

EDCL Scrutiny Panel - Access to Culture and Leisure Briefing Paper

Executive Summary

Research and national guidelines suggest that engagement with culture and leisure has significant health and socio-economic benefits. National and local statistics also suggests that often the audiences and communities who would most benefit from engagement are less frequent attenders.

Increasing participation in culture and sport would deliver saving to the authority in terms of health and wellbeing and increase opportunities for some of our most vulnerable communities, improving socio-economic outcomes for the city.

Gaining and understanding of the barriers to access would help the council to consider how these might be addressed.

Introduction

There are significant social benefits of engaging with culture, in terms of encouraging activity, health outcomes and increasing aspirations and confidence as well as potentially offering more life opportunities to more people. These are all outcomes that would deliver towards the City Council's corporate objectives. Broadening participation with culture and leisure facilities in the city would also be of benefit to our services in terms of increasing visitor numbers, developing new markets and helping us to make a more compelling case to funders. It would also help to evolve perceptions of culture and leisure services by demonstrating the core benefits that they bring to the city.

Developing an understanding of the barriers that prevent people from engage with our services would help us to better work up solutions. Identifying those that are most critical and 'quick wins' that could be addressed, particularly those that the City Council can look to mitigate, would be of assistance in helping to further the social impact of our culture and leisure services.

A major challenge in the current economic climate will be to offer economically sustainable services, but which are also accessible for our most vulnerable residents and communities. Although this is an increasing drive to view cultural venues, for example, as visitor destinations within a tourist-led market, this may also lead to overlooking other audiences who may become marginalised, but who may conversely derive the greatest benefit from engagement.

The Marmot Review into health inequalities in England found that people with higher socio-economic positions in society have a greater array of life chances and more opportunities to lead a flourishing life, as well as having better health. It also found

that the two factors are linked: the better off people are socially and economically, the better their health. It recommended that addressing health issues in society needs to be seen holistically alongside socio-economic factors. It suggested six policy objectives: giving every child the best start in life; enabling all children young people and adults to maximise their capabilities and have control over their lives; creating fair employment and good work for all; ensuring healthy standard of living for all; create and develop healthy and sustainable places and communities; and strengthening the role and impact of ill health prevention. These are all objectives that cultural and sports services can deliver towards.

Background: Demographics

In order to understand the factors that may be affecting rates of participation and access to culture and leisure facilities and services in the city, we need to understand the socio-economic background of our communities.

Experian MOSAIC

The City Council receives Experian MOSAIC demographic data annually, which allows us to analyse the socio-economic background to our communities and to identify trends year-to-year.

The largest groups in Portsmouth are J Rental Hubs (19.9%, 40,921 people), L Transient Renters (15.8%, 32,459 people) and H Aspiring Homemakers (14.8%, 30,523). All of these groups are significantly over-represented in Portsmouth compared to the UK average. Between them these three groups make up 50% of Portsmouth's population.

Portsmouth is significantly under-represented in terms of Domestic Success (-5%), Prestige Positions (-6%) and City Prosperity (-3.2%) compared to the overall UK figure of these groups. Together they make up only 6% of Portsmouth's population.

Portsmouth has a broadly average representation (within +/- 1 to 3% of the national figure) of Family Basics, Senior Security, Suburban Stability, Municipal Challenge, Urban Cohesion, Vintage Value and Modest Traditions. Country Living and Rural Reality are completely absent, but have been discounted given Portsmouth's urban geography.

Within the Rental Hubs group the biggest types are J42 Learners and Earners (19,532), J45 Bus-Route Renters (8,866) and J41 Central Pulse (6,452). Together these three types consist of over 85% of Portsmouth's population of Rental Hubs.

Within the Transient Renters group the biggest types are L52 Midlife Stopgap (24,137) and L50 Renting a Room (5,926). Together these types consist of over 92% of Portsmouth's population of Transient Renters.

Within the Aspiring Homemakers group Primary Ambitions (23,738) is the largest type. This segment consists of 77% of Portsmouth's Aspiring Homemakers.

Other types which make up a significant proportion of Portsmouth's population - but sit within in groups with are low represented as a whole - are F23 Solo Retirees (10,757), O63 Streetwise Singles (9,364), I39 Ageing Access (8,683) and E21 Family Ties (7,234).

