



# Coventry Partnership Household Survey 2007

## SCS Theme Group Report – Culture, Sport and Physical Activity

April 2008

### FINAL Report



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## Position Statement – Key Point Summary

- ◆ The key indicator 'percentage of survey respondents visiting at least one museum and one art gallery a year' has risen slightly from 2005 (the first year it was asked) and 2007. For priority neighbourhoods the figure has risen significantly from 22% to 28% while for rest of city the increase (from 33% to 34%) is not statistically significant. Overall the gap between priority neighbourhoods and the rest of city has narrowed.
- ◆ Survey results show the transitional impact during 2006 of major closures for refurbishment including the Belgrade Theatre and, in part, the Herbert Art Gallery and Museum. However, with the re opening of the Herbert Gallery in 2007, attendance rates show a slight increase in 2007. Results should be tracked in the future to see if the refurbishments have an impact on attendance levels.
- ◆ Respondents surveyed living in priority neighbourhoods are less likely to attend an artistic or cultural event or visit a museum or art gallery than those living in the rest of Coventry. Attendance at cultural events, in general, and visiting historical sites or attending the theatre, opera or ballet, in particular, are linked to social class. Survey respondents working as higher professionals were three times more likely to have attended a performance or show in the last year compared to those working in routine occupations
- ◆ The most popular arts event was to go the cinema or attend a live music event. Men were more likely to attend than women. In contrast, women were most likely to visit a museum or art gallery.
- ◆ Marketing of arts and cultural services could be an issue that needs investigation and strengthening. In future surveys, theme group participants suggested the inclusion of questions to discover respondents' awareness of Arts and Cultural events would be useful.
- ◆ Increased investment in priority neighbourhoods to increase participation in sport and physical activity appears to have been beneficial as the participation in these has risen over time. Overall, monthly participation in sport has increased by 7% since 2005, reaching 51% this year. Moreover the gap between priority neighbourhoods and rest of city has fallen from 8% to just 1% this year.
- ◆ Participation in active sport is also correlated with gender and social class. More men (62%) than women (40%) take part in active sports. Those in higher managerial occupations are 25% more likely to participate in active sport at least once a month than those in lower supervisory or technical roles.
- ◆ Exactly two-thirds (67%) of survey respondents take part in the recommended levels of general weekly physical activity, and this is slightly higher (70%) in priority neighbourhoods than in the rest of city (65%). Statistics on these headline rates have increased markedly over the past three years although may simply reflect improvements in the way this question has been explained to survey respondents (in previous years reported physical activity rates were lower than those for sports participation, which would appear contradictory).
- ◆ The Coventry Household Survey is conducted in the winter months and this may artificially reduce the relative responses on participation in and attendance at different types of cultural and sporting events or physical activities.

## Summary of evidence on key issues

### 1. Cultural Events

#### Arts Events

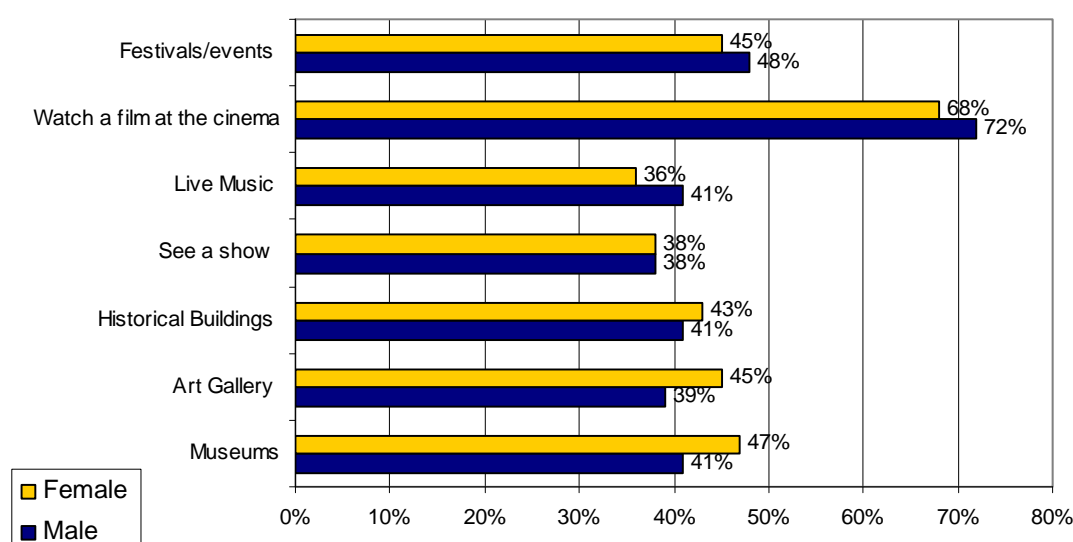
The Household Survey asked survey respondents how often they attend a series of arts and cultural events, including museums, art galleries, historical buildings, seeing a show, live music, watching a film at the cinema and going to festivals or events. In all cases, survey respondents living in the rest of the city are more likely to participate in these events at least twice a year than survey respondents living in priority neighbourhoods.

