

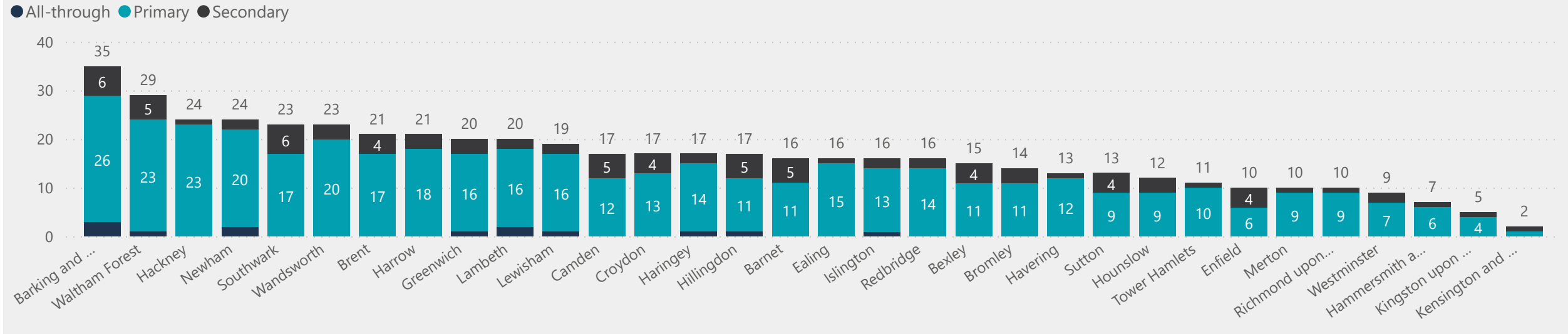


Insights pack to support the cultural strategy

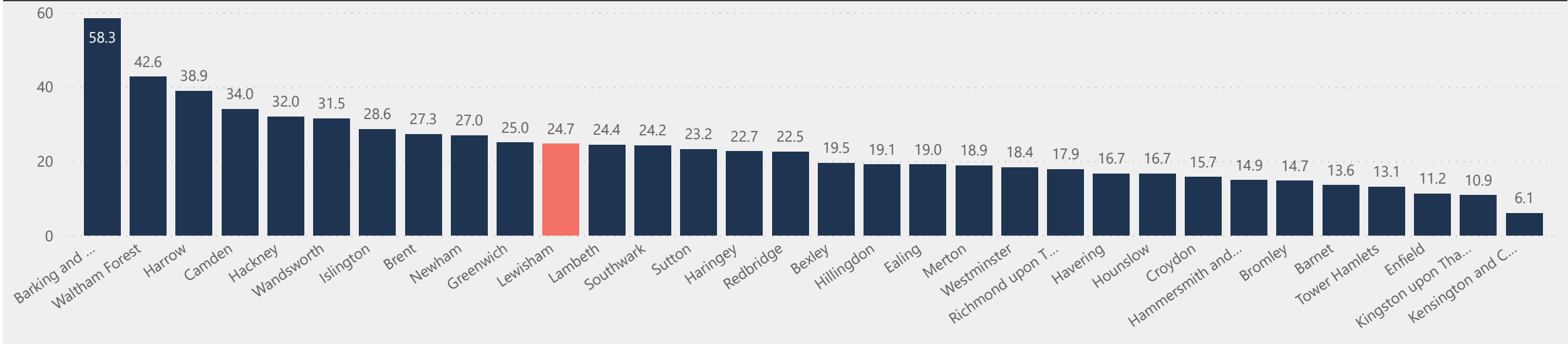
Artsmark Award across London Boroughs



Number of Schools engaged with the Artsmark Award per borough



Proportion (%) of schools engaged with the Artsmark Award per borough



Artsmark Award in Lewisham



Totals

Number of schools

77

No engagement

58

Working towards

8

Has award

11

Awarded Gold

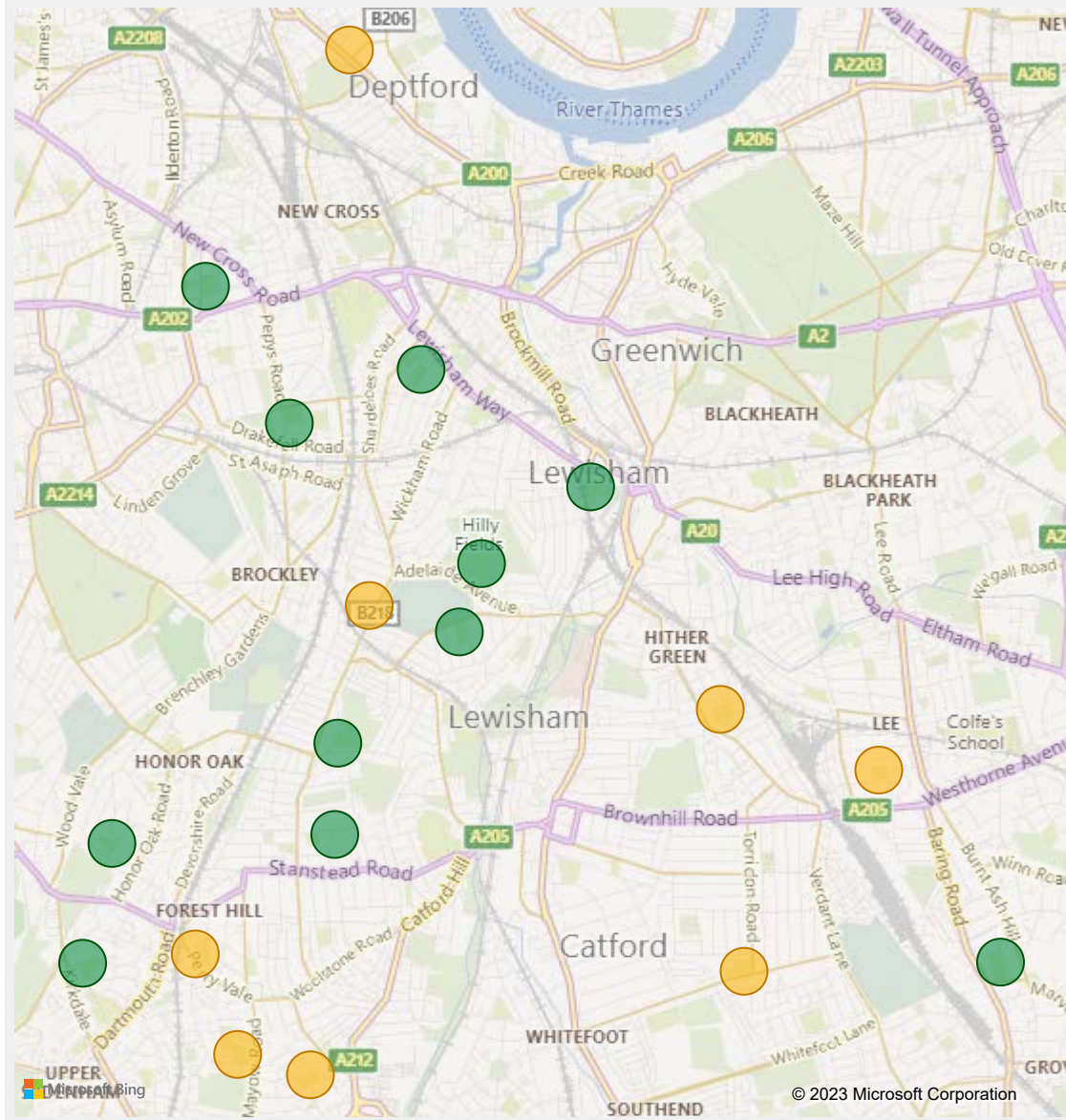
8

Awarded Silver

3

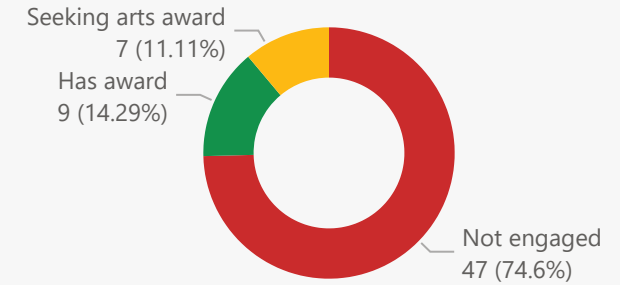
Location of schools engaging with Artsmark

● Has award ● Seeking arts award

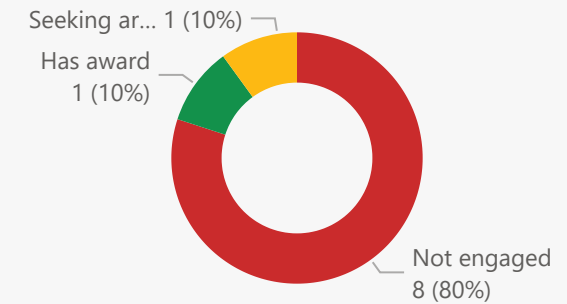


Proportion of schools with an award

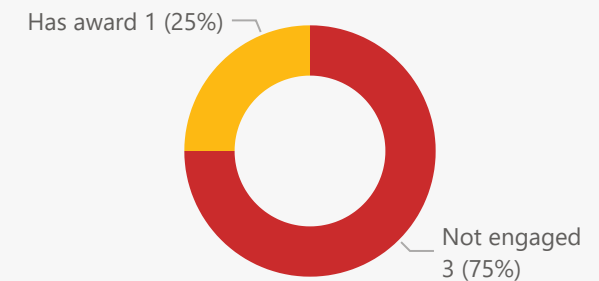
Primary Schools



Secondary Schools



All-through Schools



National Participation Survey: Adult Engagement with the Arts



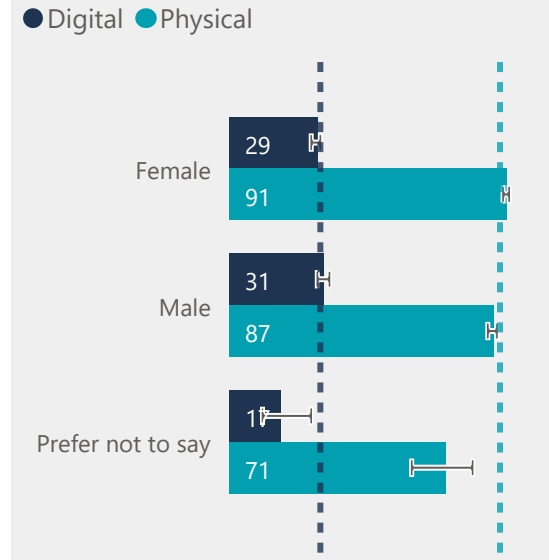
Notes

The most recent national participation survey was carried out by Department for Digital, Culture, Media & Sport between July to September 2022. Questions included physical or digital engagement over the 12 months prior.

