

Creative Ageing Development Agency

Research exploring older populations in England
and older people's engagement with culture

October 2021

CADA

**CREATIVE AGEING
DEVELOPMENT AGENCY**

 the audience agency

Introduction

This research has been completed by The Audience Agency (TAA) for the Creative Ageing Development Agency (CADA).

CADA believes that we all have a right to create and take an active part in creativity and cultural life at any age. It is the national development agency for creative ageing in England, leading a fundamental rethink and reflection on ageing and creativity. We recognise the breadth of work in this complex field and the wide range of roles that older people play from practitioner to participant. We aim to create the conditions for innovative and impactful work to flourish and to ensure that older people's views and voices are heard.

Developing understanding and insight is at the heart of CADA's work and we commissioned The Audience Agency to bring together what is currently known about older cultural audiences, the cultural engagement of older people and the impact of COVID-19 and the distributions of older populations in England. This overview identifies both the strengths and weaknesses of current available data and contributes to the ongoing debates and the future agenda for creative ageing.

CADA was initiated and is hosted by Manchester Museum and supported by the Baring Foundation, Greater Manchester Combined Authority and Arts Council England

The research aims to address three key areas:

- **Recent audiences in England: an understanding of cultural engagement of older audiences across England**
- **The wider cultural engagement of older people and the impact of COVID-19: an understanding of cultural engagement and the impact of COVID-19 on older populations in England, looking backwards and forwards**
- **Older populations in England: an understanding of older populations across England, including ethnic diversity, cultural engagement levels and deprivation**

Headlines

- There is a significant older leaning amongst recent (19/20) cultural audiences in England, with almost half aged 55+, however attendance dropped significantly over the age of 75.
- Audience Spectrum segments the UK population by engagement with and attitudes towards arts, culture and heritage. Ten segments are banded into three broad groups: highly culturally engaged, medium culturally engaged and lower culturally engaged.
- Audiences over the age of 55 were far more likely to fall into medium or highly culturally engaged Audience Spectrum groups than lower engaged groups, with the proportion of audiences in lower culturally engaged groups underrepresented compared to their prevalence in the population.
- Audiences aged 75+ are *especially* likely to be in a highly culturally engaged group, suggesting that the barriers to attending culture within the lower engaged groups increase with age.
- Amongst recent audiences, Black or Black British audiences, and in particular Asian or Asian British audiences, were underrepresented compared to the population.
- Older people are much less willing than younger people to return to culture after the pandemic - indicating that, in the shorter term at least, cultural organisations can expect both a shift in their audience profile and a potentially significant loss in the income contributed by older audiences.
- This may be felt most in the South West and East of England - regions with the highest proportions of older cultural audiences and high proportions of older people in the population.
- Despite being less willing to return to culture after the pandemic, attending is clearly important to many in the English population aged 55+. A significant proportion have missed attending culture - across film (39%), live performance (47%) , indoor galleries (55%) and especially outdoor historic parks, gardens & heritage (58%).

Headlines

- A sizeable proportion feel that cultural activities are important for their wellbeing, in particular outdoor historic parks, gardens & heritage (53%), as well as film (22%), live performance (35%) and indoor galleries (42%).
- A significant minority of the 55+ population intend to visit culture more frequently once things ‘return to normal’ after the pandemic. This is particularly the case for outdoor historic parks, gardens & heritage, which two-fifths agreed they intend to visit more frequently. Around a quarter across all types of cultural visit intend to stay more local to engage in the future.
- Trends have emerged in the types of cultural activity that older people are interested in. Plays/drama/musicals, dance, music (including more ‘traditional’ opera/ballet/classical forms), museums and heritage sites/parks/gardens appear to be of most interest to older people.
- Findings suggest significant opportunities in particular to engage with older people in local outdoor heritage environments, which link to both their interests and are most important to their wellbeing.
- Creative participation was lower in the 12 months before the pandemic amongst the population aged over 55 compared to under 55s - however overall this changed in the pandemic to a higher level of creative participation amongst those aged 55+, suggesting significant potential in continued engagement of older people with creative pursuits.
- Almost $\frac{3}{4}$ of over 55s read for pleasure during the pandemic, with other most prominent activities during and/or before the pandemic being visiting a library and making crafts/painting/drawing/printmaking.
- In the 12 months before lockdown, digital cultural engagement of over 55s in England was lower than that of under 55s across all arts/cultural forms. Whilst that of under 55s dropped off during lockdown, digital cultural engagement was broadly maintained at similar levels or saw less of a drop amongst over 55s.
- In terms of online cultural preferences, older tastes reflect preferences seen in person, suggesting a significant opportunity to engage older audiences online with culture where there is an existing interest.

Headlines

- Local/Unitary Authorities in England with the highest *proportions* of over 55s have a leaning in many cases towards more rural areas.
- In terms of *numbers* of over 55s in the population, there are highest numbers in many city areas alongside rural and mixed rural/urban Local/Unitary Authorities.
- Mapping of broad ethnic groups across the overall population (all ages) suggests that city areas, in particular London, Birmingham and surrounding Authorities, Newcastle upon Tyne, a number of Greater Manchester Authorities and Leeds, combine highest numbers of older people with more ethnically diverse populations.
- Mapping of disability in the population (all ages) suggests a strong correlation between areas with higher proportions of older people (often rural) and high proportions of disabled people.
- Areas have been identified where there may be a greater need for cultural interventions with older people, combining data on older people in the population with higher deprivation levels and higher proportions of the lower culturally engaged Audience Spectrum segments.
- Hull, Manchester, Sandwell, Stoke-on-Trent and Liverpool rank highest, based on higher numbers of older people alongside some of the highest ranks for combined deprivation/lower cultural engagement. This form of analysis has been undertaken based on both proportions and numbers of older people in the population and these two models provide different and useful insights.

Cultural audiences in England in 2019/20

Research from the Audience Finder survey

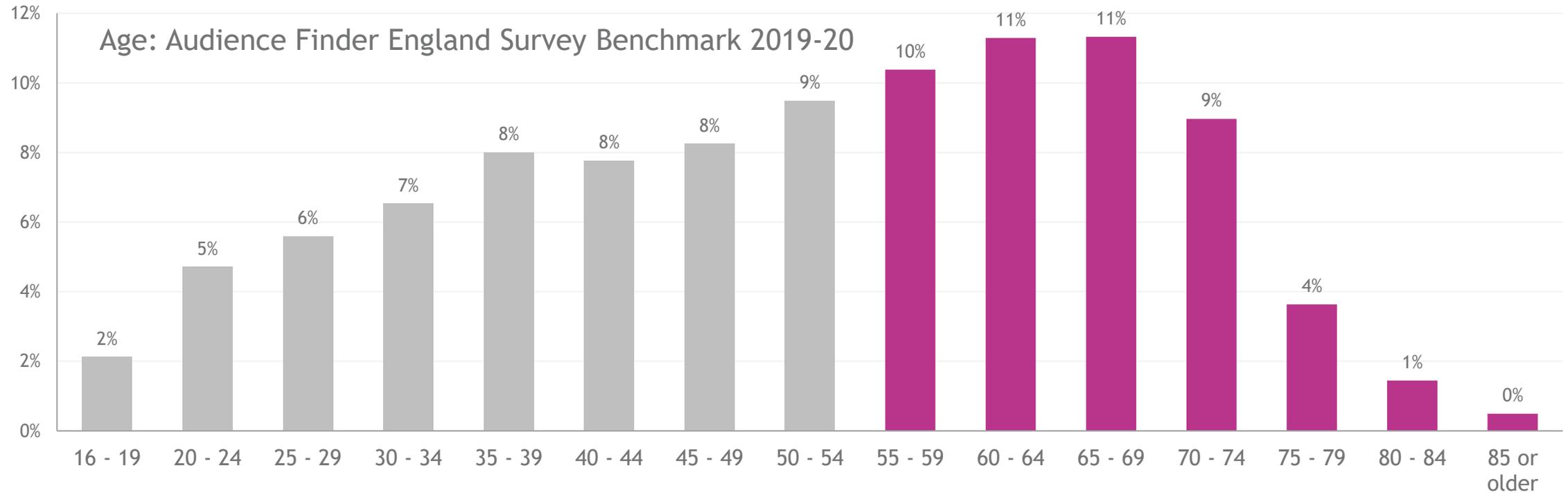
Cultural audiences in England in 19/20: methodology

This analysis looks at audiences visiting arts and cultural organisations and events in person during 2019/20.

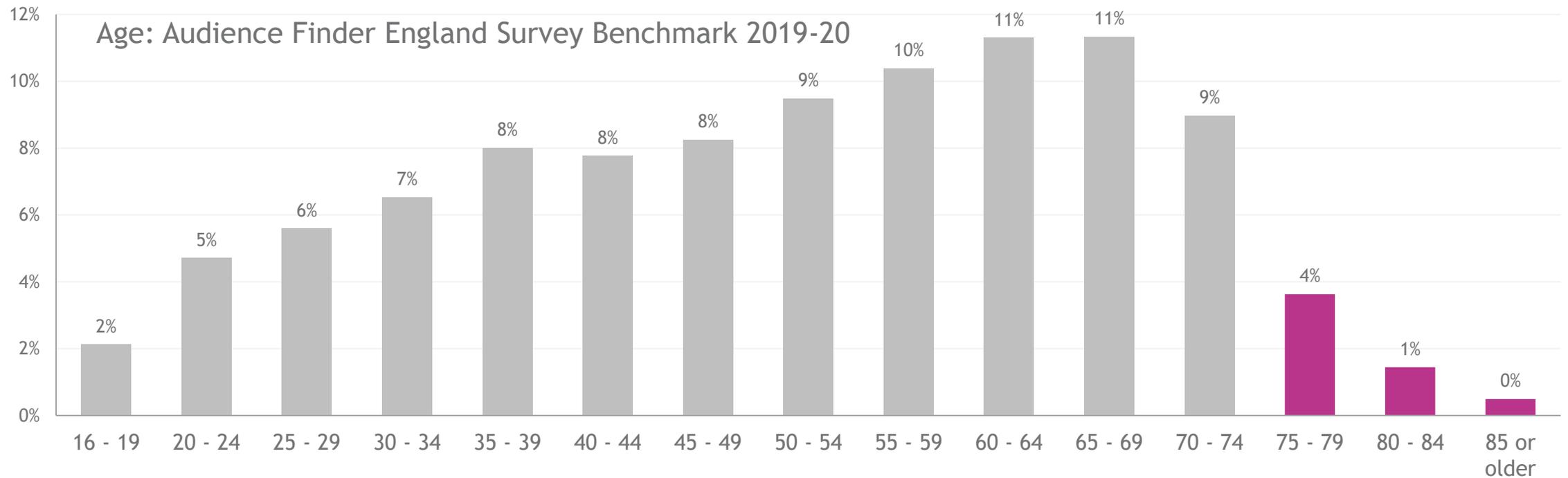
- Analysis is based on [Audience Finder](#) audience surveys responses from across England for the 2019/20 financial year.
- The Audience Finder survey is completed by those who attend arts and culture in person.
- Data used in this analysis represents all organisations and events using the Audience Finder survey in England. The dataset includes both Arts Council England National Portfolio Organisations and a range of other organisations.
- The total sample of 2019/20 Audience Finder survey responses in England on which this analysis is based = 142,623

Cultural audiences in England in 2019/20....

...were especially likely to be older, almost half aged 55+...



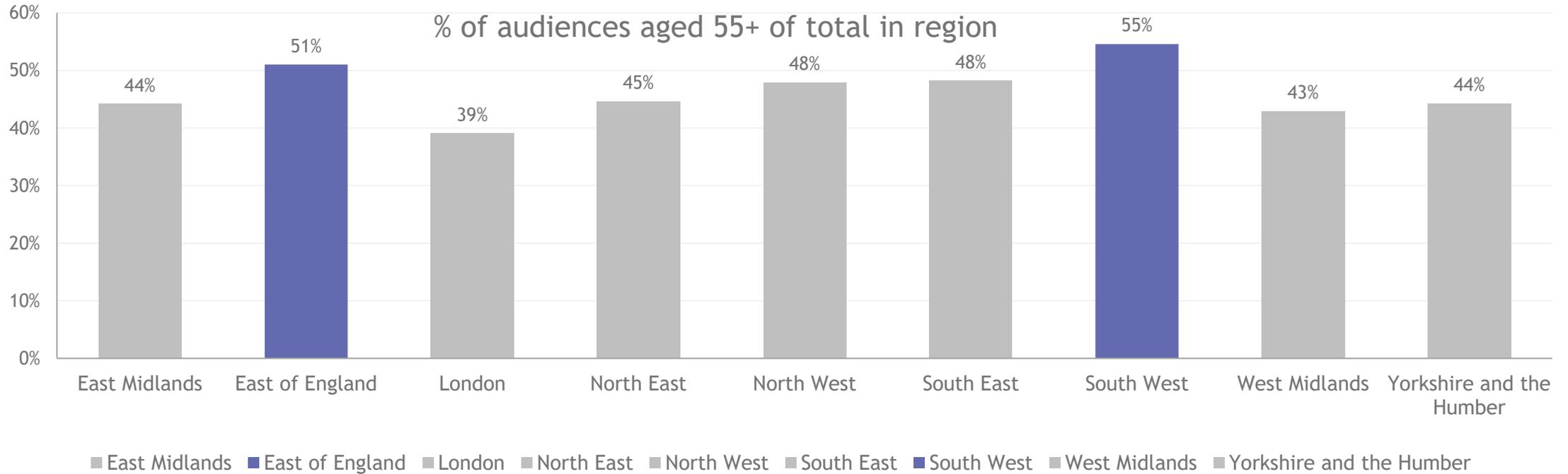
...were especially likely to be older, almost half aged 55+...



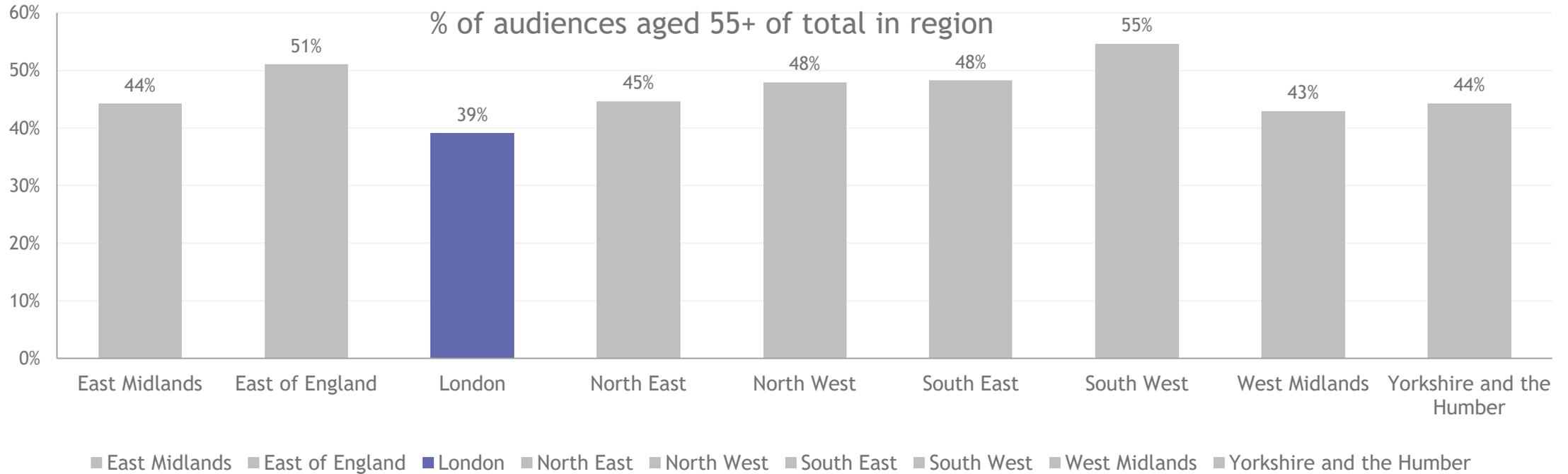
...but dropped off significantly over the age of 75.

Regionally, older audiences in 19/20
were...

...especially prominent in the South West and East of England...

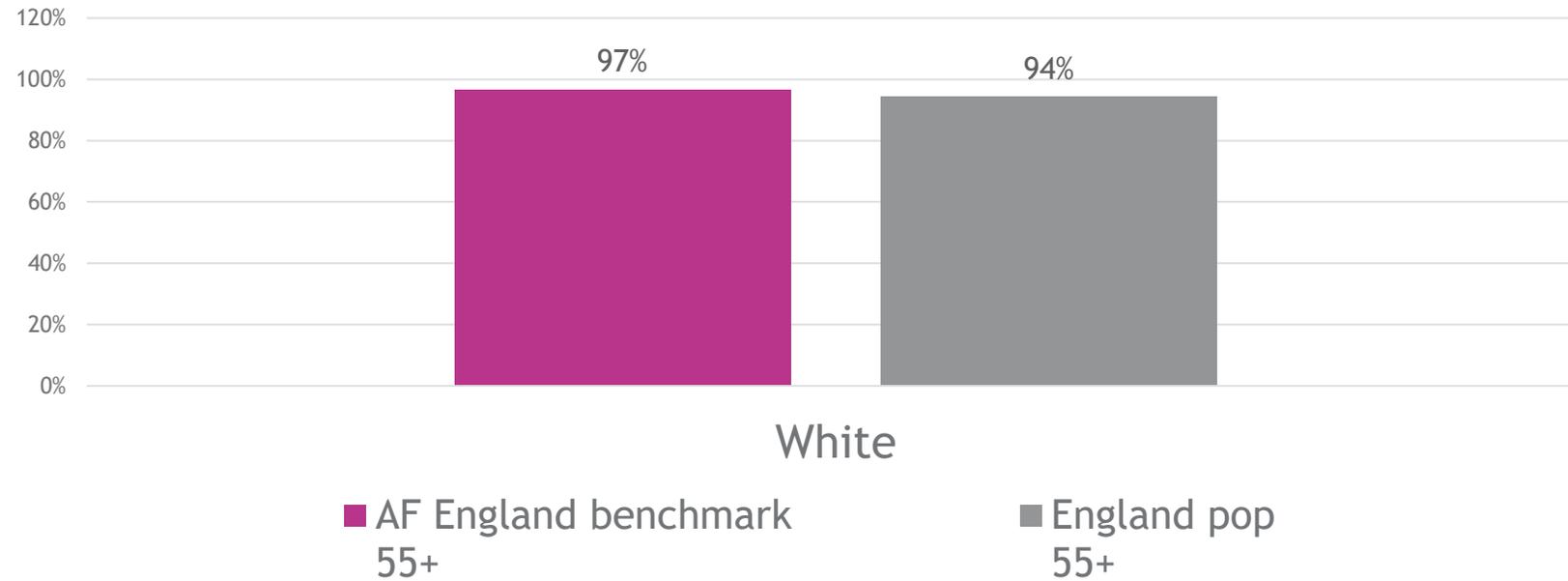


...especially prominent in the South West and East of England...

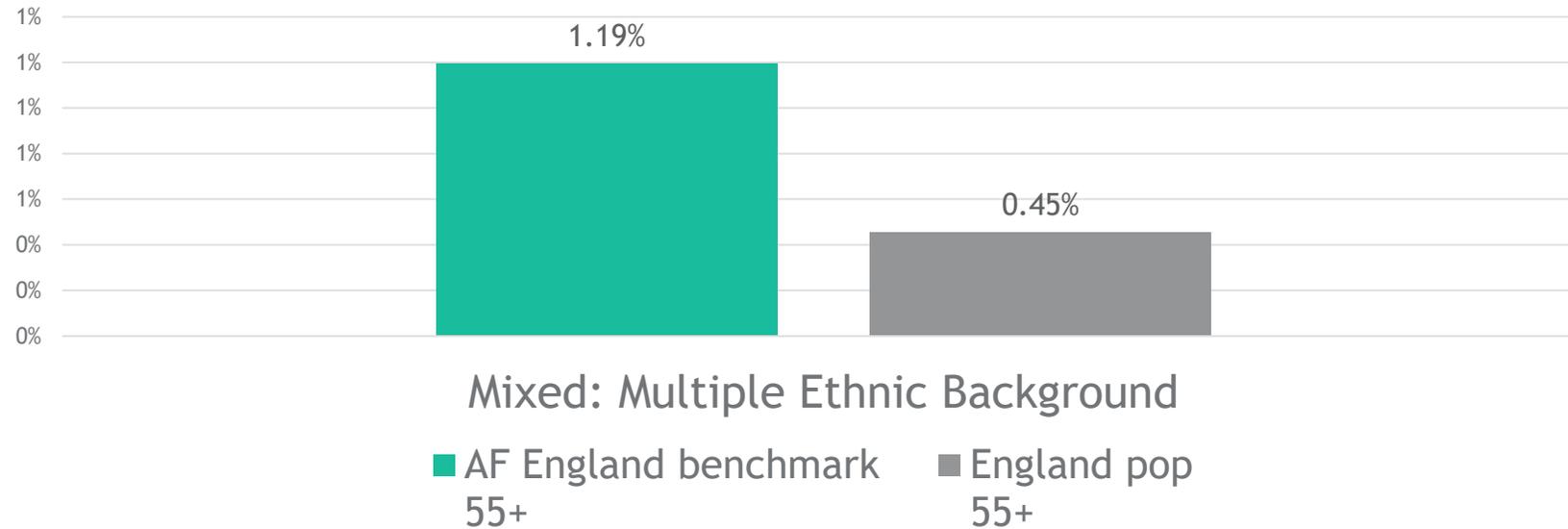


...but less so in London.

Audiences in 19/20 were especially likely to be of White ethnicity...

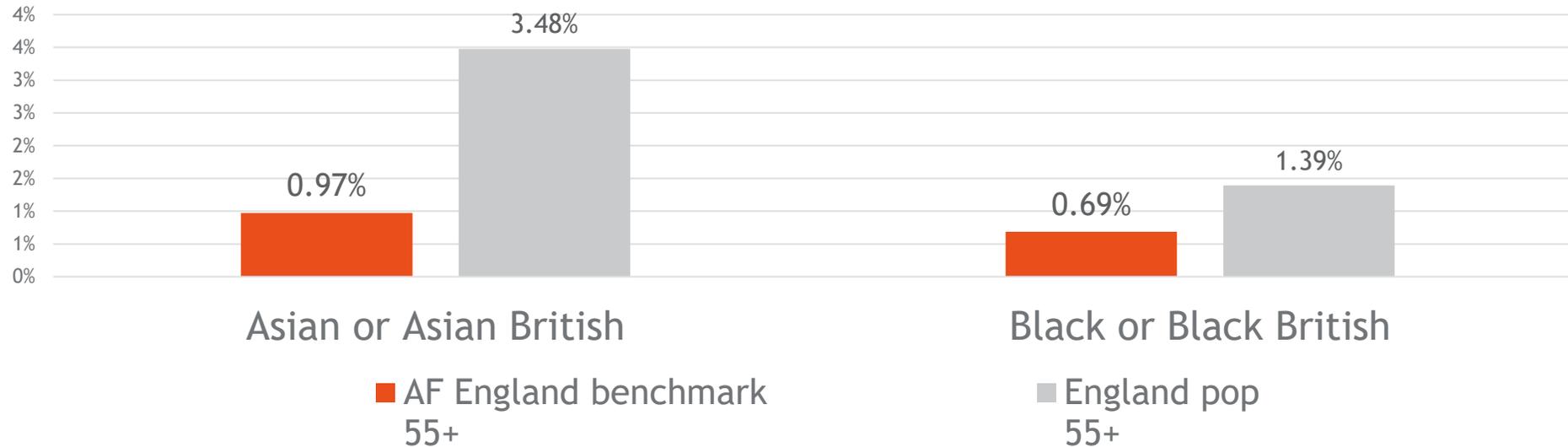


...with those of Mixed: Multiple Ethnic Background a small group...



...but a significantly higher proportion than in the population.

Black & Black British and especially Asian & Asian British audiences...



...were underrepresented compared to the population.

Audiences in 19/20 aged 55+ were most likely to be in a highly or medium culturally engaged Audience Spectrum group.

Audience Spectrum is a powerful arts and culture-specific geodemographic profiling tool developed by The Audience Agency. The adult population is broken down into 10 categories based on their attendance at, and participation and engagement with, the arts, culture and heritage.



Metroculturals



Commuterland
Culturebuffs



Experience
Seekers

These three highly engaged groups make up 26% of the total population in England

41% of audiences over 55 were in one of the highly engaged groups, in particular:

- **Commuterland Culturebuffs (24% of 55+ audiences)** *Affluent and professional consumers of culture*
- **Metroculturals (11% of 55+ audiences)** *Prosperous, liberal, urbanites interested in a very wide cultural spectrum*

Commuterland Culturebuffs were the largest group amongst 55+ audiences and especially prominent in audiences aged 75+



Metroculturals



Commuterland
Culturebuffs



These three medium engaged groups make up 40% of the total population in England

Experience
Seekers



Dormitory
Dependables



Trips & Treats

*Data source:
Audience Finder
19/20 England
cultural
audiences survey*



Home &
Heritage

44% of 55+ audiences were in one of the medium engaged groups, in particular:

- **Dormitory Dependables (18% of 55+ audiences)** *Regular but not frequent attenders living in city suburbs and small towns*
- **Home & Heritage (15% of 55+ audiences)** *Conservative in their tastes, this mature group appreciates all things traditional*

Home & Heritage made up almost a quarter of audiences aged 75+ with Dormitory Dependables more prominent amongst audiences aged 55-64 than older groups

The four lower engaged groups make up 35% of the total population in England

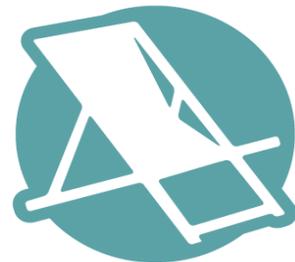
The four lower engaged groups only made up 15% of audiences over 55. Most prominent were:

Up Our Street (7% of 55+ audiences)
Modest in habits and means

The remaining three lower culturally engaged groups - Facebook Families, Kaleidoscope Creativity and Heydays - each only made up 2-3% of 55+ audiences



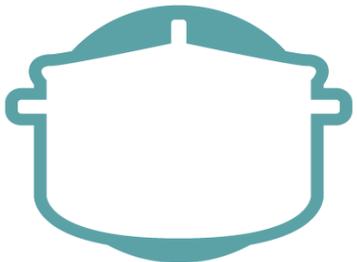
Home & Heritage



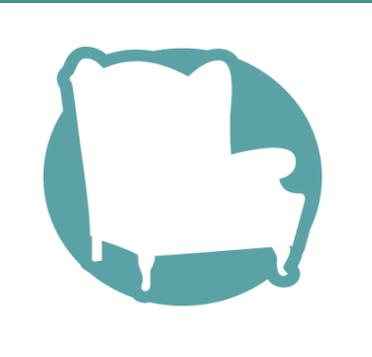
Up Our Street



Facebook Families



Kaleidoscope Creativity

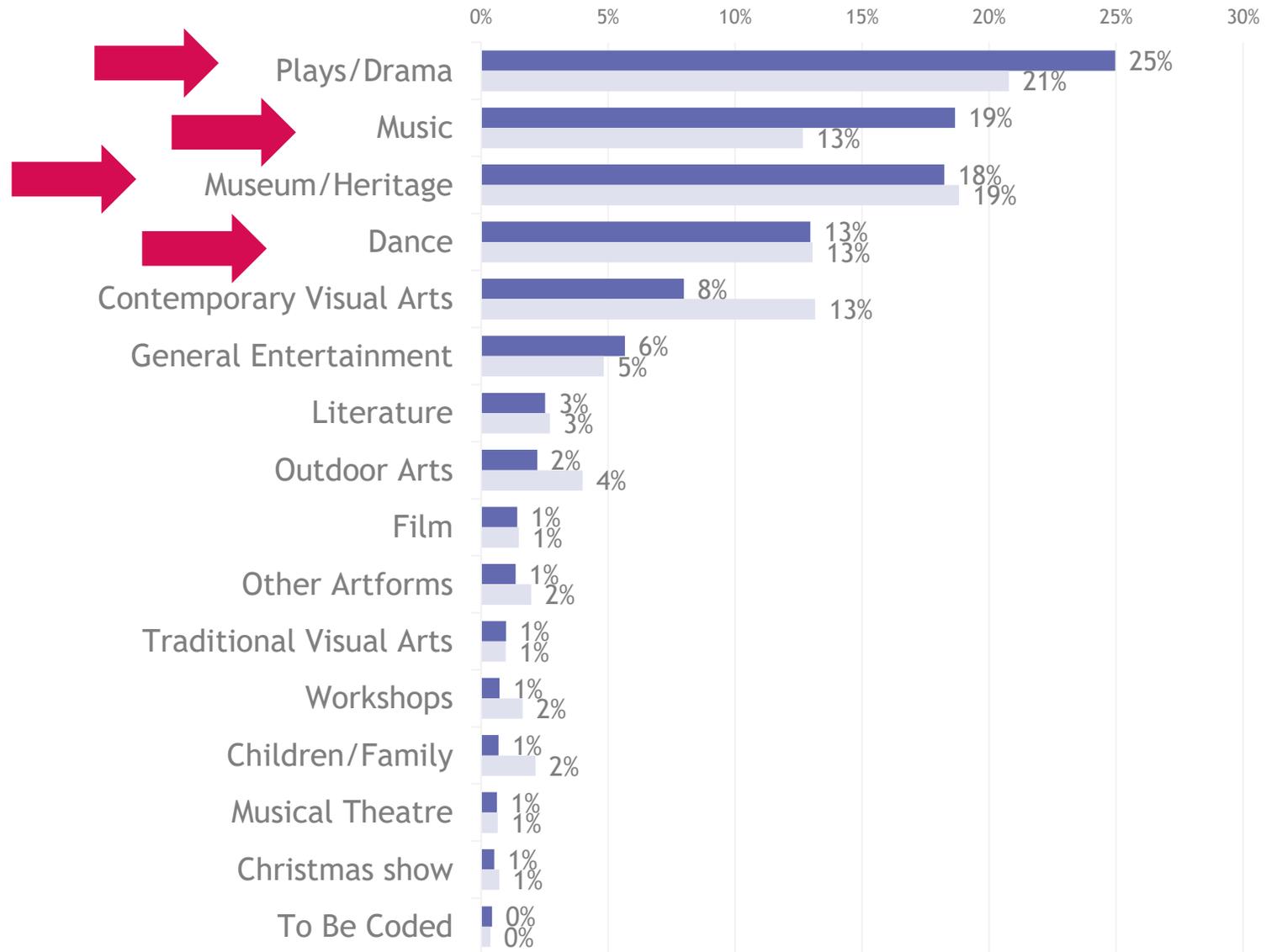


Heydays

*Data source:
Audience Finder
19/20 England
cultural
audiences survey*

Artform tastes amongst 19/20
audiences differed by age...