Overall, the MOSAIC data suggests that while there are a growing number of students in the city and a high proportion of graduates who remain here, a significant proportion of our residents are either within lower income segments or within groups like 'transient renters' and 'rental hubs' who, whilst slightly better off, are probably in rented housing and might not have much spare income or time. Portsmouth is also home to many people who are aspiring to climb the property ladder or have recently become homeowners, who may have competing demands for their finances and their leisure time.

Index of Multiple Deprivation 2019

The latest Index of Multiple Deprivation, released in September 2019, records that Portsmouth's most deprived Lower Super Output Area is ranked 192nd in the country (in Charles Dickens ward), whilst the least is ranked 31,332nd (Drayton and Farlington ward) out of 32,884.

The IMD data suggests that a significant proportion of Portsmouth's population - 75.2% - live in areas in the lower 50% of deprived areas in the UK. This is an over-representation of 25.2% compared to the nationally-based deciles.

DCMS Taking Part Survey

The Department for Digital, Culture, Media and Sport's recent Taking Part Survey 2018/19 statistical release records that 50.2% of adults in Britain had attended a museum or gallery within the past 12 months. 32.9% of adults in Britain had visited a library within the past 12 months, while 77.4% had engaged with the arts.

Taking Part also suggests that 39% of people living in areas in the lowest decile of the IMD visited a museum or gallery within the past 12 months, while for the highest decile the figure was 58.4% (a difference of 19.4%). 32.3% of people in the lowest IMD decile had visited a library in the past 12 months, compared to 35.2% in the highest decile (a difference of 3.2%). In areas in the lowest decile 66.8% of people

had engaged with the arts, compared to 85% in the highest decile (a difference of 18.2%).

Whilst the data from the Taking Part Survey is derived from country-wide participation, this can be cross-referenced against Portsmouth's IMD figures. The 12% of residents living within our most deprived communities are on average less likely to engage with museums, libraries or the arts. They are on average 11.2% less likely to visit a museum, 0.6% less likely to visit a library and 10.6% less likely to engage with the arts than the UK average.

Where somebody lives - and the socio-economic characteristics of an area - is clearly a factor in the likelihood of them engaging with culture and leisure.

Portsmouth Cultural Audiences Review

Portsmouth City Council has commissioned Cultural Audiences Reviews, by the Audiences Agency, in 2005, 2013 and 2015. The most recent research in 2015 covers Aspex Gallery, the Bournemouth Symphony Orchestra concerts at the Guildhall, Cumberland House Natural History Museum, the D-Day Museum, the Kings Theatre, the National Museum of the Royal Navy, the New Theatre Royal, the Portsmouth Festivities, Portsmouth Guildhall, Portsmouth Libraries, Portsmouth Museum and the Wedgewood Rooms.

In 2013, the arts grouping mirrored, and sometimes over-achieved, against the PUA area statistics for those three segments. Museums and libraries also achieved well or over penetration into the Post Industrial Families segment, did well for the Starting Out segment, but only showed about 50% proportion of Blue Collar Roots. Its impact cannot overall be proved, but a Post Industrial Families' initiative was created in the city between the two report phases, so may have had some impact on this change.

In 2015, the most strongly represented segments in the PUA Area Profile Report are Rental Hubs, Transient Renters and Aspiring Homemakers (Mosaic 6 groups), at 21%, 15% and 14% are all well over index compared with the South East as a whole.

As far as the three cultural groupings are concerned, the prime attenders are from the Domestic Success and Urban Cohesion segments, with City Prosperity, Prestige Positions, Senior Security, Suburban Stability and Aspiring Homemakers all slightly higher than average in their representation. Family Basics, Transient Renters, Modest Traditions and Rental Hubs are slightly less than average groups.

This suggests that there is again work to be done to attract more people from the latter two highlighted segments, if cultural audiences are to be truly representative of the PUA communities, and to be more inclusive.

