



HM Government



00001
05897

The Resident

Address1

Address2

Address3

Town

County

Postcode

11 August 2021

Reference Number: {HHSerial}

Job Number: 262400121

Dear Resident,

Your household has been chosen to be part of the **Participation Survey**. This is an official government study that plays a vital role in deciding how public money is spent on sports, arts, culture and other facilities in your local area.

Up to {NumLogIns} people in your household aged 16 or over can take part, but each set of log-in details can only be used once.

How to take part

- 1 Go to **www.participationsurvey.co.uk** or scan the QR code on a smartphone and select 'Click here to complete the survey'.
- 2 Enter your **log-in details** (shown below) in the boxes provided.



Person 1

Ref No: XXXX

Password: XXXX

XXXX

Person 2

Ref No: XXXX

Password: XXXX

Person 3

Ref No: XXXX

Password: XXXX

Person 4

Ref No: XXXX

Password:

Each person who completes the survey will receive a **£10 shopping voucher** to thank them for their time. The survey should take around 30 minutes to complete.

If you are unable to complete the survey online, you can request a **paper version** of the questionnaire via the contact details below.

This study is being carried out on behalf of the government by Kantar Public, an independent social research organisation. If you would like to talk to someone about the study, please contact Kantar Public on 0800 904 7726 or at participationsurvey@kantar.com.

I hope you will be able to take part and thank you in advance for your help.

Yours faithfully,

Sarah Lasher

Sarah Lasher

Head of Profession for Statistics, DCMS

KANTAR PUBLIC

Frequently Asked Questions

Why did you choose my address?

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Why are my views important?

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How do I collect the voucher?

Once you have completed the survey you will be directed to our voucher website, where you can choose from a range of different £10 shopping vouchers.

If you complete the survey using a paper questionnaire, we will post a £10 voucher to you once we have received the completed questionnaire.

Is the survey confidential?

Yes, the information that is collected will only be used for research and statistical purposes. Your contact details will be kept separate from your answers and will not be passed on to any organisation outside of Kantar or supplier organisations who assist in running the survey.

Data from the survey will be shared with DCMS for the purpose of producing and publishing statistics. The data shared with DCMS won't contain your name or contact details, and no individual or household will be identifiable from the results.

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Counter
WebNo

The Resident

Address1

Address2

Address3

Address4

Address5

Address6

Postcode_A

Despatch date

Reference Number: HHSerial

Job Number: 262400121

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Person 3

Ref No: XXXXXX

Password: XXXXXX

Person 4

Ref No: XXXXXX

Password: XXXXXX

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Click to START NOW to complete the survey and submit when done.

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Person 1	Person 2	Person 3	Person 4
Ref No: XXXXXX	Ref No: XXXXXX	Ref No: XXXXXX	Ref No: XXXXXX
Password: XXXXXX	Password: XXXXXX	Password: XXXXXX	Password: XXXXXX

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Ref No: XXXXXX

Password: XXXXXX
XXXXXX

Person 2

Ref No: XXXXXX

Password: XXXXXX

Person 3

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Person 1

Ref No: XXXXXX

Password: XXXXXX
XXXXXX

Person 2

Ref No: XXXXXX

Pass [INSERT DATE]

Person 3

Ref No: XXXXXX

Password: XXXXXX

Person 4

Ref No: XXXXXX

Password: XXXXXX

The closing date for the survey is **Pap_Num**. If your household would prefer to respond on paper, we have enclosed **Pap_Num** which you can complete and return using the pre-paid envelope provided. Click **"START NOW"** to complete the survey and submit when done.

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Adults in your household who have already completed the survey do **NOT** need to take part again.

How to take part

- 1 Go to **www.participationsurvey.co.uk** or scan the QR code on a smartphone and select 'Click here to complete the survey'.
- 2 Enter your **log-in details** (shown below) in the boxes provided.



Person 1	Person 2	Person 3	Person 4
Ref No: XXXXXX	Ref No: XXXXXX	Ref No: XXXXXX	Ref No: XXXXXX
Password: XXXXXX	Password: XXXXXX	Password: XXXXXX	Password: XXXXXX

If you are unable to complete the survey online, you can request a **paper version** of the questionnaire via the contact details below.

- 3 Click **"START NOW"** to complete the survey and submit when done. If you would like to talk to someone about the study, please contact independent research agency Kantar Public on 0800 904 7726 or at participationsurvey@kantar.com.

I hope you will be able to take part and thank you in advance for your help.

Yours faithfully,

Sarah Lasher

KANTAR PUBLIC

Head of Profession for Statistics, DCMS

Frequently Asked Questions

Why did you choose my address?

As it is not possible to ask everyone to take part in the survey, we select a sample of addresses to represent the entire country. Your address was selected at random from a list of private addresses held by the Royal Mail.

Why are my views important?

Everyone's views and experiences are valuable, even if you don't participate in any activities or you don't think your views are relevant. The results need to be representative of everyone in England.

Who is conducting the survey?

The survey is being conducted by Kantar Public (an independent agency) on behalf of the government department for Digital, Culture, Media and Sport (DCMS). DCMS aims to improve the quality of life for all through sporting, art and cultural activities. To find out more about Kantar Public, please visit www.kantarpublic.com.

More information about this survey is available at www.gov.uk/guidance/participation-survey

What do I need to do?

Up to DCMS_RemindNumLogIns people in your household aged 16 or over can take part. Simply go online and type www.participationsurvey.co.uk in the address bar or scan the QR code on a smartphone. Then enter one of the reference numbers and associated password provided and complete the survey.

How do I collect the voucher?

Once you have completed the survey you will be directed to our voucher website, where you can choose from a range of different £10 shopping vouchers.

If you complete the survey using a paper questionnaire, we will post a £10 voucher to you once we have received the completed questionnaire.

Is the survey confidential?

Yes, the information that is collected will only be used for research and statistical purposes. Your contact details will be kept separate from your answers and will not be passed on to any organisation outside of Kantar or supplier organisations who assist in running the survey.

Data from the survey will be shared with DCMS for the purpose of producing and publishing statistics. The data shared with DCMS won't contain your name or contact details, and no individual or household will be identifiable from the results.

For more information about how we keep your data safe, you can visit www.participationsurvey.co.uk.

<<ADDRESS 1>>

<<ADDRESS 2>>

<<ADDRESS 3>>

<<ADDRESS 4>>

<<POSTCODE>>

Reference: << HHSerial>>

Project number:
262400121

<<DATE>>

Participation Survey

Dear Sir/Madam,

Thank you for requesting a paper version(s) of the **Participation Survey**, an official government study that plays a vital role in deciding how public money is spent on sports, arts, culture and other facilities in your local area.

Please find enclosed the requested paper questionnaire(s) for completion, and pre-paid envelope to return the completed survey.

Each person who completes the survey will receive a £10 shopping voucher to thank them for their time. The survey should take around 30 minutes to complete.

If you would like to talk to someone about the study, please contact independent research agency Kantar Public on 0800 904 7726 or at participationsurvey@kantar.com.

I hope you will be able to take part and thank you in advance for your help.

Yours faithfully,

Sarah Fong

Senior Research Executive, Public Division, Kantar