

Maximise: Key Research Summary

Introduction

It is widely recognised that the United Kingdom is becoming increasingly ethnically diverse, and that arts and cultural organisations need to strive to become more accessible to different cultural groups.

However, what is less clear is the data behind these assertions; just how many people are we talking about in various different ethnic groups?; How is the ethnic composition of the country changing? How effective is the arts sector in engaging different cultural and ethnic groups? How can an organisation measure whether it is performing well or poorly compared to the wider sector?

This document summarises some of the key research and policy reports of relevance and aims to provide a contextual background for Maximise. It is divided into two main sections:

- Section 1: Population data and understanding 'ethnic groups' outlines some of the current thinking and debates about how to accurately count the population. This is not as simple as it may be thought, as has now been recognised by the Office of National Statistics.
- This section also draws attention to predictions of the future population and its ethnic breakdown, as well as referring to academic and official mechanisms for accurately predicting and measuring the size of the population.
- Section 2: Arts and cultural data sets out key findings from some of the most relevant research conducted by the sector. It includes findings from Taking Part, the annual DCMS survey which includes a number of specific questions assessing levels of arts attendance and participation across the population. It also summarises the findings of a number of other research projects that have specifically sought to assess engagement by minority ethnic groups.

Section 1: Population data and understanding 'ethnic groups'

Counting the Population – *House of Commons Treasury Committee Report, published May 2008*

This report looked into official statistics to clarify what is currently published and what changing needs are. It provides useful clarification of the various sources used to develop official statistics and their limitations. It also developed a number of recommendations for the Statistics Authority to improve the accuracy of population figures in the future.

Some of the headline issues emerging from this report made headline news, in terms of calling into question the accuracy of 'official' population statistics. Overall, it is a useful overview of the current systems for collection, and strategic, policy applications of population statistics.

The Statistics Authority (previously the ONS) produces population estimates at national and local level. The most authoritative population estimates for the UK are derived from the Census of Population which takes place every 10 years. The most recent one was held in April 2001.

Population estimates from Census are updated each year by the ONS to produce mid-year population estimates for the years between Census. They estimate population usually resident on 30 June of each year. They are based on estimated assumptions on future levels in fertility, mortality and migration.

Current population statistics relate to the usually resident population; those statistics record people where they usually live.

The usually resident population does not always coincide with the number of people to be found in an area at a particular time of the day of year. For example the day-time populations of city centres, such as London or Manchester, and the summertime populations of holiday resorts would normally be higher than their usually resident populations. For most people, defining where they 'usually live' for the purpose of Census quite straightforward; for a minority of people, it is more difficult.

The Census gathers information on a wide range of subjects relating to population, such as age, sex, ethnic composition, education, socio-economic class, religion, housing, families, transport and work. It is designed to provide a complete picture of the nation, counting the numbers of people living in each city, town and country area. It provides data about each area and its population, including the proportion of young and old people, what jobs people do and the type of housing they live in.

It has been recognised that increased frequency of Census data collection and publication would be useful to researchers and planners, particularly with regard to population characteristics that change quite frequently, such as ethnic composition.

Migration is the most difficult part of the population estimate process as migratory moves are not registered in the UK, either at national or local level. Migration is made up of international migration (ie from / to different countries) and internal migration (ie, within UK).

International migration is one of the most difficult components of population change to measure accurately. There is no single, comprehensive data source able to provide the information for statistical purposes at national or local level. The sources currently used are:

- International Passenger Survey – a survey of a random sample of passengers entering & leaving the UK through major air and sea ports and the Channel Tunnel. ONS estimates over quarter of million face-to-face interviews are carried out each year. The data was originally designed to provide data primarily for tourism and business travel purposes and it is suggested that the Survey is not 'fit for purpose' given the way it is now used. This report recommends that it be replaced by a more comprehensive Survey, more suited to the accurate measurement of international movements affecting the size of the UK resident population.
- Home Office data on asylum seekers and persons entering UK as short-term visitors but who were subsequently granted an extension of stay for a year or longer. However, it does not take account of 'short-term migration', ie people intending to stay for less than a year.
- Estimates of migration between UK and Irish Republic, using Irish information sources.

Internal migration data is based on patient register and patient re-registration recorded in the NHS Central Register and shows moves between Local Authorities, Government Regions in England & Wales only. This is combined with GP patient records.

Other data sources include:

- National Insurance register – does not show the number of foreign nationals working or claiming benefit at any given point, nor do they distinguish between long and short term migrants. There is also no requirement to de-register on leaving the country.
- School Census (every term) and Higher Education Statistics Authority data inform estimates of internal migration of students and international migration of foreign students in higher education.

ONS has argued that population and migration statistics are produced by combining the best possible data currently available. However, the report recognises that:

“in a period of significant population change and individual mobility meeting the requirements of users has become more complex for the Statistics Authority. The amount of population turnover, both nationally and locally has made it increasingly difficult for the current methods of counting the population to estimate the numbers of people in an area and on what basis they are there.” (p21, para 48)

The report discusses some of the ways that population estimates are used, in order to illustrate why it is so important that they are accurate:

“It is accepted that population estimates are central to every national system of official statistics. They are used in statistical formulae that allocate vast sums of public money to the devolved administrations, to local government, the health service and public services. It is therefore a matter of social responsibility to ensure that population statistics are calculated accurately.” (p23, para 53)

“The provision of accurate information about how many people are present within the country and where they are located is essential to effective policy-making and the effective delivery of services. Society is becoming more mobile and the information held electronically about events, persons and services by government agencies and other bodies has substantially increased. We require the Statistics Authority in response to this Report to set out the steps it will take to utilise and better link data held by the Government and by local government in order to provide a more accurate picture of the population within this country.” (p26, para 62)

“...there are substantial problems in generating accurate population estimates in some Local Authority areas. The current methods of estimating internal migration are unsatisfactory and lead to decisions on the allocation of funding being based on inadequate information. The Statistics Authority should establish as an immediate priority the provision of local population statistics that more accurately reflects the full range of information available about local populations and the effects of internal migration.” (p29, para 71)

Short term migration is also a problem because figures are only collected for people who say they intend to stay for more than a year but:

- Some people come for a shorter term but make demands on services
- Some people say they’re coming for a short time but end up staying longer.

ONS produced estimates of short-term migrant figures in 2007 and recognised the need to produce sub-national short-term migration estimates, although it has been recognised that further work is required to improve the estimates in order to place greater confidence in the data.

A number of factors were identified that had developed since the 1970s which reduced the effectiveness of traditional methods used to obtain population estimates:

- Confidence in the ability of a traditional census to obtain all information periodically needed from the whole population has declined

- The rate of change within society has quickened, this requires Central and Local Government to measure characteristics and structures of the population more frequently in order to support policy making and decision making
- The amount of electronically held data about events, persons and services by government agencies and other bodies has substantially increased, particularly those captured in the administrative and monitoring processes associated with the running of public services
- Computing capability has expanded allowing ready linkage and analysis of datasets on a larger scale than could have been envisaged previously.

The report suggests a number pilot projects with Local Authorities and investigations undertaken to look at alternative models to Census.

The final recommendation is:

“..that the Statistics Authority set strategic objectives to ensure that the data gathered throughout the UK can be used to produce annual population statistics that are of a quality that will enable the 2011 Census to be the last census in the UK where the population is counted through the collection of census forms.” (p48, para 149)

The full report is available at:

<http://www.parliament.the-stationery-office.co.uk/pa/cm200708/cmselect/cmtreasy/183/183.pdf>

The Statistics Authority has since announced plans for a number of Authority Monitoring Reports, to be published in 2009, to address the recommendations.

