Diverse Audiences on your Doorstep

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Museum Development Officers
southeastmuseums.org
Diverse Audiences

• What is diversity and why is it key for our sector?

• How can data help us understand the diversity in this sub-region?

Discussion task

• Who are our Existing & Desirable audiences?

• How might we reach them?
Why are we talking about diversity?

“At the heart of our Inclusivity & Relevance Principle is a commitment to achieving greater fairness, access and opportunity across the cultural sector. We want England’s diversity fully reflected in the individuals and organisations we support and the culture they produce.” ACE

“Inclusion – ‘involving a wider range of people’ – is a mandatory outcome of all the projects we fund. When we talk about inclusion, we mean equal and fair access for everyone.” NLHF
What do we mean by diversity?
A picture of Hampshire Berkshire Isle of Wight
Berkshire

- Pre-schoolers
- Range of Asian backgrounds
- Black/Black British/Caribbean
- Wide range of languages
- Muslim, Hindu & Sikh
Berkshire

Black African/Caribbean/Black British
3% Berks Average
- Foxborough – Slough 15%
- Battle – Reading 12%

Preschoolers
7% BA
- Chalvey – Slough 11%
- Clippenham Meadows - Slough 11%

Socio-economic group DE
BA 18%
- Baylis & Stoke – Slough 44%
- Whitley – Reading 35%
- Wildridings & Central – Bracknell 27%
Central Hampshire

- Gypsy / Irish traveller
- Nepalese
- Buddhist
- Retired
Central Hampshire

Polish speakers
Hants average 0%
• Eastrop – Basingstoke 4%
• Popley West – Basingstoke 4%

Religion - Hindu
Hants average 1%
• Wellington - Aldershot 10%

Living with a Disability
Hants average 6%
• Becton – New Forest 13%
• New Milton – New Forest 13%
Portsmouth & Southampton

- 18-29 year olds
- Wide range of backgrounds, particularly Bangladeshi, Chinese, Polish, Arab
- Wide range of languages
- Those living with bad health
- DE socio-economic group
Portsmouth & Southampton

Full Time Students
P&S average 12%
- Bargate – Soton 41%
- Central Southsea – Ports 41%

Living with a Disability
P&S average 12%
- Battins – Havant 23%
- Redbridge – Soton 21%
- Rowner & Holbrook - Gosport 21%

Religion - Muslim
P&S average 2%
- Bevois – Soton 19%
- St Thomas - Ports 10%
Isle of Wight

- Over 75s
- People living with disability & bad health
- Those providing unpaid care
- Single person households
- DE socio-economic group
Isle of Wight

Socio-economic group DE
- 28% IoW Average
  For example;
  - Newport East 42%

Provides Unpaid Care
- 12% IoWA
  - Freshwater 15%
  - Ventnor West 15%
  - Godshill & Wroxall 15%
  - Nettlestone & Seaview 15%

Filipino
- IoW Average 0%
  - Newport Central 2%
<table>
<thead>
<tr>
<th>Age group</th>
<th>Central Hampshire + North Hampshire Count</th>
<th>South East England Count</th>
<th>Index</th>
</tr>
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<tbody>
<tr>
<td>0 - 4</td>
<td>51,857 (6%)</td>
<td>53,423</td>
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<tr>
<td>5 - 9</td>
<td>49,360 (5%)</td>
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<tr>
<td>10 - 14</td>
<td>52,964 (6%)</td>
<td>51,875</td>
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<tr>
<td>15 - 19</td>
<td>51,266 (6%)</td>
<td>51,924</td>
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<tr>
<td>20 - 24</td>
<td>22,471 (3%)</td>
<td>21,762</td>
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<tr>
<td>25 - 29</td>
<td>19,319 (2%)</td>
<td>18,531</td>
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<td>30 - 34</td>
<td>46,592 (5%)</td>
<td>53,287</td>
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<tr>
<td>35 - 39</td>
<td>59,794 (7%)</td>
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<tr>
<td>40 - 44</td>
<td>60,232 (8%)</td>
<td>64,790</td>
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<td>45 - 49</td>
<td>70,902 (8%)</td>
<td>65,258</td>
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<tr>
<td>50 - 54</td>
<td>66,866 (8%)</td>
<td>59,864</td>
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<tr>
<td>55 - 59</td>
<td>63,020 (8%)</td>
<td>55,399</td>
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<tr>
<td>60 - 64</td>
<td>47,129 (6%)</td>
<td>52,400</td>
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<td>65 - 69</td>
<td>37,011 (5%)</td>
<td>34,790</td>
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<tr>
<td>70 - 74</td>
<td>22,952 (3%)</td>
<td>21,070</td>
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<table>
<thead>
<tr>
<th>Gender</th>
<th>Population and households</th>
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<tbody>
<tr>
<td>Males</td>
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<td>429,577 (49%)</td>
<td>4,239,248 (49%)</td>
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<tr>
<td>Females</td>
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<td>446,325 (51%)</td>
<td>4,395,452 (51%)</td>
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| All usual residents | 877,251 | 8,634,700 |

<table>
<thead>
<tr>
<th>Age group</th>
<th>Visited in past 12 months</th>
<th>Cinema visits</th>
<th>Theatre once a month or more</th>
<th>Never seen a film</th>
<th>Never seen a play</th>
<th>Never seen a live music performance</th>
<th>Never once a year</th>
<th>All usual residents</th>
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<td>7,480 (6%)</td>
<td>5,630 (5%)</td>
<td>6,520 (6%)</td>
<td>4,700 (6%)</td>
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Existing and Desired Communities

Who are your Existing Communities?

Who are your Desired Communities?

- Be specific
- Aim for about 5 in each list

How might you reach your Desired Communities?
How can you find out about your audiences?
Reaching new audiences

- Contact
- Connect
- Converse
- Collaborate
Find out more

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