The biggest difference is between survey respondents who visit places of historical interest at least twice a year (15% priority neighbourhood, 26% rest of city) and survey respondents who go to see a show or other performance such as a play, opera, dance or comedy at least twice a year (18% priority neighbourhood, 29% rest of city). It may be due to the social class differences amongst people living in the different areas of the city. The results show a strong correlation between attending these types of events and social class, for example 49% of survey respondents with higher professional occupations visit places of historical interest at least twice a year compared to 14% of survey respondents with routine occupations. In terms of going to see a show, 46% of higher professionals see a show at least twice a year compared to 15% of survey respondents with routine occupations.

In both areas of the city, the most popular arts events is going to the cinema, 61% of survey respondents go to the cinema at least twice a year (60% priority neighbourhoods, 62% rest of city). There is no correlation between going to the cinema and social class.

There is an interesting pattern of use by gender. Male survey respondents are more likely to go to the cinema (although the majority of females still visit the cinema) or attend live music events or festivals at least once a year, whereas females are more likely to visit museums and art galleries at least once a year. In terms of visiting historical buildings or going to see shows/plays, the results are similar for both males and females.

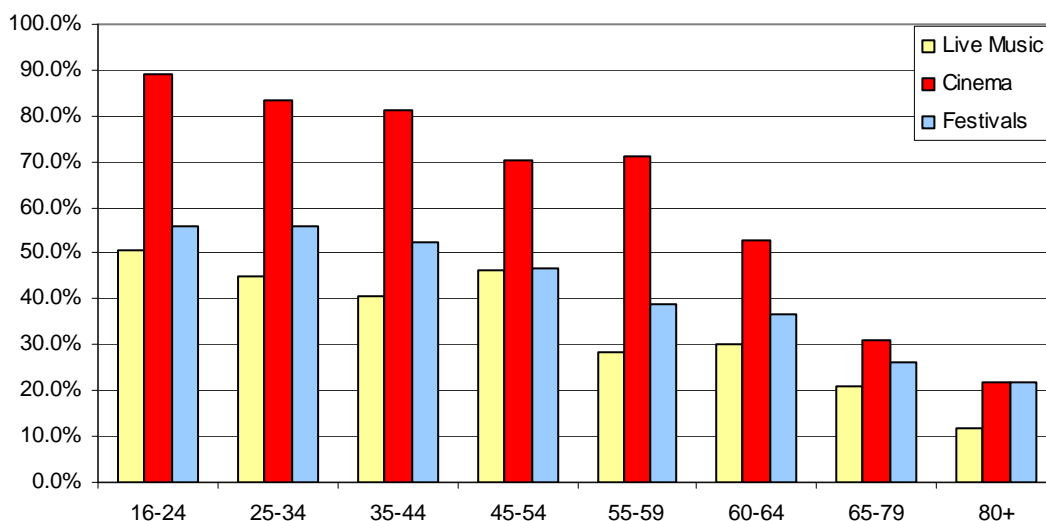
**Figure 1. Percentage of males and females who attends arts events at least once a year**



There is a correlation between age and the percentage of survey respondents attending festivals/events, going to the cinema and listening to live music. The percentage of survey respondents who do these things at least once a year decreases with age as the graph below