(see Announcement – www.statisticsauthority.gov.uk/announcements)

Focus on Ethnicity and Religion – Palgrave Macmillan, for Office of National Statistics, 2006

Based on 2001 Census data

Modest migration has always been a feature of the UK but large scale migration since the middle of the 20th century has resulted in growing recognition of the differences between ethnic groups. This has led to increasing need for data on the size and characteristics of ethnic groups in order to identify any inequalities and monitor progress to addressing them.

The 1991 Census provided the first opportunity to accurately measure the size and characteristics of ethnic minority populations in Great Britain. The data confirmed widespread variations between ethnic groups with regard to housing conditions, labour market and employment patterns. The 2001 Census gave the opportunity to confirm whether those differences still existed, whether they were greater or whether they had declined as ethnic populations became established.

The 2001 also included, for the first time, a question on religion, in order to clarify whether the differences identified for ethnic groups also applied to religious groups. It was also an opportunity to clarify the relationship between these two important aspects of identity.

The report is organised into five chapters:

1. Measurement and classification

2. Population
3. Geographic diversity
4. Households and families
5. Employment and labour market participation.

1. Measurement and classification

This chapter discusses classification of both individuals and households in terms of ethnic and religious groups. It discusses the fact that many aspects of identity are associated with 'ethnicity', including:

- Racial group – categories such as Chinese or Arab also have certain geographical connotations but are racial classifications of a kind
- Skin colour – can reflect the fact that minority status is likely to follow from generation to generation although it does not distinguish between minority groups, eg Caribbean and African, or between Indian, Pakistani and Bangladeshi.
- Country of birth. This has become less relevant when used on its own as second and third generation children have been born since the main periods of migration.
- Parental country of birth. The increasing proportion of minority ethnic groups being born in the UK means this is no longer an adequate signifier.
- Language spoken at home. This measure is also becoming increasingly less useful.
- Religion. Some have suggested that religion should be recognised more explicitly, as indicated by the inclusion of a question on religion in the 2001 census.
- National / geographic origin. A further development has been to combine national or geographic origin with a colour term, such as in Black African to identify more precisely which group is being referred to for people originating from a part of the world which is itself multi-ethnic, such as the West Indies.

The ethnic and religious groups discussed are those identified by ONS as 'standard classifications' for surveys and census. However, these are NOT static groups and change over time; the 2001 Census used different classifications to those used in 1991 and changes are in the process of being tested for 2011 Census. (see ONS website). For example, 2001 Census introduced four new Mixed ethnic group categories and it is now suggested that Dual Heritage is a preferred term. Differences in the classifications used mean it is difficult to make comparisons in figures between 1991 and 2001 Census information, as well as between the different countries in the United Kingdom.

The key factor is that respondents can self-select the ethnic group that they consider they belong to. The same is true of religion.

Classifying households is even more complex as any one household may contain people from a number of ethnic and religious groups. Whilst this means that it could be misleading to label households as, for example, 'White British' or 'Muslim', the chapter demonstrates that the majority of households do contain people from the same ethnic or religious group.

2. Population

This chapter looks at classification by ethno-religious groups, taking account of both ethnicity and religion and describes the diversity within the population as whole. It

demonstrates how awareness of the ethno-religious composition of groups contributes to increased understanding of each of the ethnic and religious populations. It also includes profiles of each of the main ethnic groups, describing and contrasting countries of birth, religious affiliation, age structure and socio-economic characters of each group. It shows how these characteristics are related to other factors, eg labour market and household variations, described in more detail in other chapters. For example, the younger age structure of some ethnic minority populations is associated with larger households and higher rates of unemployment and economic inactivity.

3. Geographic diversity

This chapter shows how different ethnic and religious groups are spread throughout the UK, illustrating which groups tend to live in direct areas, and which areas are the most and least diverse.

For example, Pakistanis form a majority in some areas of Birmingham, Bradford and Rochdale; Indians in some part of Leicester; and Bangladeshis in areas of Tower Hamlets and Oldham. By contrast, people from Mixed and Chinese groups were the most spread out.

The White British population was unevenly distributed within certain local authority areas. For instance, although more than 81% of the people in MSOAs in the local authorities of Birmingham, Sandwell and Walsall, these areas contained two clusters where White British people accounted for less than 36% of the local population. These were located around the centre of Birmingham, north of Moseley and around Handsworth and neighbouring parts of Sandwell. By contrast, MSOAs around Mere Green (North Birmingham) and Lonbridge Rubery and Northfield (South West Birmingham) had White British populations of more than 90%.

In two MSOAs near Moseley, Birmingham, just 9% of the population was White British, the lowest proportion anywhere outside of London.

Similarly, people from religious minorities tend to be clustered in relatively small areas: Muslims make up a majority of the population in parts of Birmingham; Hindus form the majority in parts of Leicester; Jews made up almost half the population in one part of Salford; and Sikhs accounted for more than a third of the local population in part of Birmingham and Ealing.

‘The tendency of different ethnic and religious groups to concentrate in particular geographical areas has prompted much public debate about the integration of the diverse communities in Great Britain. Research has found that residential concentration can occur for reasons of both positive and negative constraint. However, the areas where groups have settled have implications for their labour market and housing circumstances.’

4. Households and families

This chapter examines differences in households and family patterns amongst different ethnic and religious groups, as well as identifying other factors that may also play a role. It discusses, for example, how:

- White British, White Irish, Christian and Jewish populations have an older population, more pensioners and higher numbers of one-person households.
- By contrast, Bangladeshi, Pakistani and Muslim populations have a younger age structure, larger households and a higher proportion of households with dependent children.
- Mixed, Black African, Chinese and Indian households have similarly young age profiles but households less likely to contain dependent children.

- Muslims tend to have larger average household sizes and a greater number of dependent children.

The figures also suggest that in some groups larger household size is associated with overcrowding, whilst this isn't the case for other groups. Pakistani and Bangladeshi households have similar household sizes but Bangladeshi households are more likely to be overcrowded. This may be connected with their also being more likely to live in London and in socially-rented accommodations, both of which are factors associated with overcrowding.

Comparisons are made between 1991 and 2001 Census figures to explore changes. For example:

- Average household size fell for all groups, with the greatest change amongst Indian, Pakistani and Bangladeshi households.
- Lone parent households decreased amongst Black groups but increased amongst White and Asian groups
- Home ownership increased amongst White households but decreased amongst Indian, Pakistani and Bangladeshi households.

5. Employment and labour marketing participation

This chapter examines differences employment, unemployment and economic activity rates between different ethnic and religious groups. It also factors into the analysis additional factors, such as age, gender, country of birth and educational attainment, as well as the presence of dependent children.

It draws attention to those groups with disproportionately high rates of unemployment and suggests that many ethnic and religious minorities tend to less well in the labour market than the majority White British and Christian population, with some exceptions. It concludes that Muslims, ethnic groups comprised mainly of Muslims, Black Africans and Black Caribbean men appeared to experience the greatest disadvantage in the labour market.