...with 55+ audiences
 most likely to attend
 drama, music,
 museums/
 museums/
 heritage and dance

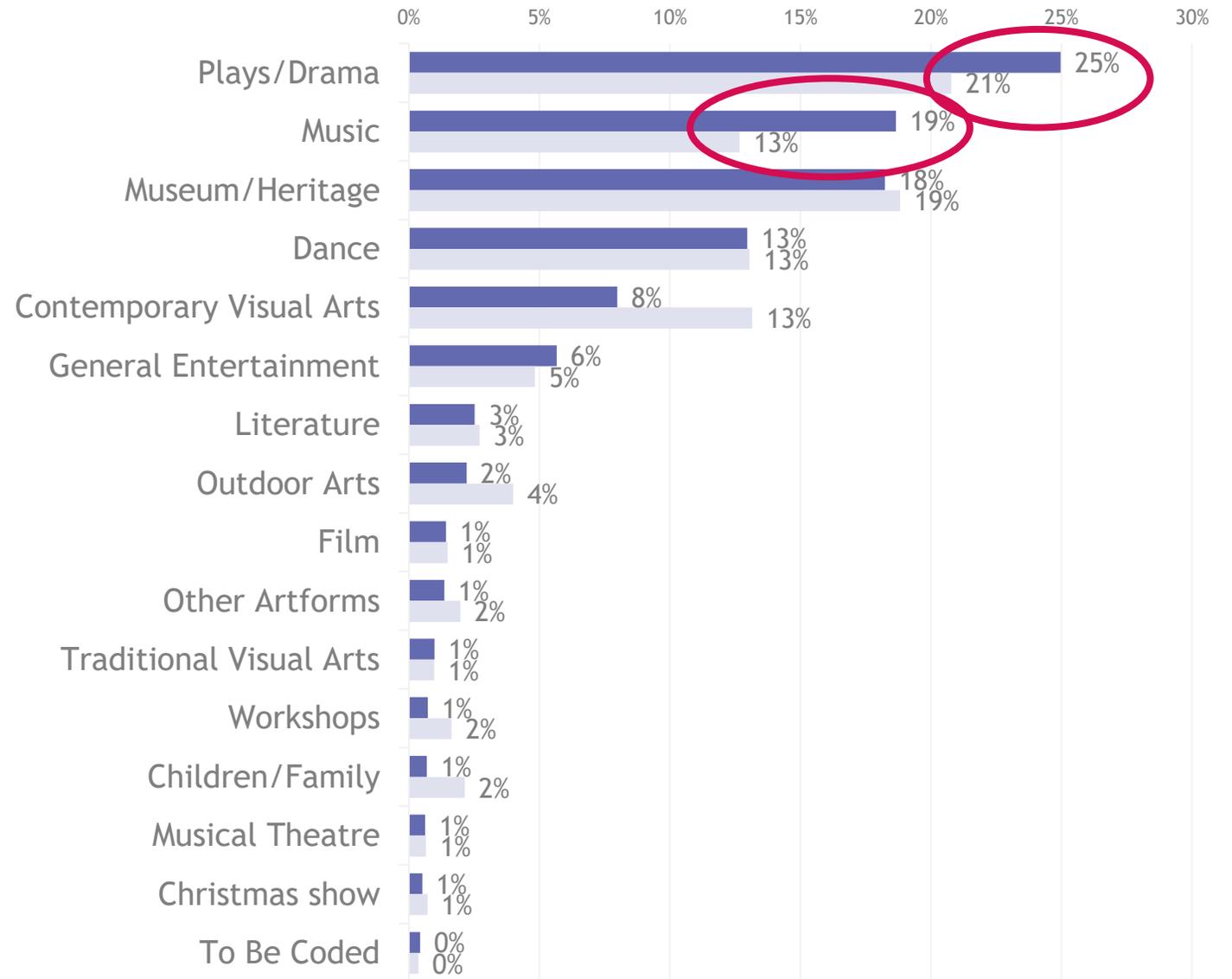


Data source: Audience Finder 19/20 England cultural audiences survey

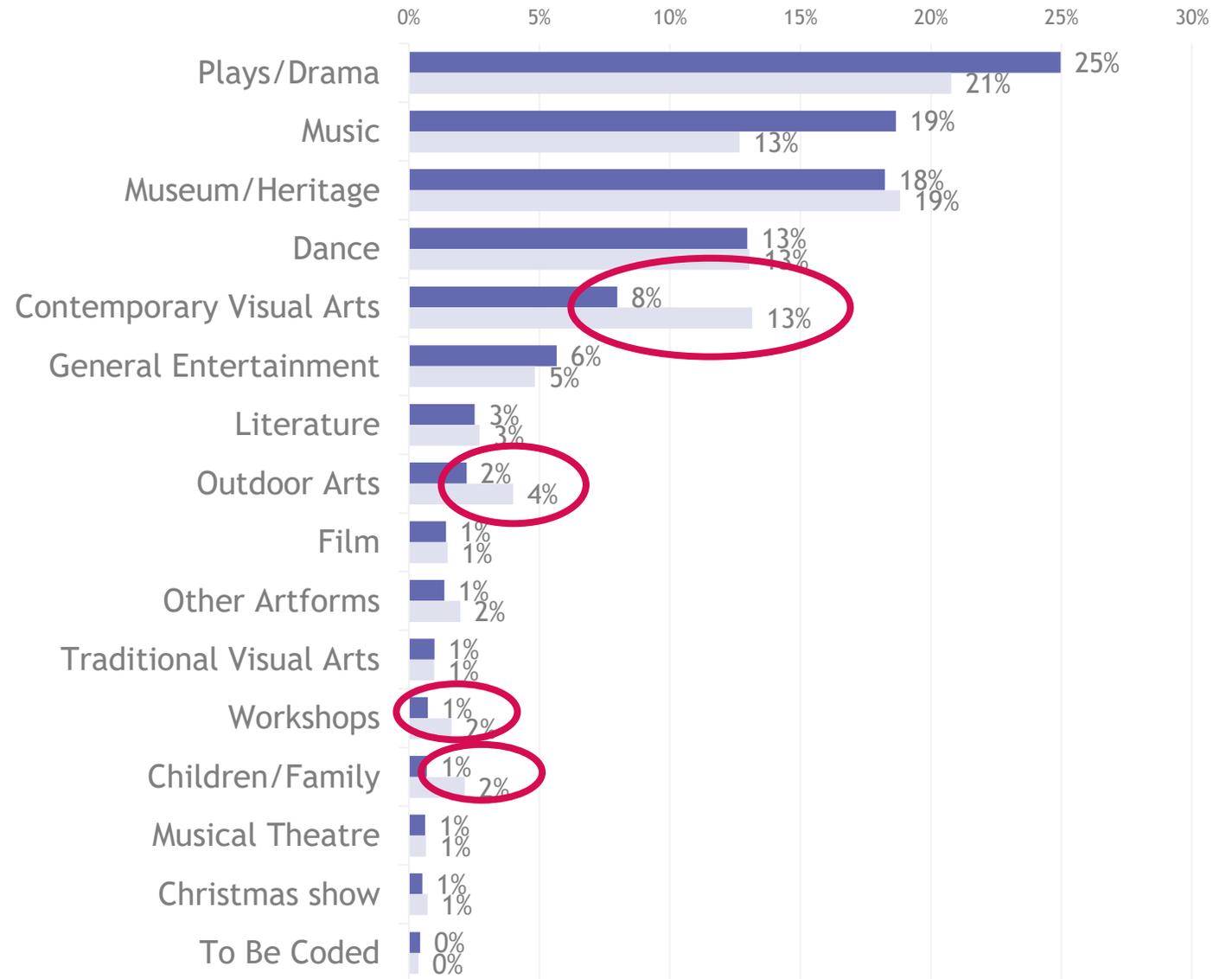
■ AF England benchmark 55+

■ AF England benchmark 2019-20 all ages

...with 55+ audiences most likely to attend drama, music, museums/ heritage and dance, **and more likely than audiences overall to go to drama and music**



...with 55+ audiences most likely to attend drama, music, museums/ heritage and dance, and more likely than audiences overall to go to drama and music, but *less likely to go to contemporary visual arts, outdoor arts, workshops and children/family events.*

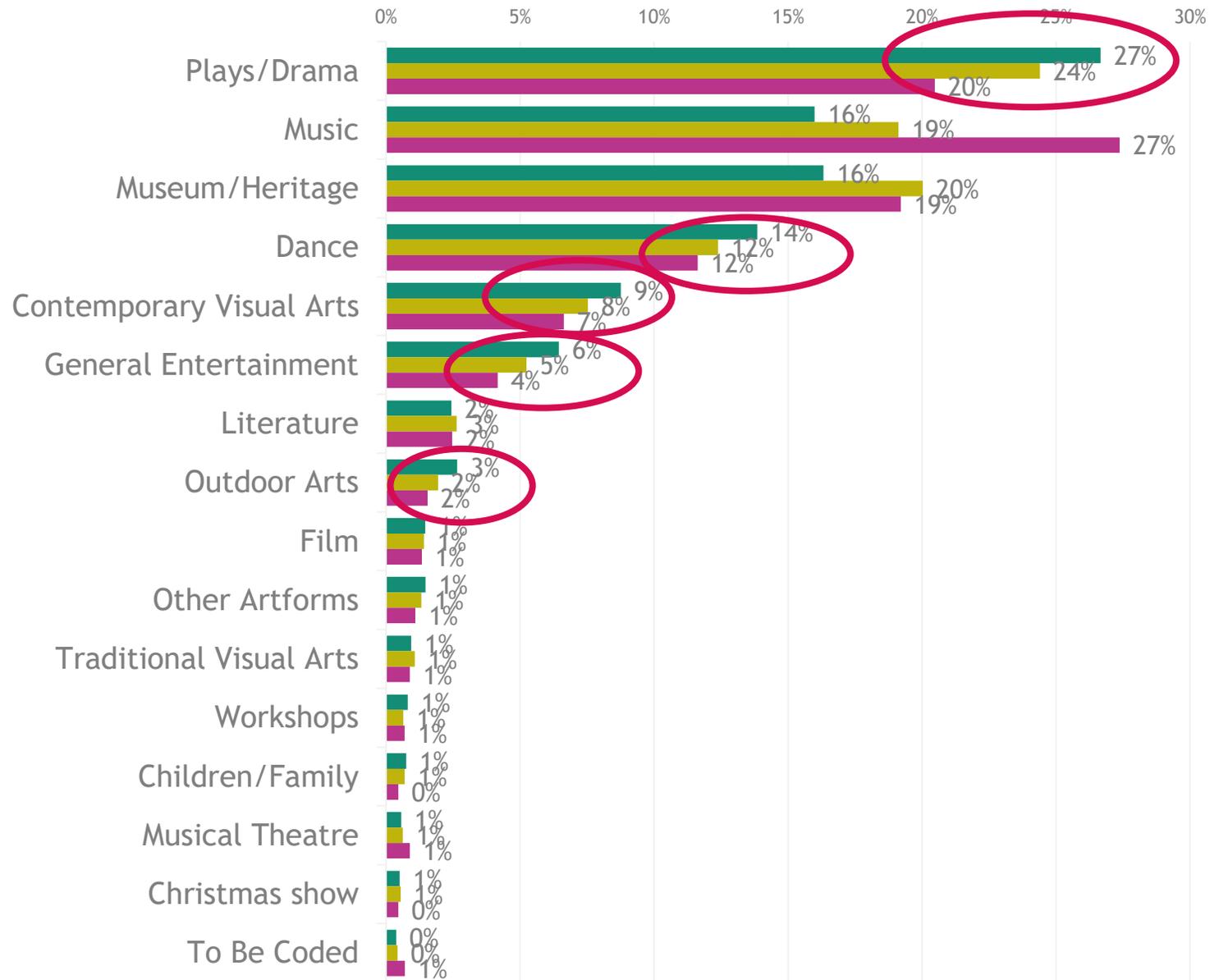


Data source: Audience Finder 19/20 England cultural audiences survey

■ AF England benchmark 55+

■ AF England benchmark 2019-20 all ages

Audiences aged 55-64 were more likely than older groups to go to drama, as well as dance, contemporary visual arts, general entertainment, literature and outdoor arts



Data source: Audience Finder 19/20 England cultural audiences survey

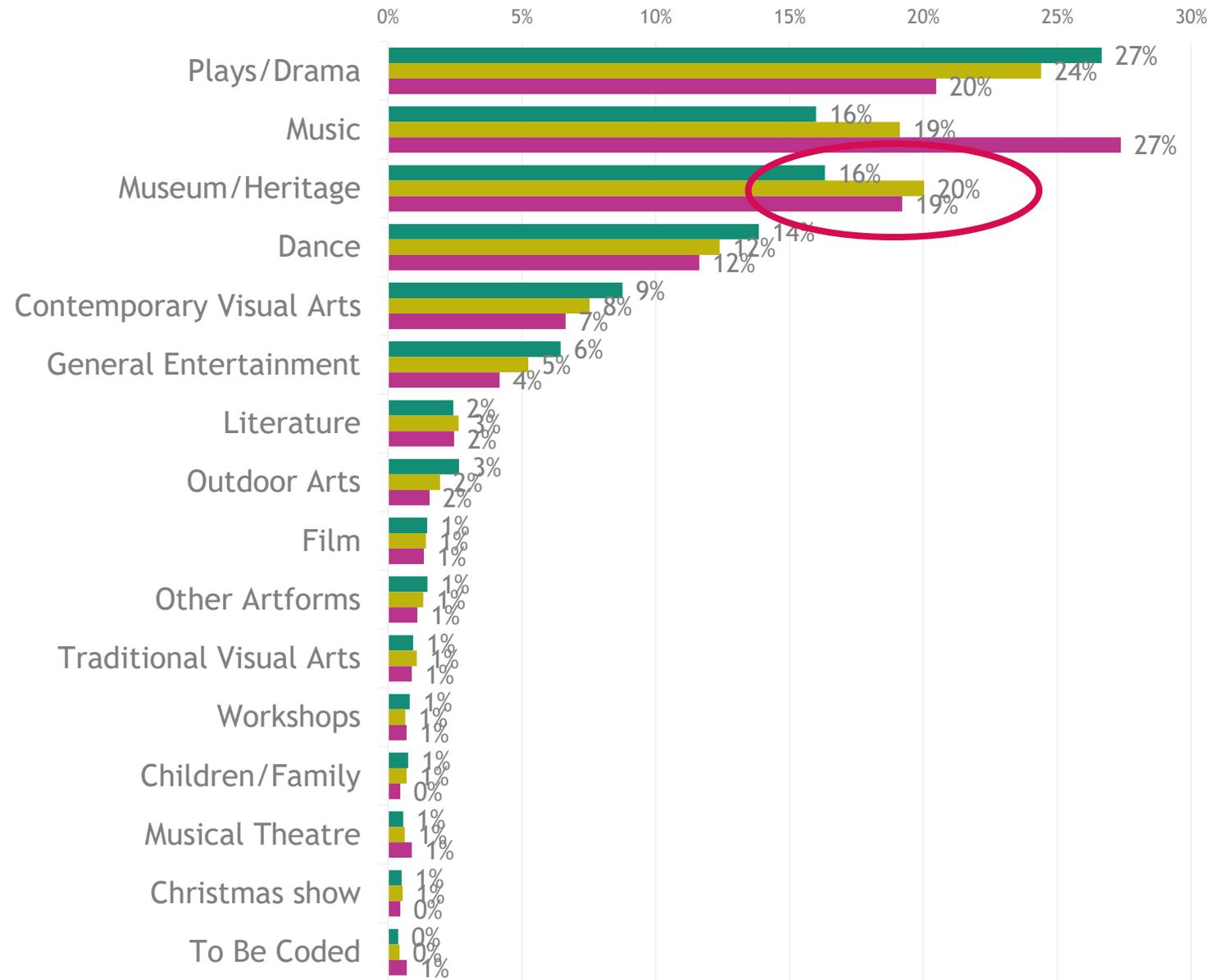
AF England benchmark 55 - 64

AF England benchmark 65 - 74

AF England benchmark 75+

Audiences aged 55-64 were more likely than older groups to go to drama, as well as dance, contemporary visual arts, general entertainment and outdoor arts,

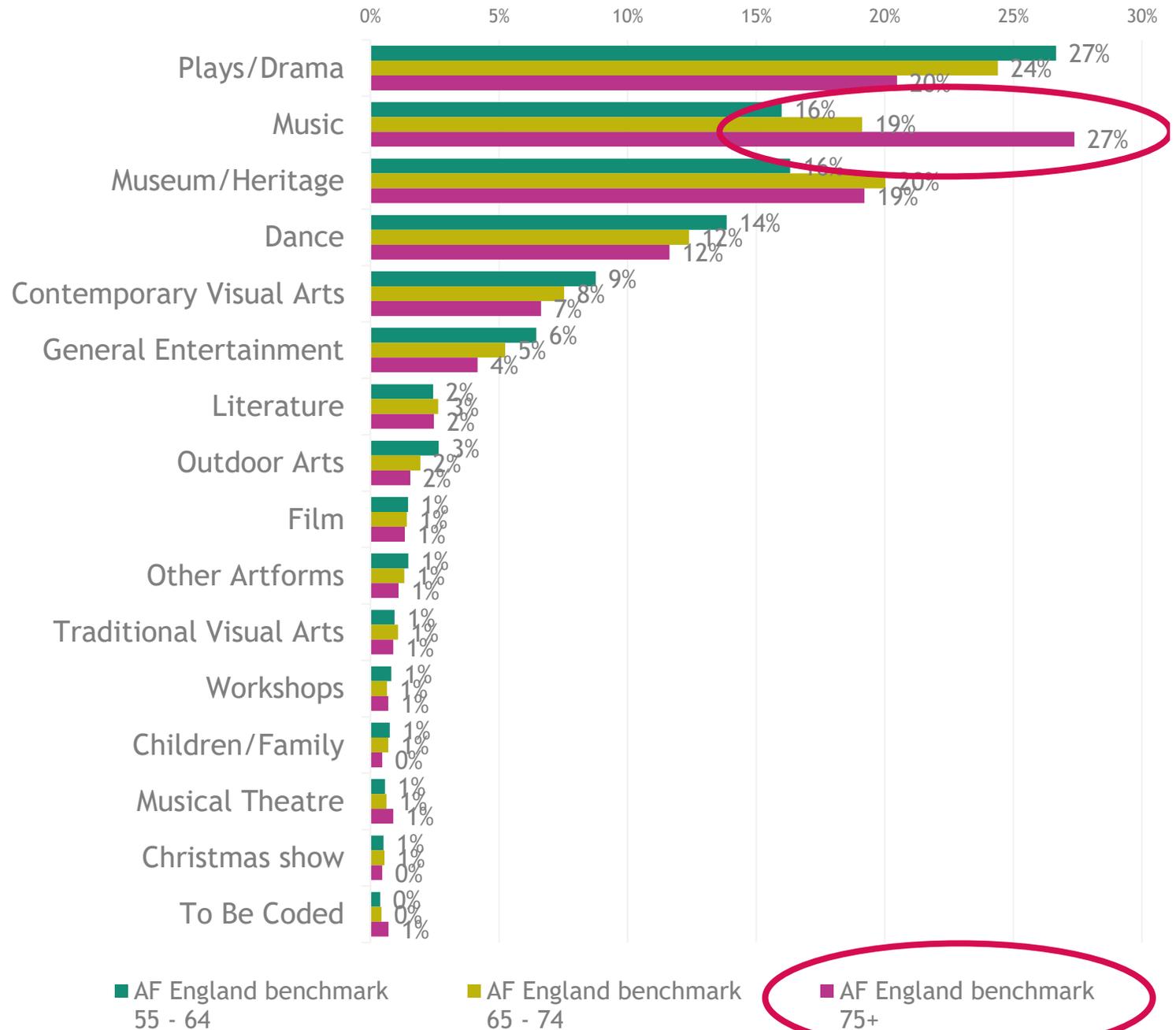
those aged 65-74 were especially likely amongst older groups to go to museums/heritage



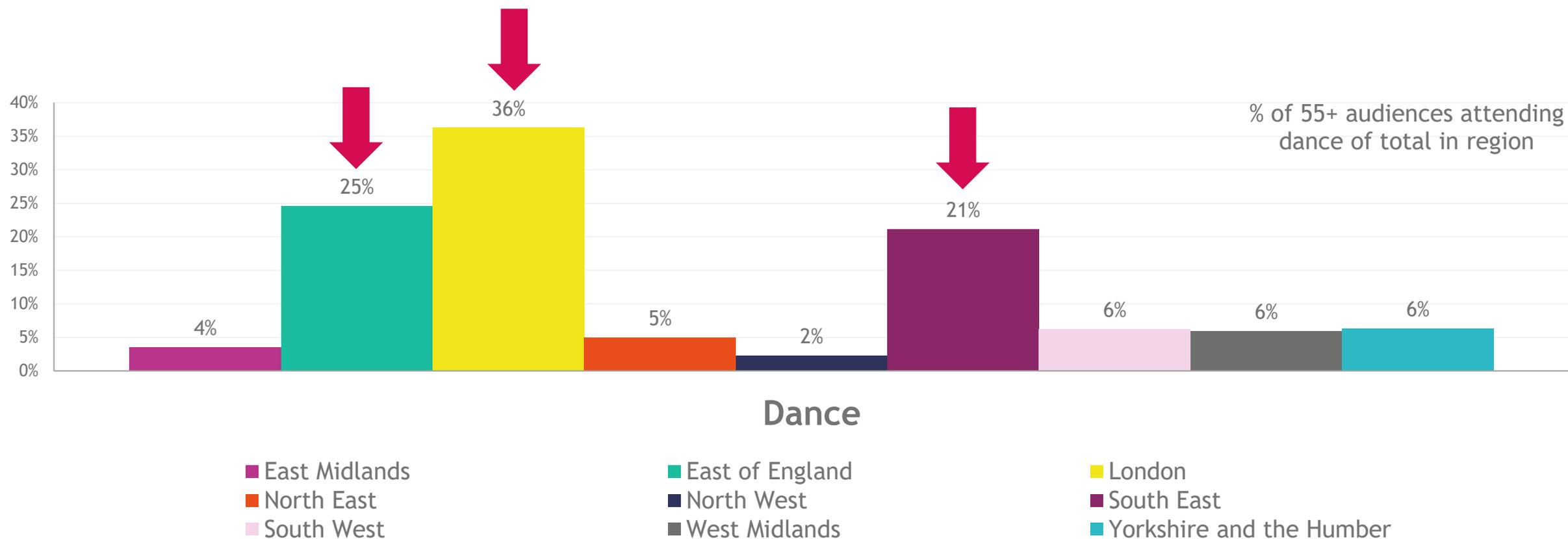
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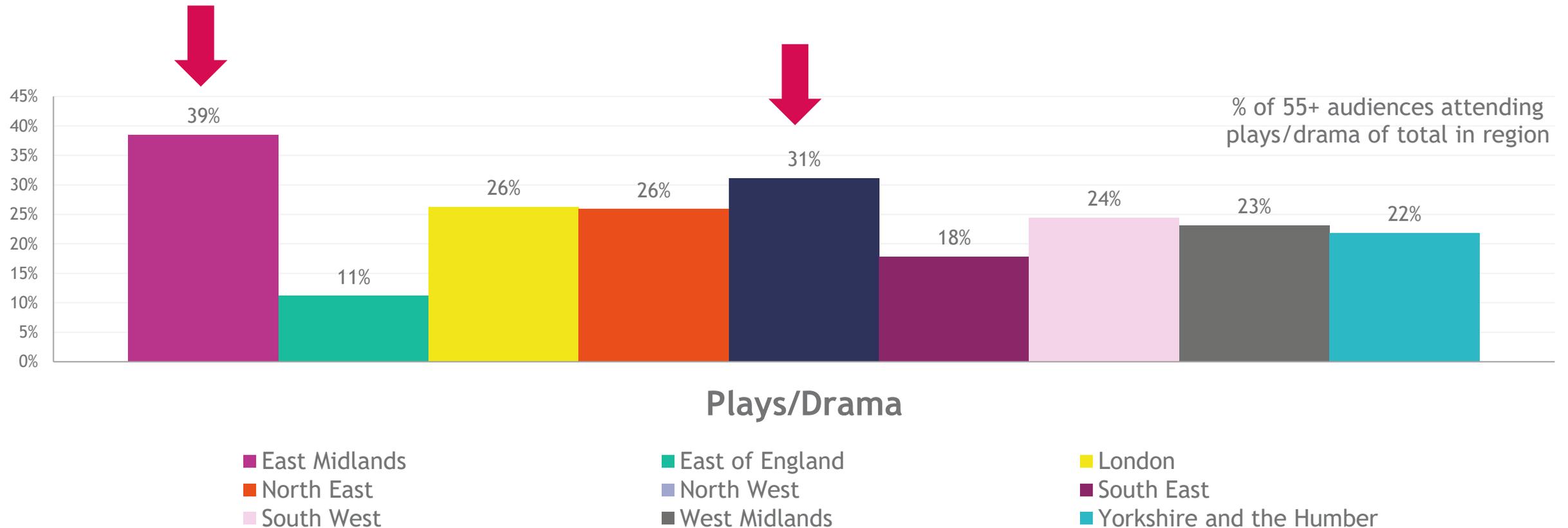
Audiences aged 55-64 were more likely than older groups to go to drama, as well as dance, contemporary visual arts, general entertainment and outdoor arts, those aged 65-74 were especially likely amongst older groups to go to museums/heritage, with those aged 75+ significantly more likely than ages 55-74 to go to music.



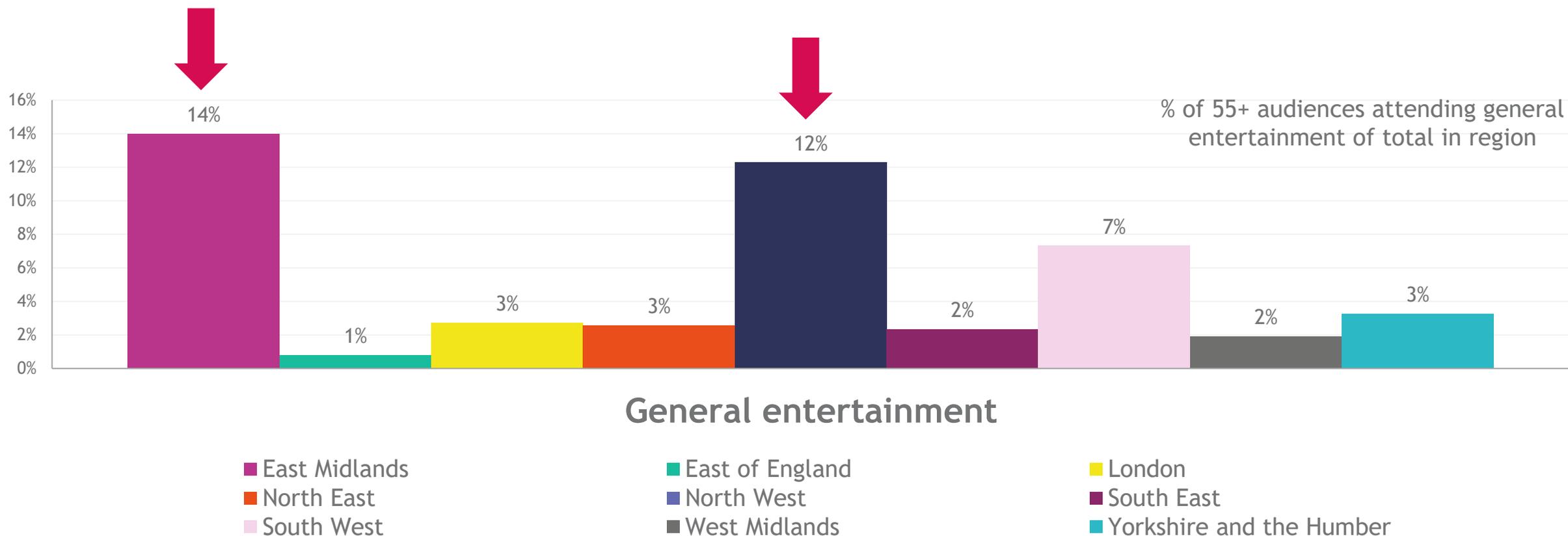
By region, notable variations are higher dance attendance of 55+ audiences in London, East of England and the South East...



