



department for
**culture, media
and sport**



Sport Participation Measurement

Background Paper on Taking Part and Active People Survey
Integration

May 2012

improving
the quality
of life for all

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Introduction

This document provides further background information about the existing Taking Part (TP) and Active People (APS) surveys and sets out the reasons for the proposed changes in more detail.

In addition, to inform the decision-making process, DCMS and Sport England (SE) commissioned the ONS Methodology Advisory Service to take an independent look at the way forward we are proposing. The report “Discussion of options for Taking Part and Active People Survey Integration” from the ONS Methodology Advisory Service is a discussion of possible options for integrating the TP and APS, written to inform this consultation and provides further guidance and detail on the statistical issues involved. It is available to download on the sport participation measurement consultation page of the DCMS and SE websites.

Background on Taking Part and Active People surveys

TP is a face-to-face survey covering a range of cross-cultural and sport questions which measure public engagement and participation in the arts and sport in England. TP is managed by the DCMS Evidence and Analysis Unit and the survey is funded by DCMS, English Heritage, Arts Council England and SE.

TP is a National Statistic and has an annual sample size of around 10,000, which allows for robust estimates at a national and regional level. For the 8th year of collection, 2011/12, TP has introduced a longitudinal element to the survey; there will be a fresh sample of 5,000 with 5,000 interviews followed up from the previous year.

APS is a large telephone survey (sample size around 165,000) which currently focuses on sports participation and physical activity only, within England. The sample size is large enough to be able to robustly measure lower participation sports at the national level as well as providing headline sports measures at the Local Authority District level. The APS has, in the past, been boosted to provide local authority measures of cultural participation (for National Indicators) but this local cultural measurement is no longer a requirement.

The latest issue, year 6 of APS (APS6) contains a face-to-face survey element (6,000 households) to understand the modal effects of the random digit dialling telephone survey method employed. The face-to-face element also allows additional in-depth questions to be asked around levers and barriers to participation.

Both surveys interview adults aged 16 and over. TP only contains a child element to the survey and for each household, together with one adult interview, the survey includes, one child per household aged 11-15 and one child per household aged 5-10 (interviewed by proxy via the adult).

National Statistics Context

Both surveys are governed by the Code of Practice for Official Statistics, compliance with which falls within the responsibility and oversight of the DCMS Head of Profession for Statistics. SE is an Arm's Length Body (ALB) of DCMS and named as a producer of official statistics.

DCMS and the TP survey have recently been assessed by the UK Statistics Authority and the Taking Part survey has retained National Statistics status, subject to implementing 16 requirements of the Authority. Although relationships between DCMS and its ALBs including SE were discussed within the assessment, the APS (an official statistic) was out of scope.

However, the Statistics Authority is aware of the collaborative project between DCMS and SE to address the duplication of sport questions and to resolve the issue of coherence between sports estimates provided by each of the two surveys; these issues were raised by stakeholders during the assessment process. Similarly, the National Statistician's Office is also aware of this consultation.

Nat Cen Review

In August 2010 NatCen published an independent review of the TP and APS surveys; this review was commissioned by DCMS and SE as stated in the review:

“The aim of the review was to scope the options for collecting national and local level data on participation in culture and sport, and to consider how the two surveys might be merged or modified in order to reduce costs, while still meeting the requirements of stakeholders.”

This review has provided a good starting point for options considered in this consultation, however both surveys have moved on since this review; TP has been redesigned to include a longitudinal element (partly as a result of the review) and APS now includes a face-to-face element.

Measurement Priorities for Government and the Public Sector

SE will invest over £1 billion of National Lottery and Exchequer funding between 2012 and 2017 in organisations and fund a wide range of NGBs. Survey evidence is intended to form a part of SE's "payment by results" system for allocation of funding.

Local Authorities are key users of sports data spending approximately £1.9 billion per year on sport and recreation.¹

The following have been identified as the policy measurement requirements identified by DCMS and SE and support measurement of "Creating a sporting habit for life - A new youth sport strategy":

1. Measure the proportion aged 14 years and over undertaking at least one 30 minute session of moderate intensity sport each week
2. Measure participation of children taking part in competitive sport
3. Measurement to capture a required overall consistent annual increase in participation across all age ranges but with a particular focus on 14-25 year old age group at a national level
4. Measure and track change for the most popular 30 sports to inform National Governing Bodies of sport (NGB) performance management (the top 30 sports account for around 80% of total funding).
5. Measure and track change at a local authority district level.