Who are the 'Other' ethnic groups? *David Gardener and Helen Connolly, Office of National Statistics October 2005.*

This article aimed to investigate the people who defined themselves as 'Other White', 'Other Asian', 'Other Black' or 'Other ethnic group' in 2001 Census. These 4 groups collectively accounted for 4% of the population. Other White was by far the largest group, accounting for 1.3 million people; 2.6% of the population of England and Wales and 2.8% of the majority White population. The three remaining 'Other' groups accounted for less than 0.5% each of the population.

It should be noted that where people ticking the 'Other' group wrote in a description that could be fitted into one of the specific ethnic group categories, they were recorded as such. For example, people ticking 'Other White' and writing in English were recoded into the White British group.

For each of the Other groups the report considers a number of demographic factors and compares results against those of different sub-groups. Factors include:

- Country of birth
- Age and sex
- Religion
- Unemployment and economic inactivity

- Socio-economic group.

Migrants, integration and local neighbourhoods: fresh evidence from three new studies

The Joseph Rowntree Foundation is one of the largest social policy research and development charities in the UK. It supports a research and development programme that seeks to understand the causes of social difficulties and explore ways of overcoming them.

Three reports published in May by the Joseph Rowntree Foundation have examined the effects of migration to Britain. The first report examined the effects of migration on neighbourhood relationships in Manchester and London, whilst the other two focussed on the experiences of East European migrants to the UK.

The first report found that poverty can undermine neighbourhood relationships between migrants and British people. Yet the report also showed that many residents – new and established – aspired to a sense of community, valued diversity and shared many of the same concerns about their areas.

The research found that local tensions, sometimes racialised and often targeted at new migrants, were driven by struggles for resources and perceptions of unfairness. Age and gender also seemed to be factors in bringing about tensions in local relations.

The findings of the reports on East European migration make a strong case for including economic migrants in social and community cohesion strategies, even when their stay is expected to be temporary. Less than half of migrants had received practical information on arrival. This left many ignorant of the conditions attached to their immigration status, how to access health care, and what their legal rights at work are.

Overall, the immigrants interviewed were in the UK to work and had been successful in finding employment. However, many migrants' experiences at work, which included working long hours or low pay, had a major impact on their lives beyond the workplace, restricting opportunities to improve their English or mix with British people.

Migrants found British people to be “polite but distant”. Many said they felt a sense of belonging to both the UK and their home country, but much less so to their local neighbourhoods (although this seemed to improve over time).

The findings make a strong case for addressing:

- the most cost-effective means of ensuring that all new migrants have access to the practical information they need;
- the accommodation of migrants in the context of wider strategies on affordable housing;
- the barriers migrants can experience in accessing English classes;
- the relationship between migrants and other members of the public.

Social cohesion in diverse communities

Maria Hudson, Joan Phillips, Kathryn Ray and Helen Barnes

This study explores relationships between new and established communities in two ethnically diverse neighbourhoods, drawing on discussion groups and one-to-one interviews with 60 ordinary residents from white British, Somali, black Caribbean and multiple-heritage backgrounds.

Key points:

- Deprivation and disadvantage played a pivotal role in neighbourhood relationships:
 - Racial tensions were often driven by struggles for resources such as employment and housing.
 - Respondents talked about the 'unfairness' of resource allocation.
- Inter-generational tensions reduced social cohesion as older residents often referred to a lack of respect by young people and saw young people's relationships as the cause of ethnic tensions. In fact, young people's changing alliances and divisions were shaped by gender and poverty issues.
- Population turnover made it difficult for service providers to give appropriate support and could contribute to people feeling negative about their neighbourhood.

Migrants' lives beyond the workplace: the experiences of Central and East Europeans in the UK

Sarah Spencer, Martin Ruhs, Bridget Anderson and Ben Rogaly

This research explores the experiences beyond the workplace of migrants from East and Central Europe working in four low-wage occupations in the UK. This is the second report from a study conducted before and after EU enlargement on 1 May 2004, which draws on a survey and interviews with over 600 migrants. It explores their access to information and to English classes, their accommodation, leisure time, social relationships and long-term intentions about staying in the UK.

Key points:

- Migrants' experiences at work, including low pay and long working hours, had a significant impact on their lives beyond the workplace, showing that labour market and social experiences cannot be understood or addressed in isolation.
- A lack of practical information on arrival left many migrants ignorant of the conditions attached to their immigration status, how to access health care, where to obtain advice and their rights at work.
- English language proficiency was a key factor in whether migrants had received the information they needed, the extent of their social contact with British people and how they felt treated by them.
- One-third had taken English classes
- Those with poor English were the least likely to have done so.
- Long working hours, accessibility and cost of classes were contributory factors to this.

East European immigration and community cohesion

Eugenia Markova and Richard Black

This study profiles new immigrants from five Eastern European countries living in the London Boroughs of Harrow and Hackney and the City of Brighton and Hove. It explores how the presence of these new immigrants (from Albania, Bulgaria, Russia,

Serbia and Montenegro and Ukraine) affects community cohesion. The study involved questionnaire surveys with 388 new immigrants and 402 long-term residents in the same neighbourhoods and explored:

- Their access to information, advice and English classes
- Their accommodation
- Leisure time
- Social contact with British people
- Long-term intentions.

Key points:

- Generally, the immigrants interviewed were in the UK to work and had been very successful in finding employment, but in low paid work with limited occupational mobility.
- When asked about 'sense of belonging', only a minority of immigrants felt they belonged to their neighbourhood (half as many as long-term residents), despite feeling they belonged to the UK as a whole (in similar proportions to long-term residents). Most felt a sense of belonging to both the UK and their home country.
- Immigrants' sense of belonging to the neighbourhood was positively affected by:
 - better housing status;
 - length of time in the UK;
 - plans to stay in the UK; and
 - having their children living with them.

<http://www.jrf.org.uk/pressroom/releases/290507.asp#1c>

Ethnic group statistics: A guide for the collection and classification of ethnicity data – *Office of National Statistics, 2003.*

This report pre-dates the Focus on Ethnicity publication although it outlines many of the same issues in relation to classification and collection of accurate data about ethnic groups. It also clarifies some of the relevant Acts that impact on the collection and application of data, including

- Race Relations Act 1976 and Race Relations (Amendment) Act 2000
- Data Protection Act 1998
- Human Rights Act 1998
- Freedom of Information Act 2000.

The report also suggests a number of questions and provides examples of how to tailor them to different data collection formats, eg self-completion questionnaire, face-to-face interviews etc.

Section 1a: Population projections

The following reports deal with attempts to estimate the size of different ethnic groups in the future.

Cities in Transition: Britain's Increasing Plurality, *Danny Dorling and Bethan Thomas, University of Sheffield, published by Barrow Cadbury Trust 2007*

This briefing document prepared by the Barrow Cadbury Trust is based on statistical and graphical research produced by Danny Dorling and Bethan Thomas, SASI group, Department of Geography, University of Sheffield.