Turning the Tide of Inactivity

The Turning the Tide of Inactivity report, published in 2014, described inactivity as an 'epidemic'. In this context inactivity is taken not only to mean non-participation in sport, but also a lack of active travel or low-intensity exercise such as walking. This could include, for example, walking to visit a museum or library or walking around a heritage site. It suggests that the biggest health benefits to society will be gained by people who are currently inactive being encouraged to do even a little exercise.

Turning the tide of inactivity finds that inactivity levels are ten per cent higher in the most deprived areas in England compared to the least deprived. It reveals a general correlation between inactivity and premature mortality; areas with the highest levels of inactivity also have the highest levels of premature mortality.

If every local authority was able to reduce inactivity levels by one per cent year on year over this five-year period they would save local taxpayers £44 per household. More importantly, they would improve the health and wellbeing of their local communities.

Turning the Tide of Inactivity published a number of recommendations for local authorities:

- Prioritise and resource physical inactivity programmes to the same level as other top tier public health risks.
- Deliver physical inactivity strategies independently of obesity and weight management.
- Invest in evidence-based programmes that engage inactive groups.
- Partner with all local activity and sports providers to deliver a local ambition of a one per cent reduction in inactivity year-on-year for the next five years.
- Ensure that their green spaces are developed to make them safe and accessible whilst integrating them into their leisure and physical inactivity strategies.
- Extend the management and administration of their green spaces to include leisure and public health planning teams.
- Be required to consider the impact of physical inactivity in regeneration and spacial plans.

Portsmouth is ranked 120th out of 150 authorities nationally for levels of activity amongst residents, the second lowest local authority in the South East. 33.05% of residents are classed as inactive, and 304.5 premature deaths in the city were

attributed to low activity levels. The cost of inactivity within Portsmouth to society was quantified as £21.7m per 100,000 people.

POLAR 3

POLAR statistics illustrate the number and proportion of young people in the city who attend higher education. As can be seen from the statistics, whilst the figure for Portsmouth overall is relatively low at 23.6%, there are wide variations between wards, from 8.3% in Paulsgrove to 59.7% in St Jude. Whilst the factors that influence these participation rates are not known, they closely reflect other demographic and socio-economic factors in the city. It is highly likely that higher education participation rates are influenced by socio-economic and wellbeing levels within communities. Improving access to culture and leisure services would be a valid means of widening opportunities, increasing confidence and developing aspirations.

Museums

Portsmouth is home to 13 accredited museums - one of the largest concentrations of museum collections outside of London, and a significant number given the relative size of the city. These include the National Museum of the Royal Navy, the Mary Rose and The D-Day Story.

Portsmouth City Council operates six museums - The D-Day Story, Portsmouth Museum, Southsea Castle, Cumberland House Natural History Museum, Charles Dickens Birthplace and Eastney Beam Engine House.

Museum attendance levels in Portsmouth reach into seven figures annually. In 2017 Portsmouth Historic Dockyard welcomed 950,000 visitors, and the Mary Rose welcomed 360,000 visitors. PCC museums welcomed 315,000 visitors in 2018/19.

In 2017 the Museums Association published its 'Museums Change Lives' campaign.

Museums can increase our sense of wellbeing, help us feel proud of where we have come from, can inspire, challenge and stimulate us, and make us feel healthier.

Museums Change Lives advocates for the potential for museums to address issues such as poverty, inequality, intolerance and discrimination, and to people to understand, debate, and challenge.

Museums can enhance life chances by breaking down barriers to access and inclusion through active public participation, engaging with diverse communities, and sharing collections and knowledge. Museums also frequently work in partnership with community groups, health charities and other third sector organisations. T

The Museums Association (MA) is campaigning for museums to develop their role as socially purposeful organisations and there is growing evidence that they are working with their communities and delivering positive social impact. This helps museums to be more sustainable and the public benefits that they deliver demonstrate their importance. Museums are a valued part of life in the city and the collection that they hold and stories that they tell are relevant to diverse and changing communities.

Museums Change Lives includes three objectives - Enhancing Health and Wellbeing; Creating better places to live and work; and Inspiring engagement, debate and reflection.

In 2017 the Department for Digital, Culture, Media and Sport published the Mendoza Review, a far-reaching examination of the museum sector in England. The review contains many recommendations that are relevant to access.