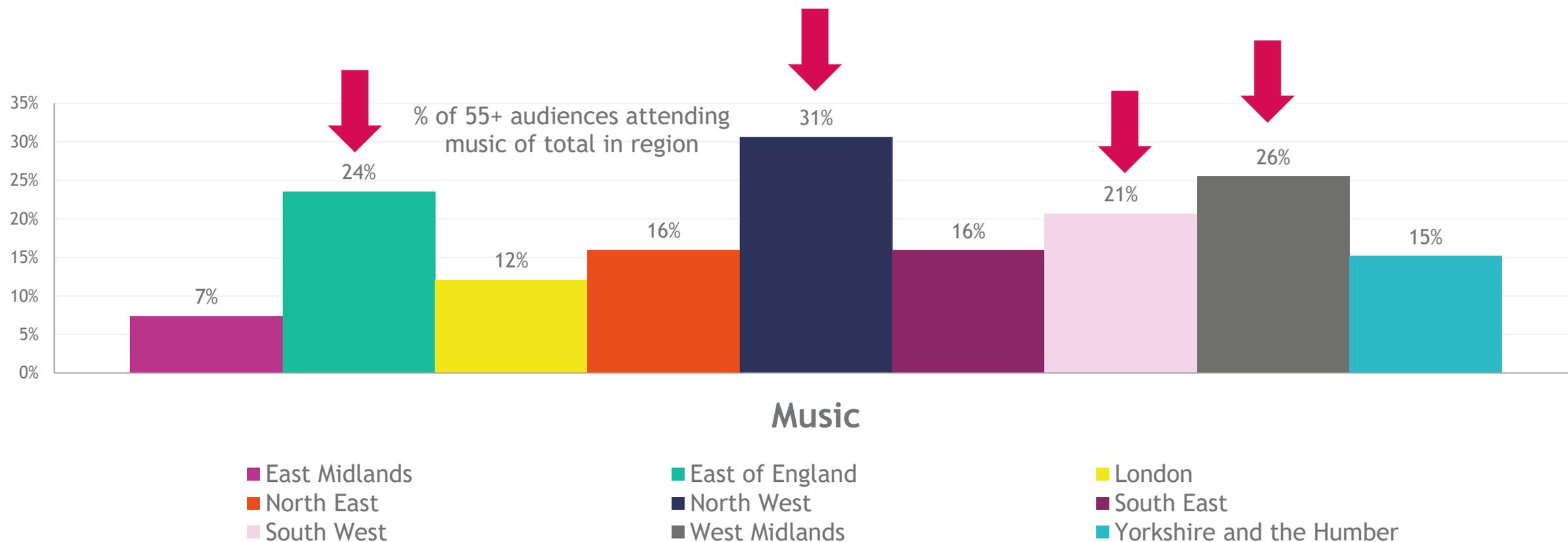
...drama attendance in the East Midlands and North West...



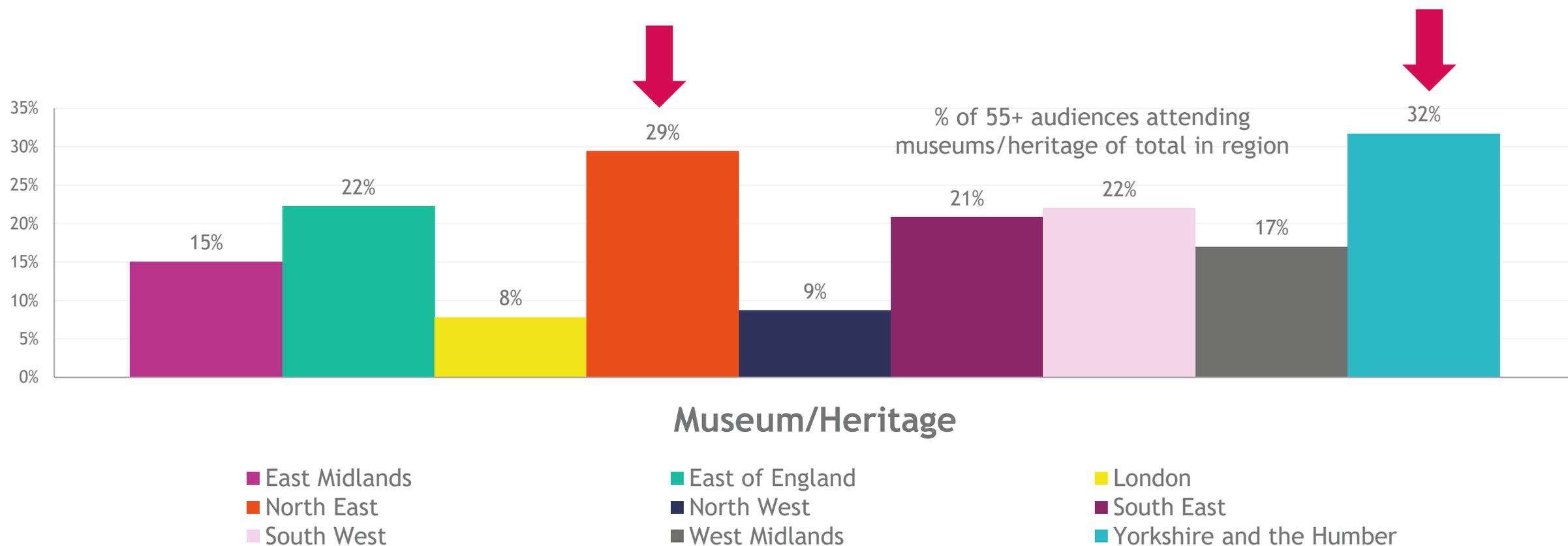
...attendance at general entertainment (e.g. comedy, personalities, magicians, cabaret) in the East Midlands and North West...



...music attendance in the North West, West Midlands, East of England and South West...



...and museums/heritage visitors in the North East and Yorkshire & the Humber.



Understanding wider cultural engagement of older people in England and the impact of COVID-19

Research from the Cultural Participation Monitor survey, sampling the whole population

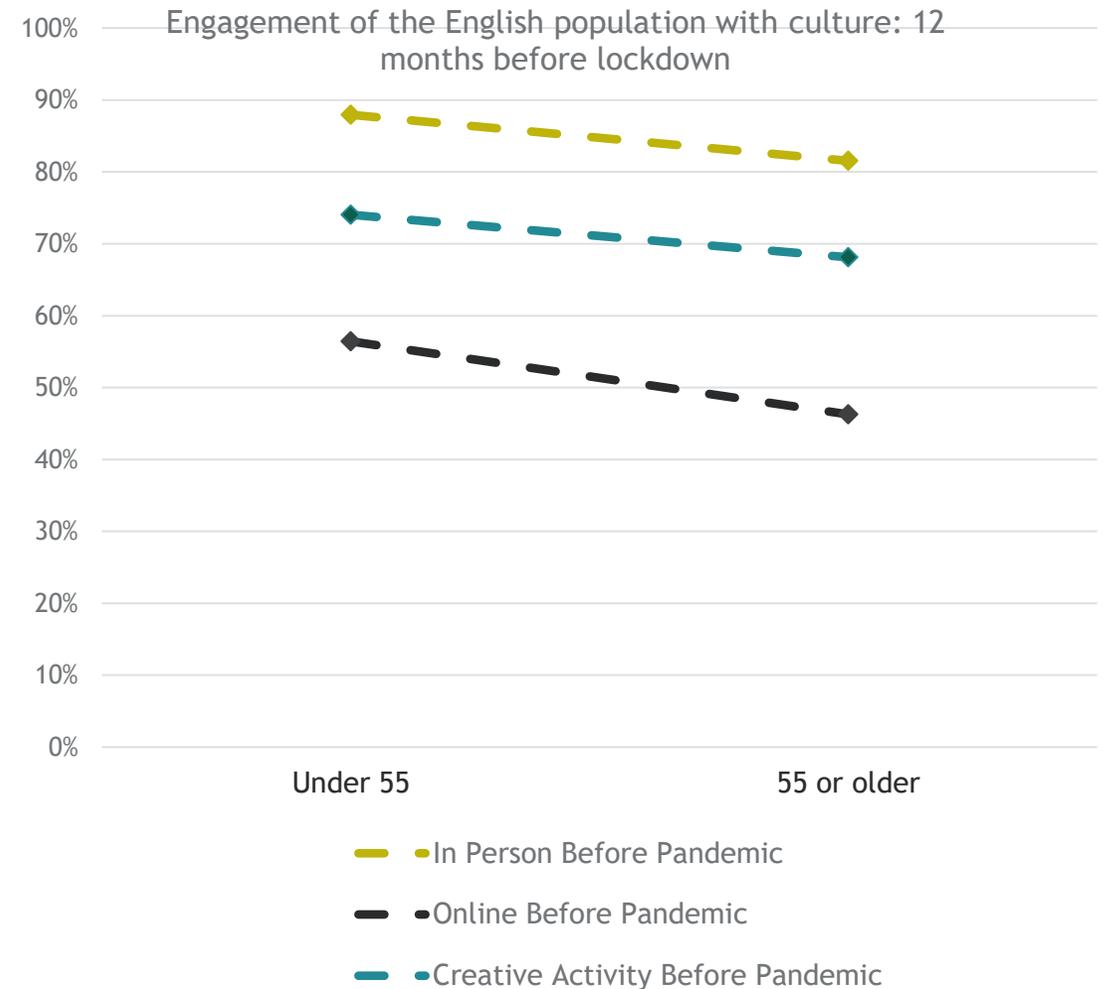
Understanding wider cultural engagement of older people in England and the impact of COVID-19: methodology

This analysis looks at the cultural engagement of and impact of COVID-19 on the older population in England, using data from a population survey

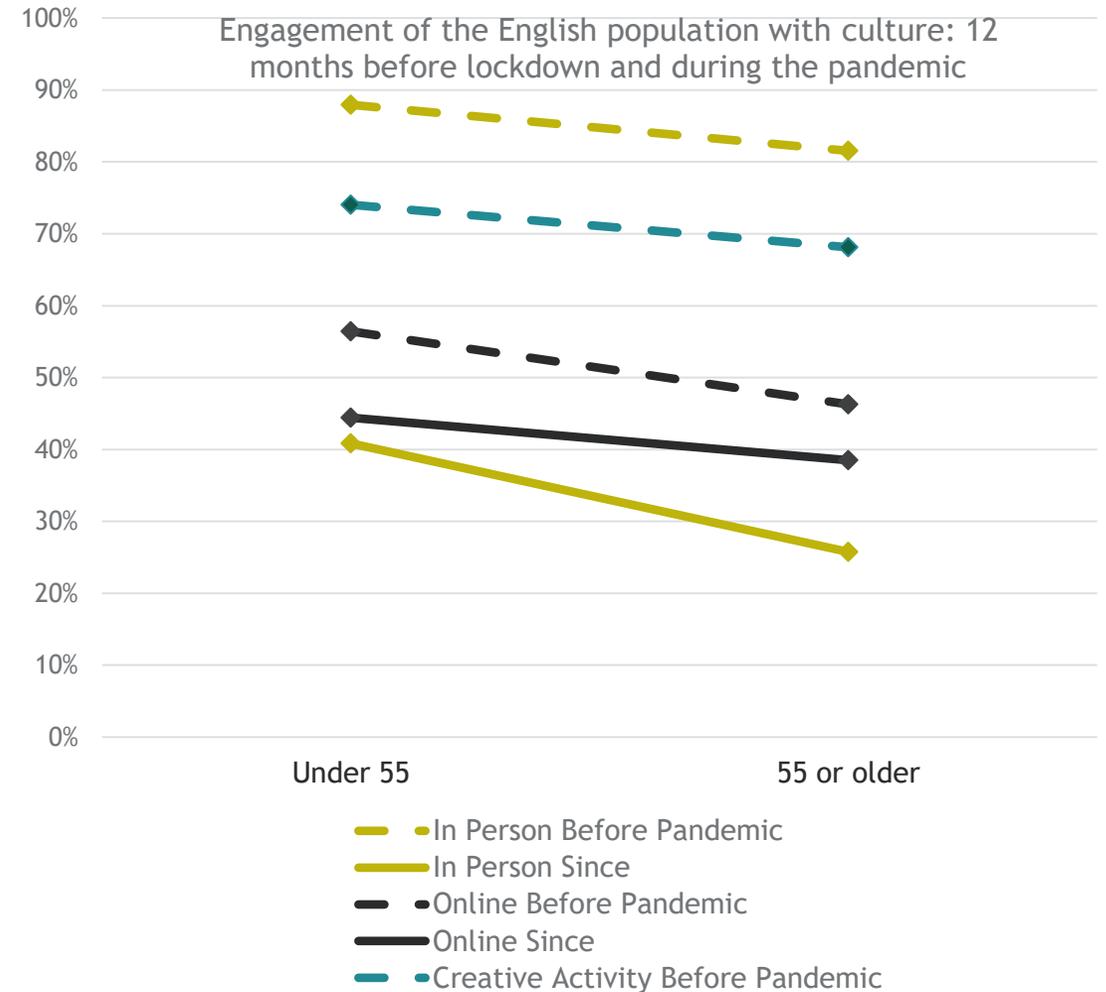
- Analysis is based on results from The Audience Agency's [Cultural Participation Monitor](#) a nationwide, longitudinal online panel survey of changing views about participating in creative and cultural activities through the pandemic and beyond.
- The study samples the whole UK population and analysis included in this research draws on data from England only and two survey waves:
 - Wave 1, run Oct-Nov 2020, achieving a sample of 5,411 responses
 - Wave 3, run June 2021, achieving a sample of 1,782 responses

Overall in the 12 months before the pandemic...

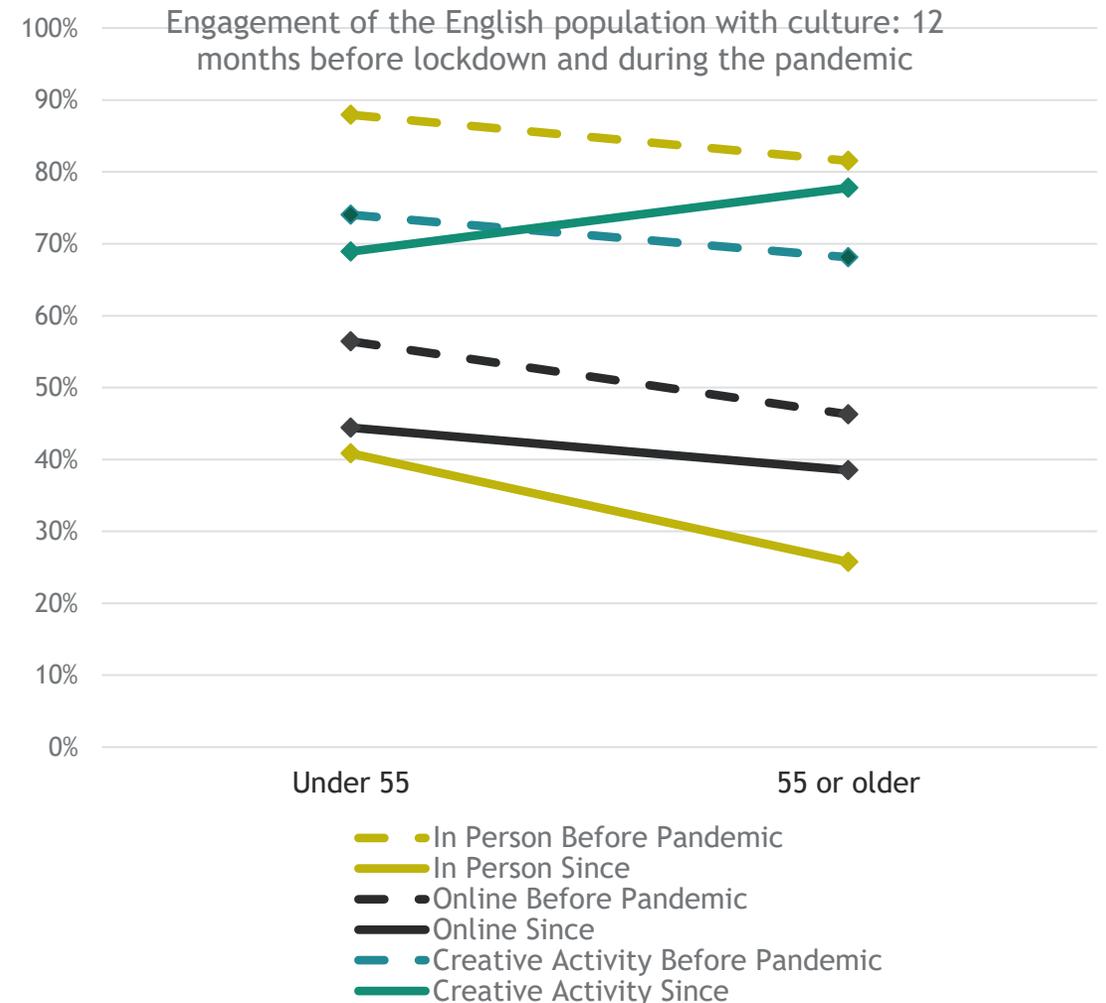
...amongst the English population, older people 55+ engaged with culture less than those under 55 - in person, digitally and via creative activity.



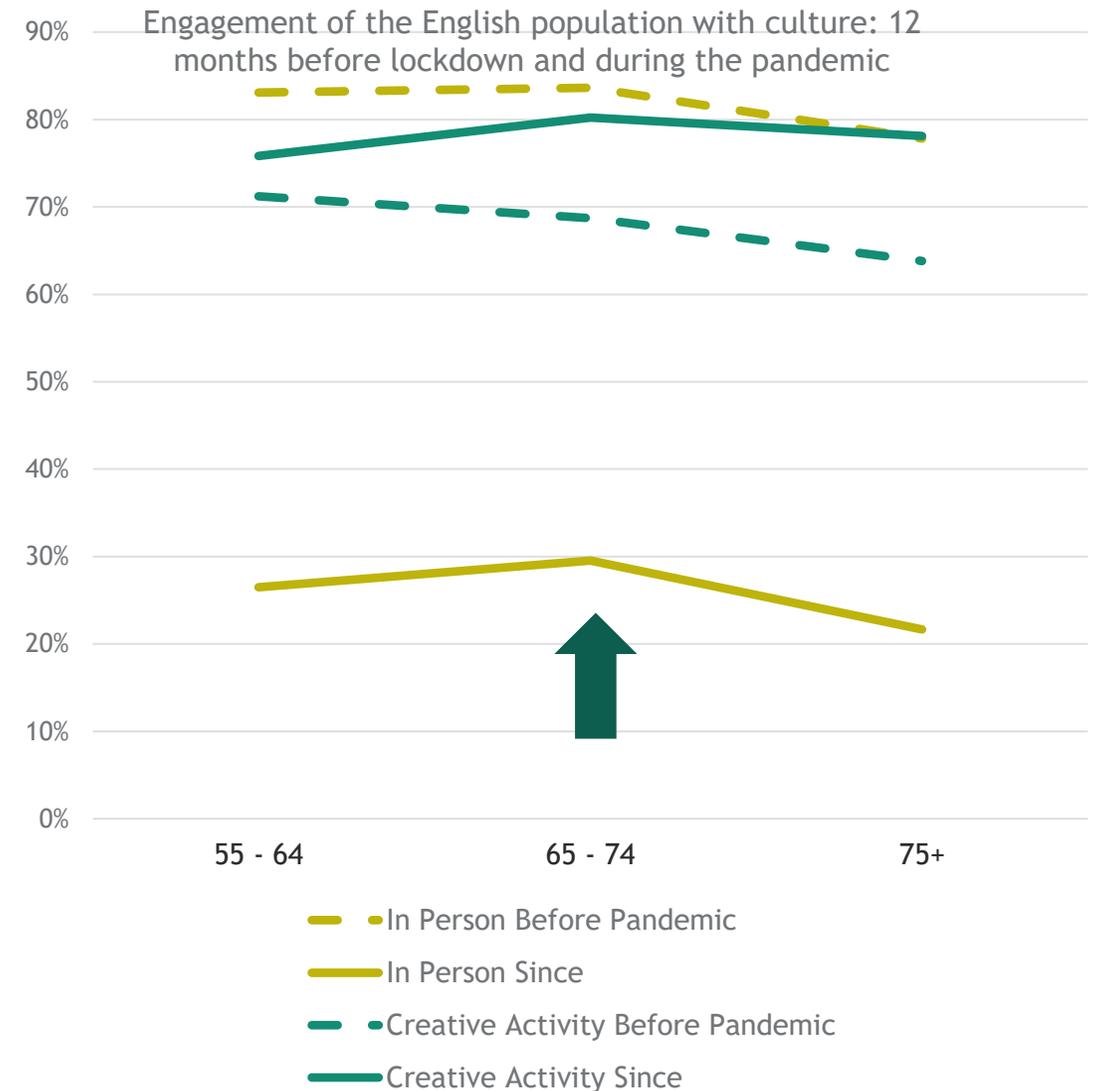
...amongst the English population, older people 55+ engaged with culture less than those under 55 - in person, digitally and via creative activity. During the pandemic (to Nov 2020) this trend continued overall for in person and online activity



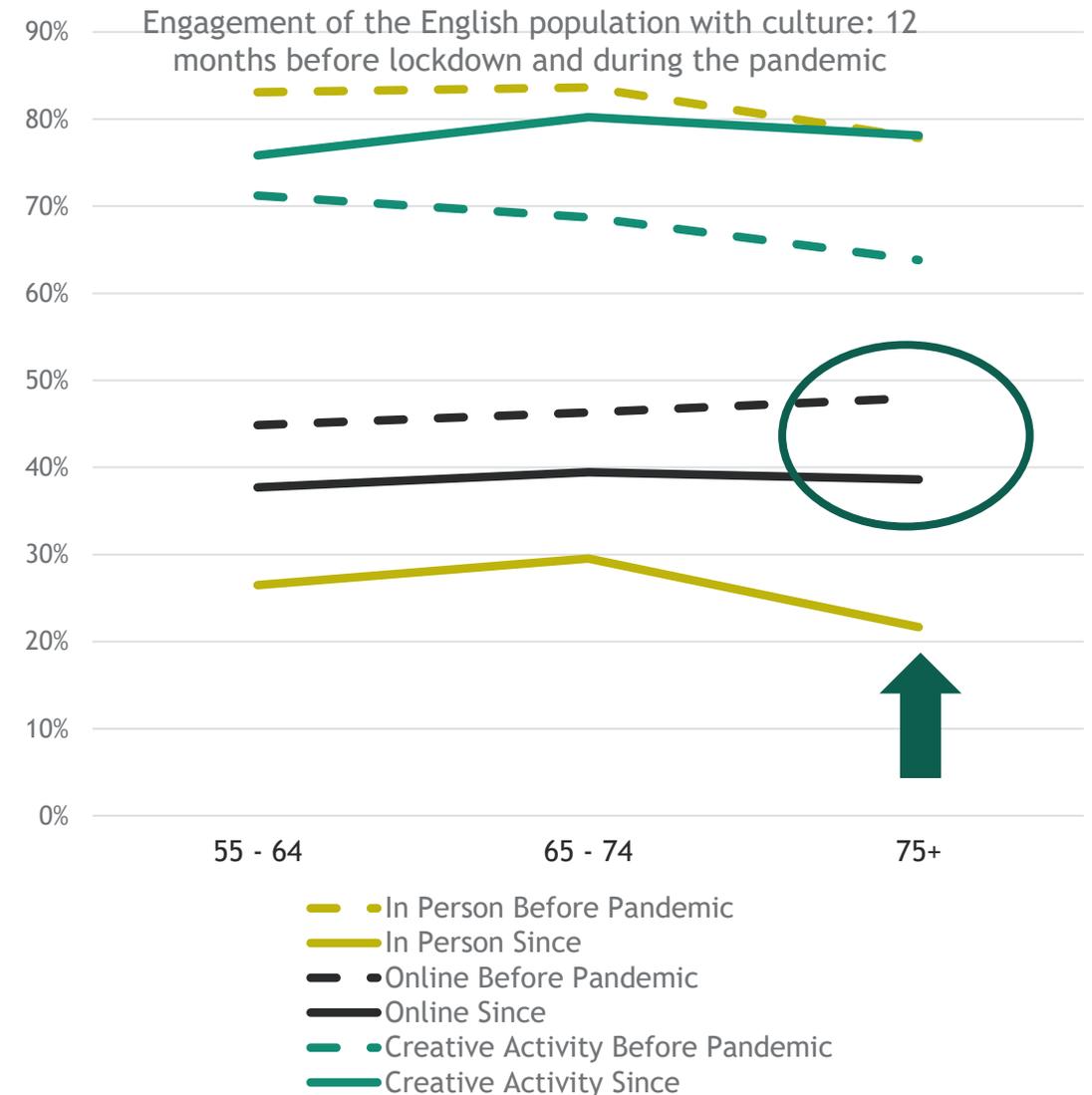
...amongst the English population, older people 55+ engaged with culture less than those under 55 - in person, digitally and via creative activity. During the pandemic (to Nov 2020) this trend continued overall for in person and online activity, but creative activity became higher for over 55s than under 55s.



Amongst older groups, there was a peak in those visiting culture in person and participating in creative activity during the pandemic (to Nov 2020) in the immediate traditional post-retirement age group 65-74.



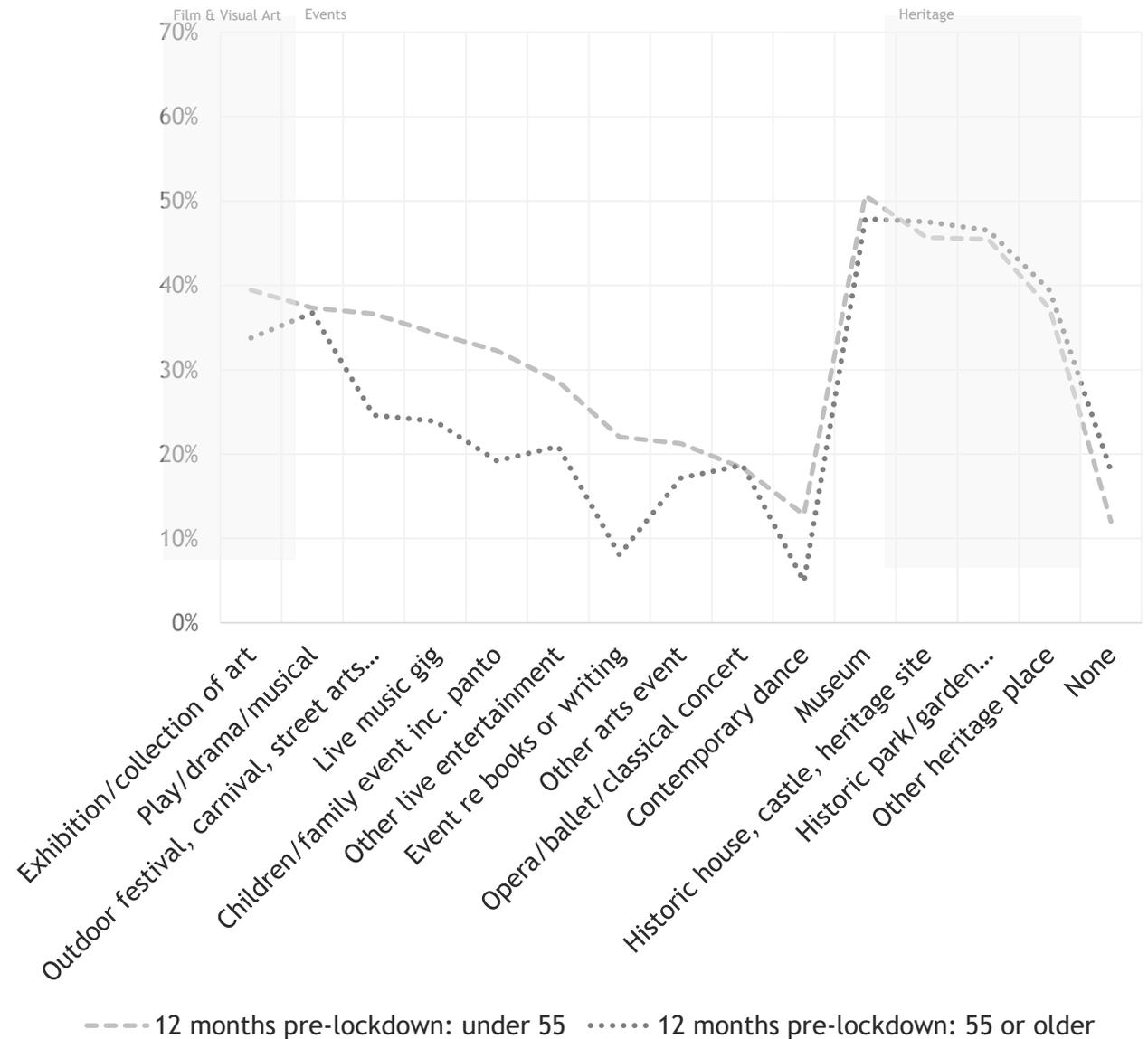
Amongst older groups, there is a peak in those visiting culture in person and participating in creative activity during the pandemic (to Nov 2020) in the immediate traditional post-retirement age group 65-74. A drop off after the age of 75 is apparent again here, *except* for online activity which was higher or similar to 55-74 year olds.