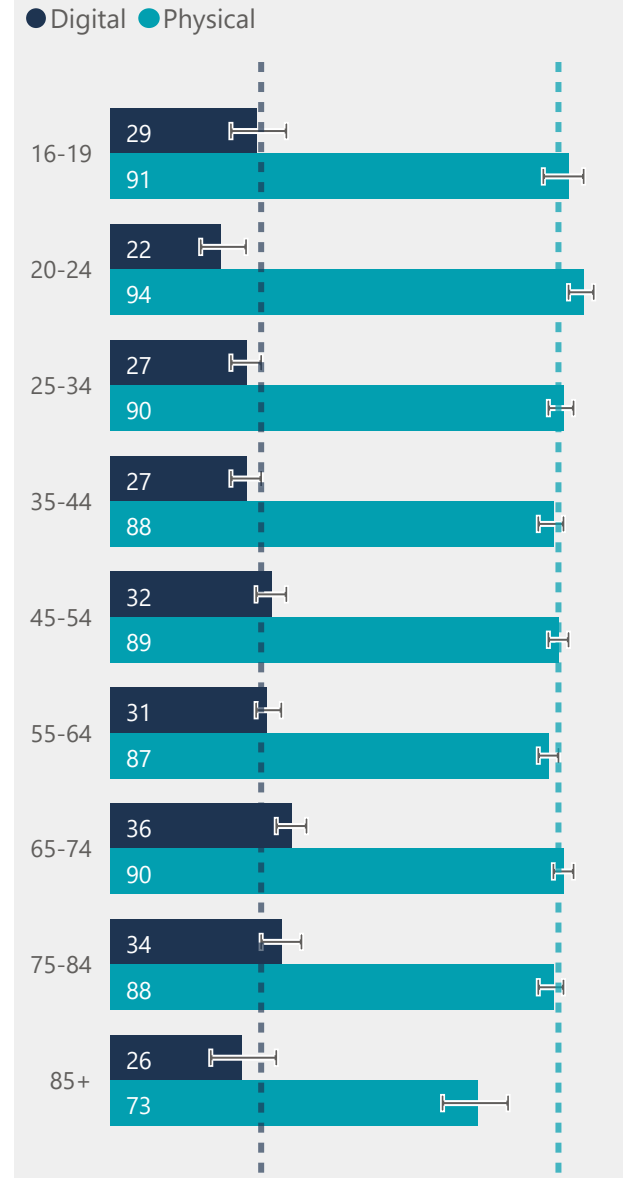
The graphs displayed show participation levels split by demographic or location information. For comparison, the results for all respondents are shown by the dashed line.

95% confidence intervals are shown for each response. The smaller the interval between the bars, the greater the confidence in the result.

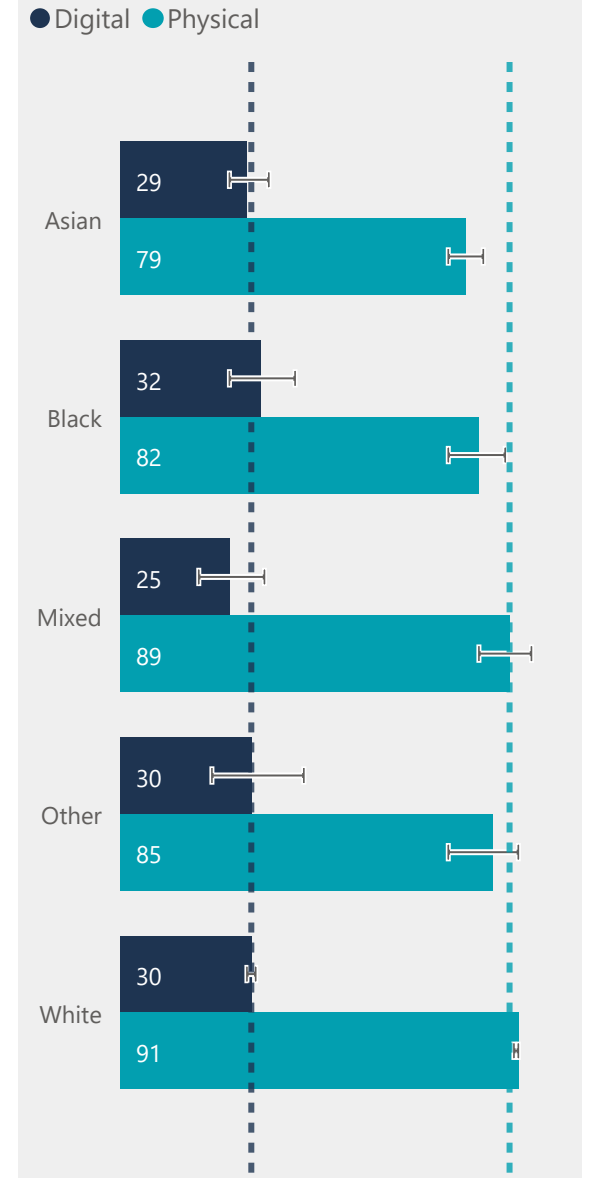
By Gender (%)



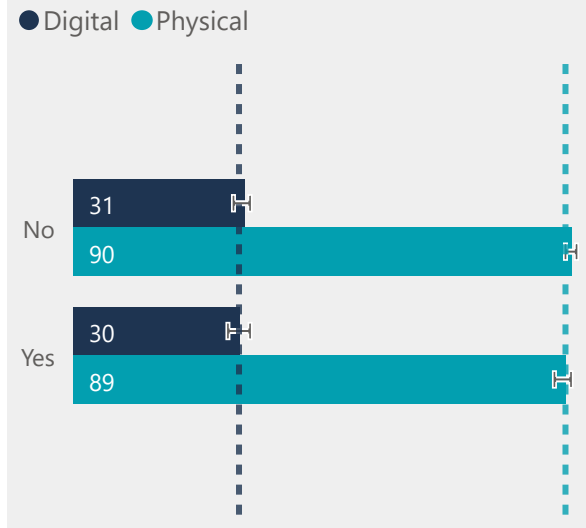
By Age (%)



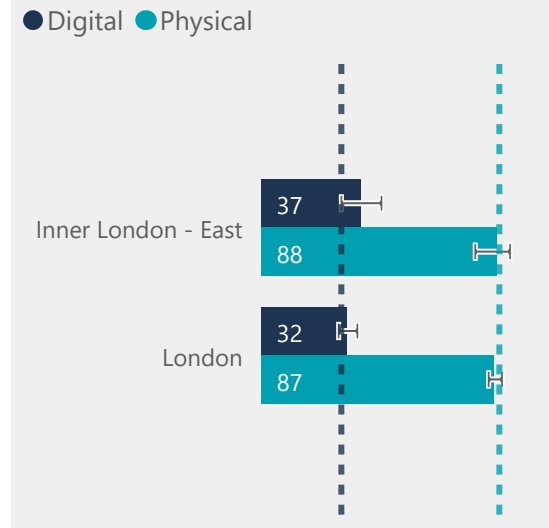
By Ethnic Group (%)



By Long Standing Illness or Disability (%)



By Location (%)