Museums use their collections and knowledge to support society in direct ways. They bring people together and promote community cohesion; they support learning, tailoring their programmes to the curriculum and local education priorities; they assist scholarly research through partnerships with universities; they can promote better health – for example, using collections to work with patients with mental health issues; and they employ and nurture a wide range of skilled people. They also offer spaces where we can experience beauty and understand our place in the world.

The Mendoza review found that museum visitors are less likely to be representative of the very young or very old, ethnic minorities, disabled, or lower socio-economic backgrounds. Although museum audiences have grown significantly, there is still significant inequality in participation across socio-economic groups. Evidence shows that nationally 63% of people from higher socio-economic groups visited museums, compared with only 36% from lower groups.

Mendoza also found that free entry - at national museums and other venues - has had a dramatic impact on participation, suggesting that admission fees are a significant barrier. This aligns with our experience in Portsmouth that admission fees are the biggest obstacle to access.

The review advocates for museums potential to play a part in their communities, as well as leveraging investment in culture to deliver on priorities such as health and wellbeing. It stresses the importance of museums being able to measure and demonstrate social impact in order to support the case for investment.

Mendoza also addressed the debate around whether museums are visitor attractions or public services, and warns that ‘...if museums are considered to be a leisure attraction and within the experience economy (for many, they are), then they are in a crowded marketplace.’

Mendoza also suggests that access to culture can play a role in placemaking. Polly Hamilton, writing in the foreword to the Local Government Association's 2017 report on the role of culture in placemaking, defines it as what "draws on the combined assets of heritage, people, buildings and landscape to create places for people to fall in love with... giving people the opportunity to connect their individual stories with collective narratives, helping to make their place feel like home".

Mendoza recommends that local authorities should consider how museums contribute to their priorities. The review argues that museums contribute to a range of social priorities, including health, education, community engagement, and social inclusion. Analysis commissioned by the Happy Museums Project suggested that increased happiness and self-reported health can be attributed to visiting museums, with people who visit museums valuing that participation at about £3,200 per year.

Health services and cultural services are often trying to reach the same difficult to reach audiences and could co-operate more. Manchester Museums run a joint Health and Culture programme with local health trusts, for example.

Regarding the difficulty with evidencing social impact, Mendoza suggests that museums could demonstrate their social return similar to investment principles by being able to show a Gross Value Added figure.

The Mendoza Review found that 55% of the English public live within walking distance of at least one museum. This figure is almost certainly higher in a densely populated city such as Portsmouth with 13 accredited museums.

Libraries

Portsmouth City Council operates 9 libraries - Central, Alderman Lacey (Baffins), Cosham, Carnegie (Fratton), Beddow (Milton), North End, Paulsgrove, John Pounds (Portsea) and Southsea. The service also operates a mobile library and the Central Library is also home to Portsmouth History Centre. Portsmouth Libraries have recently introduced a No Fines and Reservation Fees policy to increase access.

Libraries are places where democracy, freedom and equality are not only respected but celebrated. The unique added value of a library is that it makes these outcomes universally accessible and relevant on equal terms to all members of the community in a way that is highly cost effective for the Local Authority

Nick Poole, Chief Executive, CILIP

The sector body for libraries - the Chartered Institute of Librarians and Information Professionals advocates for the benefits that public libraries deliver. These include connecting people with information, providing public access to knowledge and

information, promoting reading to all ages, enabling lifelong learning, contributing to digital inclusion, serving as community hubs, combating loneliness and social isolation, promoting values such as property, equality, citizenship and democracy, and working with disadvantaged groups.

In 2014 DCMS published the Independent Library Report for England. It records that in England over a third of the population visit their local library. In the poorest areas that figure rises to nearly a half. The report also argues that despite the growth of digital technologies there is still a need for modern, safe, non-judgemental, flexible spaces 'where citizens of all ages can mine the knowledge of the world for free, supported by the help and knowledge of the library workforce'. It argues that this is particularly true for the most vulnerable in society who need support and guidance and to children and young people who benefit from engagement with libraries outside of the formal classroom environment. It also argues that libraries underpin communities as not only places for self-improvement, but by offering support, help, education, and encouraging a love of reading. They can help residents to apply for a job, seek housing benefit, or understand their pension rights or the health solutions available to them or to learn to read.