In person arts/cultural forms...

...amongst the English population in the 12 months before lockdown saw higher engagement from under 55s than over 55s, across many forms

In person cultural engagement by age amongst the English population: 12 months before lockdown

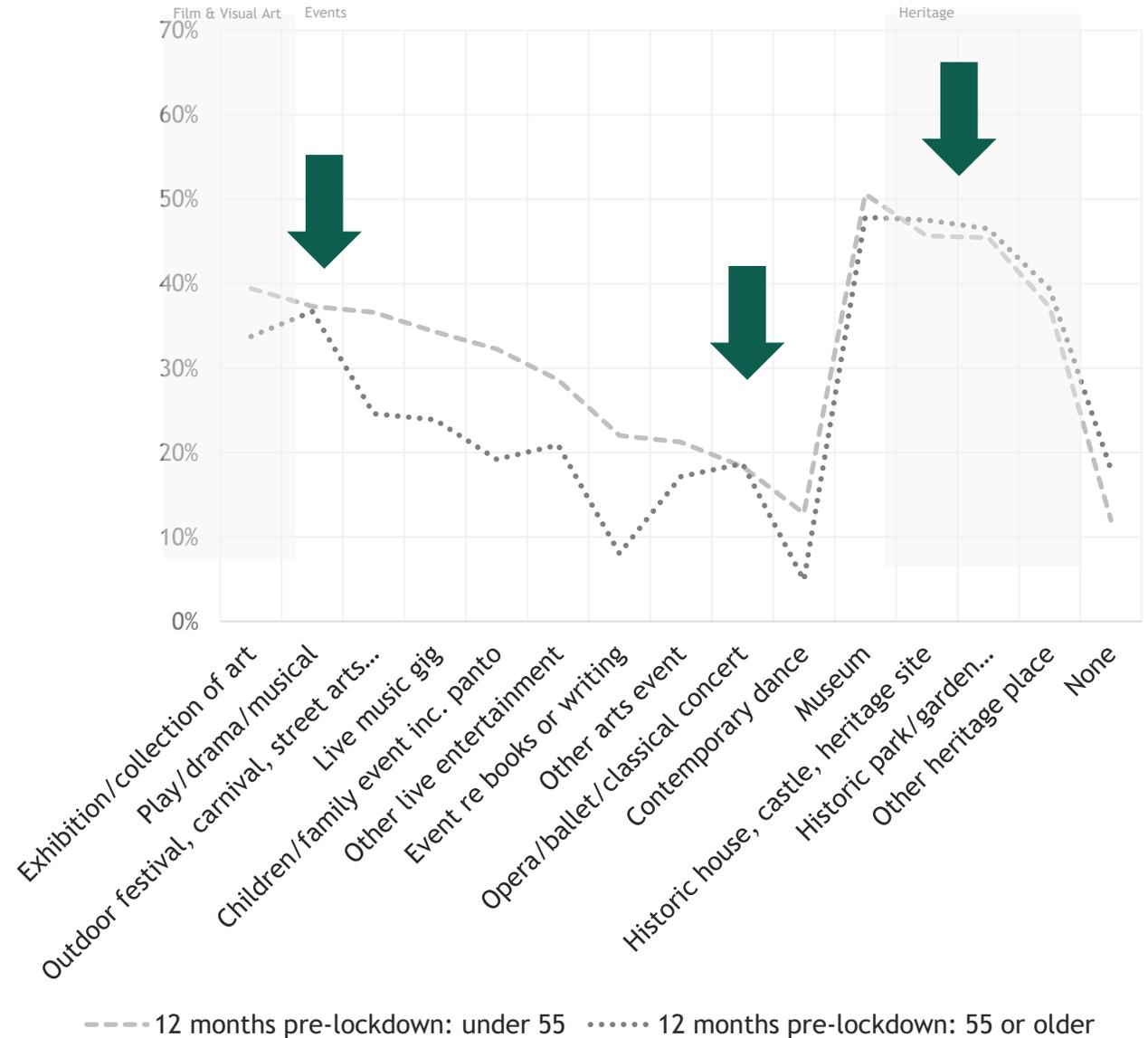


Data source: TAA Cultural Participation Monitor population survey, Oct/Nov 2020

...amongst the English population in the 12 months before lockdown saw higher engagement from under 55s than over 55s, across many forms, the exceptions being play/drama/musical, opera/ballet/classical concert and heritage sites/parks/gardens.

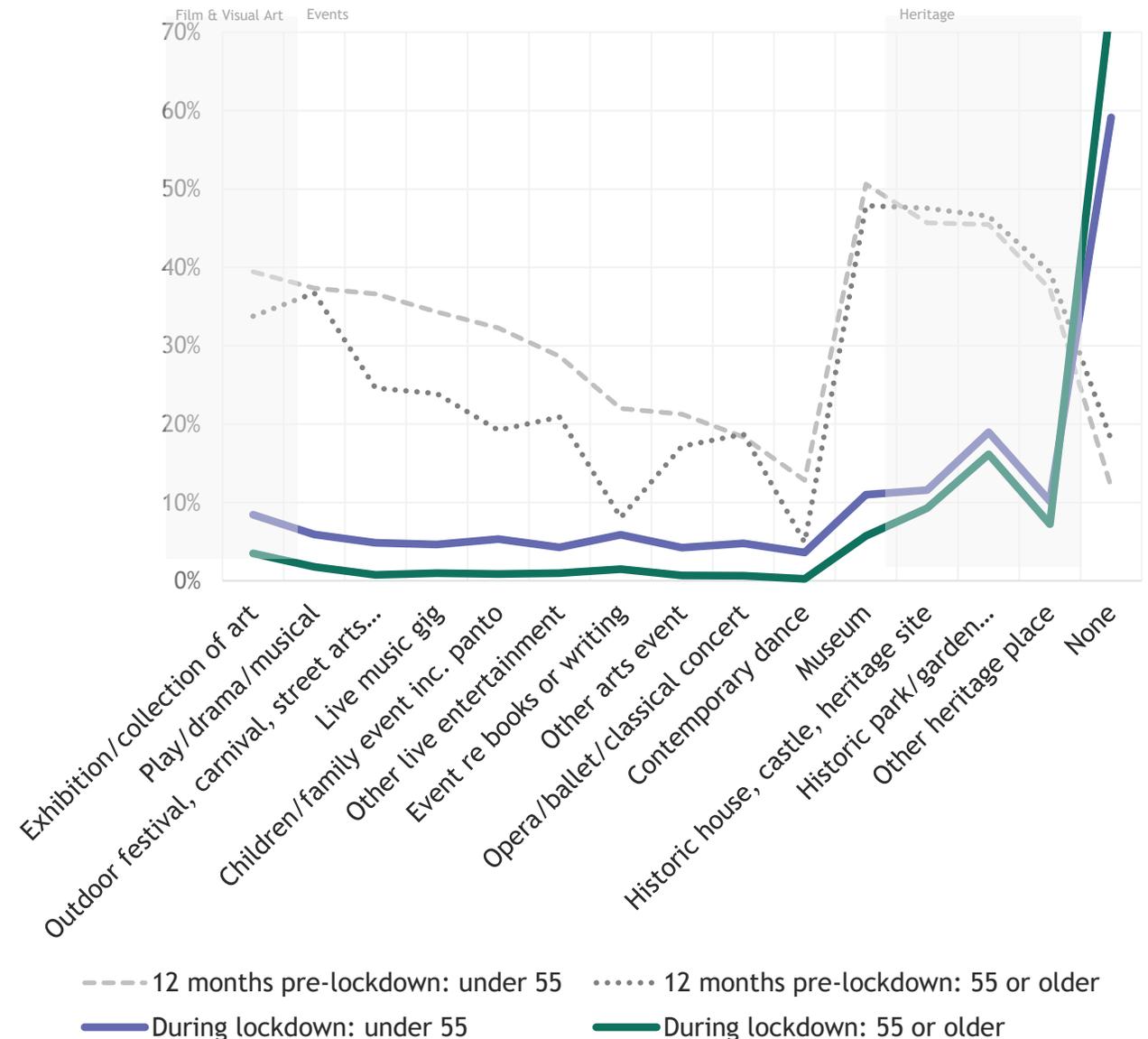
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In person cultural engagement by age amongst the English population: 12 months before lockdown



During lockdown (to Nov 2020), in person cultural engagement of over 55s was lower than that of under 55s, but followed a similar pattern across arts/cultural forms

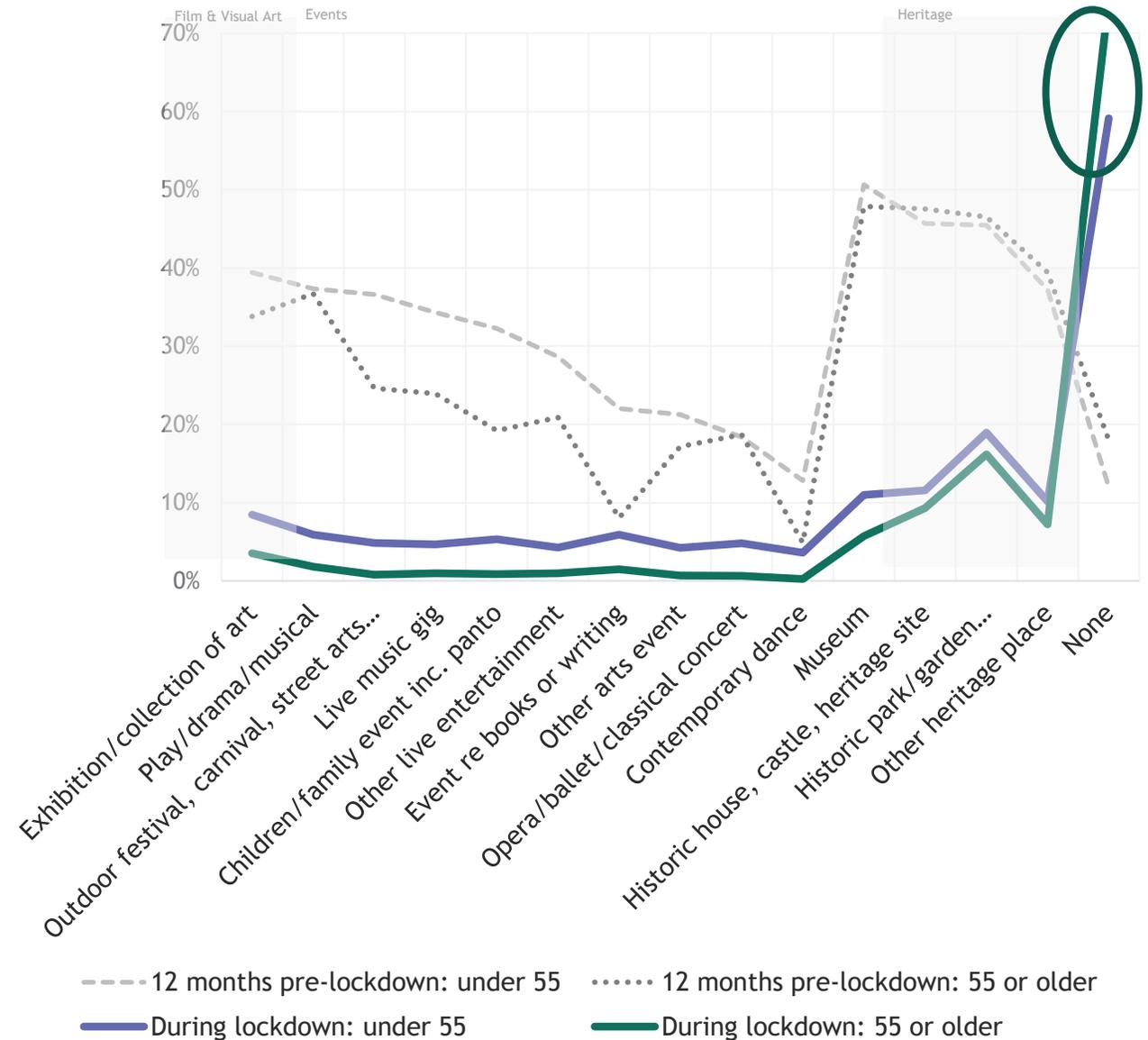
In person cultural engagement by age amongst the English population: 12 months before lockdown and during the pandemic



Data source: TAA Cultural Participation Monitor population survey, Oct/Nov 2020

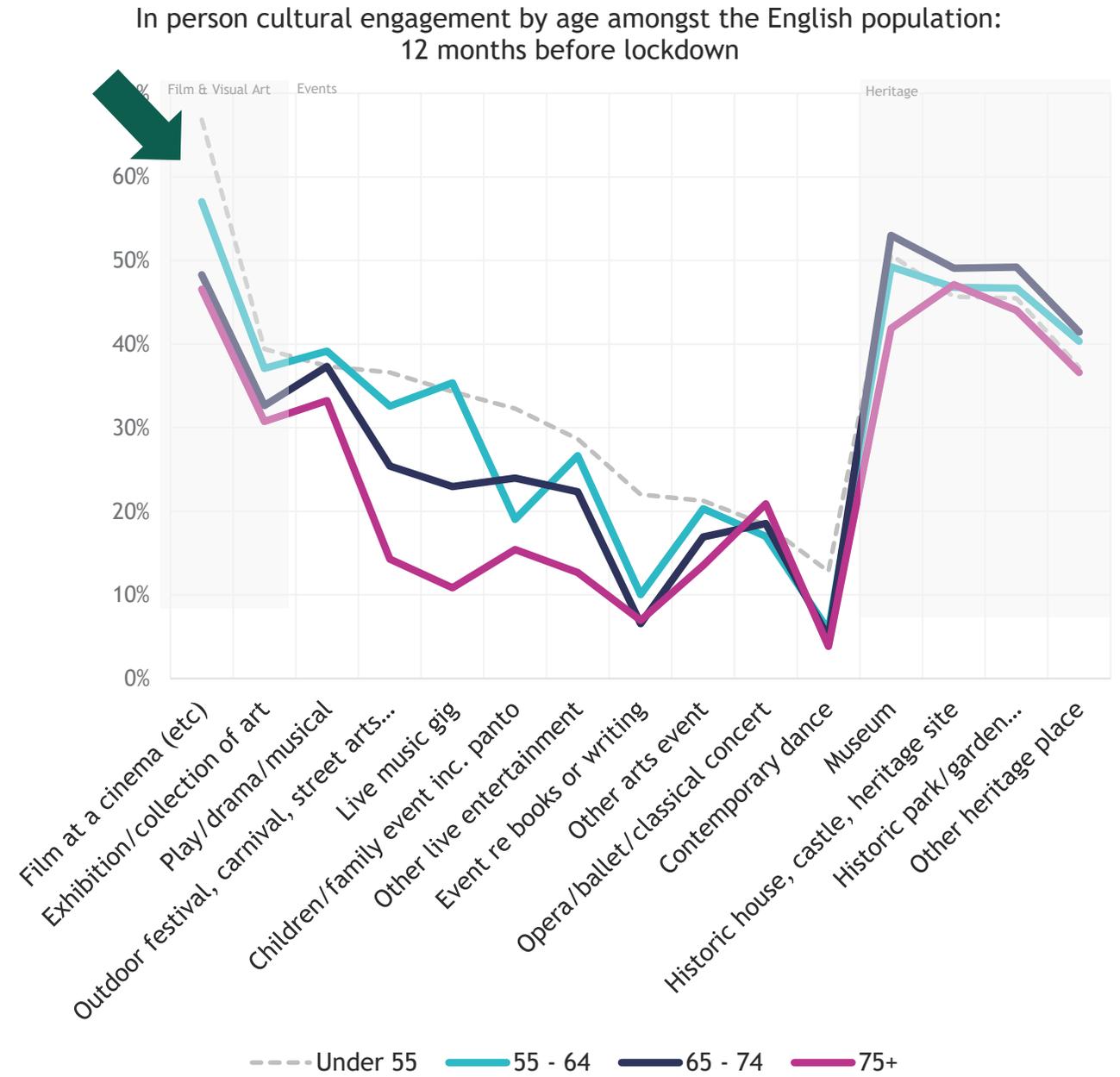
During lockdown (to Nov 2020), in person cultural engagement of over 55s was lower than that of under 55s, but followed a similar pattern across arts/cultural forms, with a significantly higher proportion of over 55s having not engaged in person during the pandemic.

In person cultural engagement by age amongst the English population: 12 months before lockdown and during the pandemic



Data source: TAA Cultural Participation Monitor population survey, Oct/Nov 2020

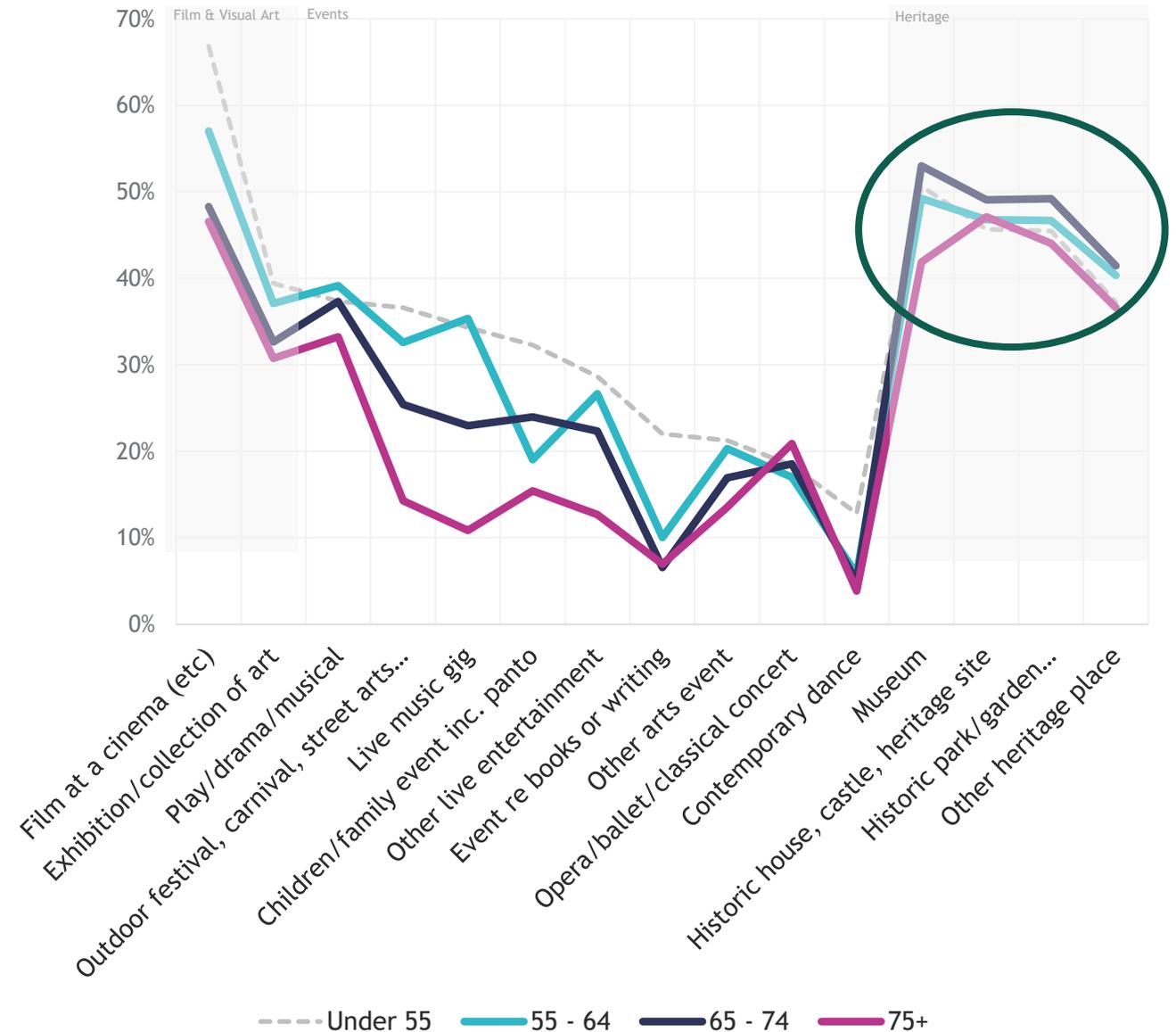
Considering pre-lockdown behaviour, when everything was open as usual, there were differences in engagement amongst older groups. Attendance at a number of arts/cultural forms was higher for 55-64 years olds than older groups



Data source: TAA Cultural Participation Monitor population survey, Oct/Nov 2020

Considering pre-lockdown behaviour when everything was open as usual, there were differences in engagement amongst older groups. Attendance at a number of arts/leisure forms was higher for 55-64 years olds than older groups, however there was a peak for heritage offers amongst 65-74 year olds

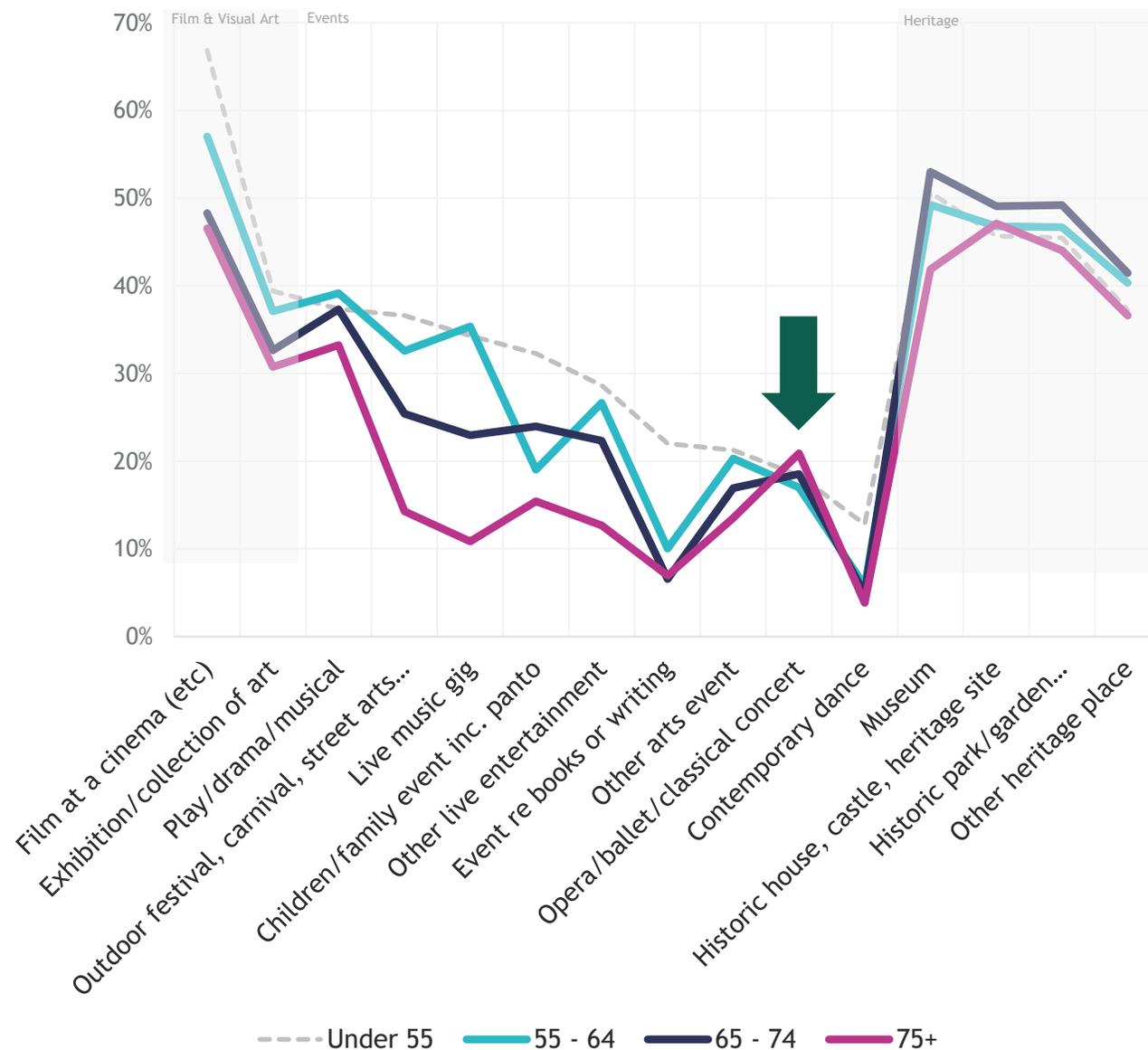
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Considering pre-lockdown behaviour when everything was open as usual, there were differences in engagement amongst older groups. Attendance at a number of arts/leisure forms was higher for 55-64 years olds than older groups, however there was a peak for heritage offers amongst 65-74 year olds, and a peak for opera/ballet/classical at age 75+.

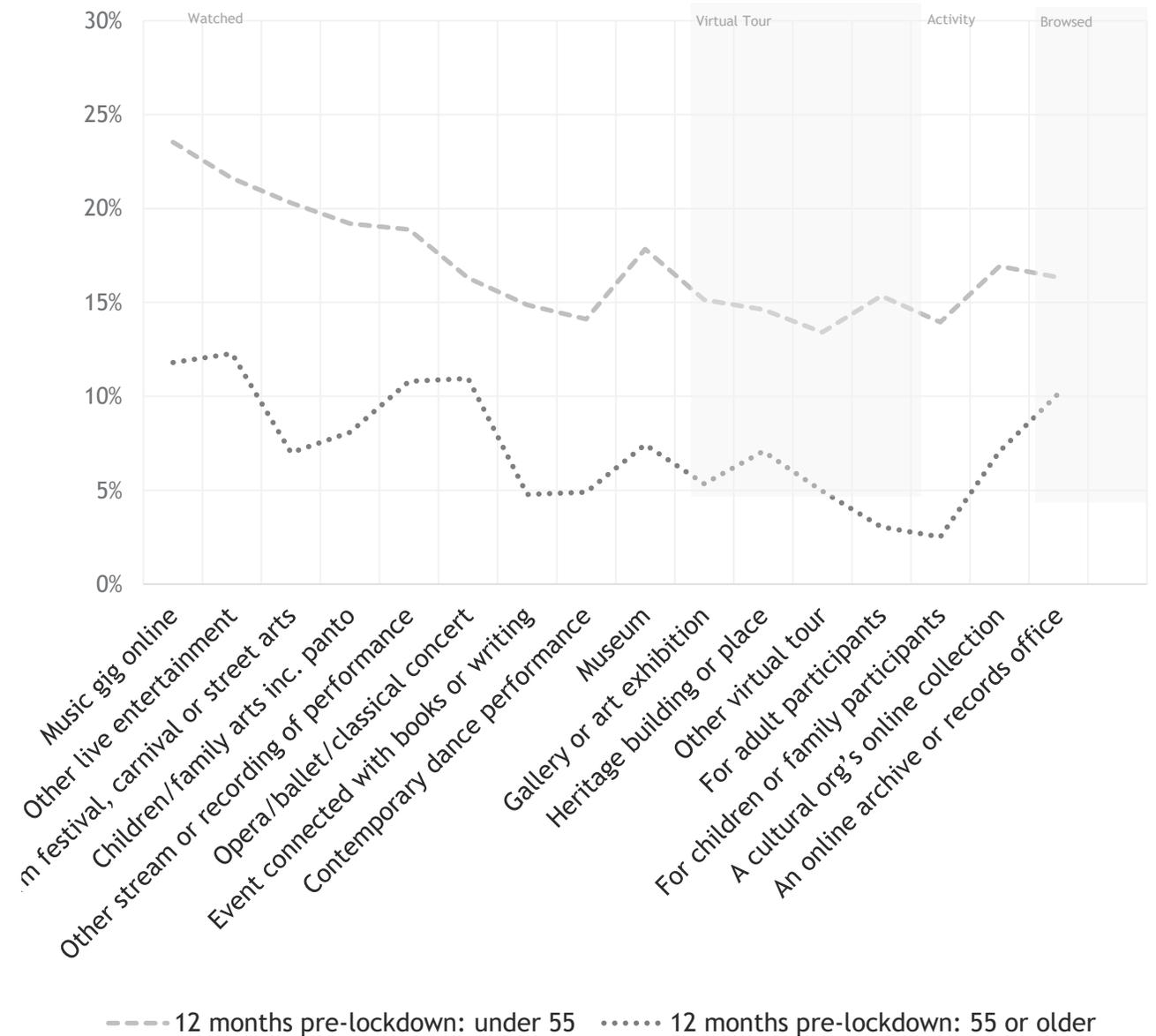
In person cultural engagement by age amongst the English population: 12 months before lockdown



Considering digital cultural
engagement...