Related to requirement 4 is the issue of National Governing Bodies of Sport (NGB) accountability and payment by results. The revised survey will be central to performance management of NGBs and this will be supplemented by other success measures (including self-reported information), agreed with the NGBs, as part of the Payment by Results regime.

¹ Based on CLG data for 2010/11 outturn at <http://www.communities.gov.uk/publications/corporate/statistics/revenue201011finaloutturn> (revenue) and <http://www.communities.gov.uk/documents/statistics/doc/20134611.doc> (capital)

Scope and Framework of Changes

As well as meeting the measurement requirements for DCMS and SE (detailed on page 8) and continuing to meet the requirements of key users, proposed survey changes are framed in terms of which options provide best value for money and quality i.e. how they meet:

Principle 7 Resources, Practice 5 of the Code of Practice for Official Statistics “Seek to balance quality (for example, accuracy and timeliness) against costs (including both costs to government and data suppliers), taking into account the expected uses of the statistics”.

Principle 1 (Meeting user needs) of the Code of Practice for Official Statistics states that the “production, management and dissemination of official statistics should meet the requirements of informed decision-making by government”.

While we are proposing changes DCMS and SE are:

1. Committed to retaining the cross-cutting nature of the TP survey, covering the needs of the cultural sectors.
2. Committed to meeting the user requirements for sports measurement which the APS provides. These relate to measurement of individual sports, performance management of National Governing Bodies of sport (NGB) and local measurement of sports participation and physical activity.
3. Committed to providing continuity in the data and with the substantial evidence base the TP and APS provide.
4. Keen to pursue on-going improvements, for example the longitudinal element to the TP survey and the introduction of a face-to-face element to the APS.

Value for Money and Quality

Alongside the costs of any options for combining both surveys there needs to be consideration of value for money and quality. Face-to-face interviews (at around £100 per interview) are around eight times more expensive than landline telephone interviews, but provide good quality information, terms can be explained clearly and with the use of visual aids 'show-cards', which help respondents choose from long lists (for example lists of sports). The response rate for Taking Part is around 65%.

Telephone surveys are lower cost (around £12-per interview) and can provide much larger samples sizes but may have low response rates (around 28% for APS) and for APS only cover households with fixed-lines. Around 15% of UK households are mobile only.

Our aim is to use both face-to-face and fixed-line telephone survey results for sports participation together (a 'mixed-mode' approach); this approach draws on the strength and quality of face-to-face interviews, but allows for a large sample of telephone interviews to be obtained within the costs available.

The APS is currently undertaking a face-to-face 'parallel' study which compares the differences in responses to face-to-face interviews and telephone interviews and is important in assessing a way forward for integrating TP and APS into a single survey.

The outcome of this study will inform the detailed method of how face-to-face and landline results can be combined. The study will show how well telephone responses match face-to-face interviews and, depending on the extent of the differences, how these can be accounted for in weighting or calibration of results. The study runs over 4 quarters from October 2011 to October 2012, with the results from the first quarter being available during June 2012.

We also intend to investigate digital data collection methods (mobile and online), with a view to integrating results from these additional modes over the medium term (subject to pilot results).

Introducing online data collection has the potential to provide efficiencies as this method is considerably lower cost than landline telephone or face to face data collection. Our intention would be to follow-up on respondents who have already been interviewed as part of the face to face survey and have agreed that they can be re-contacted.

Building up a panel of online respondents in this way is a gradual process but the intention would be, if the data is of sufficient quality, to replace part of the landline telephone sample with the online component, maintaining the overall total sample size. This approach would need to be successfully piloted before inclusion.

Collection of data by mobile telephone can potentially increase the coverage of fixed-line telephone surveys. However the quality of mobile telephone interviews can be low. There are scenarios where mobile data collection may add to coverage, but the method can be high cost and its value needs to be assessed against other strategies. Piloting this approach would need to show good evidence that the data collected is of sufficient quality and that there is a robust method to include results alongside other types of data collection.

A trial of mobile phone data collection has been carried out for the APS, and the results of this would inform the implementation of a mobile phone pilot.