Sport

The Sport England Active Lives Survey 2017/18 records that 33.1% of people in Decile 1 in Portsmouth were inactive compared to a 20% average for Portsmouth. Of people in Portsmouth 65% in Decile 1 had done no activity within last 28 days, compared to a city average of 47%.

BH Live operate seven sports facilities on behalf of Portsmouth City Council - the Mountbatten Centre, the Pyramids Centre, Portsmouth Gymnastics Centre, Portsmouth Tennis Centre, Wimbledon Park Sports Centre, Charter Community Sports Centre and Eastney Swimming Pool. BH Live have introduced the Experience Card Access Scheme for users receiving benefits and support.

The Portsmouth Leisure Card was introduced over 20 years ago and is available for residents receiving means-tested benefits. It enables discounted access to PCC operated or supported sports facilities and museums as well as partners such as the Historic Dockyard, Southsea Skatepark, No6 Cinema and the New Theatre Royal. The most common discount offered is 40%.

Portsmouth is also home to a number of free sports events, including weekly parkruns at Southsea and Lakeside and Great Run Local at Lakeside. These events regularly attract over 900 participants on a weekly basis.

Barriers to engagement

Research and sector guidance suggests that rates of engagement are affected by specific barriers. Many of these are either social, economic or geographical.

Cost - There are usually costs associated with accessing Culture and Leisure, even when a venue is free. These include entrance fees, travel, parking, food, gifts or souvenirs, and the cumulative effect of all of these. This is particularly relevant to Portsmouth as 75% of the city is in the lowest 50% on the Index of Multiple Deprivation. Introducing free entry at Cumberland House and Southsea Castle increased admissions more than five-fold and completely changed the demographic of visitors

Time - People have busier lives with less spare time and different routines, and often have more flexible working patterns which may not always align with opening hours of venues. It also takes time for parents to plan family trips out

Geography - The distance to a particular venue increases the time and cost involved. For example Paulsgrove is 7 miles away from the Historic Dockyard, which necessitates using either private or public transport

Transport - around a third of people in Portsmouth do not have access to a car and bus routes and timetables can make it difficult or impossible to reach many places. Distance also increases transport cost and time. Getting to the Historic Dockyard from Paulsgrove, for example, takes time and money - an adult return from Paulsgrove to the Hard costs £5.50 and the journey takes 38 mins.

Ownership - Audiences might feel that culture is 'not for people like us', and there may also be different levels of exposure to culture from a young age. The Department for Digital, Culture, Media and Sport's Taking Part Survey tells us that visiting cultural venues is not necessarily a regular activity for some communities. For example in 2018/19 four times as many people from Drayton and Farlington purchased annual passes for The D-Day Story as from Paulsgrove, even though it is a similar distance away from both wards.

Physical - The architecture of a building and its surroundings may make people feel less welcome. For example former military buildings often have authoritarian design, or fixtures such as railings which are designed to keep people out, physically and psychologically. Places can also have different emotional ownership which may make a venue feel more or less welcoming to some audiences

Facilities - Audiences may also base their cultural attendance upon the nature of facilities that are available at a venue or in the immediate area. Our experience suggests that the quality of the retail and food and drink offers at a venue can affect engagement.

Familiarity - Visitors may decide not to return to a venue that they have visited recently if it will be the same as the last time that they visited.

Competition - There are many competing demands for people's spare time. Culture and Leisure venues are now competing with a more diverse market. Harry Potter Studios are a frequently cited example of competing demands for people's leisure time

User-friendliness - engagement can be affected by how user-friendly venues and facilities are. This can include whether displays, for example, are accessible and suitable for all audiences, or if wayfinding and signage is suitable

Word of mouth - if any of these barriers are conspicuous word can get round tight-knit communities quickly and reputation can take a long time to redress

Culture and Leisure Opportunities

The social, economic and wellbeing benefits of engaging with culture are clear. Recent policy announcements from funders such as the National Lottery Heritage Fund and Arts Council England suggest that they will increasingly be looking for more for evidence of projects having a legacy in these areas. Due to the economic climate and a decline in lottery sales applications to funders will be much more competitive and bids will increasingly have to emphasise intended health and wellbeing outcomes.