...in the 12 months before lockdown, digital engagement of over 55s in England was significantly lower than that of under 55s across all arts/leisure forms

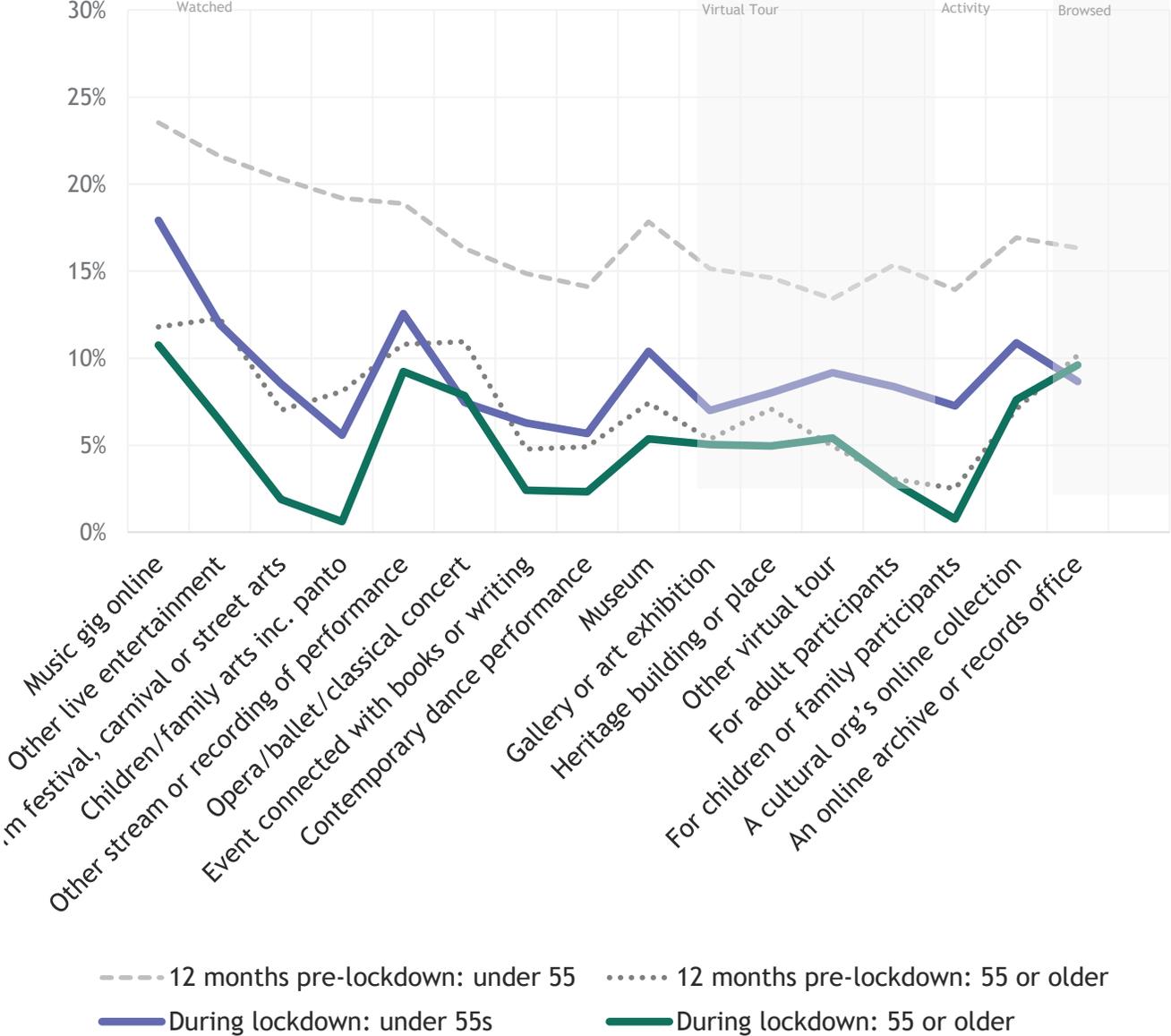
Digital cultural engagement by age amongst the English population: 12 months before lockdown



Data source: TAA Cultural Participation Monitor population survey, Oct/Nov 2020

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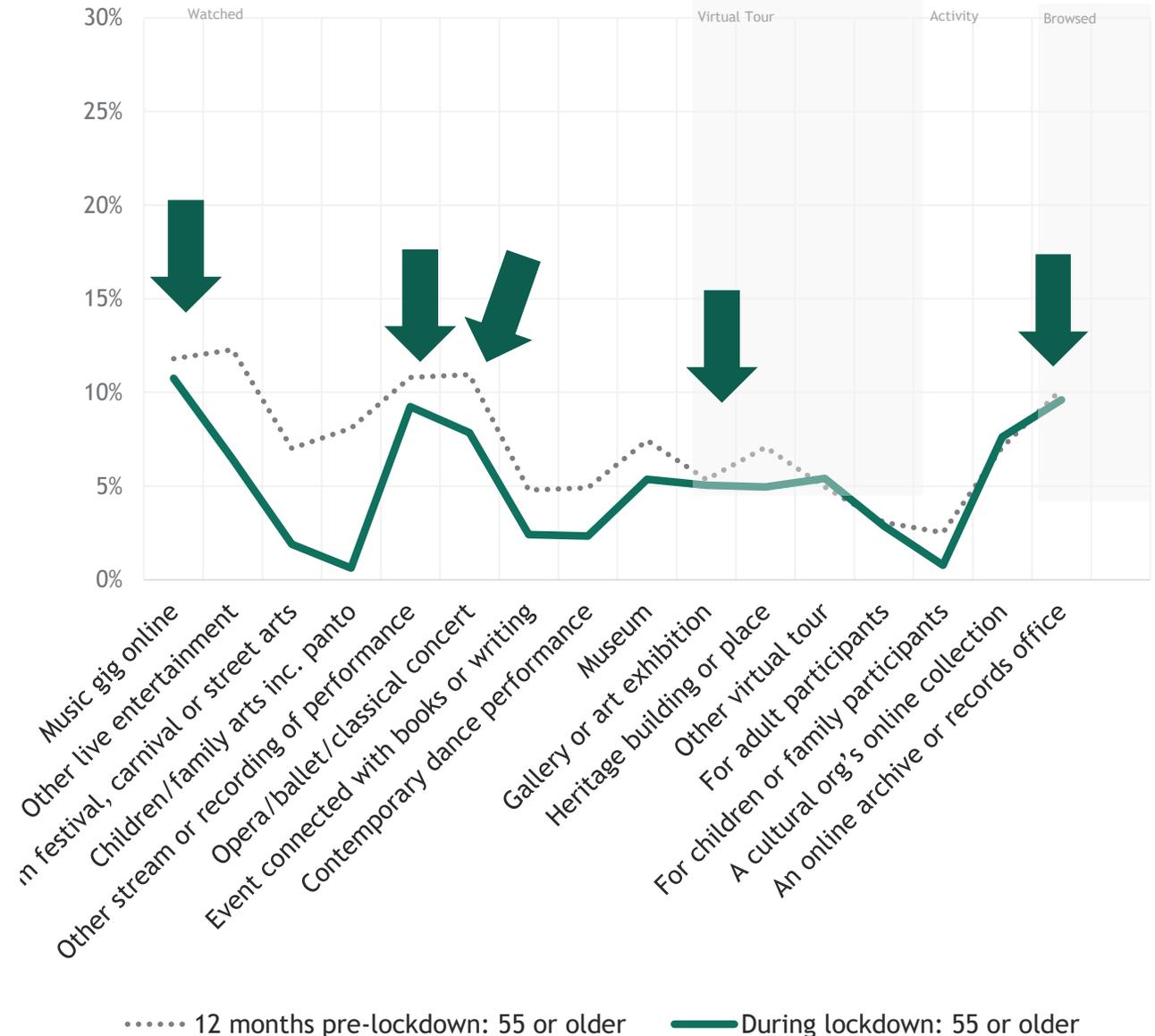
Digital cultural engagement by age amongst the English population: 12 months before lockdown and during the pandemic



Data source: TAA Cultural Participation Monitor population survey, Oct/Nov 2020

...in the 12 months before lockdown, digital engagement of over 55s in England was significantly lower than that of under 55s across all arts/leisure forms, however this evened out to some extent during lockdown (to Nov 2020) with lower engagement from under 55s. Online preferences for over 55s, both pre and during lockdown, were music gigs, performance stream/recording, opera/ballet/classical concert, museums/heritage and collections/archives.

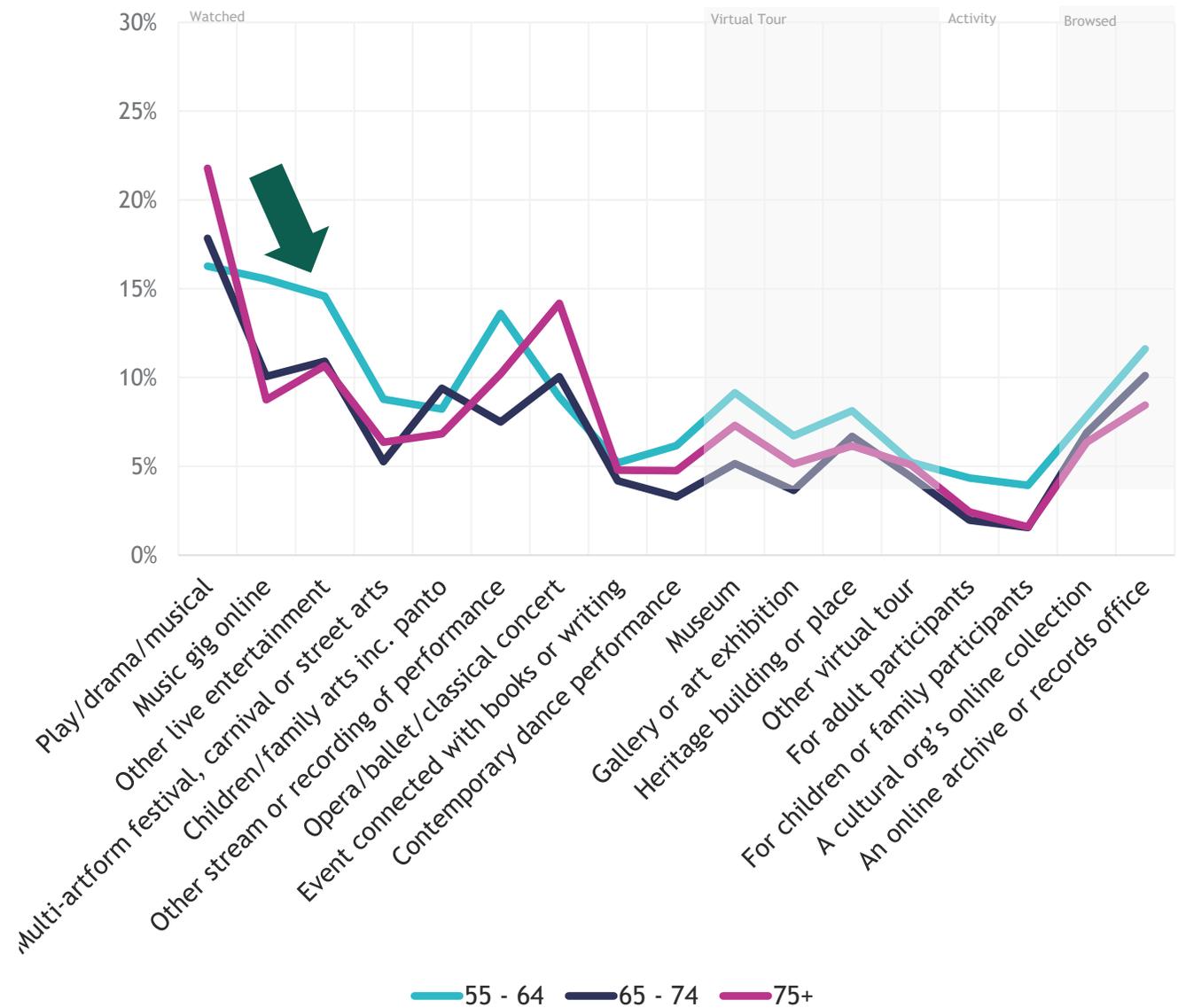
Digital cultural engagement by age amongst the English population: 12 months before lockdown and during the pandemic



Data source: TAA Cultural Participation Monitor population survey, Oct/Nov 2020

Amongst older groups (pre lockdown) there was somewhat higher engagement across many arts/cultural forms online for 55-64 year olds, compared to older groups

Digital cultural engagement by age amongst the English population: 12 months before lockdown

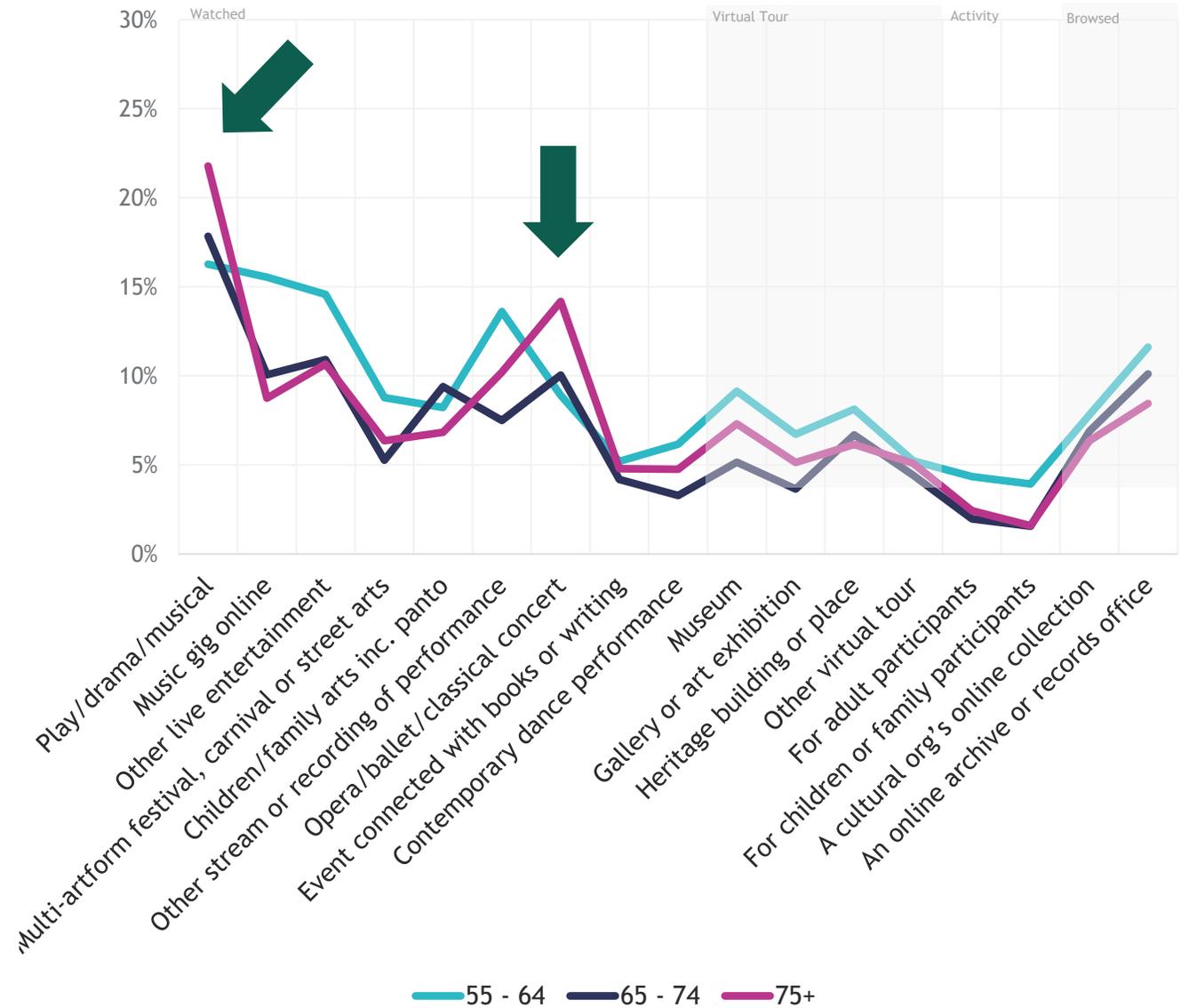


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Amongst older groups (pre lockdown) there was somewhat higher engagement across many arts/leisure forms online for 55-64 year olds, compared to older groups, but with a peak for those aged 75+ engaging with play/drama/musical and opera/ballet/classical concert.

Digital cultural engagement by age amongst the English population: 12 months before lockdown

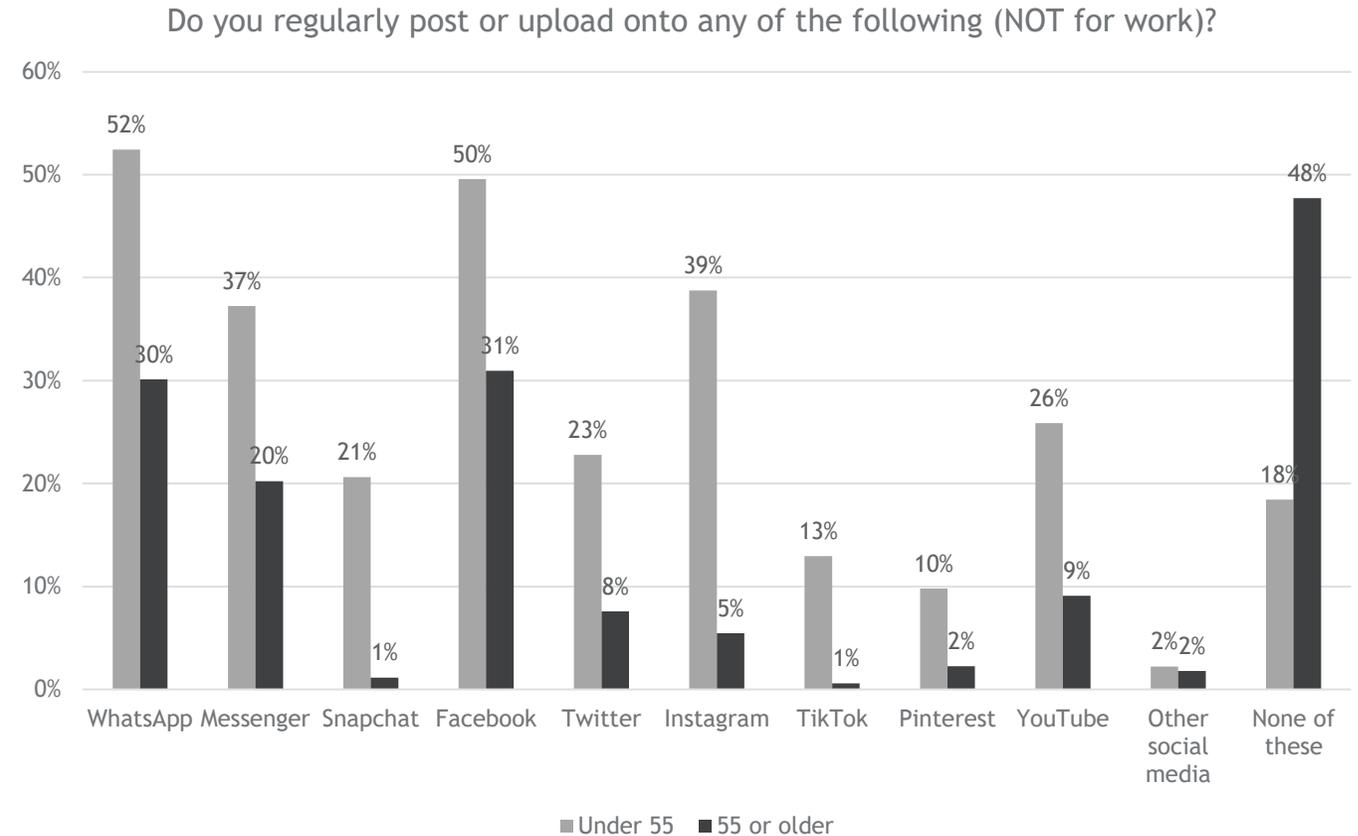


Data source: TAA Cultural Participation Monitor population survey, Oct/Nov 2020



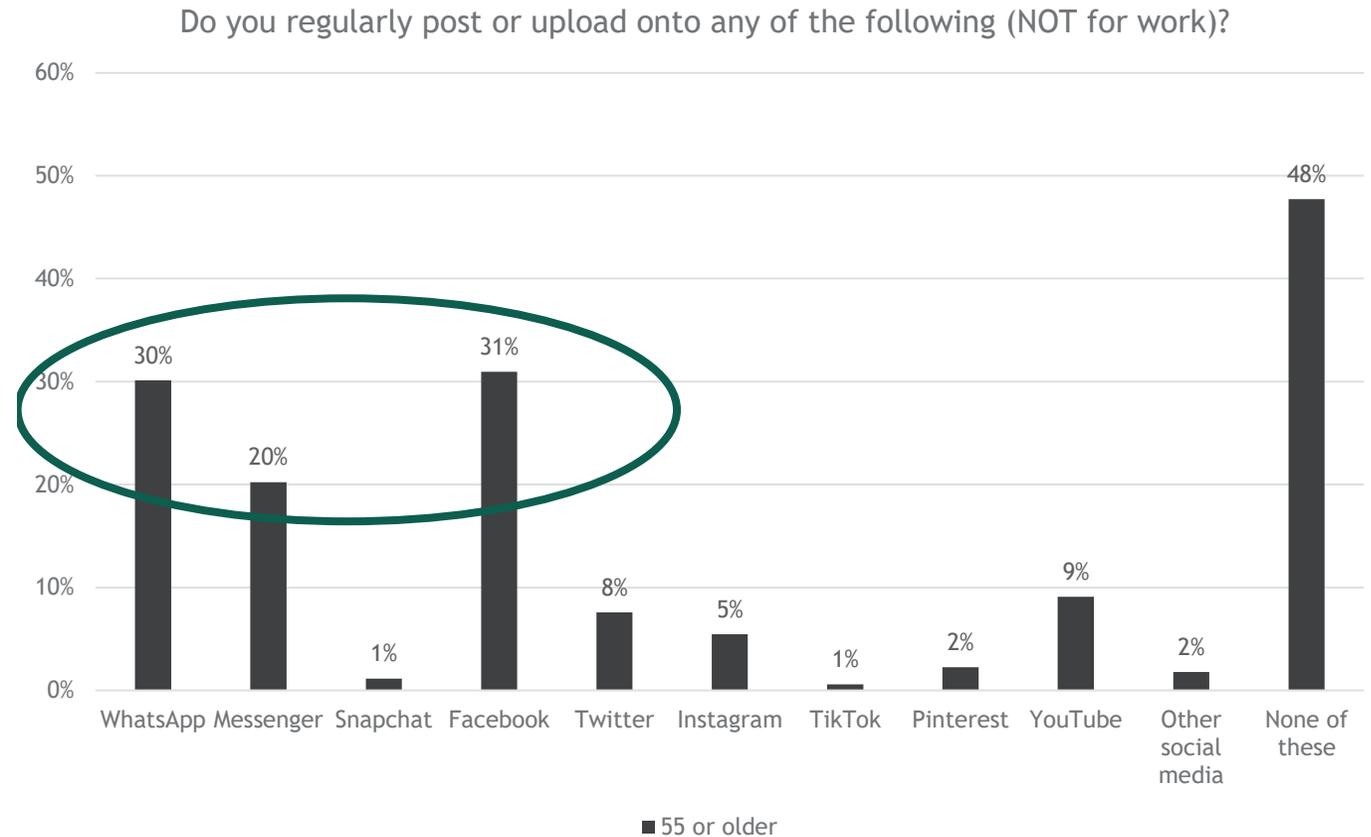
There are notable differences by age
in use of digital platforms...

...with those aged 55+ much less likely than those under 55 to regularly post on social media.



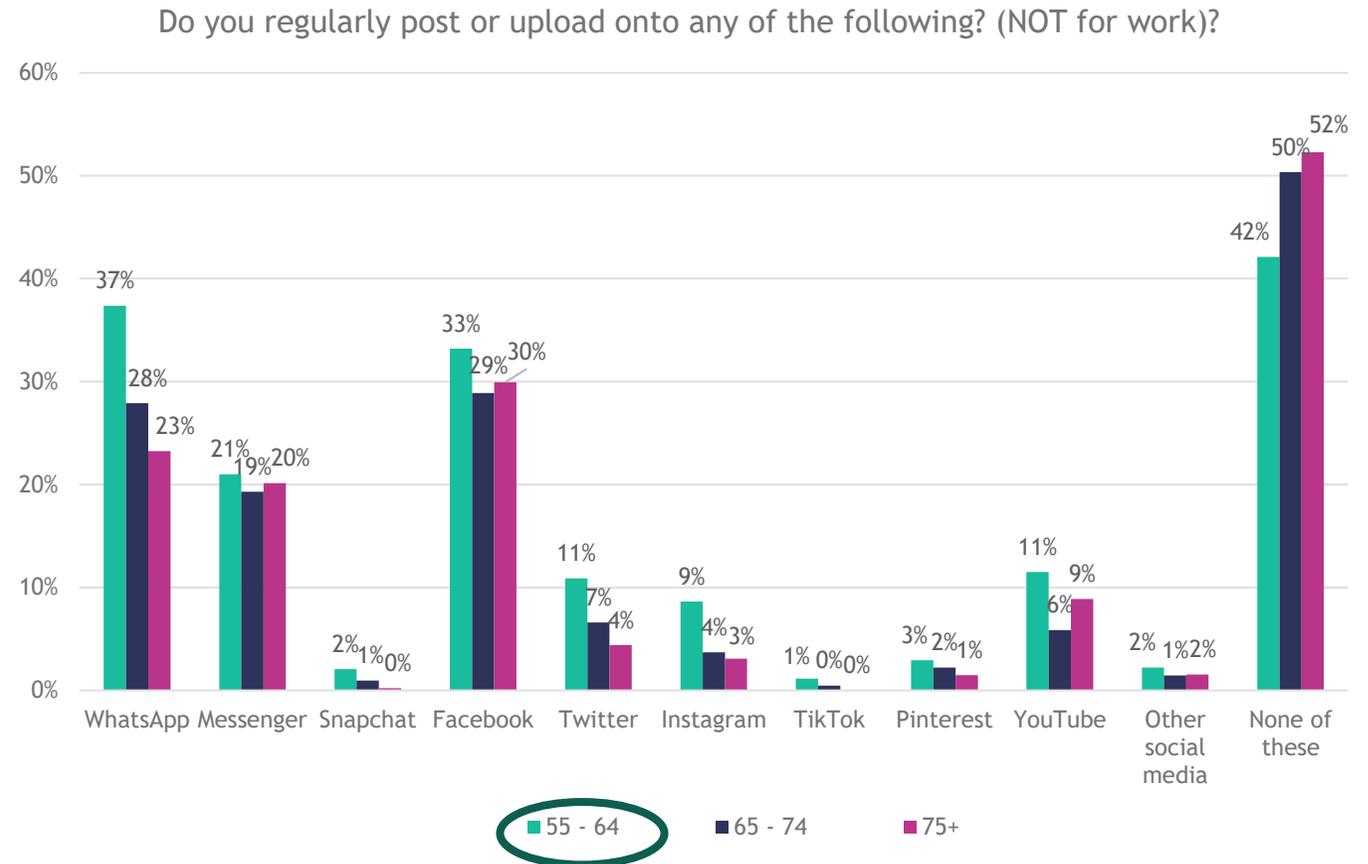
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However almost a third of those aged 55+ use Facebook and WhatsApp and a fifth use Messenger



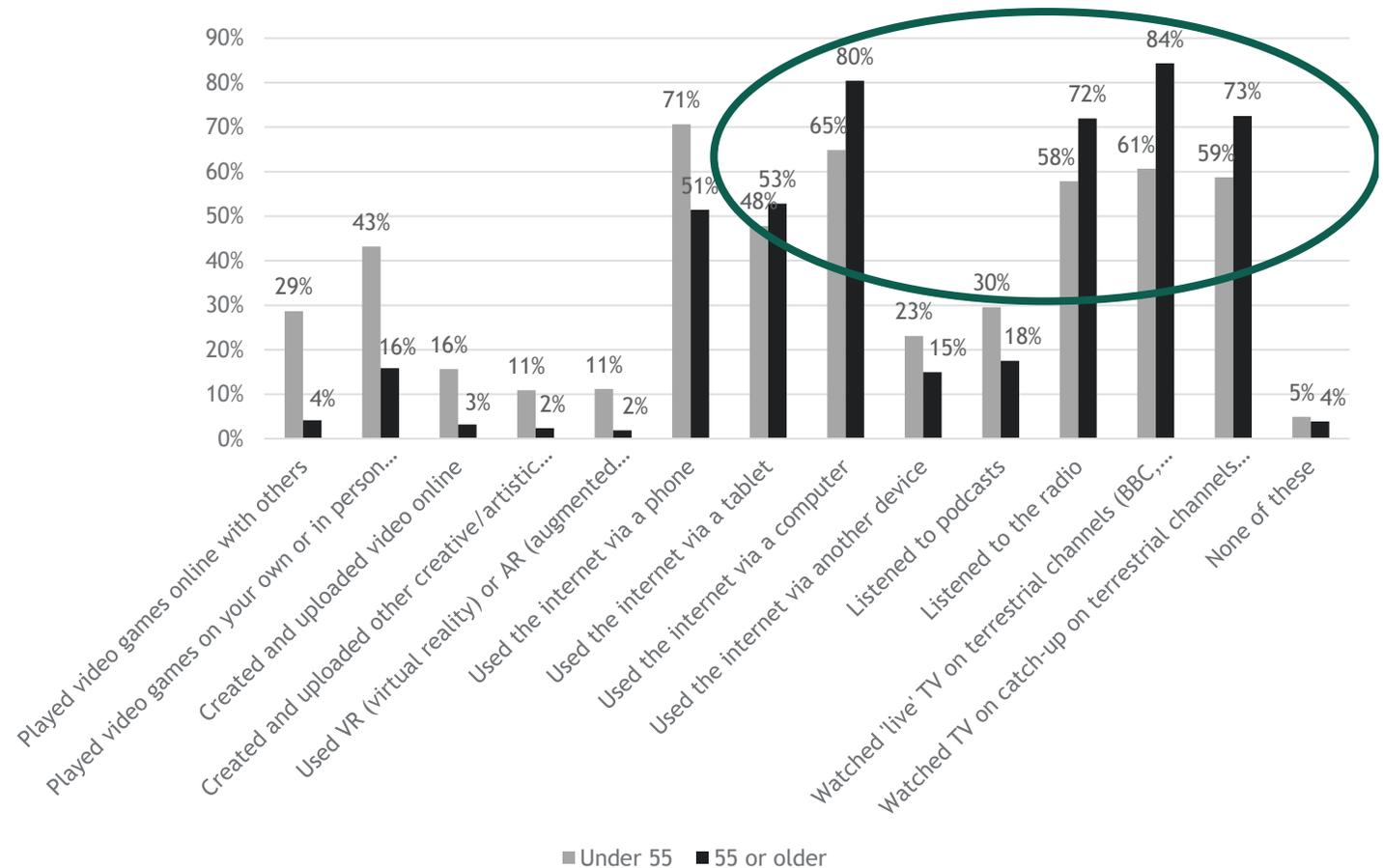
Those aged 55+ are much less likely than those aged under 55 to regularly post on social media.