National Participation Survey: Adult Engagement with Libraries



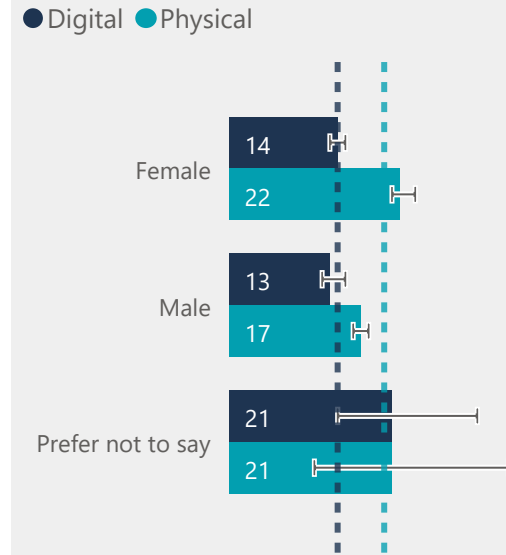
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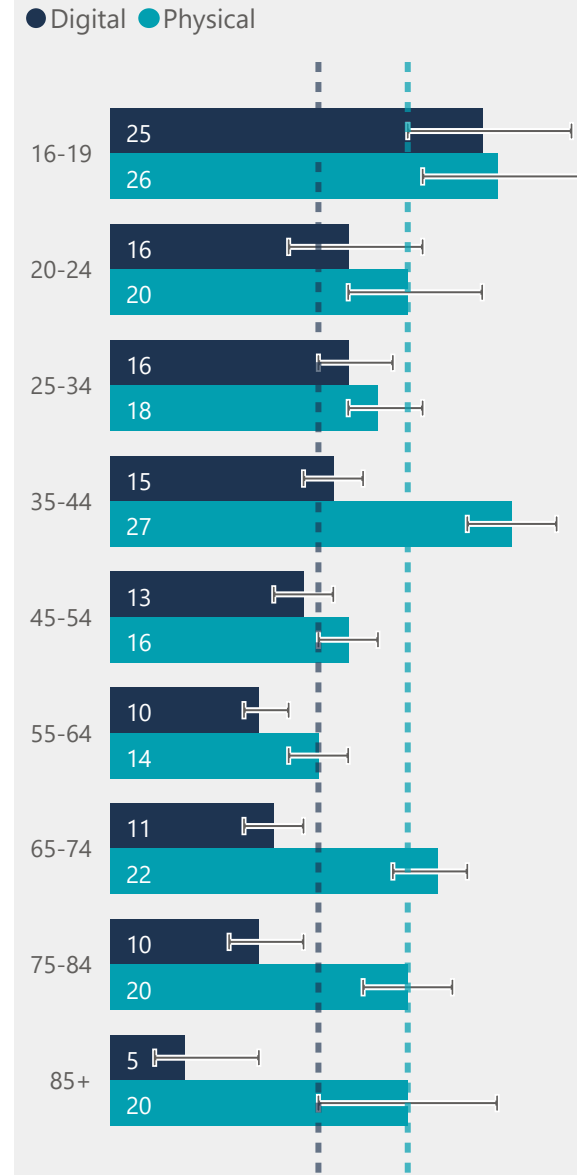
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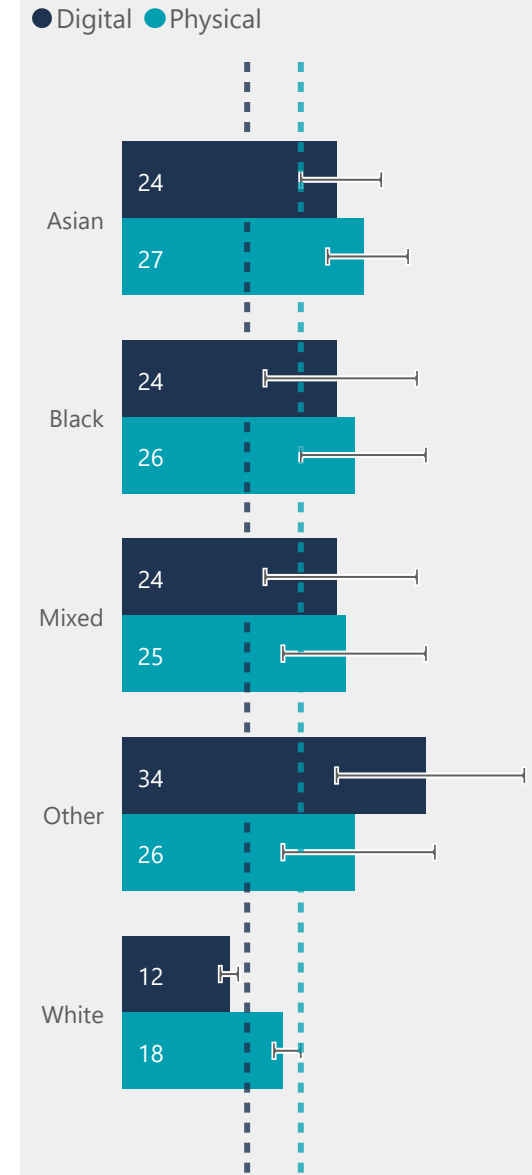
By Gender (%)



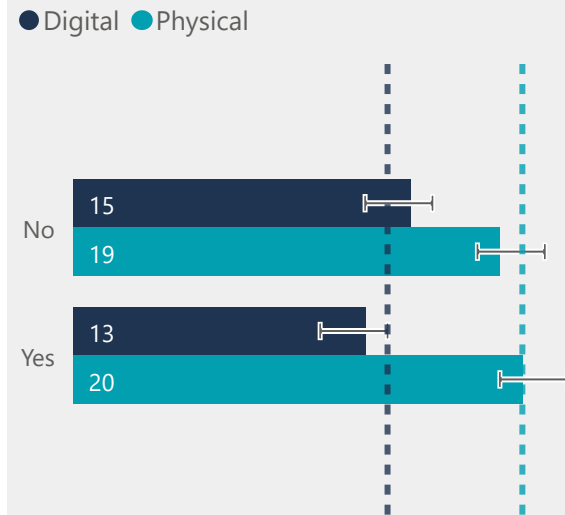
By Age (%)



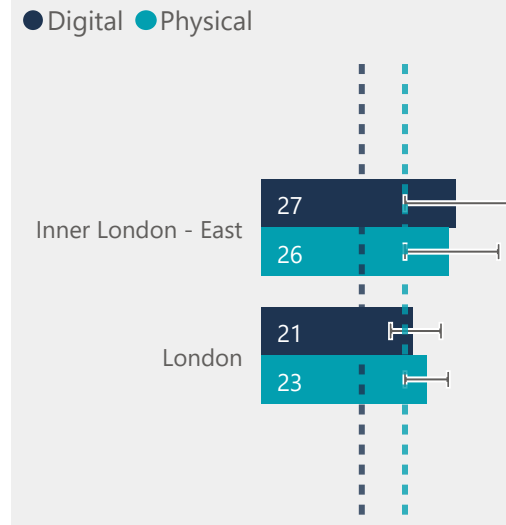
By Ethnic Group (%)



By Long Standing Illness or Disability (%)



By Location (%)



National Participation Survey: Adult Engagement with Heritage Sites



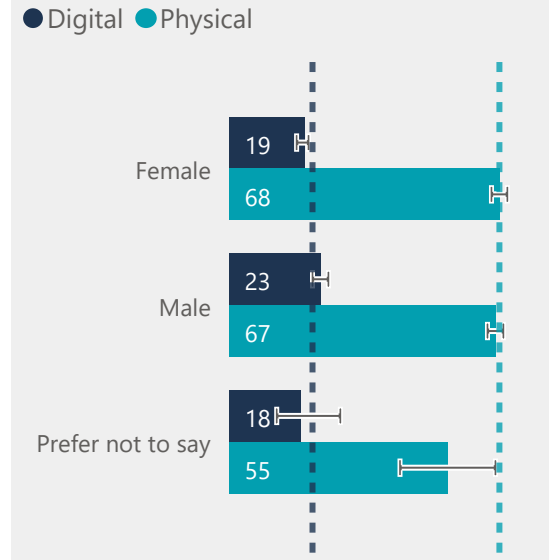
Notes

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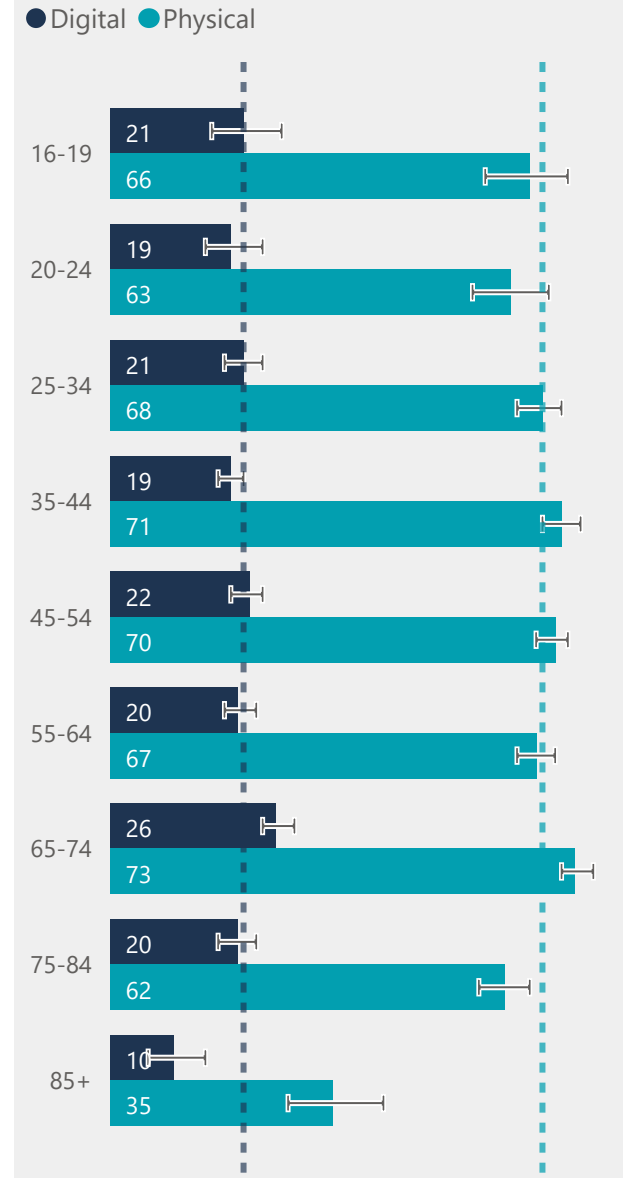
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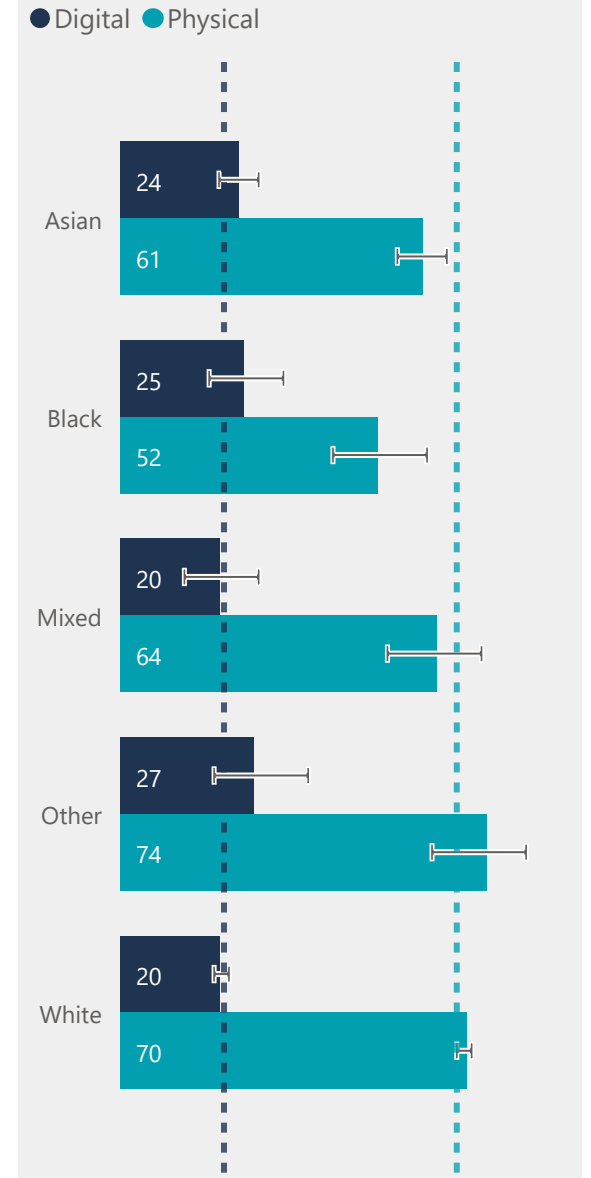
By Gender (%)