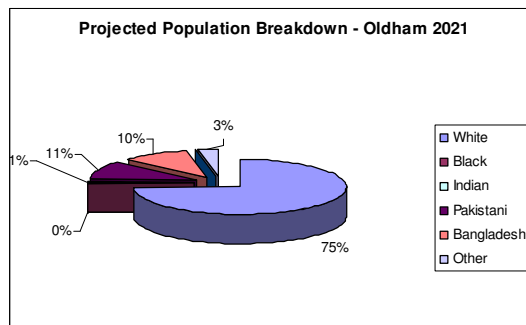
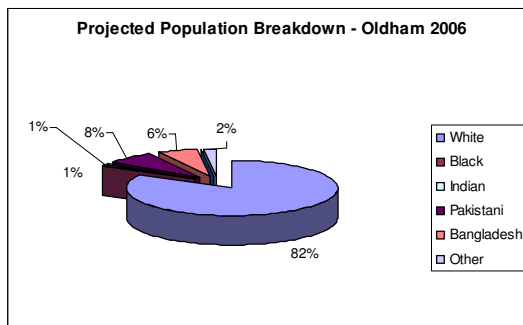
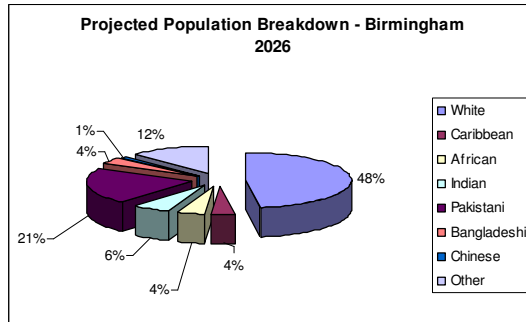
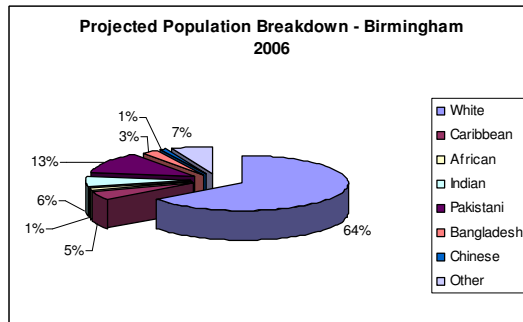
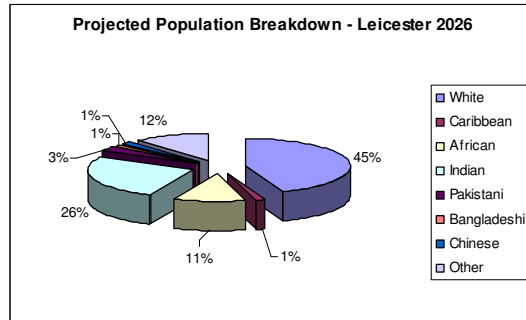
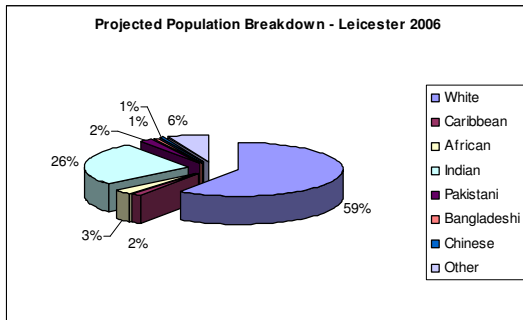
It essentially draws together population predictions made for individual British cities with a particular focus on investigating the plurality of cities, defined as being where no one ethnic group comprises a majority of the city's overall population. Such cities are set to become common across Western Europe and North America.

Key overriding points are:

- Britain's diversity is becoming more diverse with increasing plurality most evident in cities.
- Different cities are experiencing different levels and types of diversity, making it difficult to generalise about Britain's diversity.
- It is suggested that the country's immigrant and ethnic population can no longer be characterised by large, well organised African-Caribbean and South Asian communities, as immigrants increasingly come from countries scattered all over the world and this leads to its characterisation as 'super-diverse'.

Leicester is predicted to become Britain's first 'plural' city within a decade, followed by Birmingham a few years later. Some London boroughs have already reached plurality. More urban areas are predicted to follow.

The following charts illustrate projected population change for three cities; Leicester, Birmingham and Oldham and illustrate how changes in the ethnic diversity of their populations differ considerably:



In Leicester, the white population is due to fall from accounting for 66% in 1996 to just 45% in 2026, whilst the second largest ethnic group, Indian, increases slightly from 25% in 1996 to 26% in 2026. The largest changes in minority ethnic populations occur amongst Africans (0.6% 1996 rising to 11.2% 2026) and 'Other' category (4.5% 1996 to 11.7% 2026).

Birmingham's white population is expected to fall from 65.3% in 1996 to 48% in 2026, by which time it will effectively represent the largest minority category. The largest increase is due to be in the Pakistani population, which will increase from 8.8% in 1996 to 21% in 2026 and it is suggested that this increase is likely to be driven by existing demographics of Birmingham's youthful Pakistani population, rather than migration.

By contrast, Oldham is not predicted to become a plural city in the foreseeable future and its population is likely to remain overwhelmingly white. However, significant demographic change is occurring with the white population expected to fall from over 90% in 1991 to 75% in 2021. Additionally, and contrary to population opinion, Oldham's ethnic minority population is not homogenous. The second largest ethnic group is Pakistani and the size of this group is predicted to rise from 4.3% in 1991 to 10.9% in 2021. However, by 2021 it is predicted that Bangladeshis will also account for just over 10% of the population, increasing from 2.4% in 1991.

The report also presents figures for London, demonstrating that whilst Greater London overall shows a shift towards plurality and significantly increasing diversity, the picture varies greatly at local authority level. Some areas have already reached plurality, eg Newham and Brent, which both have extremely diverse populations and are predicted to become even more diverse over time; others, such as Tower Hamlets and Hackney are described as 'relatively plural' with white populations representing just over 50% and little change predicted; Havering and Bexley are overwhelmingly white and set to remain so. By 2026, 8 out of London's 33 local authority areas (24%) are predicted to become plural, whilst 6 will remain over 75% white.

The report concludes by identifying four key challenges to successfully managing Britain's increasingly plurality:

1. Reframe the immigration debate: Plurality is a largely unstoppable process and key drivers of migration, such as increased globalisation, are inexorable. Furthermore, many of the demographic trends contributing to increasing plurality have already laid root in cities such as Birmingham, where plurality is inevitable regardless of future immigration patterns. Therefore, it is time to move away from discussing whether we can or should halt increasing diversity, to focus on the practical consequences and turn attention to the public policy questions around achieving a genuinely integrated society.
2. Focus on the 'bread and butter' issues of poverty and deprivation: diversity is increasing most rapidly in neighbourhoods already affected by intense competition for resources; black and minority ethnic communities continue to face chronic deprivation, huddled in parts of the country characterised by poor housing, low educational attainment and high prevalence of crime and drugs. Barrow Cadbury believes you cannot achieve strong community cohesion while some groups remain highly marginalised. Therefore, the Barrow Cadbury Trust supports a number of voluntary and community groups working to support poor communities and improve people's material wellbeing, helping people who have fallen on hard times find a route out of poverty.
3. Foster 'habits of solidarity' between Britain's plural populous: When people are disadvantaged and feel vulnerable, they are more likely to turn inwards to the immediate ethnic or religious community in search of support. This 'turning inwards' can lead to polarized community relations, where people from different ethnic backgrounds fail to integrate with each other. A historical legacy, in which different communities have been pitched against each other over access to scarce resources, has fuelled hostility between people of different ethnicities, religions and colours. Therefore the Barrow Cadbury Trust supports voluntary groups that help foster 'habits of solidarity' between people of different backgrounds, encouraging people to come together to confront key issues affecting their communities (schools, housing, jobs, violence on the streets etc).
4. Ensure a diverse shop floor, boardroom and council chamber: Minority communities continue to be grossly under-represented in politics and the upper echelons of business; as demographic change continues, there is a danger that Britain's increasingly plural cities will be run by an ever-shrinking white political and business elite. It is important that minority communities see clear pathways to success; that children's aspirations are lifted by successful black and minority ethnic role models.