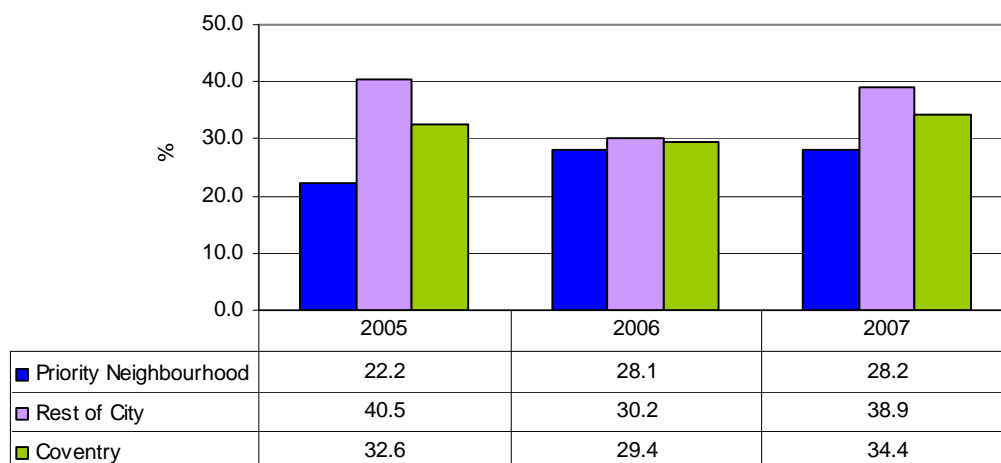
clearly shows. However, there is no correlation between age and attending other arts events such as museums, art galleries, historical building or seeing a show.

**Figure 2. Percentage of survey respondents who attend arts events at least once a year by age**



The key indicator 'attending arts events' measures the percentage of survey respondents who visit at least one museum **and** one art gallery in a year. The results show that since 2005, an increasing proportion of survey respondents in priority neighbourhoods have visited museums and art galleries, whereas in the rest of the city the percentage of survey respondents visiting museums and art galleries has remained about the same as in 2005 (despite a dip in 2006). The dip in 2006 may have been due to the closure of the Belgrade Theatre and only partial re-opening of the Herbert Art Gallery and Museum, however the Herbert has been partially open since 2007 and one would anticipate it will attract more visitors in the future when it fully re opens.

**Figure 3. Percentage of survey respondents who visit at least one museum and one art gallery per year**

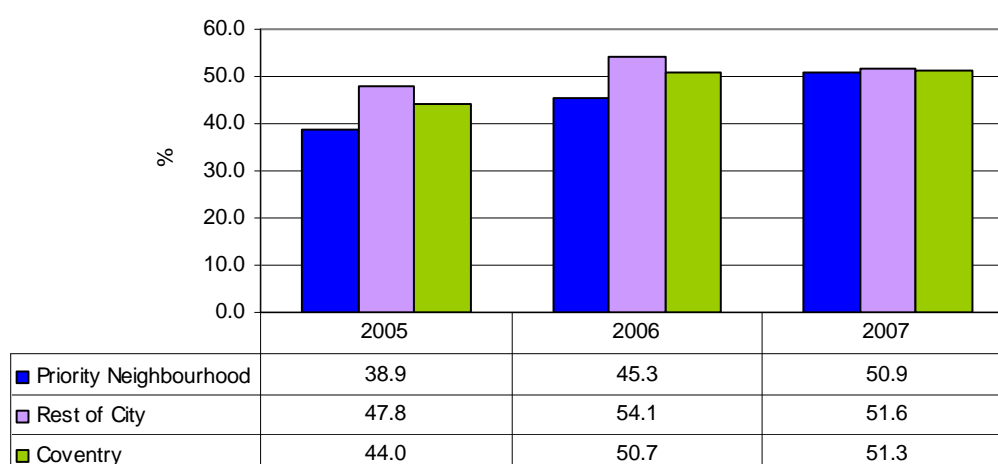


## 2. Sport

### Participation in Active Sports

Survey respondents were asked how often they participate in any sports such as playing football, netball, attending aerobics classes, visiting the gym or a sports/leisure centre, running, cycling or swimming. Across Coventry as whole, just over half (51%) of survey respondents participate in this type of sport at least monthly. Participation rates in priority neighbourhoods are the similar to those in the rest of the city, which may be the result of increased investment in priority neighbourhood to encourage sport participation. Since 2005, participation rates have increased at a faster rate in priority neighbourhoods compared to the rest of the city, another factor pointing towards the success of the investment in sports activities these areas.

**Figure 4. Participation in active sports at least monthly.**



Participation in active sports at least once a month is significantly higher amongst males (62%) than it is amongst females (40%). As would be expected, participation is also highest among younger age groups, 72% of 16-24 year olds participate in sport at least once a month in comparison to less than a fifth (17%) of 65-79 year olds. It is also interesting that those survey respondents who participate in sports are more likely to go and watch live sporting events. 58% of survey respondents who participate in active sports at least 3 times week also go to watch a live sporting event compared to 14% of survey respondents who never participate in active sports.