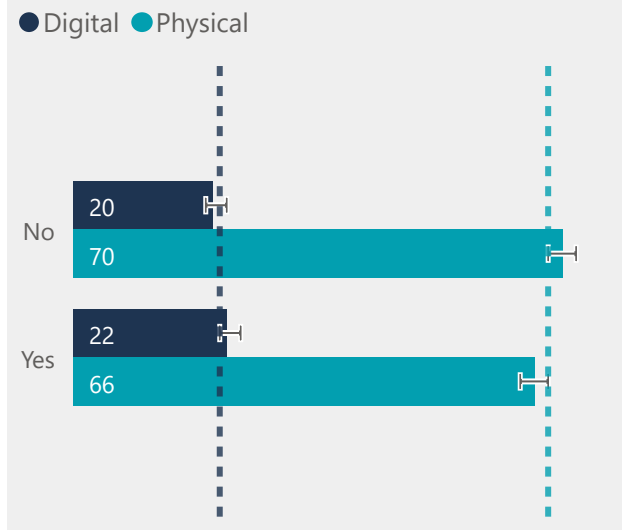
By Age (%)



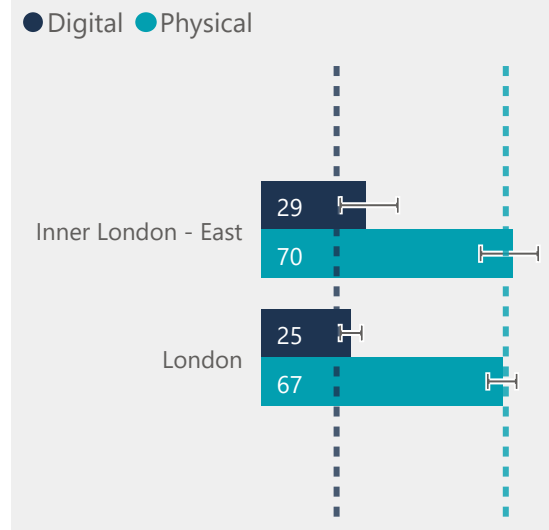
By Ethnic Group (%)



By Long Standing Illness or Disability (%)



By Location (%)



National Participation Survey: Adult Engagement with Museums



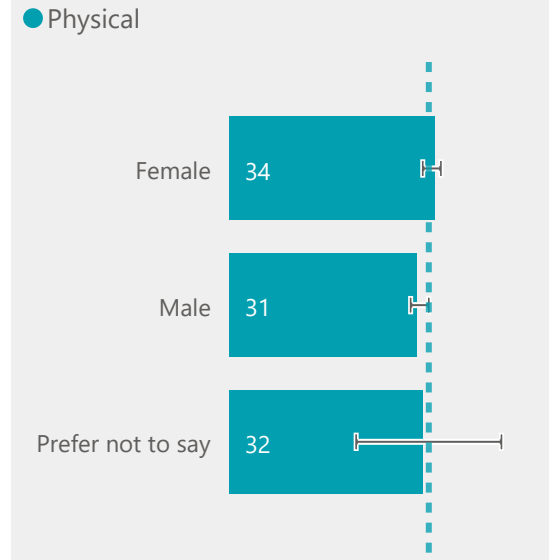
Notes

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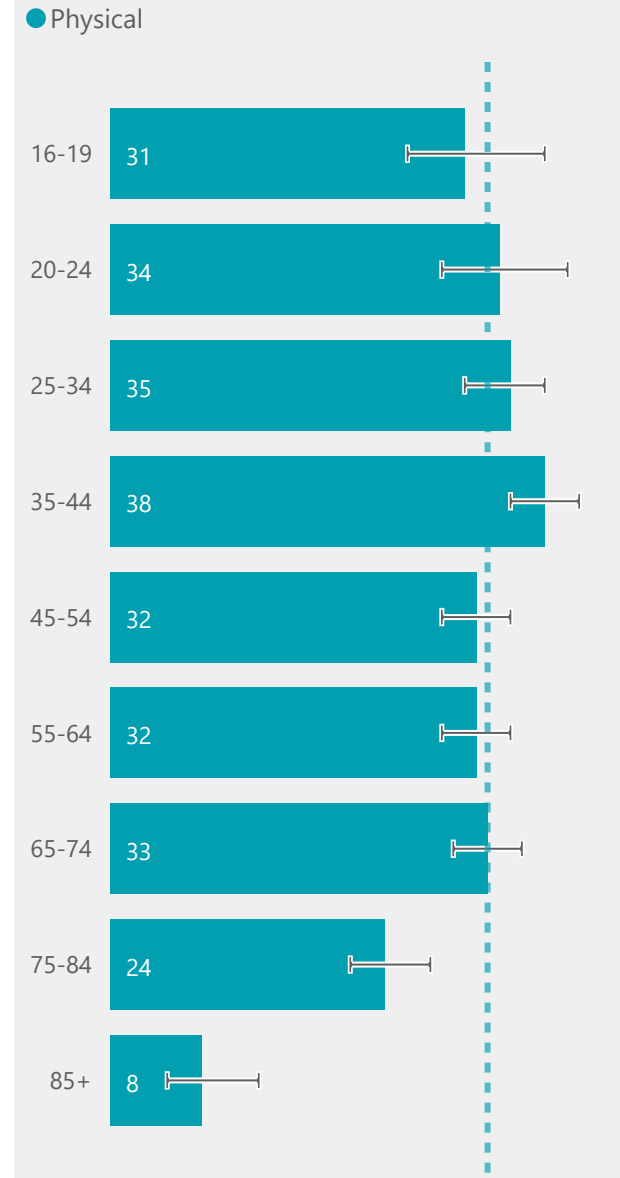
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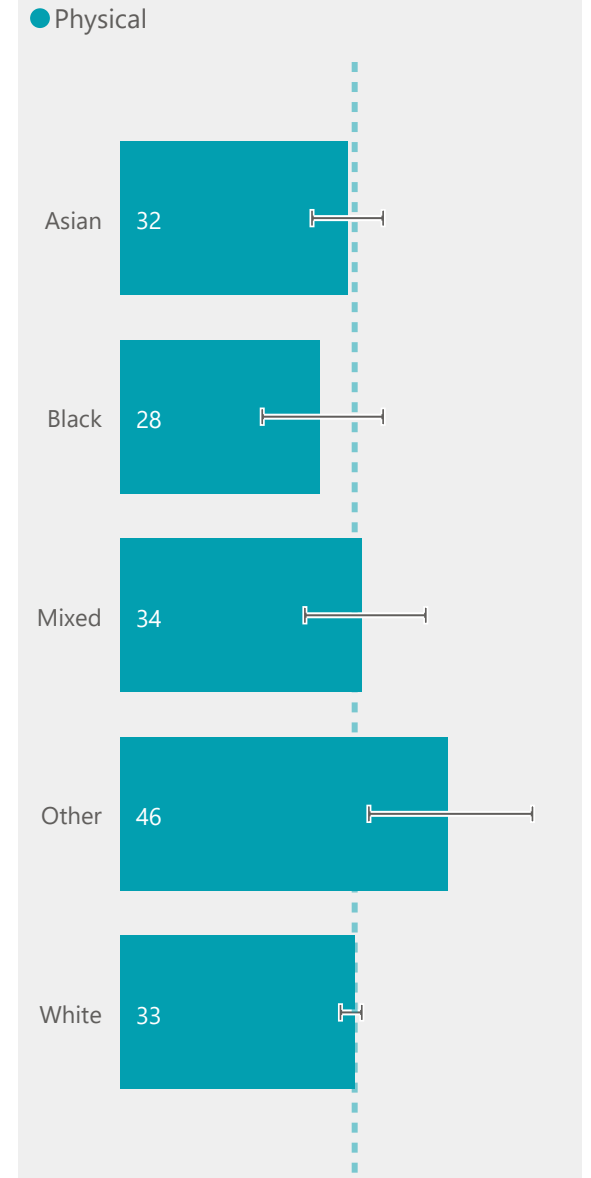
By Gender (%)