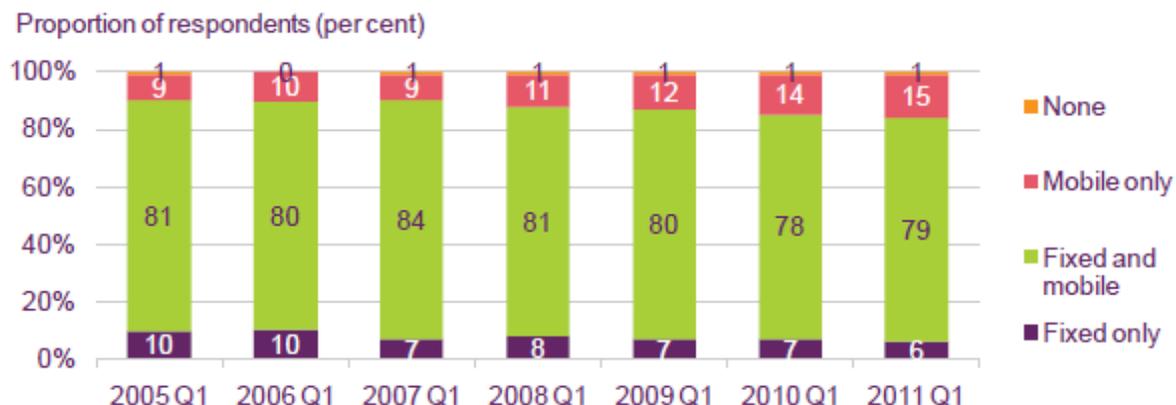
Coverage

It is important for any household survey to fully represent the population by providing as wide a coverage of the population as possible; it is particularly important that a sports participation survey captures people who may spend much of their time outside the home playing sport or exercising.

A face-to-face survey approach (used in the Taking Part survey) provides full coverage of households; however institutional addresses (for example, armed forces barracks, student halls of residence, hospitals, care homes) are currently excluded for practical reasons. To reduce potential response bias against people who spend less time at home a minimum of 8 visits to households are made at varying times across the day and at the weekend.

A fixed line survey approach (taken in the APS) will not cover mobile only households (currently 15% of UK households). Mobile households tend to be more common amongst younger and lower socio-economic groups. While younger people have higher rates of sports participation those in lower socio-economic groups have lower participation; investigation by SE has shown that the exclusion of mobile only households has only a small effect on survey results and can be largely overcome by weighting. APS also follows a thorough non-response strategy, with households phoned at least 40 times before being dropped from the sample.

Household penetration of fixed and mobile telephony (UK): Ofcom Communications Market Report: UK, August 2011.



Source: Ofcom research
 Base: All adults aged 16+ (n=3474)

In this consultation we are also proposing piloting digital data collection methods (mobile and online), with a view to integrating results from these additional modes over the medium term (subject to pilot results). These collection methods provide additional channels of communication, but also present challenges in how results can be integrated within robust estimates. A more detailed discussion of the advantages and disadvantages of these methods is provided in the paper “Discussion of options for Taking Part and Active People Survey Integration” from the ONS Methodology Advisory Service. This can be downloaded from the consultation page of the [DCMS](#) and [Sport England](#) websites.

The Need for Local Authority Estimates

Estimates of sports participation at a Local Authority District level are important to SE and local government partners in measuring participation at a local level. Local authorities use this data to plan and protect local provision and spending of approximately £1.9 billion per year on sport and recreation.

Local Authority measurement is also key for the Department of Health who currently fund APS questions. The Department of Health have stated that they (and Local Authorities) require this information to understand the extent of progress being made in the level of sport and physical activity amongst adults as a result of local interventions as well as self-reported height and weight.

The availability of Local Authority estimates allows the Department of Health to include measures of physical activity and height and weight in their Public Health Outcomes Framework.

The measures outlined in the framework are the “Proportion of physically active and inactive adults” and the “Proportion of adults classified as overweight or obese”. Both are planned to be taken from the APS. The Public Health Outcomes Framework is planning to publish data at Upper Tier Local Authority level, however Local Authorities are very likely to require the indicators at the lower Local Authority District level.