However almost a third of those aged 55+ use Facebook and WhatsApp and a fifth use Messenger, with social media use higher amongst those aged 55-64 than older groups.



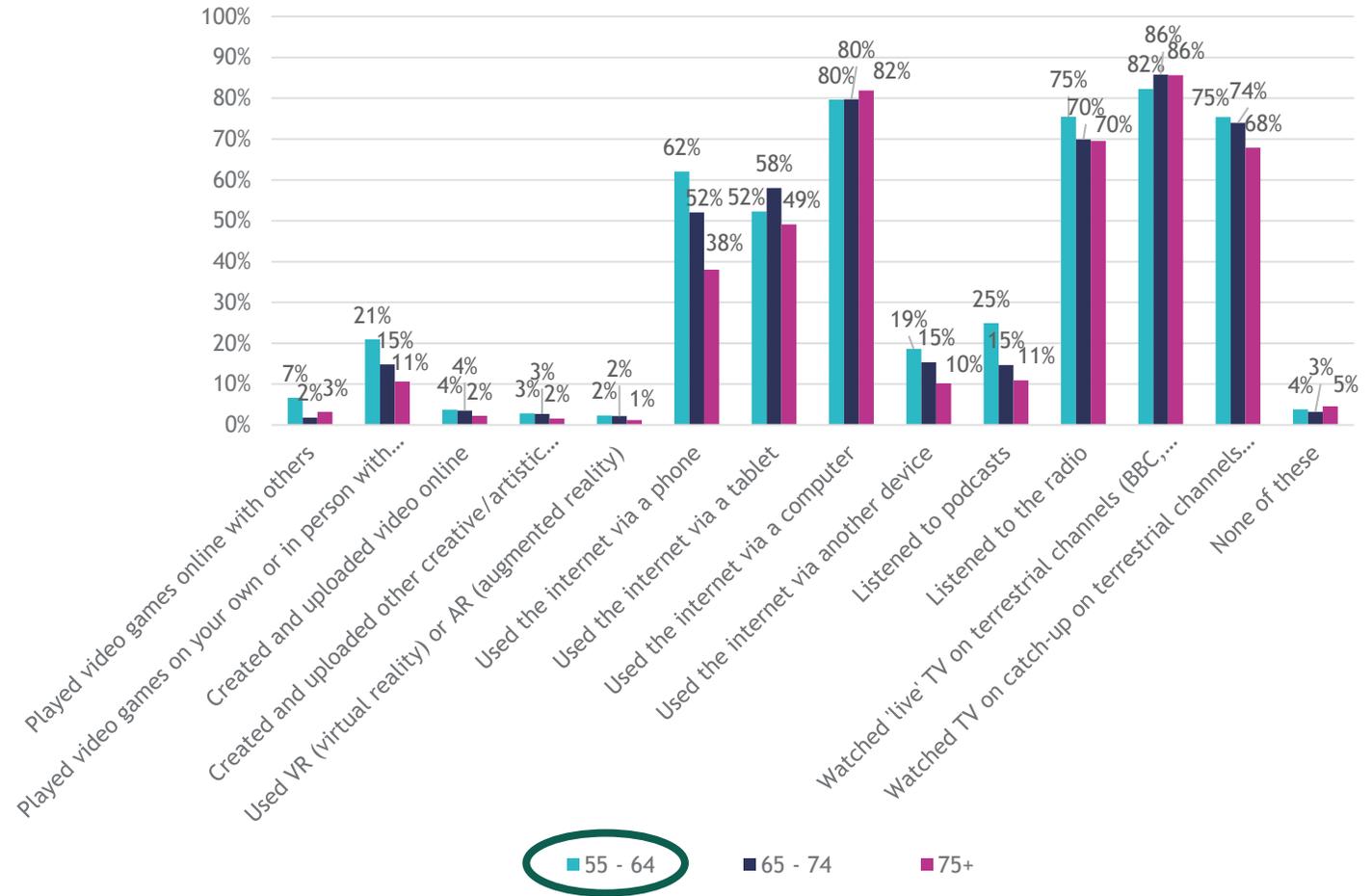
Over 55s were more likely than those under 55, in the year before lockdown, to use the internet via a computer and via a tablet, listen to the radio and watch 'live' and 'catch-up' terrestrial TV channels.

In the 12 months prior to the Covid-19 lockdown did you do any of the following (in the period roughly March 2019 to February 2020)?



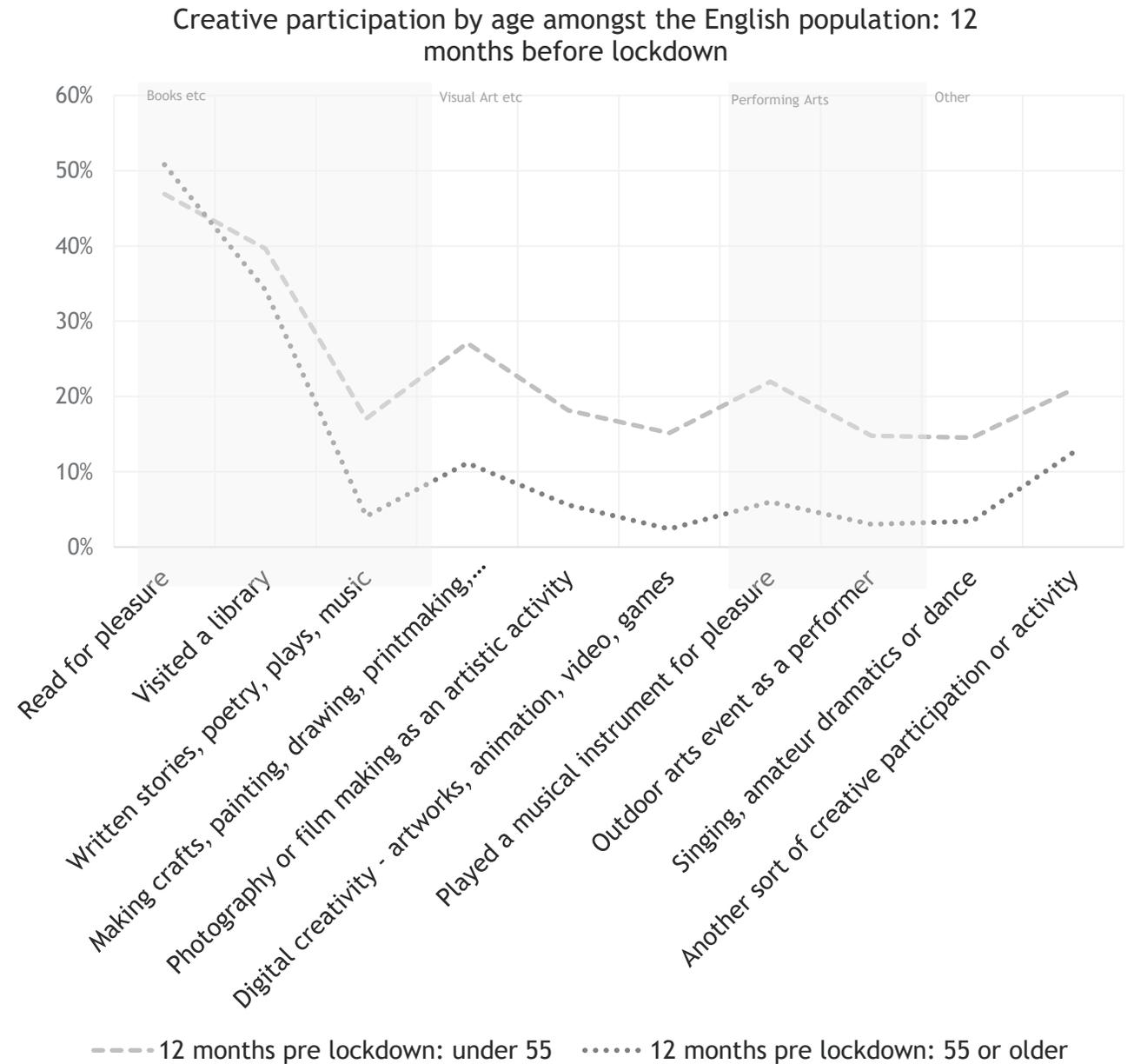
Those aged 55-64 were more likely than older groups to have participated in most digital activities, except watching 'live' TV on terrestrial channels.

In the 12 months prior to the Covid-19 lockdown did you do any of the following (in the period roughly March 2019 to February 2020)?



Participation in creative activities amongst the older population in England

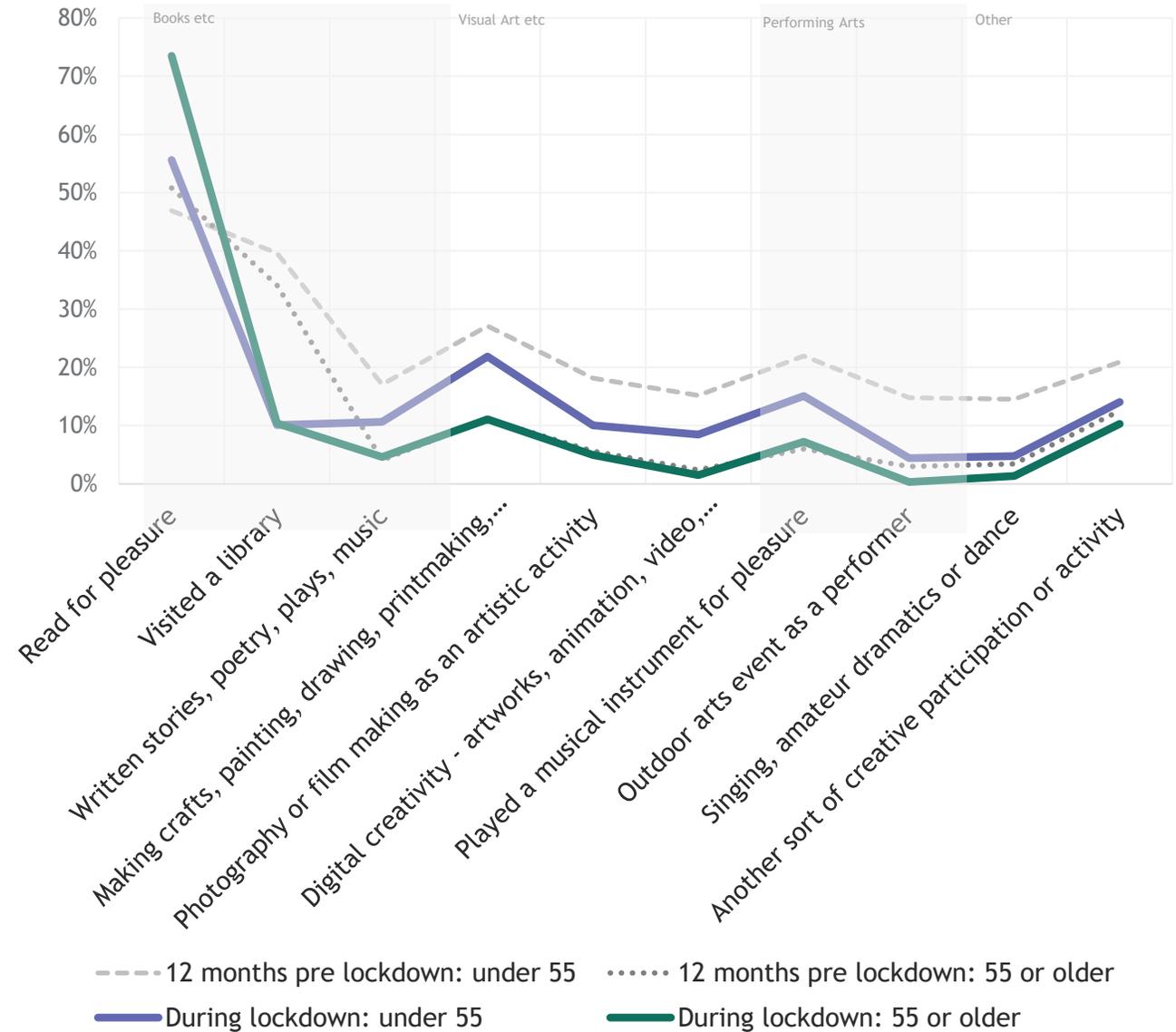
In the 12 months before lockdown, engagement of those under 55 was higher than that of over 55s across all creative activities, *except* reading for pleasure



Data source: TAA Cultural Participation Monitor population survey, Oct/Nov 2020

In the 12 months before lockdown, engagement of those under 55 was higher than that of over 55s across all creative activities, *except* reading for pleasure, with this pattern generally continuing during lockdown.

Creative participation by age amongst the English population: 12 months before lockdown and during the pandemic

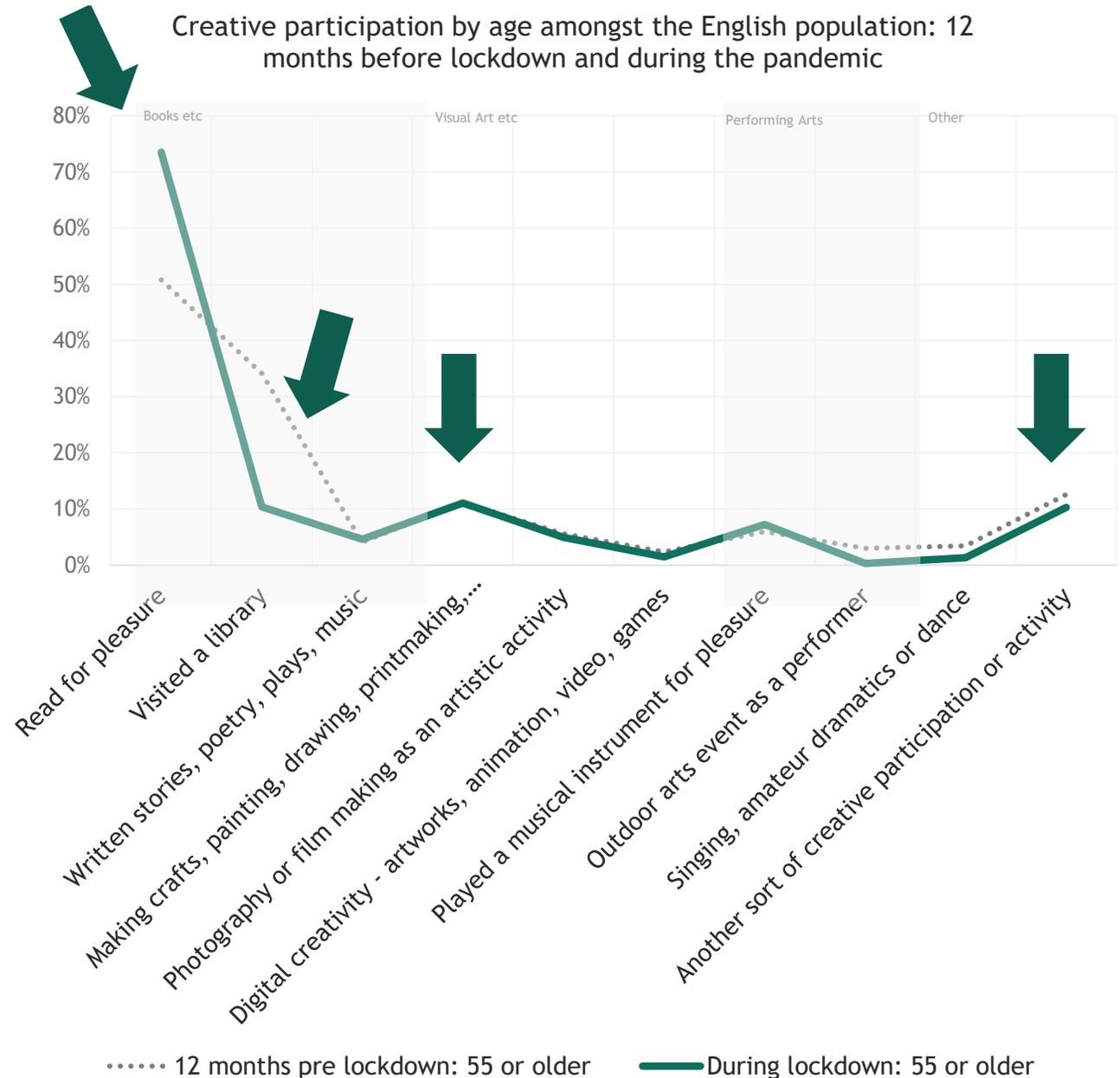


Data source: TAA Cultural Participation Monitor population survey, Oct/Nov 2020

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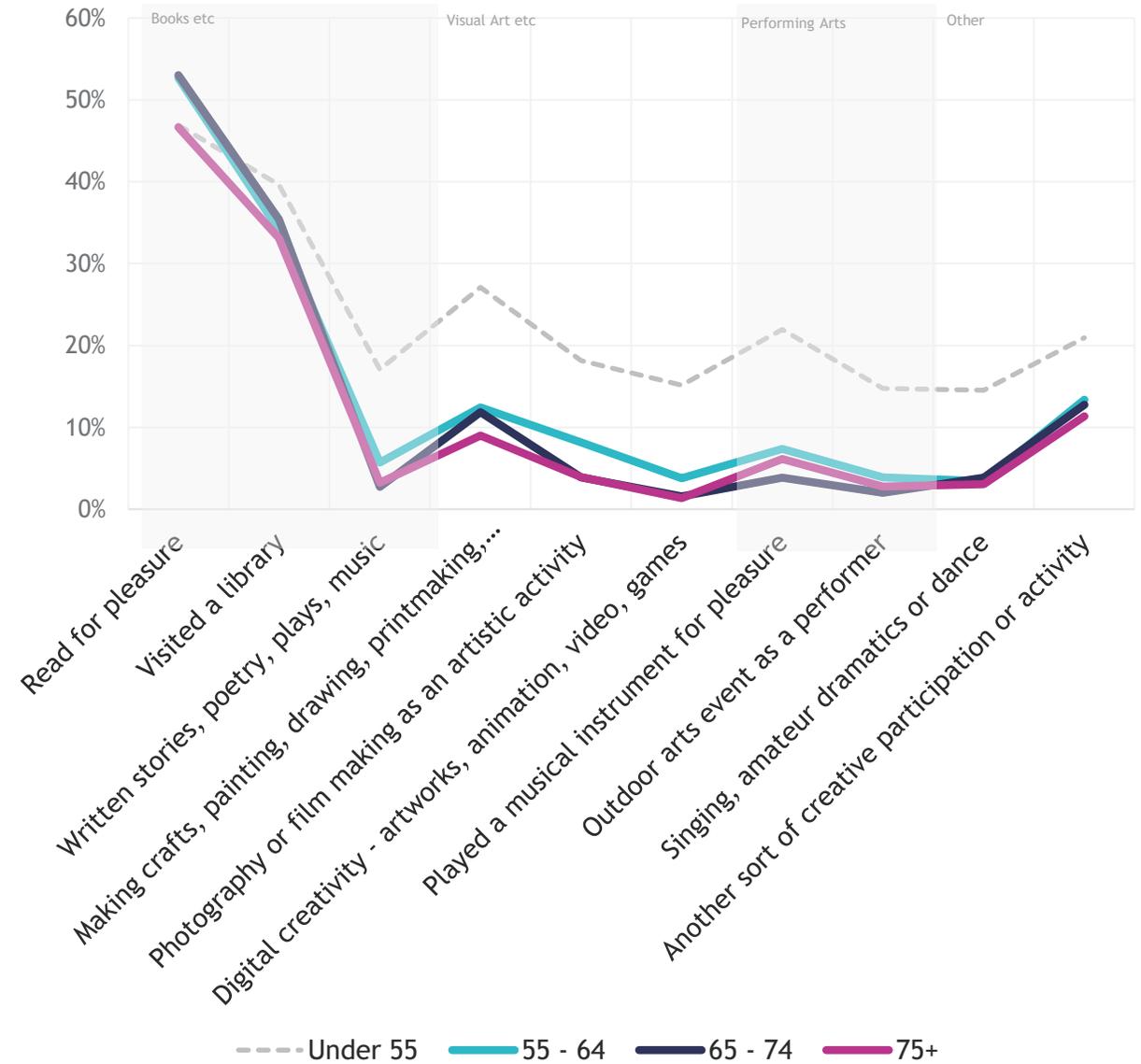
During the pandemic almost 3/4 of over 55s read for pleasure, with other prominent activities during and/or before the pandemic being visiting a library, making crafts/visual arts and another sort of activity.

Data source: TAA Cultural Participation Monitor population survey, Oct/Nov 2020



Creative participation pursuits in the 12 months before lockdown showed little variation between the older population age groups, with 55-64, 65-74 and 75+ showing broadly similar trends.

Creative participation by age amongst the English population: 12 months before lockdown

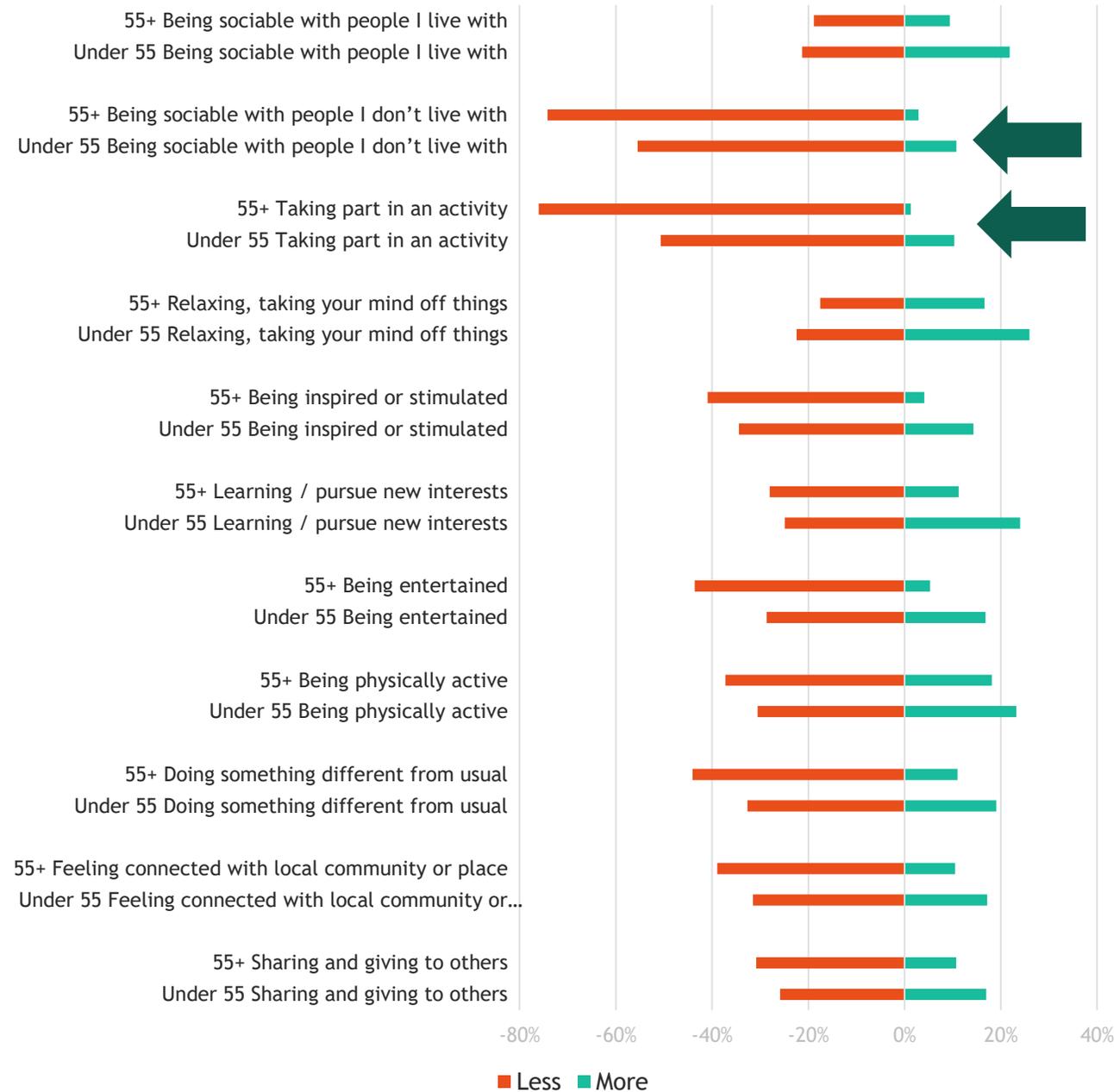


Data source: TAA Cultural Participation Monitor population survey, Oct/Nov 2020

The pandemic has affected people's ability to take part in activities and social opportunities...

...with over 55s especially likely to say they had been *less able* during the pandemic to be sociable with people they don't live with and to take part in an activity.