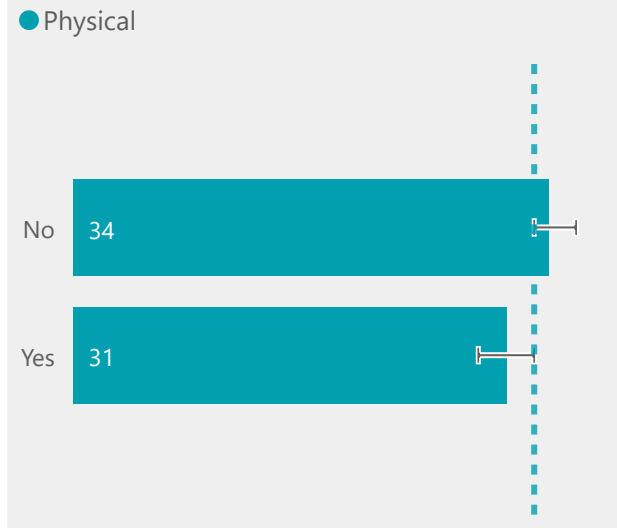
By Age (%)



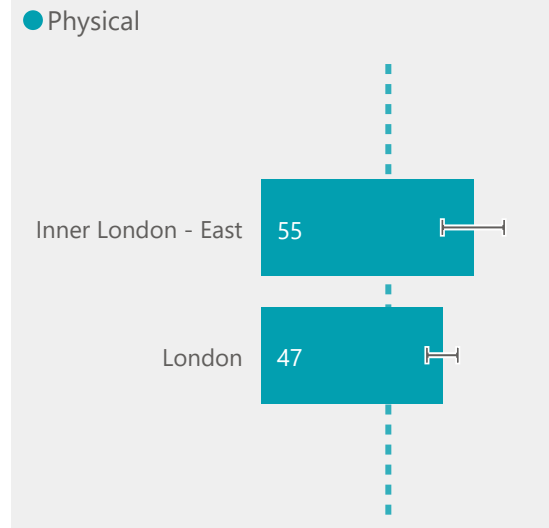
By Ethnic Group (%)



By Long Standing Illness or Disability (%)



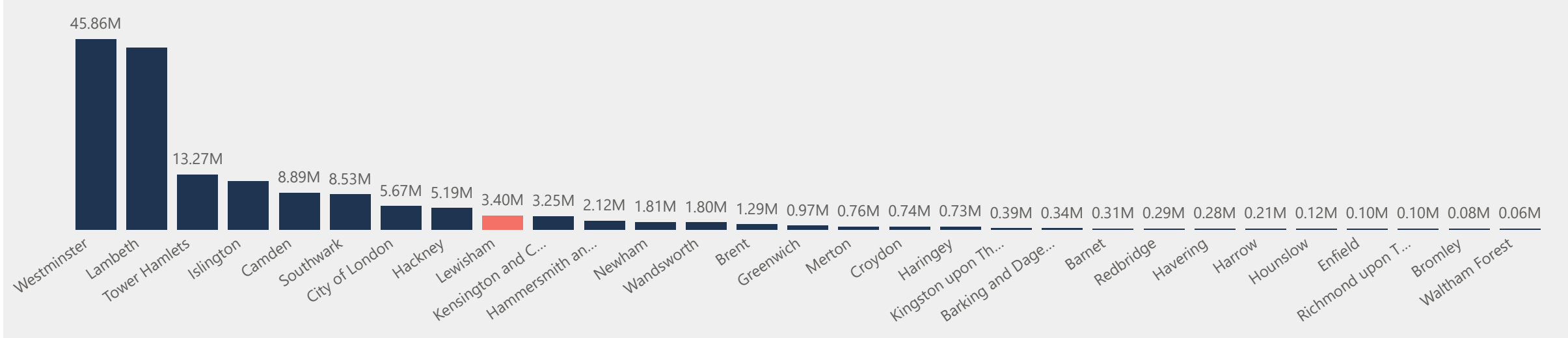
By Location (%)



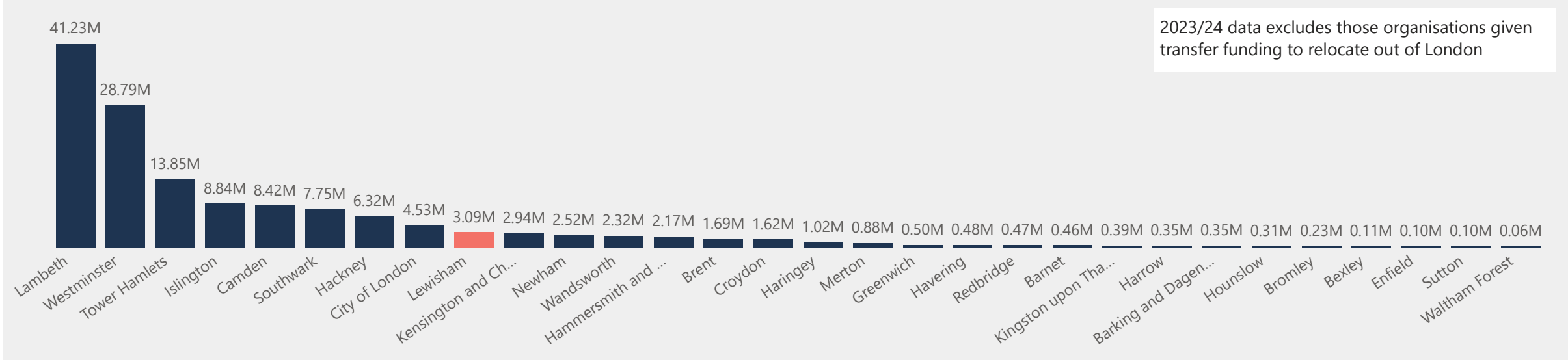
Arts Council National Portfolio of Organisations Funding by London Borough



2022/23 Funding Total (£)



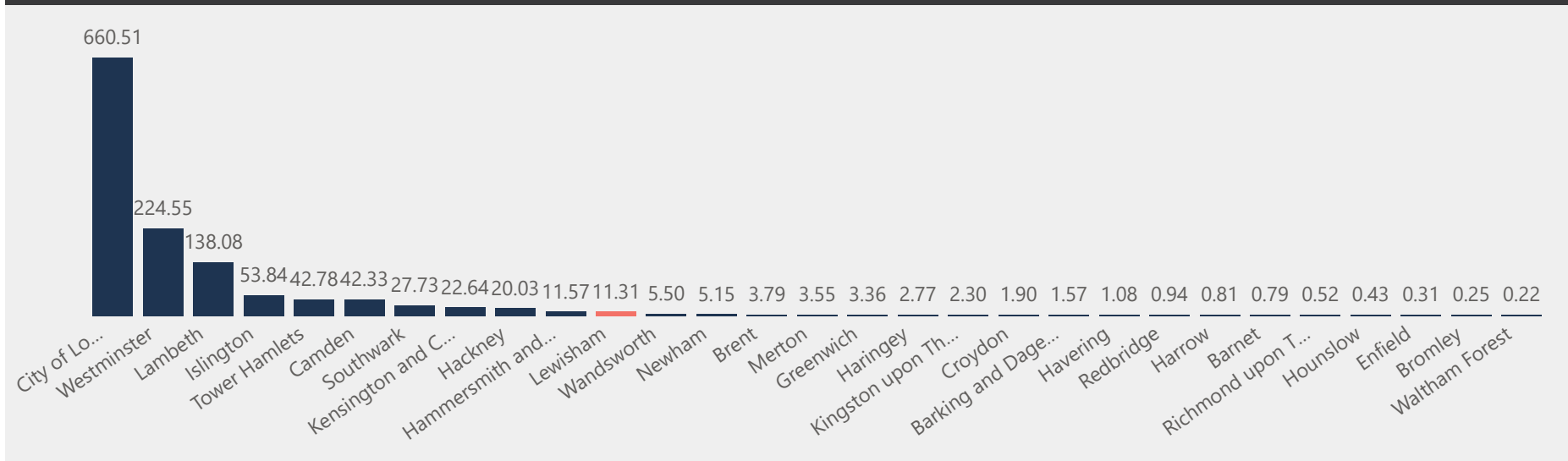
2023/24 Funding Total (£)