The Department of Transport also contribute to the APS and use local data for walking or cycling to work to support their policy objectives.

Use of Modelled Estimates

A face-to-face only option would require modelling to provide estimates for local authority districts and for lower participation sports as the sample size required for direct estimation would not be sufficient unless the sample was increased substantially beyond what current resources allow.

Modelling also has the potential to improve estimates within mixed-mode options where the sample size is already substantial enough for direct estimation.

However, accountability arrangements mean that SE and the Department of Health have a requirement to directly measure participation in individual sports. Similarly SE and the Department of Health strongly favour sports participation estimates which account for local interventions and initiatives. Modelling will provide estimates for e.g. “a sport like badminton” or “a borough like Lambeth” and is therefore less suited to measuring change with confidence than direct measurement.

Small area estimation (modelling) has been undertaken by SE for descriptive purposes and considered in the past for the Taking Part survey, but not implemented. There is no clear method, however, for modelling sports participation.

A more detailed discussion of modelling is provided in the paper “Discussion of options for Taking Part and Active People Survey Integration” from the ONS Methodology Advisory Service. This can be downloaded from the consultation page of the [DCMS](#) and [Sport England](#) websites.

References

Code of Practice for official statistics:

<http://www.statisticsauthority.gov.uk/assessment/code-of-practice>

UK Statistics Authority Assessment of DCMS and Taking Part

<http://www.statisticsauthority.gov.uk/assessment/assessment/assessment-reports/index.html>

Active People Survey

http://www.sportengland.org/research/active_people_survey.aspx

Taking Part

http://www.dcms.gov.uk/what_we_do/research_and_statistics/4828.aspx

NatCen review. Taking Part and Active People Surveys: an independent review:

http://www.dcms.gov.uk/images/research/TP_InpendReview_of_APTP.pdf

Recognised National Governing Bodies of Sport

http://www.sportengland.org/about_us/recognition_of_sports_and_ngbs.aspx

Ofcom, The Communications Market Report: United Kingdom

<http://stakeholders.ofcom.org.uk/market-data-research/market-data/communications-market-reports/cmr11/uk/>

The Application of Alternative Modes of Data Collection in UK Government Social

Surveys <http://www.ons.gov.uk/ons/about-ons/who-we-are/services/data-collection-methodology/reports-and-publications/alternative-modes-of-data-collection/index.html>

Department of Health Public health outcomes framework

<http://www.dh.gov.uk/health/2012/01/public-health-outcomes/>

Public health outcomes framework: Summary technical specifications (see page 38 2.13 Proportion of physically active and inactive adults)

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_132358

DCMS: Creating a sporting habit for life - A new youth sport strategy

<http://www.culture.gov.uk/publications/8761.aspx>

Sport England strategy 2012-17

http://www.sportengland.org/about_us/what_we_do.aspx

Summary of Taking Part and Active People Surveys

	Taking Part Survey	Active People Survey
Type of Survey	Face-to-face household interview	Telephone Survey, with 6,000 face-to-face sample household survey element from APS6.
Sample Frame	Adults aged 16 and over living in private households in England. A child interview was added to the survey in January 2006, interviewing a randomly selected child in those households containing at least one child aged 11-15. In 2008/09, the child survey was broadened to include children aged 5-10.	The sample universe comprised all individuals aged 16+ living in England with a landline. Random Digit Dialling (RDD) was used in the selection of the sample with one respondent randomly selected from the eligible household members.
Response Rate	Around 64%	Around 28%
Continuous	Yes	Yes
Geographic Coverage	England	England
Sample Size	Currently 10,000 face-to-face	Currently 165,000 telephone. 6000 face-to-face element has recently been introduced.
Interview Length	The median adult sample interview length was 40 minutes. The median survey length for the 5-10 year old child interview was 14 minutes and for 11-15 year olds it was 24 minutes.	15-20 minute average for the telephone survey
Survey Contents	Free time activities Child engagement The influence of childhood participation on adult participation Sport and active recreation Attendance Satisfaction Attitudes to the 2012 Games Digital engagement The big society (charitable giving/volunteering/civic participation) Cycling and swimming proficiency Archives Participation in culture	Walking and cycling Sport participation Volunteer in sport on a weekly basis Club membership Involvement in organised sport/competition Receipt of tuition or coaching Volunteering Changes in sports participation Dance and gardening Height and weight