The social benefits of engaging with culture and leisure are often compelling and frequently demonstrate an emotional resonance. Widening engagement with culture and leisure can produce good news stories in a way that increased income or visitor numbers may not. Engaging with more residents would also develop our advocacy base. Local people can be very strong advocates if they feel that something is 'theirs'. Museums writer Nina Simon has defined relevance as 'matter more to more people'.

We know that local people in Portsmouth are very proud of their heritage and that it has strong potential for engagement. The 'Memories of Bygone Portsmouth' group on Facebook, for example, has 31,000 members. Engagement with culture and leisure has strong potential to reach a large number of residents.

We already have some awareness of factors that affect access to culture and leisure. During consultation work prior to the transformation of The D-Day Story, for example, local people often told us that whilst they were very proud of having the museum they visit most often when they are bringing visitors.

Health and wellbeing figures suggest that even small incremental increases in access would deliver significant benefits to the local authority and other organisations, in terms of socio-economic outcomes which may manifest as savings.

Barriers that make access difficult are complex and interwoven, and many are linked in some way. If positive action can be taken to remove one barrier, it will probably remove others or make them less critical.

More work could also be done to demonstrate the benefits of engagement with culture and leisure. If some of the benefits of engagement are seen to be more attractive, some of the barriers may seem less significant.

Nina Simon, the author of 'The Participatory Museum' and 'The Art of Relevance', uses the phrase 'Open Doors'. This could be a useful approach to consider how barriers can be addressed. What doors do we currently have that are locked, and how we could we unlock them? Are they front doors or side doors? Which audiences are likely to use which doors?

Widening access to Culture and Leisure may require identifying relevance with communities and audiences and connections that can be exploited. Whilst the Mary Rose sank in 1545, for example, many residents will still remember watching the ship being raised in 1982, or visiting the old ship hall on school trips.

In recent years a number of initiatives have taken place aimed at widening access to culture and leisure. These have included free entry to some venues (either permanently, on special events or as part of an offer), changes to opening hours to meet demand, audience-focused marketing, initiatives such as Heritage Open Days, or moving services to new locations (for example Southsea Library in Palmerston Road).

Recent initiatives to embed culture around the city have involved placing heritage around the city. These have included panels marking people from the city who were killed during the First World War and the D-Day campaign, and the 'We Knew Something Was Happening' event on 6 June 2019. It has been noticeable that these have captured the imagination of residents and people from outside of the city. Their location around the city means that there are few barriers to access, and they empower and encourage residents to explore and discover.

It could also be suggested that as habits around engaging with culture and leisure may be deeply held and are closely aligned with socio-economic factors within communities, encouraging people to view engagement as 'normal' from a young age would help to evolve attitudes.

Tipping point theory - to make something 'normal' we need to engage with 16% of the audience (2.5% innovators and 13.5% early adopters) to reach 'tipping point' - who are the innovators and early adopters in a community?

Change - a varied events programme and changing displays drives repeat visits

Our experience also suggests that venues need to have a rounded visitor offer - a café and shop can be a key driver in repeat visits. The café at The D-Day Story, for example, has assumed a community centre style social aspect.

Whilst the focus of this report has been 'getting people through the door', it should also be noted that access is still a factor once residents and visitors have physically accessed a venue or service. Services need to be welcoming, for example in terms of the language used in signage or interpretation. The language and styles used need to be accessible to anyone and everyone. In a museum context, for example, this would mean displays not assuming any prior knowledge.

Encouraging active travel and promoting would also have benefits - as a relatively compact and flat city Portsmouth offers opportunities for walking or cycling.

Although many venues collect audience data as part of their ticketing and membership systems, this is much harder for free venues, where, conversely, demographic data and evidence of social impact would be the most useful. Although our free venues have often gathered postcodes over short periods, more effective ways of collating longer-term data would be useful.