Arts Council National Portfolio of Organisations Funding by London Borough



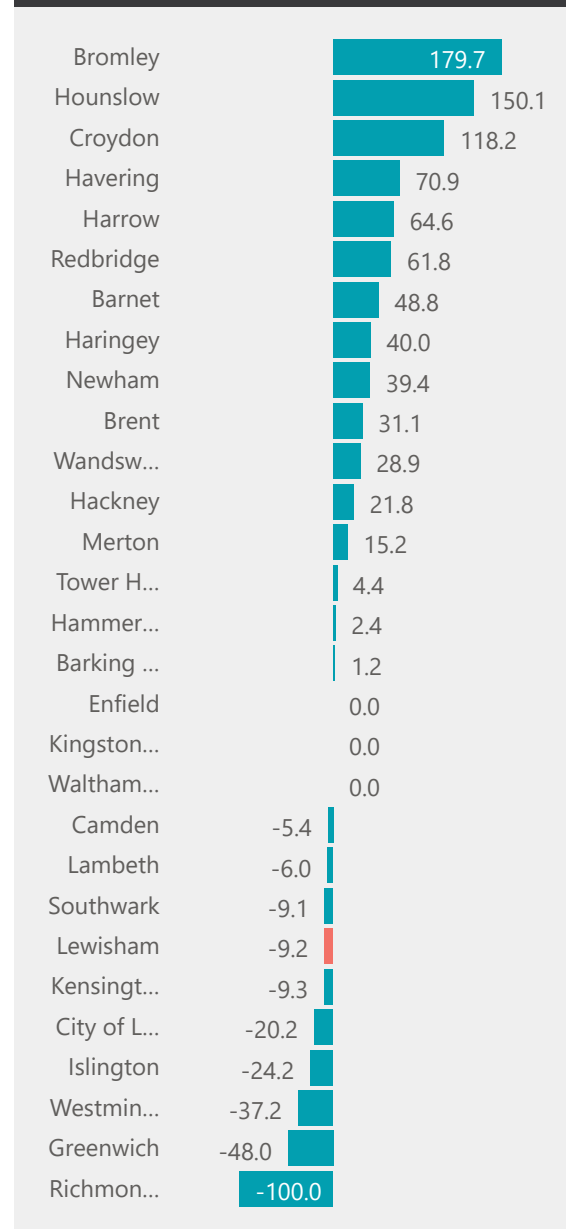
2022/23 Funding, £/head of borough population



2023/24 Funding, £/head of borough population



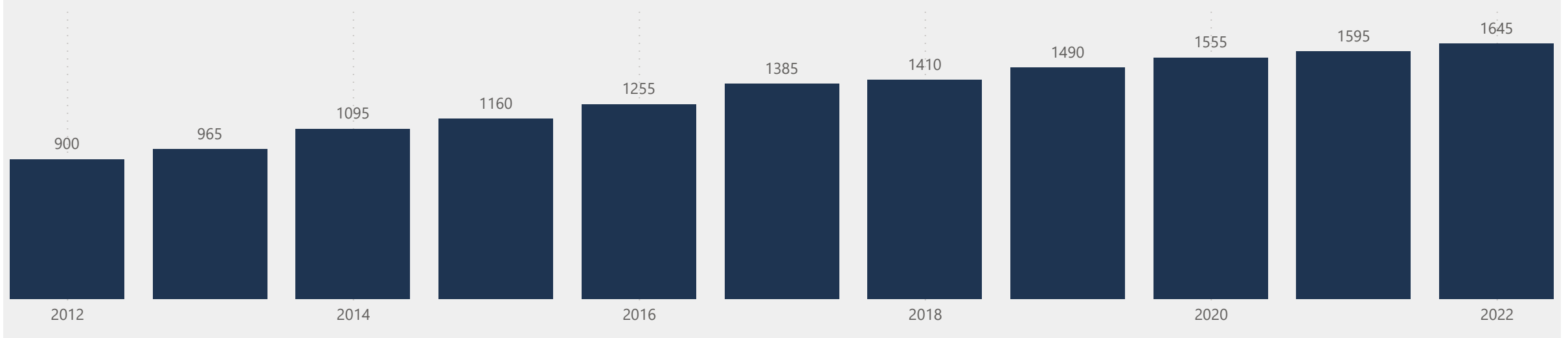
% change 22/23 - 23/24 Funding



Business and Employee Counts

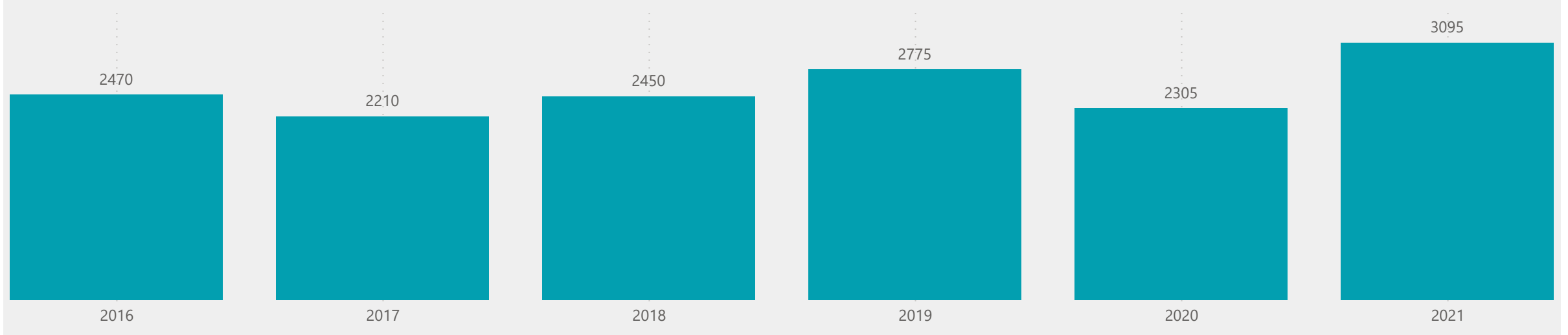


Lewisham Business Count 2012 to 2022



Source: UK Business Counts - enterprises by industry and employment size band ONS Crown Copyright Reserved [downloaded from Nomis on 22 May 2023]

Lewisham Employee Count 2016 to 2021

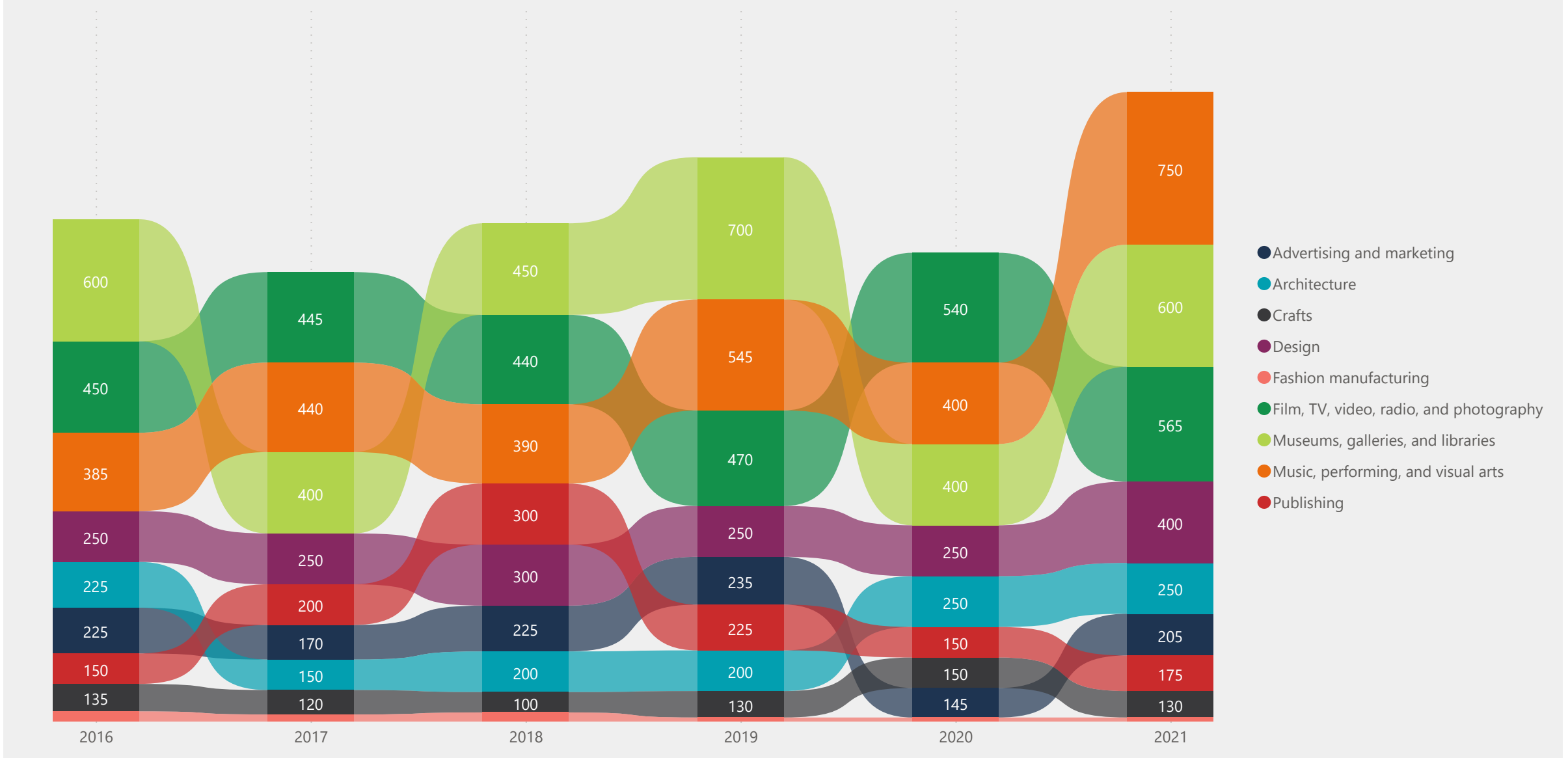


Source: Business Register and Employment Survey : open access ONS Crown Copyright Reserved [downloaded from Nomis on 1 June 2023]