Longitudinal Panel	Panel established from 2009/10, with follow up each year until 2015	Potential future development.
Statistics Badging	National Statistic	Official Statistic
Purpose	<p>The survey collects a wide range of data about engagement and non-engagement in culture, leisure and sport as well as more diverse measures that support a range of Government objectives.</p> <p>Taking Part is the key evidence source for DCMS, providing reliable national estimates of participation and supporting the Department's aim of improving the quality of life for everyone by providing people with the chance to get involved in a variety of these opportunities.</p> <p>The survey also aims to support the DCMS Structural Reform Priorities and Business Plan through the provision of data for a DCMS impact indicator.</p>	<p>The Primary objective of the APS is to measure levels of participation in sport and active recreation.</p> <p>APS is used to measure performance of National Governing Bodies for 31 of the 46 Organised sports funded by SE.</p> <p>APS also provides the measurement for:</p> <p>Local area estimates of adult participation in sport and active recreation (formerly NI8).</p> <p>Department of Health Public health outcomes framework measures of physical activity and height and weight</p>
Lowest Geographic Level	Regional. Small area estimation would be needed for Local Authority District estimates. Upper tier local authority estimates can be provided by combining years of data.	Local authority district estimates (with minimum sample size of 500 per LA per year). Some local authority estimates combine 2 years of data.
Reporting Cycle	Quarterly	Every six months
Cost	Approximate gross cost £1.38m per annum (including co-funders' contributions from Sport England, Arts Council England and English Heritage)	Gross cost £3.1m (including funding from the Department of Health and the Department for Transport)
Survey contractors	TNS-BMRB	TNS-BMRB

Key Terms and Definitions

Term	Definition
1 x 30 minute MIS	This refers to a person participating in moderate intensity sport for at least one 30 minute session in the last week (including recreational walking and cycling).
3 x 30 minute MIS	This refers to a person participating in moderate intensity sport for at least three 30 minute sessions in the last week (including recreational walking and cycling).
Active sport at least once in the last 4 weeks	The number of days in the last four weeks the respondent has done at least one of the active sports or activities for at least 30 minutes. This excludes any walking or cycling the respondent has done for health or recreation purposes only. Walking or cycling for sport training or competition is included.
Active People Survey	<p>A survey commissioned by Sport England to identify how participation varies from place to place and between different groups in the population.</p> <p>The survey also measures; the proportion of the adult population that volunteer in sport, club membership, involvement in organised sport/competition, receipt of tuition or coaching, and overall satisfaction with levels of sporting provision in the local community.</p> <p>Further details are available here http://www.sportengland.org/research/active_people_survey.asp X</p>
Attendance	This refers to the respondent going to a place, for example, attending a library or a swimming pool.
Confidence interval	This provides a range in which there is a specific probability that the true value will lie within. For the TP and APS surveys, 95% confidence intervals are used which means, had the sampling been conducted 100 times, creating 100 confidence intervals, then 95 of these intervals would contain the true value.
DCMS sectors	The DCMS sectors are the culture, arts, sports and big society sectors.
Engagement	This refers to either attending and/or participating in the sport, culture or arts sector. For example, if the respondent attended an art gallery (attendance) or gave a dance performance (participation).
Moderate intensity sport (MIS)	This is any active sport or recreational activity that is continuous, raises a person's heartbeat, makes them out of breath and sweaty. This excludes utility walking or cycling, for example to work, but does include recreational walking and cycling.

Term	Definition
Participation	This refers to the respondent actively taking part in the activity. For example sports participation could refer to playing football or tennis, whilst participating in the arts may refer to painting.
Significant increase/decrease	This means there is good evidence that the increase/decrease is real and not due to chance.
Socio-demographic groups	Categorising the respondents by different social classes such as age, gender, employment status, housing tenure, ethnicity, religion, disability/illness status and National Statistics Socio-Economic Classes (NS-SEC)
Taking Part Survey	A survey commissioned by the Department for Culture, Media and Sport (DCMS) in partnership with the Arts Council England, English Heritage and Sport England, looking at engagement and non-engagement in culture, leisure and sport. Further information is available at http://www.culture.gov.uk/what we do/research and statistics/7390.aspx