



****NEWS COMMENT****

New DCMS Statistics on Young People's Engagement in Culture

A new survey reveals that 45% of 5-15 year olds are participating in five hours of cultural activity a week. The findings from *Taking Part: The National Survey of Culture, Leisure and Sport* find that 26% of 5-10 year olds take part in more than five hours a week of cultural activities, including the arts, out of school. However, 66% of 11-15 year olds were found to be participating in more than five hours in and out of school.

Commenting on the latest figures Paul Collard, Chief Executive of Creativity, Culture & Education (CCE), the organisation that delivers the government's pilot cultural offer Find Your Talent, says: "The Government pledge to deliver a five hour entitlement to cultural activity recognises the impact cultural experiences can have on young people contributing in powerful ways to personal development and raising aspiration however we know that not all children and young people are getting the same access to them."

He continues, "Access to cultural opportunity is too important to be an accident of geography or the privilege of a minority and Find Your Talent, in its first year, is already exploring various ways to overcome the challenges of in enabling all children to access culture."

Find Your Talent (www.findyourtalent.org), the government's pilot cultural offer for all young people is already having an impact just one year since its launch. The programme is working towards ensuring that every child and young person, whatever their age and whatever their ability is able to access at least five hours of high quality cultural activity per week.

For a copy of *Taking Part: The National Survey of Culture, Leisure and Sport*:
http://www.culture.gov.uk/reference_library/publications/6409.aspx

For more information about Find Your Talent visit: www.findyourtalent.org

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Notes to Editors:

For more information or to arrange an interview with Paul Collard of CCE please contact:
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email: sarah.scott@cceengland.org

Creativity, Culture and Education (www.creativitycultureeducation.org):

Creativity, Culture and Education (CCE) is the new national organisation which aims to transform the lives of children and families by harnessing the potential of creative learning and cultural opportunity to enhance their aspirations, achievements and skills. **Our vision** is for children's creativity to be encouraged and nurtured in and out of school and for all children to experience and access the diverse range of cultural activity in England because these opportunities can have an enormous impact on their life chances.

CCE delivers the following cultural and creative programmes and initiatives:

- *Creative Partnerships* – the Government's flagship creative learning programme: www.creative-partnerships.com
- *Find Your Talent* – the Government's pilot cultural offer for all children and young people: www.findyourtalent.org
- *Shine* – the annual celebration of the talent of all children and young people: www.shineweek.co.uk

Find Your Talent (www.findyourtalent.org):

Find Your Talent is the Government's pilot cultural offer for all children and young people which aims to ensure they have access to the wide range of quality cultural experiences essential to unlocking their talent and realising their potential. Whether it is music, art, film, theatre, dance, digital media, exploring libraries, museums or heritage, Find Your Talent aims to ensuring that every child and young person, whatever their age and whatever their ability is able to access at least five hours of high quality cultural activity.

The programme is managed by the new national organisation Creativity, Culture and Education (CCE).