There is also a difference in participation in active sports by social class, around three quarters of survey respondents in higher managerial occupations (class 1 and 2) participate in active sports at least monthly compared to 51% in lower supervisory and technical roles (class 6).

When survey respondents were asked what most needed improving in their neighbourhood, top of the list were condition of roads, cleanliness and facilities for young people. Improving sports and leisure facilities was the 8<sup>th</sup> factor that they said most needed improving chosen by 14% of respondents. However, for survey respondents who participate in active sports, improving sports and leisure facilities becomes more of a priority. For those who participate at least monthly, improving sports and leisure facilities is their 6<sup>th</sup> priority for improvement. For those survey respondents who participate at least 5 times a week, improving sports and leisure facilities is the 4<sup>th</sup> priority for improvement.

As more young survey respondents use sports and leisure facilities, it is not unexpected that young people rank improving sports facilities as more important than older age groups. For 16-29 year olds, the 6<sup>th</sup> factor they say most needs improving in their neighbourhood is sports and leisure facilities chosen by 21% of this age group. As age increases the priority decreases, for example, over 65 year olds rank improving sports and leisure facilities as 13<sup>th</sup> most important chosen by 8% of this age group.

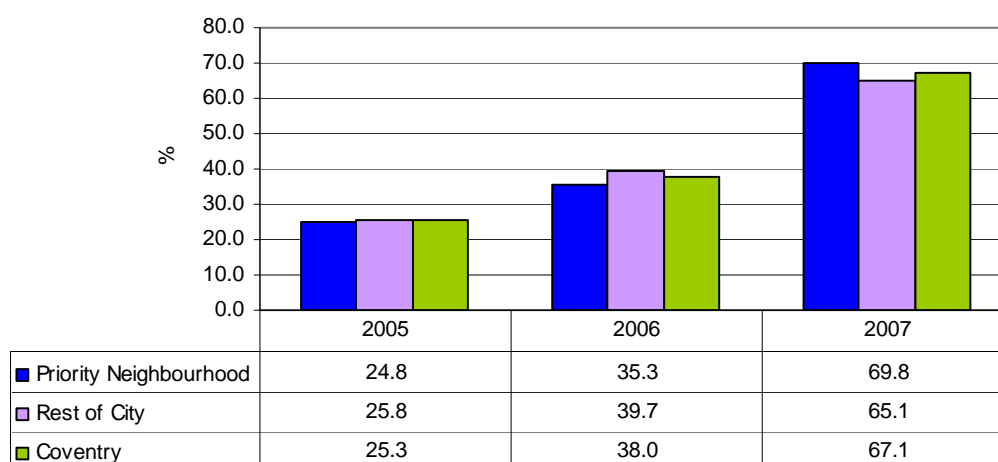
### 3. Physical Activity

#### Participation in Physical Activity

Physical activity participation rates are higher than active sports rate, because physical activity can include things like walking, cycling, housework or gardening where the participant is slightly out of breath but still able to talk. Across the city as a whole, 67% of survey respondents do the recommended amount of physical activity per week (30 minutes at least 3 times a week). In contrast to active sports, participation in general physical activity is now higher in priority neighbourhoods than it is across the rest of the city (70% and 65% respectively).

The graph below shows a significant increase in the percentage of survey respondents participating in physical activity since 2005, although this may be a feature of the way the question has been explained to respondents. A general increase in awareness about health and healthy lifestyles over the past few years seems to have encouraged people to participate in more exercise, as well as investment from the Council to increase the sports facilities on offer and promote healthy lifestyles in the area.

**Figure 5. Percentage of survey respondents doing at least 30 minutes of physical activity at least 3 times a week**



A third of survey respondents (33%) in Coventry do at least 30 minutes of physical activity at least 5 times a week, in line with the trend shown in the graph above, rates of physical activity are slightly higher in priority neighbourhoods than in the rest of the city (35% and 32% respectively).

Unlike with active sports, there is no discrepancy between males and females participating in physical activity. However there is still a correlation by age, with younger survey respondents participating in more physical activity than older respondents.

A potential hypothesis explored was that participation in physical activity is influenced by satisfaction with parks and open spaces, however, although parks do allow children and young people to exercise, there does not appear to be a statistically significant correlation between these two variables.



**M-E-L Research  
Limited  
8 Holt Court  
Aston Science Park  
Birmingham  
B7 4AX**

tel: 0121 604 4664  
fax: 0121 604 6776

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