Appendix 1: Index of Multiple Deprivation (2019)

| Decile | No of LSOAs | % of city |
|--------|-------------|-----------|
| 1 | 15 | 12% |
| 2 | 15 | 12% |
| 3 | 14 | 11.2% |
| 4 | 29 | 23.2% |
| 5 | 21 | 16.8% |
| 6 | 12 | 9.6% |
| 7 | 6 | 4.8% |
| 8 | 5 | 4% |
| 9 | 6 | 4.8% |
| 10 | 2 | 1.6% |

LSOA - Lower Super Output Area, average population of 1,500 people

Appendix 2: Experian MOSAIC

| | Segment | 2019 | | 2016 | | change 2016 to 2019 | |
|---|----------------------|--------------|---------------|--------------|---------------|---------------------|-------|
| | | Total | % of total | Total | % of total | no | % |
| A | Country Living | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| B | Prestige Positions | 1399 | 1.60 | 1272 | 1.45 | 127 | 0.14 |
| C | City Prosperity | 855 | 0.98 | 774 | 0.88 | 81 | 0.09 |
| D | Domestic Success | 3046 | 3.48 | 3452 | 3.94 | -406 | -0.46 |
| E | Suburban Stability | 2285 | 2.61 | 3168 | 3.62 | -883 | -1.01 |
| F | Senior Security | 7281 | 8.31 | 8423 | 9.61 | -1142 | -1.31 |
| G | Rural Reality | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| H | Aspiring home makers | 13871 | 15.83 | 12824 | 14.64 | 1047 | 1.19 |
| I | Urban Cohesion | 4158 | 4.74 | 3950 | 4.51 | 208 | 0.24 |
| J | Rental Hubs | 17040 | 19.44 | 16449 | 18.78 | 591 | 0.67 |
| K | Modest traditions | 2381 | 2.72 | 2811 | 3.21 | -430 | -0.49 |
| L | Transient renters | 14321 | 16.34 | 14225 | 16.24 | 96 | 0.10 |
| M | Family basics | 7365 | 8.40 | 6402 | 7.31 | 963 | 1.10 |
| N | Vintage value | 5594 | 6.38 | 5914 | 6.75 | -320 | -0.37 |
| O | Municipal tenants | 8047 | 9.18 | 7943 | 9.07 | 104 | 0.11 |
| | Total | 87643 | 100.00 | 87607 | 100.00 | 36 | |

Numbers relate to households

Appendix 3: POLAR 3

| Ward | Young population | Young entrants | Young participation rate | POLAR3 quintile |
|-------------------------|------------------|----------------|--------------------------|-----------------|
| Baffins | 1046 | 252 | 24.00% | 2 |
| Central Southsea | 623 | 192 | 30.90% | 3 |
| Charles Dickens | 993 | 107 | 10.80% | 1 |
| Copnor | 1040 | 246 | 23.70% | 2 |
| Cosham | 982 | 241 | 24.60% | 2 |
| Drayton and Farlington | 844 | 338 | 40.00% | 4 |
| Eastney and Craneswater | 563 | 208 | 37.00% | 4 |
| Fratton | 825 | 138 | 16.70% | 1 |
| Hilsea | 909 | 216 | 23.80% | 2 |
| Milton | 690 | 186 | 27.00% | 2 |
| Nelson | 926 | 143 | 15.50% | 1 |
| Paulsgrove | 1296 | 107 | 8.30% | 1 |
| St Jude | 316 | 188 | 59.70% | 5 |
| St Thomas | 592 | 188 | 31.80% | 3 |
| Portsmouth Total | 11645 | 2753 | 23.64 | |

Quintiles - 1 is lowest, 5 is highest

Bibliography

Portsmouth Cultural Audiences Review

[Index of Multiple Deprivation \(2019\)](#)

Portsmouth Experian MOSAIC data (2019)

[DCMS Taking Part Survey](#)

[LGA: Making the most of your museums: a handbook for councillors](#)

[LGA: Delivering Local Solutions for Public Library Services](#)

[DCMS: Mendoza Review into Museums in England](#)

[DCMS: Independent Library Report for England](#)

[MA: Museums Change Lives](#)

Potential witnesses

Adrienne Pye - The Audiences Agency

BH Live

Portsmouth Sports Council

PCC Museums

PCC Libraries

National Museum of the Royal Navy

Mary Rose

Portsmouth Creates