Socio-demographic scenarios for children to 2020 *Philip Rees & John Parsons, Joseph Rowntree Foundation, 2006*

This report aimed to assess whether official policy would achieve the goal of eradicating child poverty. In order to conduct this assessment, it was necessary to forecast the future population of the United Kingdom by a number of dimensions, including age, region, family type, household size, number of earners and ethnicity. Ethnicity was included because

‘the size of families varies considerably between ethnic groups and some minority groups face higher poverty rates.’

The report recognised that official forecasts did not exist for many of these dimensions, including ethnicity and so ‘cohort-component projections’ were developed, combining 2001 census data with various other figures. The resulting figures therefore provide useful estimates as to the projected size of various ethnic groups up to 2020. The full report provides a detailed breakdown of the calculations process and data sources feeding in to the estimates.

The figures look at 6 main groups:

- White
- Mixed
- Asian
- Black
- Chinese & Other
- All Groups

They also compare figures for 2001, 2010 and 2020.

The key findings across the whole of the United Kingdom are:

- The White population as a whole increases by 4%, although as a percentage of the population, White percentages decrease in all regions and Asian percentages increase
- Substantial increases occur at old ages and decreases in the childhood age group
- The fastest growing population is the Chinese and Other group, where the older ages dramatically increase
- The mixed group grows substantially in all ages
- The rates of growth in the Asian and Black groups slow significantly from the earlier period.
- The Asian group average probably hides greater growth in the Pakistani and Bangladeshi groups and lesser growth in the Indian group.
- The Black group average hides greater growth in the Black African population and slower growth in Black Caribbean group.
- All groups experience greatest increases in older age groups.
- Overall, by 2020 some 11.5% of the UK population will be minority ethnic. For children the minority ethnic share will be 17.1%; in labour force age 12.8% and elderly share will be just 5%.
- The differences in ethnic mix by age show that this process of transition from a largely white population will continue well beyond 2020 as a result of demographic momentum, even if all net immigration ceased.

Population projections by ethnic group: a feasibility study. *Editor John Haskey, National Statistics 2002.*

This report brings together findings of work undertaken by a number of different experts convened as a group to consider the issues associated with population projections by ethnic group. Including the perspective of academic geographers, demographers and specialist researchers, this provides detailed findings which demonstrate the complexity of the exercise.

Section 2: Arts and cultural sector data

Taking Part

Taking Part is a major, continuous national survey commissioned by DCMS in partnership with Arts Council England, Sport England, English Heritage and the MLA. The survey asks around 29,000 members of the public, every year, about their attendance and participation in creative and sports activities across a range of sectors:

- Historic environment
- Museums / Galleries
- Libraries
- Archives
- Arts – attendance and participation
- Active Sport

DCMS Results Report

The first 12 months' results were published by DCMS in May 2007 and included the following headline findings:

- 94% of all adults had engaged in at least one of the cultural or sporting sectors in the previous twelve months
- 70% had engaged in three or more sectors; over half in four or more and a third in five or more.
- 69% of all adults participated in at least one type of active sport, of which 95% had also engaged in a cultural sector
- 67% of adults had attended the arts, whilst 53% had participated.

The results have been segmented by a number of different demographic categories, including ethnicity and the key findings in relation to this are as follows:

- Respondents describing themselves as White tend to be the most likely ethnic category to engage with Historic Environment (72%), Archives (6%) and Arts attendance (67%), but least likely to attend Libraries (47%).
- Those describing themselves as 'Other' show high levels of engagement with all of the sectors, except Archives. They represent the highest proportion of adults engaging in Museums & Galleries (55%), Libraries (61%) and Active Sport (78%).
- Arts attendance is the sector which attracts the highest levels of respondents describing themselves as Black (50%), whilst over half of Asian respondents attended Libraries (59%) or Arts events (57%).

DCMS Headline Results for 2006/07 (Year 2) – published August 2008

Overall adult engagement with culture and sport remained broadly consistent with Year 1, except for two statistically significant changes in topline engagement rates, namely decreases in both library and archive attendance. These categories were down by 2% and 1% respectively.

With regard to arts engagement, headline figures were:

Arts Attendance

- 66% had attended an arts event, which was not statistically different from the previous year
- The highest proportion of adults (52%) had attended once or twice during the past 12 months and this was significantly more than the 49% that had attended once or twice in the previous figures.
- However, the proportion attending three or four times decreased by 2% from the previous figures.
- The most popular events attended by adults in 2006/07 were other theatre performances (e.g. musicals or pantomimes, and excluding plays or drama) (26%), followed by live music events (excluding jazz or classical) (25%).
- There were statistically significant year-on-year decreases in four types of event: play or dramas, craft exhibitions, classical music performances, and opera or operettas (there were no significant increases).
- There was a significant increase in attendance by adults from a Mixed ethnic background (up 10 percentage points) and a decrease in attendance by those from Black ethnic backgrounds (down 6 percentage points).
- There was also a significant decrease in those with no personal income attending (down 8 percentage points).
- Of those who had not attended an arts event during the past 12 months, 'not really interested' was the main reason given for non-attendance (33%), followed by 'it's difficult to find the time' (29%). There were no significant differences in people's top five reasons between the two survey years.

Arts Participation

- 52% had participated and this was not significantly different from previous figures
- The percentage participating in three or more different activities fell by 1%
- The highest proportion (45%) engaged at least once a week and this was consistent with the previous figures
- There were significant increases in two population sub-groups – adults from a Mixed ethnic background (up 12 percentage points) and those living in the West Midlands (up 3 percentage points).
- The most popular arts activities that adults participated in were buying original crafts (15%), textile crafts (13%) and painting, drawing, printmaking or sculpture (12%).
- There were statistically significant year-on-year increases in participation in two arts activities, the largest of which was dance (not for fitness, excluding ballet). Conversely there were decreases in seven activities, with the largest being in creating original artworks using a computer.
- There were statistically significant decreases in participation by those with no personal income and those with a personal income between £20,000 and £29,000 (down 5 percentage points and 4 percentage points respectively)
- Adults living in London also had lower levels of participation between the two survey years (down 6 percentage points) as did those from White ethnic backgrounds (down 1 percentage point) and those aged 25-44 (down 2 percentage points).
- Of those who had not participated in an arts activity during the past 12 months, 'not really interested' was the main reason given for non-participation (37%), followed by 'it's difficult to find the time' (31%). There were no significant differences in people's top five reasons between the two survey years.

Arts Council England survey findings from the first 12 months – May 2007

Arts Council England also published a report in May 2007 setting out the findings in relation to arts activity. The Taking Part survey distinguishes between respondents' attendance at arts events and participation in arts activities. It defines 'arts attendance' as including 17 categories of events¹:

- exhibition or collection of art, photography or sculpture
- craft exhibition
- video or electronic art event
- event connected with books or writing
- street arts
- carnival
- culturally-specific festival
- play or drama
- other theatre performance
- opera or operetta
- classical music concert
- jazz performance
- other live music event
- ballet
- contemporary dance
- African people's dance, South Asian and Chinese dance
- other live dance event

'Arts Participation' counts the following 19 categories of activities²:

- ballet
- other dance
- singing to an audience
- playing a musical instrument to an audience
- playing an instrument for pleasure
- writing music
- performing in a play or drama
- performing in an opera
- painting, drawing, etc.
- photography
- making films or videos
- creating original artworks or animation using a computer
- textile crafts

¹ This list excludes the additional Taking Part category of 'going to watch a film at a cinema'

² This list excludes the Taking Part categories 'dancing for fitness', 'reading for pleasure' and 'buying books (novel, stories, play)'.

