a useless overview of tools available here:</p> <p>http://www.noo.org.uk/uploads/doc/vid_10414_Assessment%20Tools%20160311%20FINAL%20M.G.pdf</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |
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| | | <p>Frequency of sport or physical activity for disabled people</p> | <p>Cornwall Sports Partnership and Disability Cornwall host an Inclusive Sport and Physical Activity Questionnaire for disabled people, which includes the following question:</p> <p>How often do you take part in Sport and Physical Activity? (This could be organised or informal and include going out for a walk, riding a bike or playing any kind of sport in any environment)</p> <ul style="list-style-type: none"> - Not at all - Under 30mins per week - 1 x 30mins per week - 2 x 30mins per week - 3 x 30mins per week - 4 x 30mins per week - 5 x 30mins per week - More than 5 x 30mins per week | <p>Further information is available here:</p> <p>http://www.cornwall.sportpartnership.co.uk/disability-sport-survey</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |
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| <p>Change in availability of sports facilities</p> | <p>Increased opportunity to participate in sports (leads to a change in physical health and/or</p> | <p>Number of sports facilities in local area</p> | <p>Data from individual local authorities</p> | | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |
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| | <p>mental health)</p> | <p>Journey time to get to a facility</p> | <p>There is no standard way of measuring this indicator. However, it has been done through the use of site visits and maps</p> | <p>East Devon District has carried out an Open Space Assessment to:</p> <ul style="list-style-type: none"> - Provide a robust needs and evidence base to inform priorities for future provision and to help guide investment decisions - Inform the development of local planning standards and policy - Inform the Council's Development Framework (LDF) <p>http://www.eastdevon.gov.uk/lp-assessment_of_fixed_sports_facilities.pdf</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |
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| | | Level of investment in sports | <p>Data from individual investors, including Sport England, as well as individual Local Authorities</p> <p>Composite data on public spending is available through HM Treasury. Data includes:</p> <ul style="list-style-type: none"> - Local Authority Spending - Public Sector Spending - Departmental Budgets | <p>Sport England:</p> <p>www.sportengland.org</p> <p>Public spending data from HM Treasury is available here:</p> <p>http://www.hm-treasury.gov.uk/pes/pub_natstats_july2012.htm</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |
| | | Number of people citing disability as a reason for not participating in sport more | <p>The Office for Disability Issues' Life Opportunities Survey contains the following question:</p> <p>"What is stopping you from playing sport (more)?"</p> <p>List of possible answers provided, including disability.</p> | <p>The questionnaire for this survey as well as recent data is available through the Office for Disability Issues:</p> <p>http://odi.dwp.gov.uk/disability-statistics-and-research/life-opportunities-survey.php</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |

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| | Improved perception of sports facilities in local area | Satisfaction with sports facilities in local area | <p>Sport England's 'satisfaction with the sporting experience' survey collects data regarding satisfaction across the following domains:</p> <ul style="list-style-type: none"> - Value for money - Performance - Social/ belonging - Facilities and playing environment - Logistics/ organisation - People and staff - Diversion/ release - Exertion ad fitness - Officiating - Coaching | <p>Data is available here:</p> <p>http://www.sportengland.org/research/sport_satisfaction.aspx</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |
| | | | <p>The Active People Survey measures overall satisfaction with levels of sport provision in the local community</p> | <p>Further information and data are available here:</p> <p>http://www.sportengland.org/research/active_people_survey.aspx</p> | <ul style="list-style-type: none"> - Individuals - Families - Young people - Children - Communities - Students | |