What Been Able to Do Less/More During COVID cf. Before

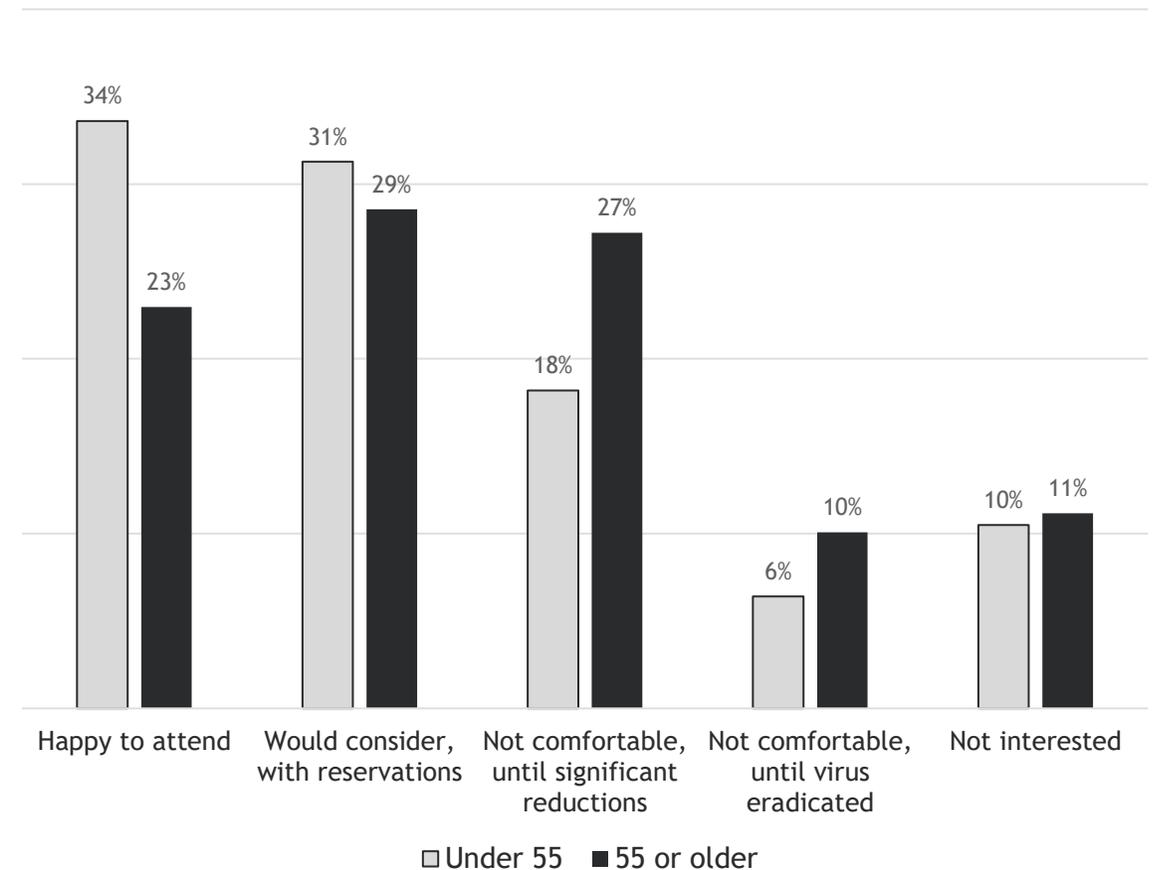


Data source: TAA Cultural Participation Monitor population survey, June 2021

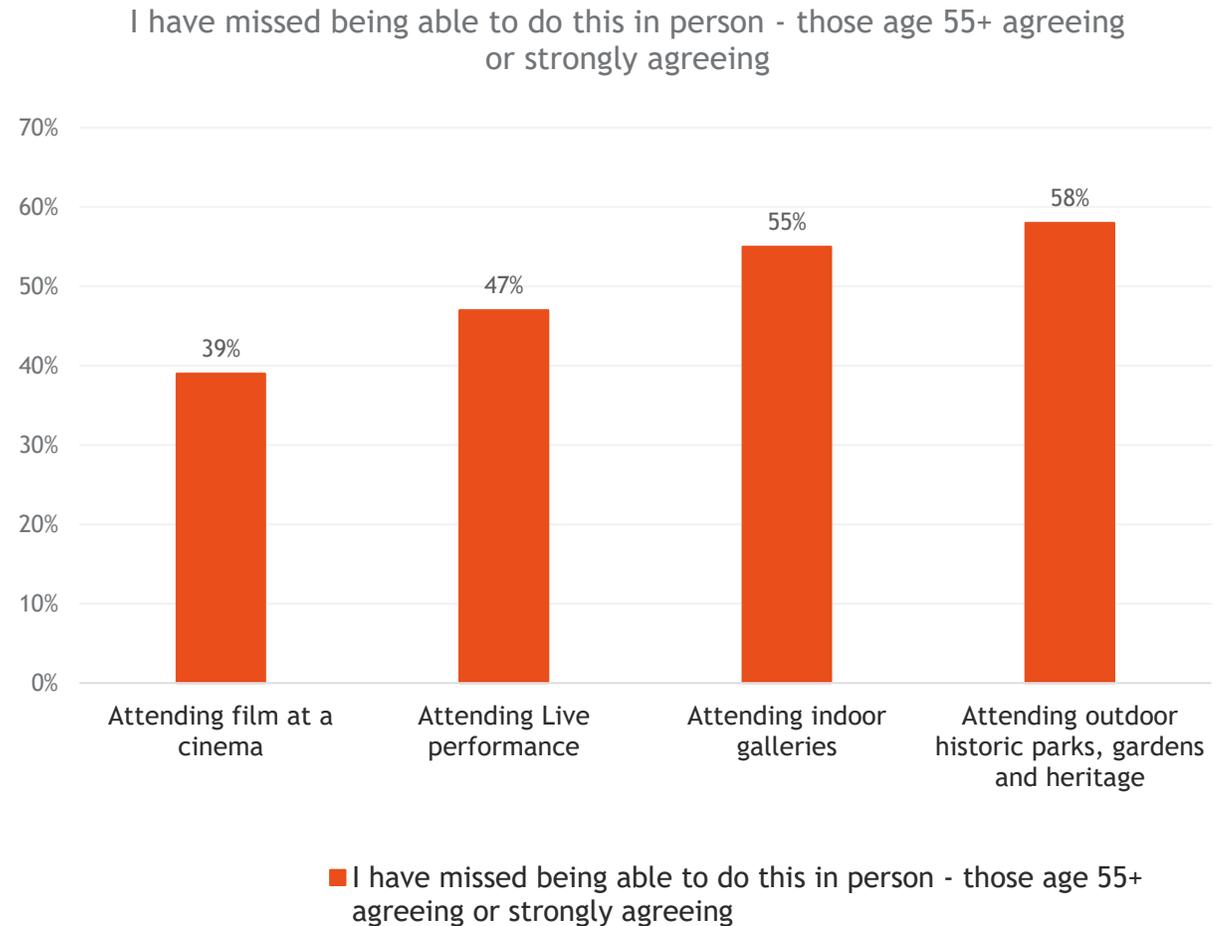
However over 55s are more
reluctant than under 55s to return
to culture in person...

...being especially likely to say they would consider attending, but with some reservations, or that they would not be comfortable with this until there are significant reductions in risk, despite 91% of over 55s having received both COVID-19 vaccinations compared to a third of under 55s when the survey was completed (June 2021).

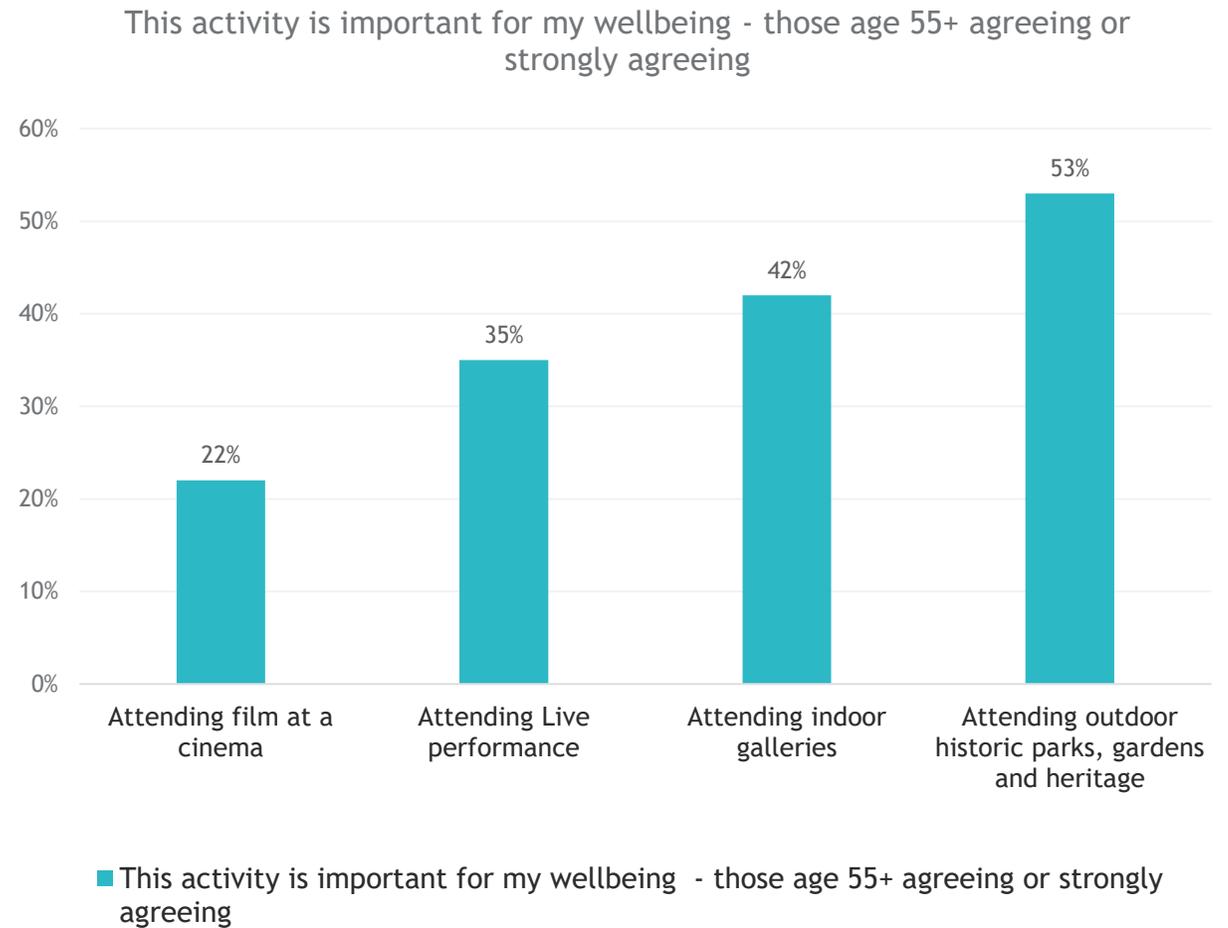
In terms of attending cultural events, as things open up, what best describes how you feel?



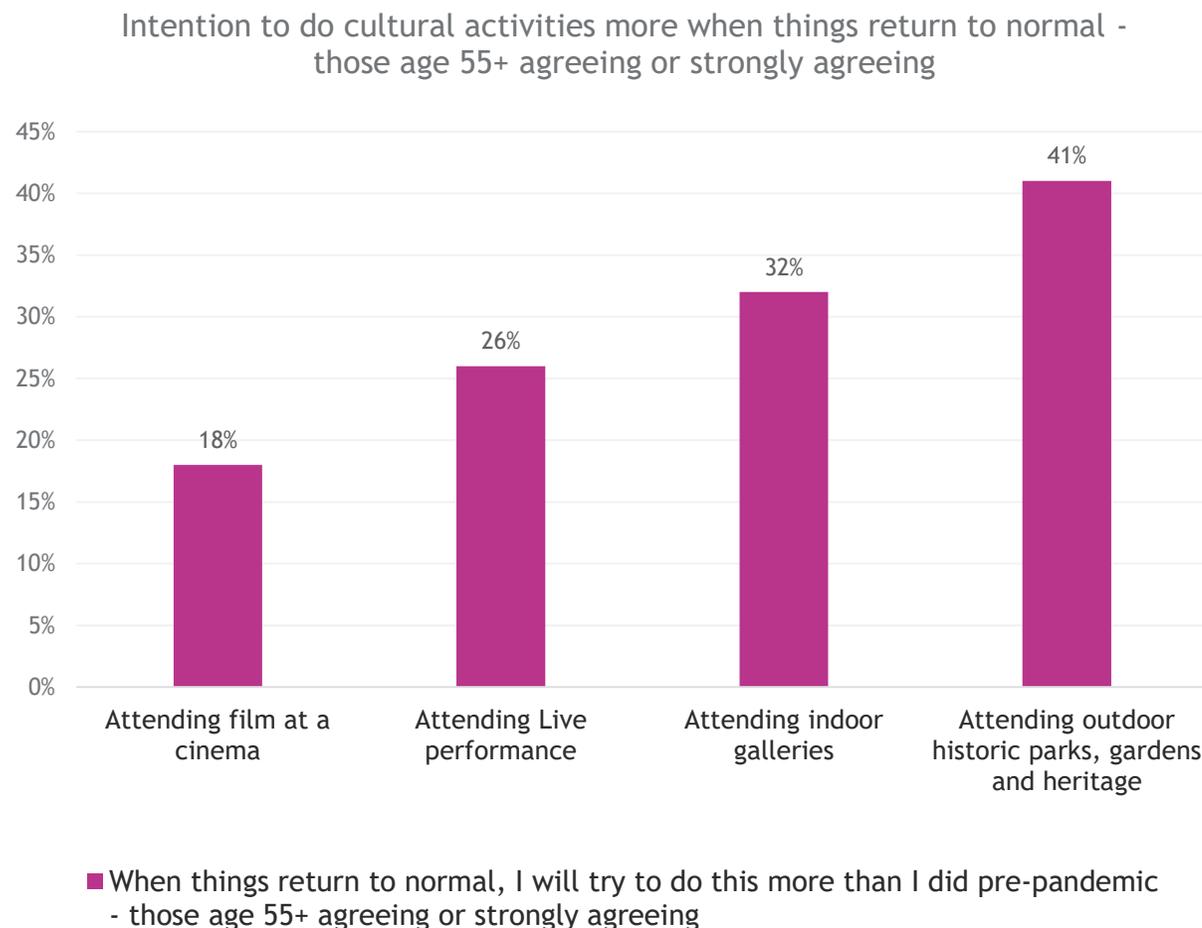
This presents a significant challenge in encouraging older people to return to culture. However a high proportion of those aged 55+ have missed attending culture – across film, live performance, indoor galleries and especially outdoor historic parks, gardens & heritage



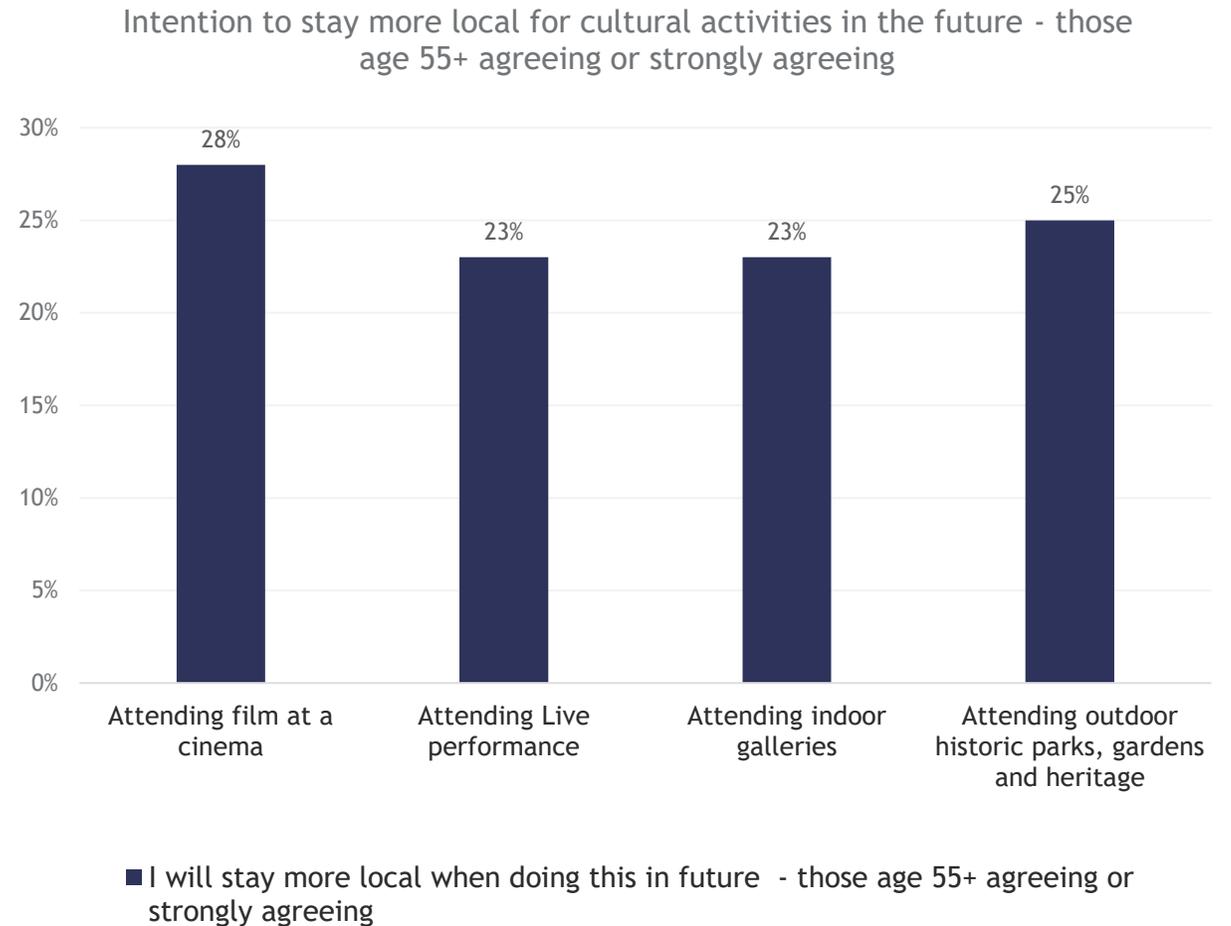
This presents a significant challenge in encouraging older people to return to culture. However a high proportion of those aged 55+ have missed attending culture – across film, live performance, indoor galleries and especially outdoor historic parks, gardens & heritage and a significant proportion feel that cultural activities, in particular outdoor historic parks, gardens & heritage, are important for their wellbeing.



Findings suggest a likely shift in cultural engagement amongst the 55+ population going forward, with a significant proportion intending to visit culture more frequently once things return to normal



Findings suggest a likely shift in cultural engagement amongst the 55+ population going forward, with a significant proportion intending to visit culture more frequently once things return to normal and around a quarter intending to stay more local to engage.



Older populations in England

Research based on population data: demographics,
Indices of Multiple Deprivation and Audience Spectrum
segmentation

Older populations in England: methodology

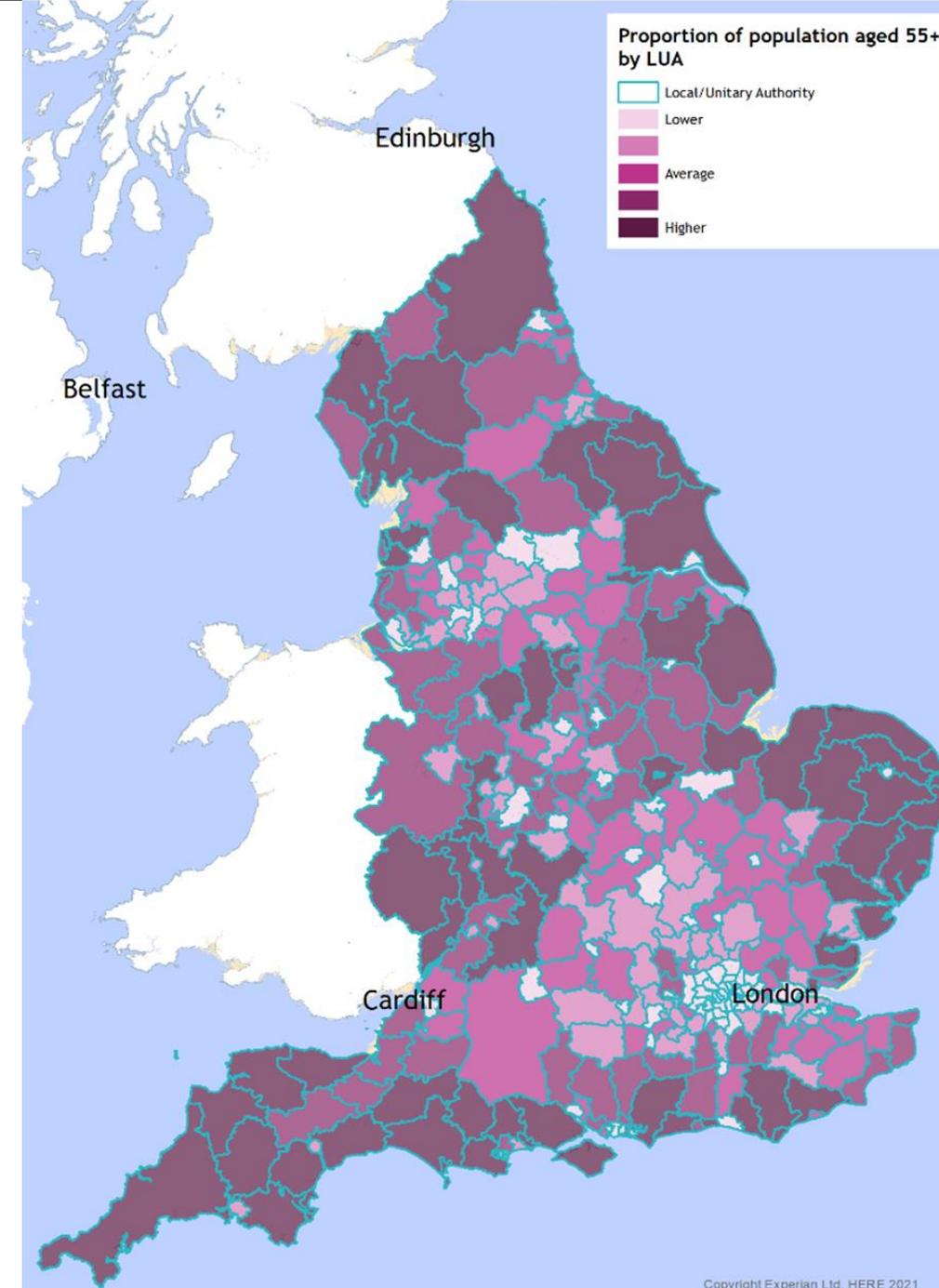
This analysis is based on data about the population in England.

- A range of datasets have been included in this analysis to understand the distribution, characteristics and behaviour of older populations in England, these include:
 - Demographic data (latest available 2011 Census data)
 - Indices of Multiple Deprivation
 - Audience Spectrum population profiling

Audience Spectrum is a powerful arts and culture-specific geodemographic profiling tool developed by The Audience Agency. The adult population is broken down into 10 categories based on their attendance at, and participation and engagement with, the arts, culture and heritage.

Those aged 55+ in England...

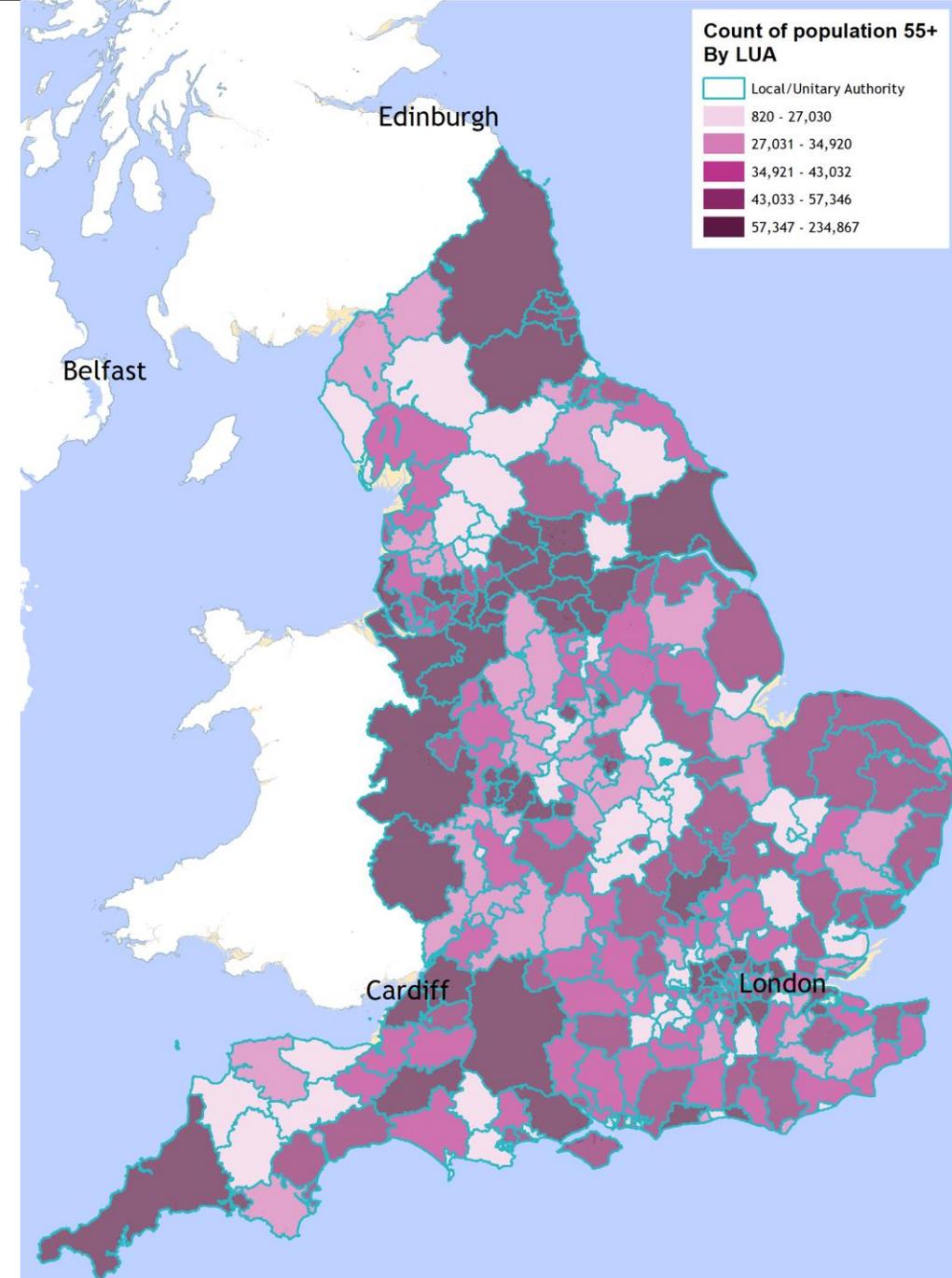
...are especially likely to make up a higher *proportion* of the total population in Local/Unitary Authorities in more rural areas



...are especially likely to make up a higher *proportion* of the total population in Local/Unitary Authorities in more rural areas, with the top 20 shown in the table on the right.

English Local/Unitary Authorities with the highest % of 55+ population						
Rank	Local Authority	Population 55+	Population 55 - 64	Population 65 - 74	Population 75+	Index: 55+ vs England Average
1	West Somerset	45%	16%	15%	14%	153
2	North Norfolk	45%	16%	15%	14%	152
3	Rother	44%	15%	14%	15%	148
4	Christchurch	43%	14%	14%	16%	146
5	East Devon	43%	15%	14%	15%	145
6	East Dorset	43%	15%	14%	14%	145
7	East Lindsey	42%	16%	15%	11%	142
8	West Dorset	42%	15%	13%	13%	141
9	Tendring	42%	15%	14%	13%	140
10	South Hams	40%	16%	13%	11%	136
11	Arun	40%	14%	13%	13%	135
12	South Lakeland	40%	15%	13%	12%	134
13	New Forest	40%	15%	12%	13%	133
14	Torrige	39%	16%	13%	11%	133
15	Purbeck	39%	15%	13%	12%	132
16	Malvern Hills	39%	15%	12%	12%	132
17	Ryedale	39%	16%	12%	11%	131
18	Wyre	39%	14%	13%	12%	131
19	West Devon	39%	16%	12%	11%	130
20	Isle of Wight	38%	15%	12%	11%	130