- wood crafts
- other crafts
- buying original art
- buying original crafts
- writing stories or plays
- writing poetry

Arts Council England analyses engagement rates by the population overall, by demographics (age, socio-economic group etc) and also by a number of priority groups, which includes 'Black and minority ethnic groups: ie defined by themselves as Asian or British Asian (Indian, Pakistani, Bangladeshi, Other Asian Background); Black or British Black (Black Caribbean, Black African, Other Black Background); Mixed Ethnicity; Chinese; and other ethnic groups'. The key findings of the analysis include:

- Overall levels of engagement with the arts in England are high: 77% have been to an arts event OR taken part; 67% have attended and 53% have participated.
- The majority of adults who are involved with the arts both attend and participate – 43% did both; 24% attended only; 11% participated only; 23% did neither.
- Those who define their ethnic group as white are more likely to have attended an arts event in the past 12 months than those who define themselves as belonging to a Black or minority ethnic group.
- People from Asian backgrounds are less likely to attend the arts than those from Black backgrounds.
- More regular attendance is the most common among Black respondents, and less common among those from mixed and Asian backgrounds, than white respondents.
- Participation is significantly more common among white than Black respondents.
- Both overall and more regular participation is less common among Asian respondents than all other ethnic groups.
- Due to relatively small sample sizes, other differences in the engagement rates between these ethnic groups are not large enough to be reported as statistically significant.

Taking Part also aims to explore motivations for engaging with the arts, and reasons for not engaging at all. The findings show that there are a wide variety of motivations for both attending and participating in the arts; conversely there are also numerous barriers preventing people from attending and participating.

Not all analysis has been conducted by ethnicity; however, the report notes interesting differences between the top five main reasons for non-engagement by white respondents and those defining themselves as Black and minority ethnic:

- Lack of interest is the main reason for white respondents not attending arts events (32%), followed by lack of time (27%).
- This is reversed for Black and minority ethnic respondents: 40% say lack of time is the main reason for not attending, followed by just 25% who say they are not really interested.
- Poor health is a more important factor for white respondents than for Black and minority ethnic respondents, whilst the differences in the other two categories are not statistically significant.

The same trends are even more pronounced in relation to participation. The main findings were:

- 38% of white respondents who do not participate say that lack of interest is their main reason, followed by 28% citing lack of time
- 41% of Black and minority ethnic respondents say lack of time is the main reason and 29% lack of interest
- Poor health is almost twice as important for white respondents than for Black and minority ethnic respondents.

From indifference to enthusiasm: patterns of arts attendance in England - Catherine Bunting, Tak Wing Chan, John Goldthorpe, Emily Keaney, Anni Oskala, Arts Council England April 2008

Arts Council England collaborated with sociologists from Oxford University to analyse data from Taking Part and to develop greater understanding of the socio-demographic factors that impact on attendance at the arts. The analysis led to a number of key points:

- There are four main types of arts attender across the adult population in England:
 - Little if anything (57% of the population)
 - Now and then (27% of the population)
 - Enthusiastic (12%)
 - Voracious (4%)
- 84 per cent of the population fall into either the 'Little if anything' or the 'Now and then' groups, attending arts activities occasionally at most, and primarily attending the most popular, rather than niche, activities
- Two of the most important factors in determining whether somebody attends arts activities are education and social status – the higher an individual's level of education and social status, the more likely they are to have high levels of arts attendance
- Gender, ethnicity, age, region, having young children and health are also important factors. When all other factors are held constant women are more likely to attend the arts than men, older people more likely than younger people, white people more likely than Black or Asian people, Londoners more likely than those who live in other regions, people without children more likely than parents of young children, and people in good health more likely than those who define their health as moderate or poor
- When other factors – including social status – are held constant, income, social class (as measured by NS-SEC), and disability status have little or no significant effect on arts attendance
- Some of the barriers to arts attendance are practical, for instance having young children. However, many of the barriers appear to be psychological. The importance of social status in particular suggests that arts attendance is driven by some concept of identity – who we think we are, the type of people we perceive as our social status equals and the kind of lifestyle we deem appropriate – and that many people believe that the arts are 'not for people like me'
- Arts Council England must tackle both practical and psychological barriers if it is to achieve its mission of enabling as many people as possible to have exciting, challenging and enriching arts experiences. However, analysis also indicates that

even if these barriers are successfully reduced or removed, there will still be some people who choose not to engage in the types of arts activities that typically receive public funding. The Arts Council must therefore also consider whether there are opportunities to support arts activities of a different nature that are relevant to the lives of more people.

Perhaps one of the key findings here relates to the explanation provided of 'Holding factors constant', which states:

- Previous analysis of the Taking Part survey has suggested that certain groups are more likely to attend the arts than others. For instance, those who define their ethnic group as white are more likely to attend than those who define themselves as belonging to a Black or minority ethnic group.
- However, socio-demographic factors are inter-related, and examining them in isolation cannot tell us which is having the biggest impact. It may be, for instance, that people from a Black or minority ethnic group are more likely to be on low incomes than their white counterparts, and that the real reason this group is less likely to attend is due to low income rather than ethnicity.

Monitoring Audience Diversity: Guidelines for building a visitor profile, Audiences London, 2008

This report provides a set of guidelines for cultural organisations to work towards in order to monitor the profile of audiences. The guidelines were developed from research conducted with a steering group of cultural organisations and agencies which tested attitudes to providing sensitive personal information.

The research was undertaken because many people felt that asking for personal, sensitive information was offensive and unwelcoming. It, therefore, tested response rates to different questions and asked people from a number of different ethnic backgrounds about their attitudes to being asked for personal information.

The key findings of the research were that what was most important to respondents was:

- That something would be done with the results
- That the information they gave would not be used for marketing
- That the process was direct and honest.

It also identified a number of key principles which, it is suggested, should inform the approach to collecting monitoring data:

- Self-definition – A tick-box is the most effective way to enable people to 'self-define'. If you given an open-ended choice, someone will have to re-define the description the respondent gives in order to analyse the information. Making such assumptions could be wrong in both an ethical and factual sense. We need to ask people which group they believe they belong to, rather than assigning an identity on their behalf.
- Comparison to the population – this allows you to answer the question 'Are there ethnic groups that seem more or less likely to use the service?' and can only be answered with reference to the ethnic breakdown of the total population of a relevant catchment. This means being able to categorise your audiences in a

way that enables you to cross-reference Census information, so it is important to mirror their categories.

- Recording of experience. In order to find out whether you are meeting different people's needs, you must ask them for their views on their experience of your services. In other words, there is no point asking solely demographic questions.
- Reliability, acceptability and familiarity: Census categories have been extensively tested and the categories are constantly reviewed through consultation.

The guidelines provide example questionnaires and specific questions for monitoring issues including:

- Ethnicity
- Disability
- Young People
- Sexual Orientation
- Religion
- Other issues.