Lewisham Employee Count



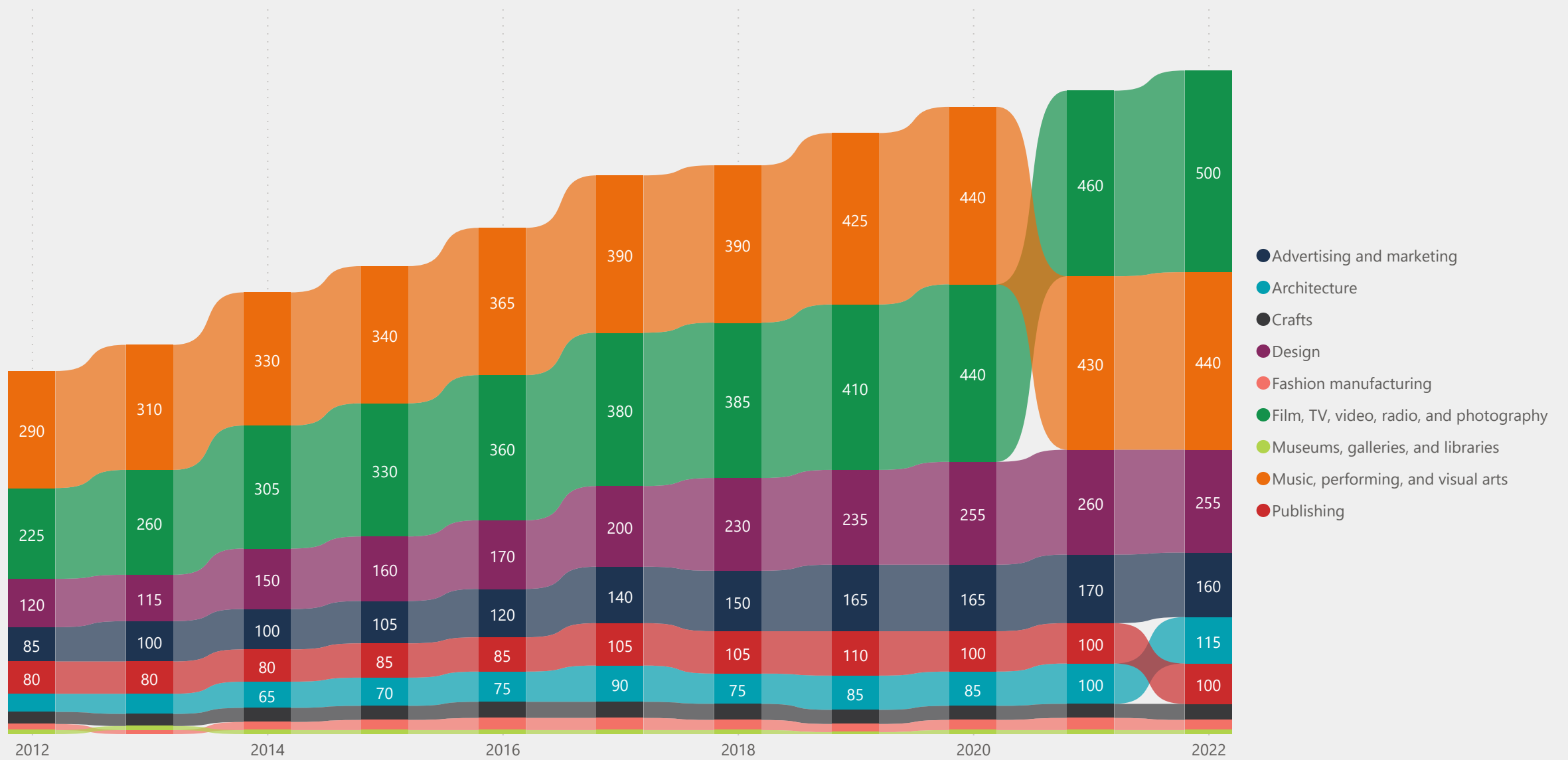
Lewisham Employee Count 2016 to 2021



Lewisham Business Count



Lewisham Business Count 2012 to 2022



LB Lewisham

Population and cultural engagement data insights

Miriam Miller, Dan Cowley, Penny Mills

May 2023

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Overview

Key insights provided

- LB Lewisham population data from the Census and comparisons between 2011 and 2021 Census data
- Population socio-demographic profiling using Mosaic 7
- Cultural Engagement insights using Audience Spectrum profiling of the population of LB Lewisham
- Audience Spectrum profiling of LB Lewisham's resident bookers 2018 - 2023 (bookings at any venues in the Audience Finder dataset); also including counts of bookers by artform and year; and a comparative Audience Spectrum profile of LB Lewisham resident bookers for music.

Population Change 2011 - 2021

Implications of change for cultural engagement

- LB Lewisham's population is growing, particularly in the older age ranges (65+years), in line with the national picture. However, the Borough has a relatively young population overall in comparison to national averages. LB Lewisham has already been responding to the needs of the make up of its population e.g. addressing the interests and needs of an older population through the London Borough of Culture CIA Festival of Creative Aging alongside a focus on the younger population through a large proportion of the We are Lewisham London Borough of Culture Programme, amongst other ongoing initiatives by other organisations.
- There appears to be an increasing proportion of LB Lewisham's population who are educated to a higher level and/or have managerial and professional occupations. There is a statistical correlation between greater interest and engagement with culture and terminal level of education. So, if the proportions of each are growing in the population, the challenge is to increase understanding of the demographics of a more highly educated population and to understand what type of cultural engagement they are interested in (a question of understanding intersectionality).
- However, overall there is a slight decrease in those adults who are working age and economically active amongst residents in the Borough - indicating an ongoing socio-economic differential across the Borough. This suggests further potential to build on We Are Lewisham activity and culture and creative activity more widely, where the evaluation of We Are Lewisham or wider data demonstrates that culture and creativity can have a significant social impact role e.g. in developing skills and confidence, social capital and community cohesion.

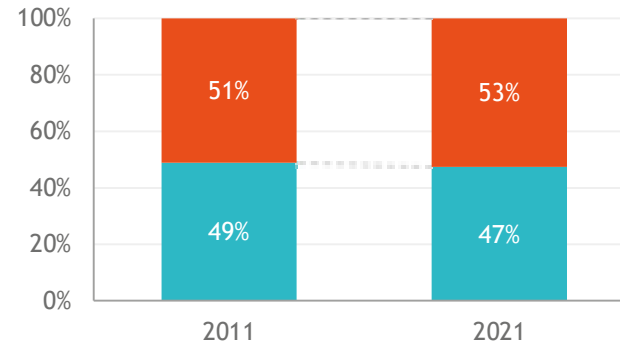
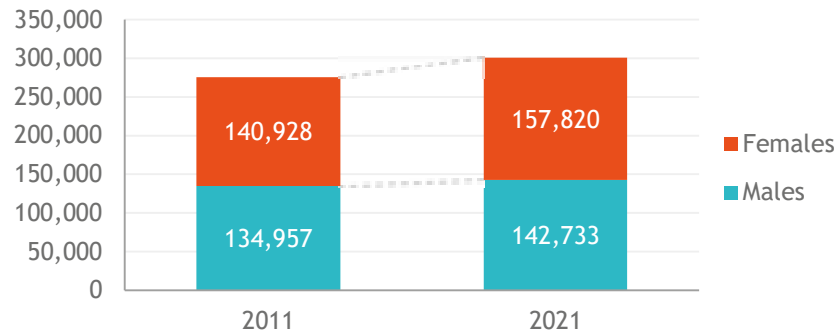
Source: Census 2011 and 2021

Summary 2011 to 2021 Census

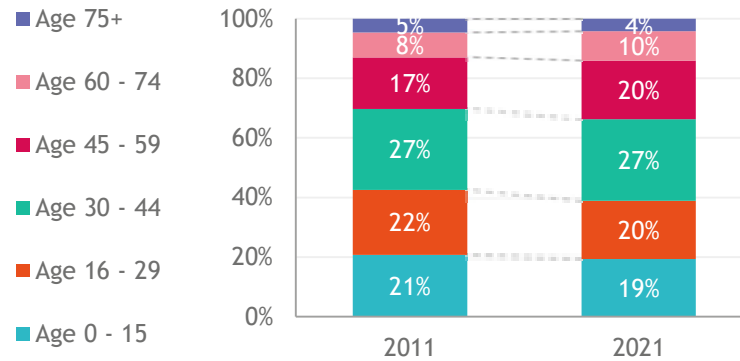
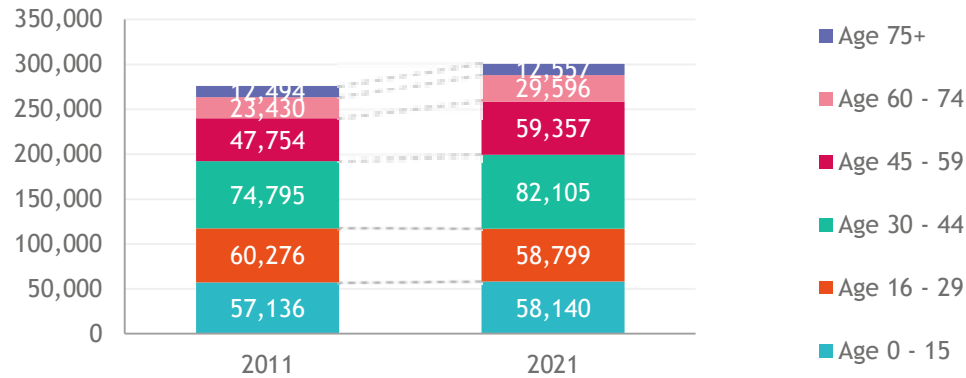
- Population: the population increased by 24,669 people between the 2011 and 2021 censuses, a 8.9% increase, from around 275,900 to 300,600 (higher than the overall increase for England of 6.6% and for London of 7.7%).
- Age profile: The largest increase was seen in the 60 - 74 age group, the largest decrease in the 16 - 29 age group. This is an increase of 9.8% in people aged 65 years and over; increase of 10.8% in people 15-64 years and 1.8% in children aged under 15 years. Overall LB Lewisham has a higher proportion of 25 to 44 year olds compared to England as a whole.
- Ethnic group: the largest increase was seen in the Other category making up 4.7% of the population in 2021, the largest decrease in the White category (at 51.5% in 2021). Overall in 2021 the population is also made up of 9% Asian, Asian British or Asian Welsh and 26.8% Black, Black British, Black Welsh, Caribbean or African and 8.1% Mixed of Multiple ethnic groups.
- Health: The proportion of those limited in their day-to-day activities by ill health or disability only shifted slightly towards limited a little as opposed to limited alot.
- Economic activity: The proportion of adults of working age who were economically active at the point of the census decreased from 74% in 2011 to 70% in 2021.
- Occupation: The largest increases from 2011 to 2011 were seen in the 'Managers, directors and senior officials' and 'Professional occupations' categories, the largest decrease in the 'Administrative and secretarial occupations' category.
- Education: When looking at the highest level of qualification achieved, the largest increase was seen in the 'Apprenticeship' category, the largest decrease in the 'Other qualifications' category. The largest positive difference was seen in the 'Level 4 and above (e.g. Higher Education and Higher diplomas)' category moving from 38% to 50%, the largest decrease in the 'Other qualifications' category.

