

## Case Study: Department for Culture, Media and Sport

**InterestMap** - Benefitting from spatial data under the Pan Government Agreement: a case study from DCMS (Department for Culture, Media and Sport)

### Background

Many of the priorities in DCMS are around engagement and attendance. In this example Peter Antoniadis looked at the link between proximity to a library and attendance rates. He used the **InterestMap** product and details from the DCMS Taking Part (TP) Survey (2005/06), boundary shapefiles, and ONS population estimates to produce this case study.

The Taking Part survey is a continuous face-to-face survey with adults aged 16 and over living in private households in England. The survey has run since mid-July 2005. It contributes to the evidence base across a wide range of topics including participation in culture and sport, satisfaction and enjoyment with culture and sport, social capital, volunteering and barriers to participation. It also collects an in-depth range of socio-demographic information on respondents.

### Results

Early results from these experimental statistics (further work is required to refine this, and to ensure the time period for InterestMap and TP match), show DCMS that there are significant differences (at 95% level) between attendance rates for respondents living within 1 mile of a library to those who live further away, i.e. residents who live within 1 mile of a library had higher attendance rates (attending at least once in the last 12 months in 2005/06) than adults who live further than a mile from any library.

### Benefits Summary

- Spatial analysis can show different attendance rates in relation to the location of libraries in England
- Refreshes of the InterestMap products can show the changing landscape of libraries, and this can be modelled against library attendance rates to see possible impacts of these changes, over time
- Libraries and population data can be used to assist the decision-making process for future planning options

### PGA Benefits

- Easier data sharing, both within the PGA community and with other licensed users, to carry out government business
- A wider range of value-for-money geographic data is more easily available
- Robust, affordable GIS solution to support cross-management functions including web and intranet use
- Help to fulfil statutory remits and give customers on-demand access to essential information
- Help to put more electronic information on services, amenities and locations into the public domain

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