The Elephant in the Room: A report on the African, Caribbean and Asian visual arts sector in the West Midlands *Hybrid, published February 2008 by Arts Council England*

This report was commissioned by Arts Council England, West Midlands to map the opportunities and barriers facing the region's African, Caribbean and Asian visual arts sector.

The strategic framework for the report was provided by *Turning Point*, Arts Council England's national strategy for visual arts, published in 2006, together with the Arts Council's Race Equality scheme. The report was intended to inform a programme of work to take forward the legacy of *decibel*, which was due to end in March 2008.

It was recognised that whilst there had been a number of policy and strategy initiatives in the West Midlands that addresses African, Caribbean and Asian arts, and others addressing visual arts, this was the first report specifically focused on African, Caribbean and Asian visual arts.

The aim of the research was to explore issues of values and difference, heritage and culture, in order to identify practical solutions that could benefit Africa, Caribbean and Asian artists in the West Midlands. It was also recognised that the report should look at barriers and difficulties facing African, Caribbean and Asian artists across all levels of the visual arts sector, looking not only at challenges within community practice but also those facing artists seeking to engage with more conceptual work, including socially engaged practice.

A diverse research approach was used. It included:

- Action research by a group of five African, Caribbean and Asian visual artists at different stages of their career, from different cultural backgrounds and visual arts disciplines. These artists conducted interviews with other artists, meetings with curators, discussions on how to develop profile and markets for culturally specific, innovative work

- A series of critical debates involving curators, academics and other visual arts professionals
- Interviews with artists, galleries, training and support agencies, local authority staff and other stakeholders
- Review of existing research.

The key findings of the report were presented in two sections: Artists and Production & Consumption.

Key findings: Artists

- A clear view emerged that Asian, African and Caribbean artists do feel that their work is ghettoised and that they face barriers in accessing the mainstream art world.
- However the majority of them did not suggest that there should be separate specialist provision, but that the existing infrastructure must broaden its horizons and be more receptive to a wider cultural framework.
- The majority of artists identified their cultural heritage as significant in their work, although not necessarily in an explicit way. Given the strong emphasis on conceptual work in the contemporary arts world, some artists felt that their work was perceived as folkloric and not of interest to gallery curators. Many felt their practice was seen to be solely relevant to an educational or community context.
- The artists identified similar professional development needs to other artists but felt that the external climate in which they work is more challenging due to their ethnic background.
- Artists whose work draws on religious beliefs find a particular difficulty gaining recognition for their work and feel there is a secular fundamentalism in operation in the contemporary arts sector. Artists from a Muslim background particularly identified a general suspicion of Islamic culture operating in society as a whole.
- The research recognised the challenges facing artists who work within socially engaged practice. There are few institutions that are open to work that raises questions which could be perceived as political or social in nature.
- There was a strong desire for more opportunities to come together both to share information and network, and also to join in critical debate. There was also keen interest in having more access to role models and mentors.
- One of the major barriers to accessing art and design courses in higher education is a concern about future earnings and pressure from families to choose economically – and culturally – safer career options.

From these findings, the following recommendations were made:

- Initiate a new network for artists and curators, that will be open to all while ensuring that African, Caribbean and Asian artists are properly represented within the network and benefit fully from its services. Functions to include dissemination of work by African, Caribbean and Asian artists, wide distribution of regional training information and regional artists being strongly encouraged to engage in national agencies such as a-n, Autograph, Axis, and Iniva
- Ensure that regional galleries and artist led groups and spaces are better engaged with African, Caribbean and Asian artists
- Commission a scheme to provide intensive training and mentoring support to African, Caribbean and Asian artists

- Commission a series of critical debates that address issues of cultural diversity and the visual arts, to stimulate discussion and ideas amongst artists, curators and other visual arts professionals in the region
- Consult with Birmingham City Council to review how the closure of the *Collide* scheme will impact on African, Caribbean and Asian artists in the region and to agree an exit strategy
- Arts Council England should undertake a range of initiatives to encourage more African, Caribbean and Asian people to access higher education training in art and design, and to enhance the cultural diversity of the art and design curriculum, working with suitable organisations and role models.

Key findings: Production and Consumption

- The exhibition programmes of the major galleries in the region include a reasonable proportion of work by Asian, African and Caribbean artists from the UK and abroad, but only a few galleries play a significant role in engaging with regionally based Asian, African and Caribbean artists. The majority of the artist-led spaces in the region seem to have little engagement with Asian, African and Caribbean artists, with some notable exceptions.
- In contrast to the actual availability of culturally relevant product, the artists surveyed perceived that there was a lack of such work available in the region. This points to a lack of engagement between the artists and major galleries in the region, an issue which needs to be addressed.
- There is a lack of champions in this sector i.e. curators, directors or project managers who are willing to make the effort to go out and find emerging artists and champion their career development. A lack of champions means that there is a cycle in which Asian, African and Caribbean artists from the region do not benefit from exposure through exhibitions and therefore do not gain from the related development opportunities, which is a self-perpetuating problem.
- There is a need for many curators to expand their knowledge of Asian, African and Caribbean artists in the region and to broaden their general understanding of diverse cultures. There is little access to research sources within the region and a lack of an identifiable individual or agency developing this, as compared to *Shisha*, for example, an international agency for contemporary South Asian crafts and visual arts based in the North West.
- None of the Asian, African and Caribbean led arts organisations, to whom many of the visual artists turn, are able to prioritise visual arts as a major focus of their activity. This is due to lack of capacity in terms of skills and resources, which means that organisations that could provide culturally specific expertise and a connection with audiences may not be able to contribute effectively to visual arts development.
- Although there is controversy around culturally specific schemes such as the Museum Association's *Diversify* and Arts Council England's *Inspire* curatorial traineeships, there is some evidence that *Diversify* is achieving results. It is nevertheless also important to acknowledge the increasingly problematic relationship that artists have with definitions of ethnicity, whether Asian, African or Caribbean.
- There is a need for wider discussion in relation to language and terminology in terms of communicating ideas and thinking, specifically within the context of the fine arts sector.

The recommendations identified involved Arts Council England, West Midlands working in partnerships with other relevant organisations to:

- Provide support for increased visual arts capacity at The Drum, possibly through a partnership project with a mainstream visual arts venue or through the placement of an experienced curator
- Consider the option of funding a curatorial post aimed at stimulating more projects and exhibitions featuring regional African, Caribbean and Asian artists, looking at models already tried and tested or under consideration in other sectors
- Encourage West Midlands visual arts institutions to form consortia to develop work with African, Caribbean and Asian artists, both from the region and beyond, potentially linking up with partners from other regions who are significant in terms of African, Caribbean and Asian work
- Identify ways of developing African, Caribbean and Asian visual arts leaders, both established and emerging
- Review current arrangements for research and development support for regional curators and artists to ensure that they are working effectively
- Work on securing partnership funding to extend Arts Council England London's *Inspire* (contemporary visual arts curatorial fellowships) scheme to the West Midlands
- Consult with MLA (Museums, Libraries and Archives) West Midlands' positive action traineeships scheme to make links with African, Caribbean and Asian visual artists in the region
- Work closely with Arts Council England, West Midlands' regularly funded visual arts organisations as they develop their Race Equality Action Plans, identifying opportunities to address the recommendations in this report
- Encourage all visual arts organisations in the region to provide training for staff that broadens their understanding of African, Caribbean and Asian communities and artists

Audiences for culturally diverse product, *marketing:arts on behalf of Arts Council England, 2003-4.*

Background and aims

Ever since the Eclipse Report in 2001, Arts Council England has prioritised increasing engagement with the arts amongst culturally diverse audiences and increasing access to culturally diverse product. This has resulted in a number of initiatives focused on programming and audience development.

