ZLDT Representation Data 2020 - 2022

The categorisations below are aligned with our primary funder Arts Council England	BENCHMARK SOURCE	ZLDT WORKFORCE		2020 BOARD (6)	2020 AUDIENCE PROFILE*	ZLDT WORKFORCE		2021 BOARD (22)	2021 AUDIENCE PROFILE*	ZLDT WORKFORCE		2022 BOARD (21)	2022 AUDIENCE PROFILE*
		2020 STAFF (4)	2020 FREELANCE (26)			2021 STAFF (4)	2021 FREELANCE (21)			2022 STAFF (5)	2022 FREELANCE (28)		
GENDER INDENTITY	2020 ONS mid year estimates for Southampton												
Female	48.70%	100%	19%	50%	65%	100%	28.57%	45.45%	78%	80%	32.14%	66.67%	73%
Male	51.30%	0%	81%	50%	34%	0%	71.43%	36.36%	22%	20%	64.29%	23.81%	24%
Non-Binary	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4.76%	0%
Identify in a different way	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	3.57%	4.76%	3%
Not known		-	-	-	-	-	-	18.18%	-	-	-	-	-
Have changed their gender identity from assumed at birth		0%	0%	0%	-	0%	0%	0%	-	0%	10.71%	9.52%	-
ETHNICITY	ONS 2021 So'ton												
White British	77.70%	100%	85%	83%	88%	75.00%	76.19%	68.18%	82.00%	100%	79%	86%	85%
White Irish	0.70%	0%	0%	0%	0%	0%	4.76%	0%	0%	0%	0%	5%	0%
White Gypsy or Irish Traveller	0.10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Any other White background	7.40%	0%	8%	17%	2%	0%	9.52%	0%	0%	0%	10.71%	0%	4.50%
Mixed: White and Black Carribean	1.10%	0%	0%	0%	2%	25%	0%	9.09%	0%	0%	0%	4.76%	4.50%
Mixed: White and Black African	1.70%	0%	0%	0%	0%	0%	4.76%	0%	12%	0%	3.57%	0%	0%
Mixed: White and Asian	0.70%	0%	4%	0%	0%	0%	0%	0%	0%	0%	3.57%	0%	0%
Mixed: any other mixed background	1.10%	0%	0%	0%	4%	0%	4.76%	4.55%	6%	0%	3.57%	4.76%	5.50%
Asian British (NB: this category is included in ONS data but is not included in Arts Council data)	8.40%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asian/Asian British - Indian	2.80%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asian/Asian British - Pakistani	1.30%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

	ONS 2018 UK												
Asian/Asian British - Bangladeshi	0.60%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asian/Asian British - Chinese	1.50%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asian/Asian British - Any other Asian background	2.20%	0%	4%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%
Black British (NB: this category is included in ONS data but is not included in Arts Council data)	2.1	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Black/Black British - African	1.5	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Black/Black British - Caribbean	0.50%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Black/Black British - Any other black background	0.20%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Arab	0.60%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Latin American (NB: this category is not included in ONS data but is included in Arts Council data)		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Any other background	1.10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not known		0%	0%	0%	0%	0%	0%	18.18%	0%	0%	0%	0%	0%
DISABILTY	***ONS 2018 UK***												
Not Disabled	81%	100%	100%	100%	93%	100%	95.24%	77.27%	94%	100%	85.71%	71.43%	85%
Disabled	19%	0%	0%	0%	7%	0%	4.76%	4.55%	6%	0%	0%	14.29%	6%
Not known		-	-	-	-	-	-	18.18%	-	-	0%	-	-
Identify as neurodivergent	15%	0%	0%	0%	0%	0%	0%	4.55%	0%	0%	14.29%	14.29%	0%
AGE													
0 - 19	24.40%	0%	0%		16%	0%	9.52%	4.55%	6%	0%	3.57%	4.76%	17.50%
20 - 34	28.30%	50%%	69%	17%	21%	50%	4.76%	31.82%	24%	60%	60.71%	23.81%	12.50%
35 - 49	17.90%	50%%	31%	33%	24%	50%	61.90%	22.73%	23%	40%	32%	38.10%	39%
50 - 64	15.30%	0%	0%	50%	32%	0%	23.81%	22.73%	13%	0%	3.57%	33.33%	12.50%
65+	14.10%	0%	0%		8%	0%	9.52%	0%	30%	0%	0%	0%	18.50%
Not known		0%	0%	0%	0%	0%	18.18%	18.18%	0%	0%	0%	0%	0%
SOCIO ECONOMIC BACKGROUND													
higher		0	-	-	-	50%	61.90%	40.91%	-	40%	42.86%	47.62%	-
intermediate		75%	-	-	-	25%	23.81%	18.18%	-	20%	35.71%	28.57%	-
lower		0	-	-	-	25%	4.76%	18.18%	-	40%	14.29%	19.05%	-
dont know		25%	-	-	-		9.52%		-	0%	3.57%	0%	-
prefer not to say		0	-	-	-			4.55%	-	0%	0%	0%	-
not known/excluded from count		0	100%	100%	-			18.18%	-	0%	3.57%	4.76%	-

2020 Targets	**2021 Targets**	**2022 Targets**
1. Increase the % of people from global majority ethnicities represented on the staff team 2. Increase the size of board to increase the opportunity to be more inclusive 3. Relaunching Advisory Board on a new inclusive model of practice 4. Increase the % of people from global majority ethnicities represented on the board	1. Increase the % of people with a disability represented on the workforce (staff and freelance team) 2. Increase the % of people with a disability represented on the board 3. Increase the amount of board data collected to 100% so full representation is understood	1. Increase by 8% the number of people from global majority ethnicities and people with a disability represented on the board 2. Increase the global majority ethnic diversity of participants across our projects by 3% on benchmarked figures from 21/22 where available, and collate data to set targets where not available. 3.Develop more sophisticated monitoring systems to collect information on the participants we work with including socio-economic status to inform target setting and to better reflect our progress

2025 Target
1. Representation from all 16 wards of Southampton on our Advisory Board

* Audience profile data is only a sample and not fully representative of our audiences. We recognise that there are gaps in robustness of the data and continue to endeavour to improve this over time.

Audience Data was gathered from: Audience Finder 2019-2020 and 2021 - 2022, ACE Annual Survey, Facebook, Instagram, Twitter and Google Analytics

Audience Data is a sample profile of live audiences, digital audiences and particpants. We are buidlign the robustness of this data, as currently samll samples to increase rigour and accuracy

2021 Audience is specifically impacted by Covid 19 pandemic (which represents 2020 - 2021 profile)

Audience data for ethnicity and age for Audinece Agency is rounded to nearest fitting category

** Socio-economic background is based on the role of the household main income earner when the indivdual was 14 years of age, and is not representative of current socio-economic status.

This job categories are grouped into three tiers of occupations.

Higher: Modern Professional, Traditional Professional, Senior Managers and Administrators

Intermediate: Intermediate Clerical, Junior managers, Small business owners, Technical and Craft

Lower: Routine Manual and Service, Semi-routine, Manual and Service, Long Term Unemployed