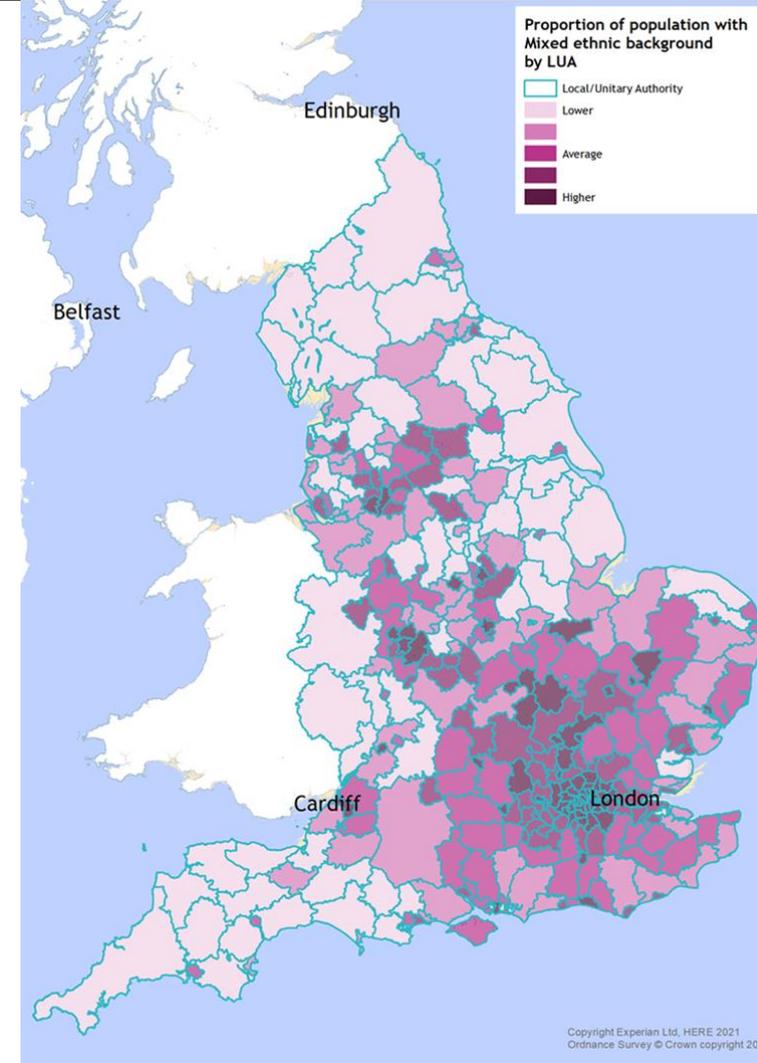
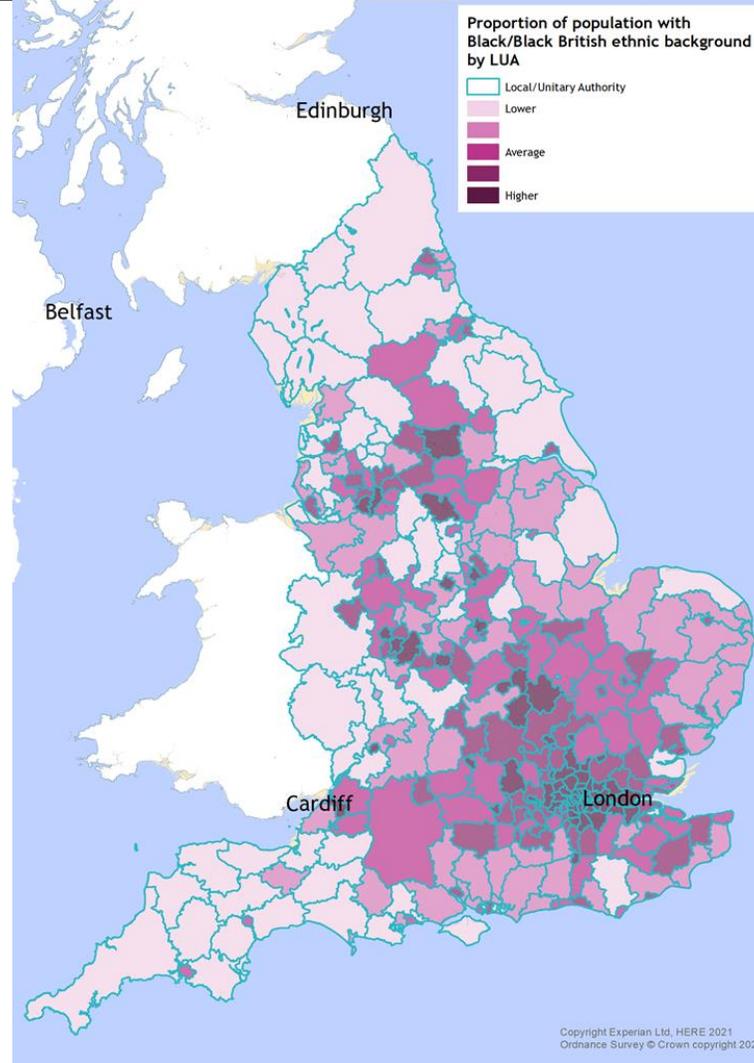
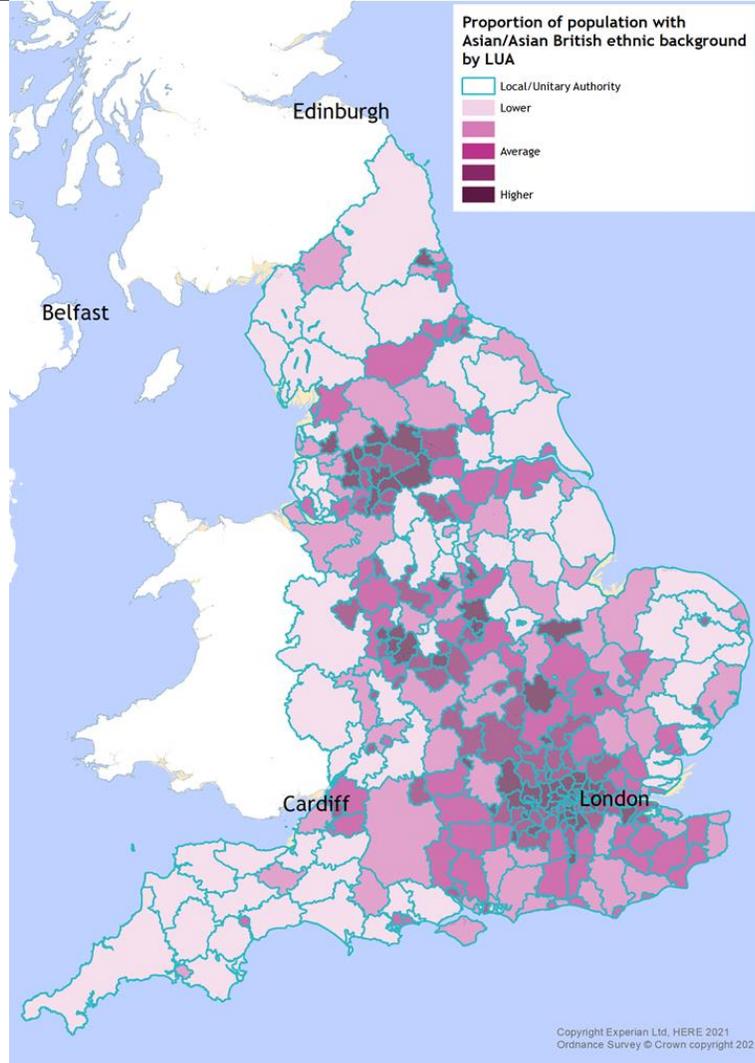
Whereas highest *numbers* of 55+ populations are prevalent in many city areas alongside rural and mixed rural/urban Authorities



Whereas highest *numbers* of 55+ populations are prevalent in many city areas alongside rural and mixed rural/urban Authorities, **with the top 20 Local/Unitary Authorities shown in the table on the right.**

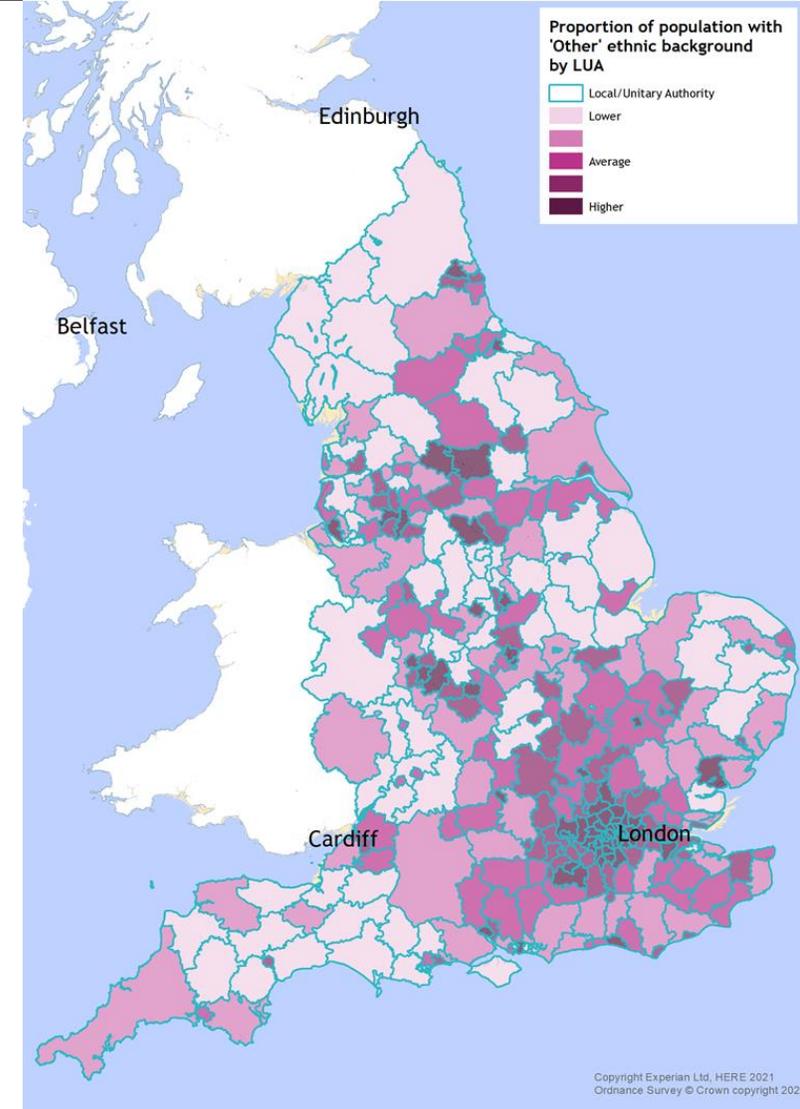
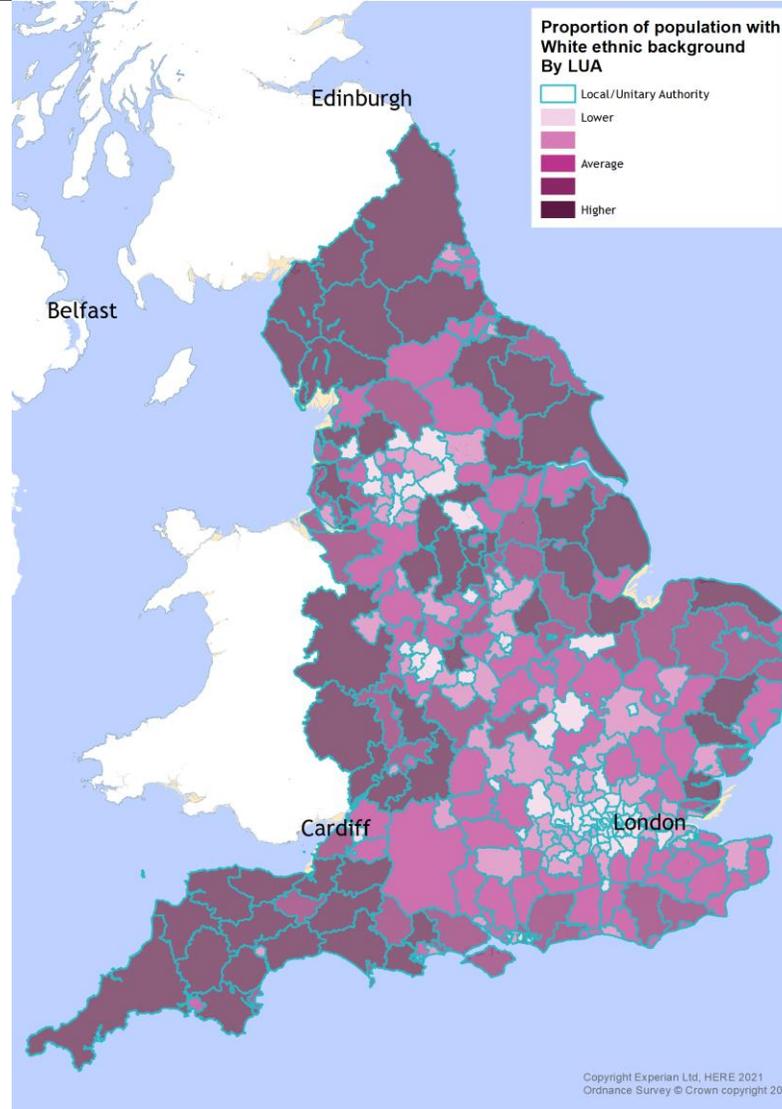
English Local/Unitary Authorities with the highest numbers of 55+ in the population		
Rank	Local Authority	No. population aged 55+
1	Birmingham	234,867
2	Cornwall	193,395
3	Leeds	188,070
4	County Durham	160,690
5	Wiltshire	145,597
6	Sheffield	141,963
7	Bradford	123,740
8	Cheshire East	121,090
9	East Riding of Yorkshire	120,937
10	Liverpool	115,248
11	Kirklees	113,996
12	Northumberland	110,009
13	Shropshire	105,759
14	Cheshire West and Chester	104,359
15	Wirral	102,969
16	Wakefield	96,416
17	Bristol, City of	96,342
18	Dudley	96,133
19	Sefton	93,221
20	Wigan	91,160

Understanding other population factors alongside age is important.



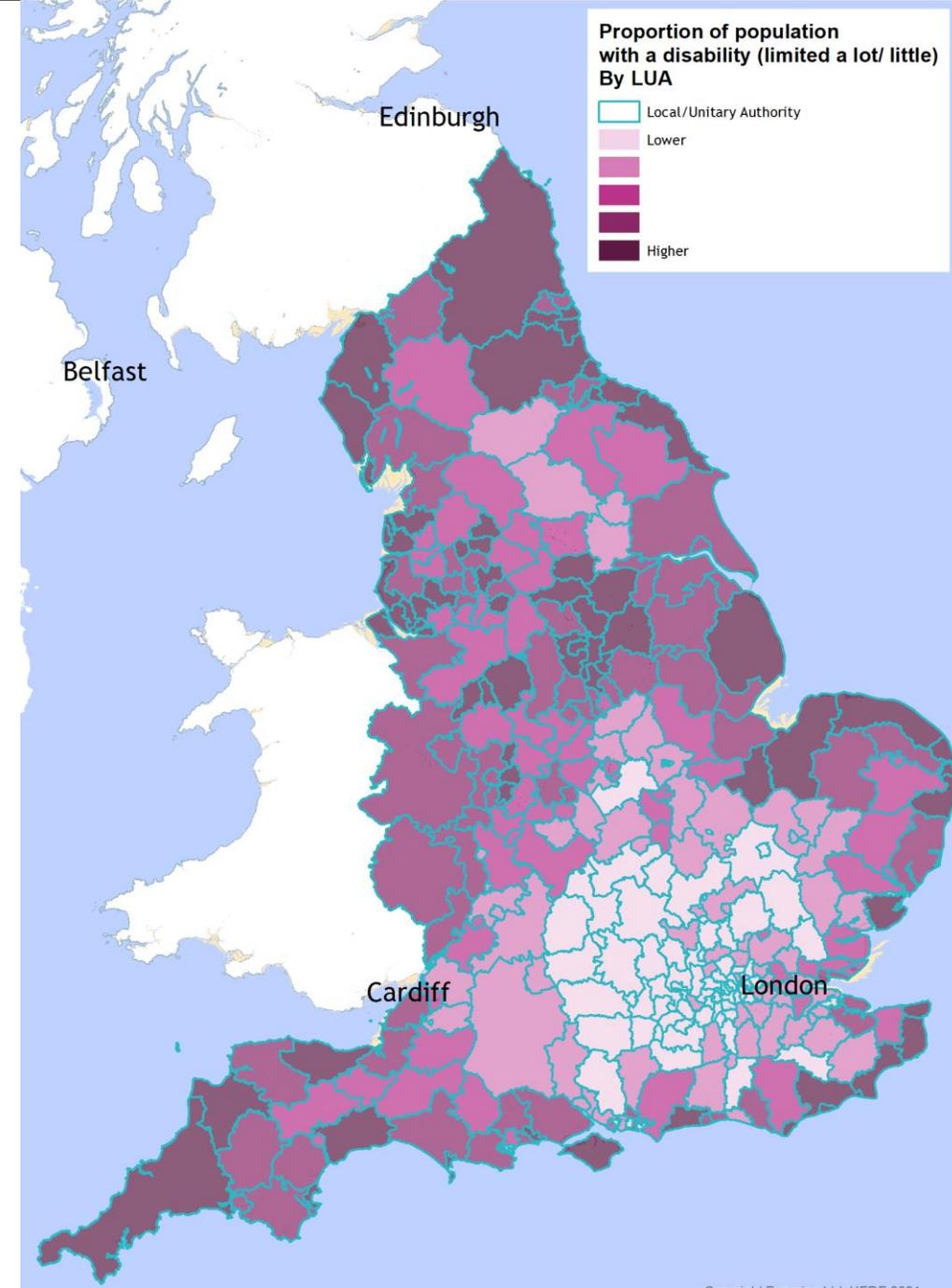
The maps here show the proportion of broad ethnic groups in the *entire* English population (all ages) by Local/Unitary Authority – a darker shade on the map means there is a higher proportion of that group compared to the average.

City areas in particular London, Birmingham and surrounding authorities, Newcastle upon Tyne, a number of Greater Manchester Authorities and Leeds combine highest numbers of older people with more ethnically diverse populations.



The map here shows the proportion of the *entire* English population (all ages) by Local/Unitary Authority with a disability or long-term health condition.* A darker shade on the map means there is a higher proportion who have a disability or long-term health condition compared to the average. There appears to be a strong correlation between areas with higher proportions of older people (often rural) and high proportions of those with a disability or long-term health condition.

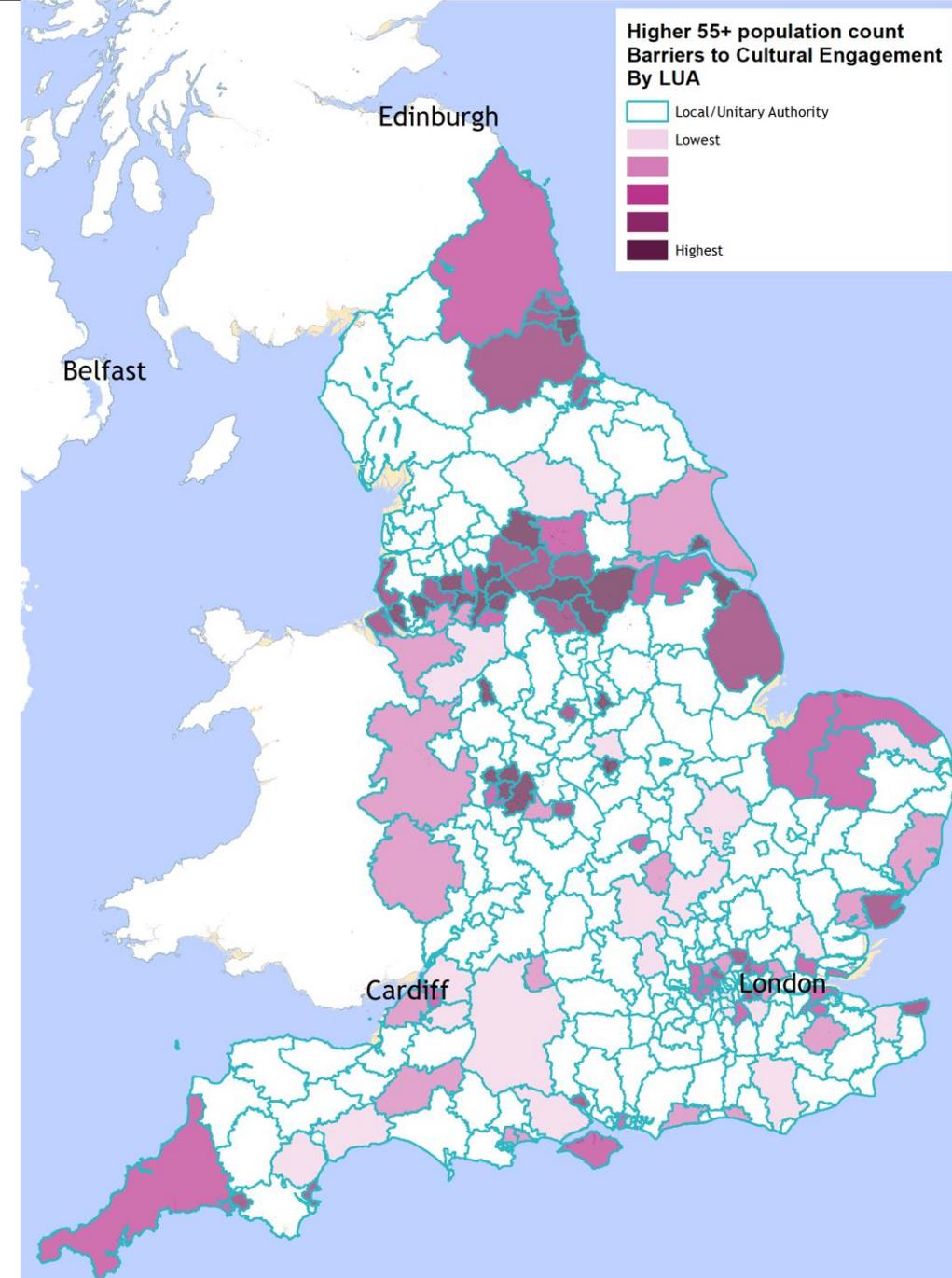
*Please note that this uses the medical model definition of disability as the latest available data at the point of reporting was the 2011 Census



Areas have been identified where there may be a greater need for cultural interventions with older people

This analysis takes those Local/Unitary Authorities with a higher than average *number* of over 55s in the population and ranks barriers to cultural engagement, based on a combination of:

- higher deprivation levels
- higher proportions of the lower culturally engaged Audience Spectrum segments



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Those areas rating highest for cultural intervention need (amongst Local/Unitary Authorities with higher than average *numbers* of over 55s) are shown in the table here.

Areas indicating higher need for cultural interventions with older people: based on highest NUMBERS of older people, Indices of Multiple Deprivation and lower engaged Audience Spectrum segments

Rank	Local Authority	Indices of Multiple Deprivation x Low Culturally Engaged Segments Rank (out of 326)	No. in 55+ Population
1	Kingston upon Hull, City of	1	63,321
2	Manchester	3	85,413
3	Sandwell	4	77,566
4	Stoke-on-Trent	7	67,548
5	Liverpool	11	115,248
6	Rochdale	13	55,636
7	Birmingham	15	234,867
8	South Tyneside	15	46,021
9	Wolverhampton	17	66,865
10	Nottingham	17	61,582
11	Leicester	20	67,773
12	Oldham	21	58,056
13	North East Lincolnshire	23	48,144
14	Sunderland	24	82,381
15	Salford	25	57,127
16	Tameside	27	60,681
17	Bradford	28	123,740
18	Walsall	29	75,708
19	Barnsley	31	69,183
20	Bolton	32	74,729

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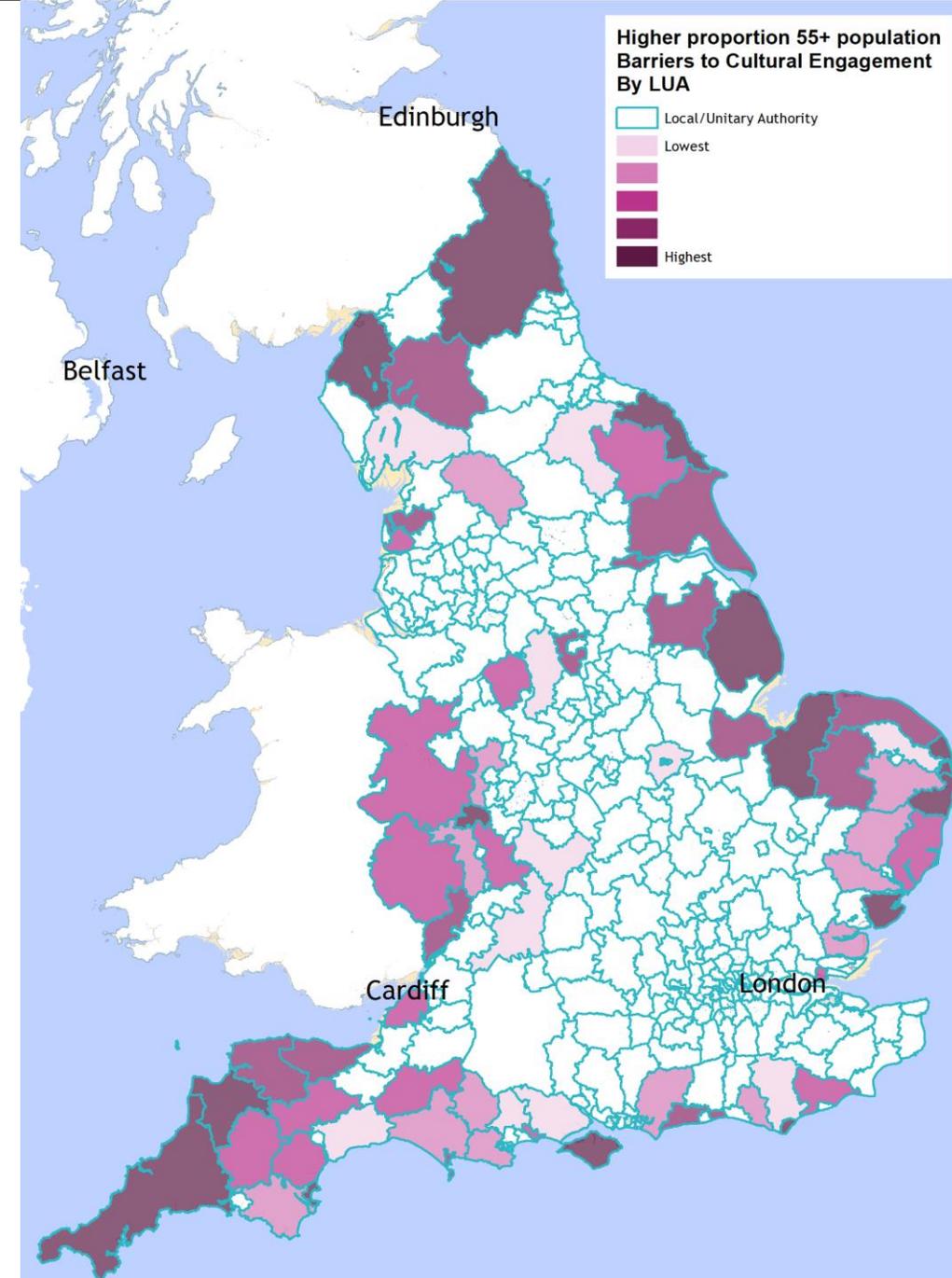
These top areas rank especially highly for deprivation/low cultural engagement, out of the total 326 English Local/Unitary Authorities.

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Areas indicating higher need for cultural interventions with older people: based on highest PROPORTIONS of older people, Indices of Multiple Deprivation and lower engaged Audience Spectrum segments

Rank	Local Authority	Indices of Multiple Deprivation x Low Culturally Engaged Segments Rank (out of 326)	Index: proportion of 55+ Population versus England average (avg =100)
1	Great Yarmouth	19	153
2	East Lindsey	45	152
3	Allerdale	73	148
4	Torbay	83	146
5	Tendring	85	145
6	King's Lynn and West Norfolk	93	145
7	Scarborough	95	142
8	Waveney	101	141
9	Northumberland	111	140
10	Cornwall	121	136
11	Isle of Wight	122	135
12	Eastbourne	123	134
13	Torridge	129	133
14	Wyre Forest	130	133
15	North Norfolk	131	132
16	West Lindsey	135	132
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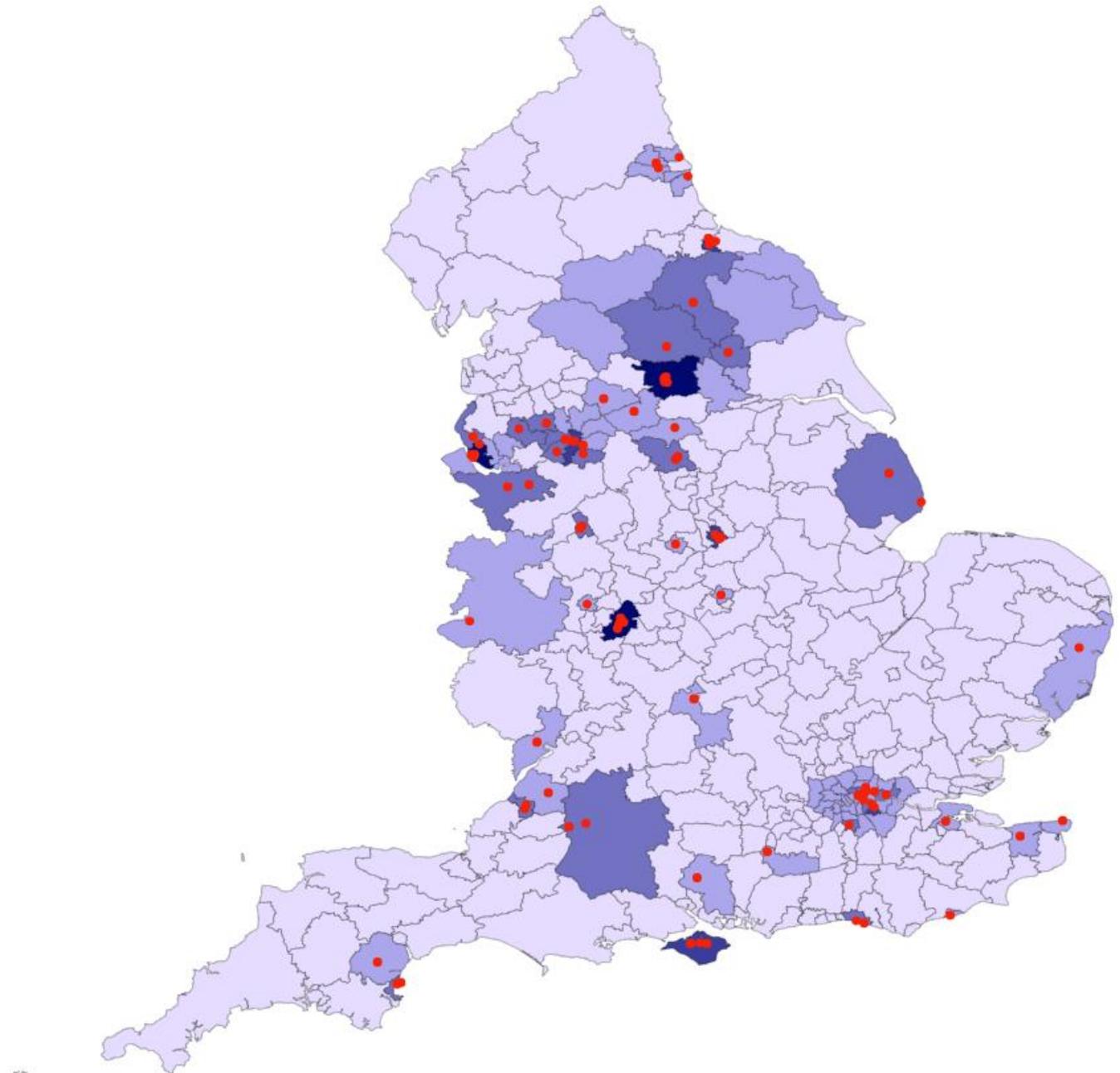
It is worth noting that many of these areas do not rank as highly for deprivation/low cultural engagement, out of the total 326 English Local/Unitary Authorities, as areas with higher *numbers* of older people.

Areas indicating higher need for cultural interventions with older people: based on highest PROPORTIONS of older people, Indices of Multiple Deprivation and lower engaged Audience Spectrum segments

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16	West Lindsey	135	132
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The map here shows areas receiving community and cultural investment in ageing from The National Lottery Community Ageing Better Fund and Arts Council England/Baring Foundation Celebrating Age Fund. It also locates the Centre for Ageing Better's network of Age Friendly Communities.

Considered alongside the previous maps, this gives a sense of those areas with the most need, which have received little or no investment from these major current and recent initiatives.



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