In 2003 it was recognised that the sector had relatively little understanding of the audiences attending such culturally diverse work as was already taking place. The audience development agency *marketing:arts* was, therefore, commissioned to conduct research comparing attenders of culturally diverse work with those attending other events to assess whether there were any significant differences between these two groups.

Process

Box office data was collected from 12 theatres across England, all of which were known to actively programme culturally diverse events as part of their regular programming strategy. Data was analysed for events taking place across a 3-year

period (April 2000 – March 2003), and customer records were profiled to show MOSAIC codes, drivetime and drive distance.

Clearly, it is not possible to ascertain from box office data the cultural background of bookers, as such information is not collected through box office systems. This means that it is not possible from this data to tell whether, for example, an Asian theatre performance attracts high proportions of Asian audiences. Therefore, the approach adopted for this research was to compare the data relating to attenders of specifically 'culturally diverse' events with those attending other (non-culturally diverse) events.

Definitions of 'culturally diverse' (CD) v 'non-culturally diverse' (NCD) events

In order to undertake this analysis, it was necessary to identify which events did fall within the 'culturally diverse' category (CD), and which did not (NCD). This proved to be not only a necessary part of the research process but also incredibly revealing in terms of the overall project findings.

The venues that provided box office data were asked to code up each event as either 'culturally diverse (CD) or non-culturally diverse (NCD). Examination of the coded lists then revealed that interpretations of the categories varied significantly:

- Arts Council England was primarily interested in BME work and events that connected with other cultural diversity initiatives such as touring circuits, BRIT etc.
- The venues worked to a much broader definition of 'culturally diverse', which included productions featuring well known minority ethnic performers, as well as culturally specific work relevant to groups other than BME, such as flamenco.

The underlying reasons for these differing interpretations can largely be explained by considering how each stakeholder might use this information. Arts Council England's cultural diversity focus at that time (2003) was very much on Black and Minority Ethnic groups and some of the initiatives of the time were explicit in that focus; indeed they defined the term 'culturally diverse' as relating to BME groups. Venues, however, used the term more for marketing purposes. They were keen to take advantage of any opportunities to highlight the relevance of a wider range of their programme to culturally diverse audiences and to demonstrate their broad approach to cultural diversity in their programming. This was reflected in their marketing of events and the categorising of events fed directly into this.

Whilst Arts Council England, as commissioners of the project, had a clear understanding of which events fell within their BME definition, the venue definition of 'CD' was more open to interpretation and applied at individual venue level. Yet it was felt that as the research ultimately aimed to compare audiences for different types of events, it would not be appropriate to ignore the venue categorisations because the way the events had been marketed may have influenced the types of people who attended. Therefore, all of the analysis was conducted twice:

- Using Arts Council England definition of BME events: comparing attenders of BME work with attenders of non-BME work
- Using venue definitions of Culturally Diverse work: comparing attenders of CD work with attenders of non-CD work.

However, ultimately it was found that the results were broadly the same using both different definitions.

Key findings: comparing attenders of different types of events

Two areas of significant difference were identified between bookers for culturally diverse / BME events and non-culturally diverse / non-BME events:

- Booking time – tickets for culturally diverse events (using both Arts Council England and venue definitions) were purchased closer to the day of an event than for non-culturally diverse events
- Re-attendance – bookers for CD events were more likely to attend just once in the 3-year time period. This suggests that culturally diverse work (by either definition) does have the potential to attract audiences as one-off attenders.
- However, the data also showed that those attending more than one event were more likely to attend a mix of culturally diverse and non-culturally diverse events than just those in either category. This means that the data does not support the idea of significant group of attenders *just* going to culturally diverse events.

It is possible that there is a link between these two conclusions, as the high proportions of bookers purchasing tickets for CD events on the day (around 30%) may not have provided contact details and so could not be tracked for re-attendance purposes. However, it is not possible to be sure how far this potential scenario affected the overall results. Also, some venues had particularly high data capture but exhibited the same trends as the overall figures and so the identified conclusions do appear to be valid.

Comparison of the profiles of attenders of CD / NCD events was inconclusive as the results tended to reflect the catchments of the venues, some of which were located in culturally diverse inner cities (Birmingham, London, Leicester, Manchester), whilst others were more rural (Canterbury, Warwick). These locational differences may account for the apparent indication of culturally diverse event attenders living slightly closer to venues and falling within more urban types of MOSAIC groups. Overall, the profile differences between attenders of the different types of events were not statistically significant.

this new diversity: an audience analysis of *Mother Courage and Her Children* and *Slamdunk*, Lorien Gichuke, 2004

This research, also commissioned by Arts Council England, was based around analysis of audience data for two nationally toured theatre productions – *Mother Courage and Her Children* and *Slamdunk*. Both shows were classified as 'Black' / BME, although immensely different in genre and concept.

Aims and approach

The aim was to compare audience crossover for the two productions and quantify the number of BME attenders to both. Clearly, quantifying the cultural background of attenders is not something that could be addressed through box office data and so it was suggested that the venues monitor the number of ethnic minority audience attenders for each production using a very general visual assessment. The information on ethnic demography would then be submitted as a percentage figure of the total audience for each production.

Six theatres programmed both productions and subsequently submitted quantitative and qualitative data for the research.

Ethnic monitoring of audiences

Three of the theatres involved in the research failed to submit information about minority ethnic group attendance at the two productions, as they did not undertake such monitoring at other events. One venue expressed concern about the subjectivity of visual assessments and felt this approach was inappropriate.

This illustrates the broader concern raised throughout the project about the process by which theatres might assess and capture this type of information, as no formal or agreed methodology existed at the time; nor has any since been introduced. Perhaps the most common approach continues to be analysis by postcode, which can provide a rough indication of likely background through consideration of the trends in ethnic make-up of a geographical area.

The need to undertake further work to clarify the best way to assess the ethnicity of audiences, as well as the acceptability, or indeed legality, of this information gathering, was a key recommendation of the research.

Crossover of audiences between the two shows

Crossover between the two shows was minimal and this is primarily attributed to their being so different. *Mother Courage* was understood to have more appeal for traditional theatre goers, whilst *Slamdunk* was intended to appeal particularly to young, new audiences thanks to its non-traditional fusion of drama and hip hop. In particular, it was felt that this confirmed that their both being BME productions did not necessarily guarantee the same BME audience. Additionally, culturally diverse programming accounted for a significant proportion of the work at each of the venues and so it was suggested that BME audiences actually had a relatively wide choice of relevant programming within the venues.

It was concluded that these findings support the idea that BME audiences should be understood as a specialised group, requiring more stringent and regularly sustained niche marketing, rather than unique interventions for one-off events.

Recommended action points

The report presented a number of recommended action points including:

- Arts Council England investing in research leading to development of a method for evaluating / monitoring BME audiences for BME theatre
- Research into the motivations of specific audiences to attend BME work
- Theatres and venues must capitalise on the market for diverse theatre and the specific creativity it unleashes
- Arts Council England continuing to support the development and profile raising of BME theatre, through which theatres will realise the benefits of traditional theatre-goers experiencing culturally diverse work