LB Lewisham population change 2011-2021

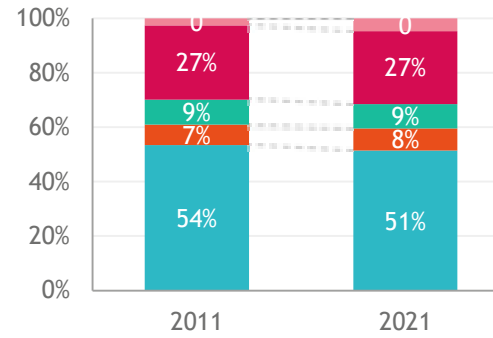
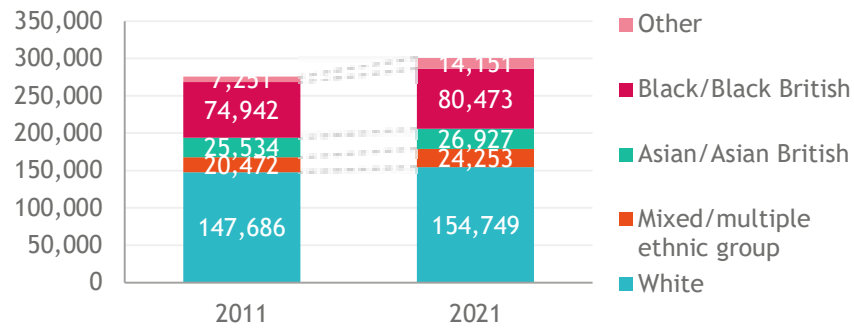
Population and households by gender



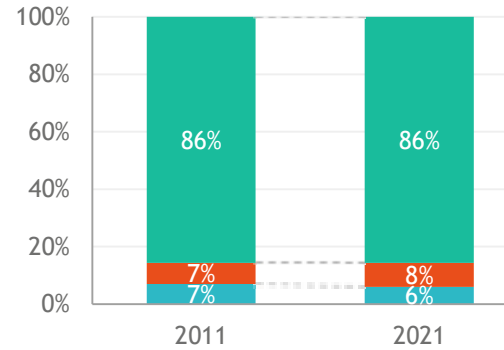
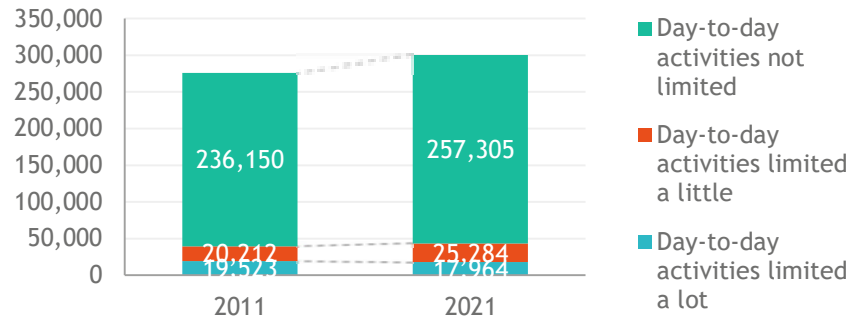
Population and households by age structure



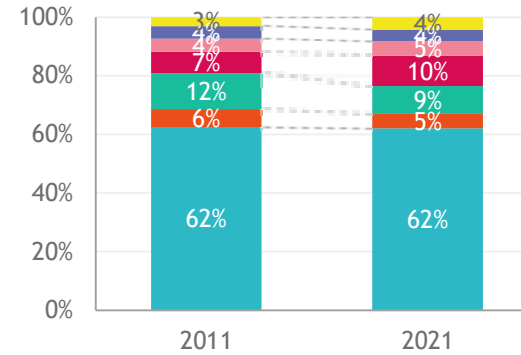
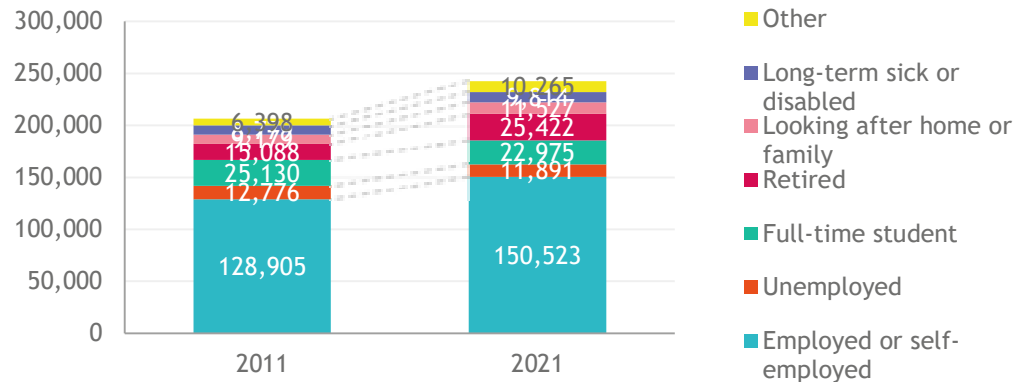
Population and households by ethnic group



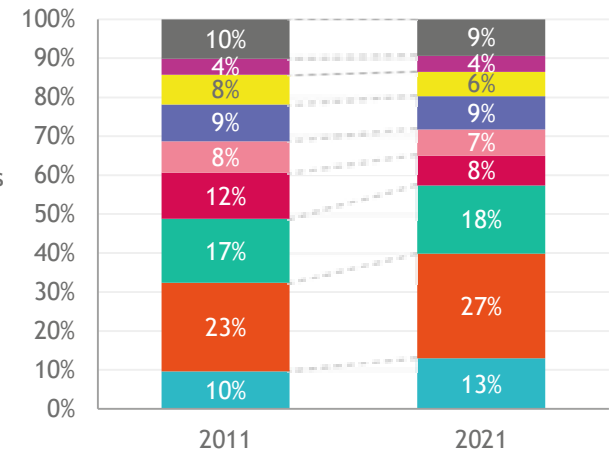
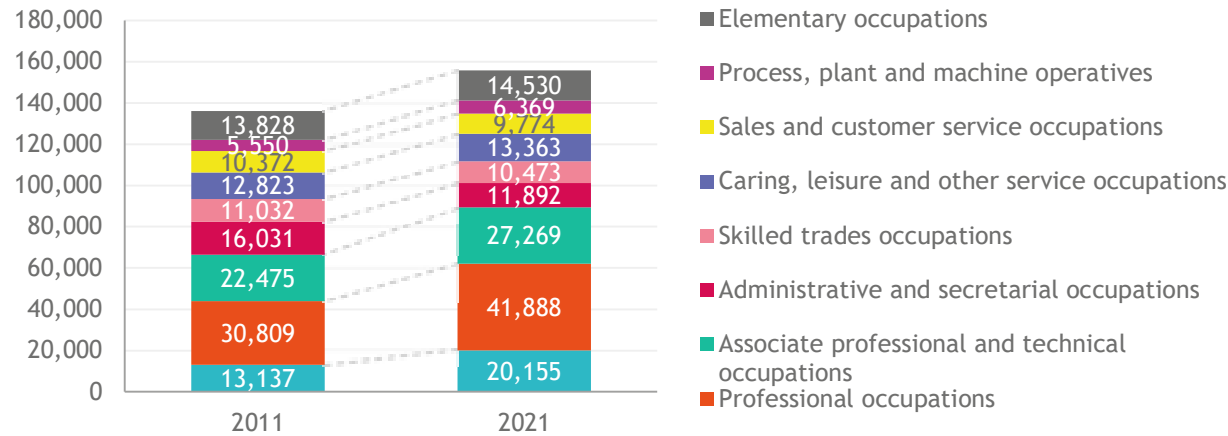
Population and households by health



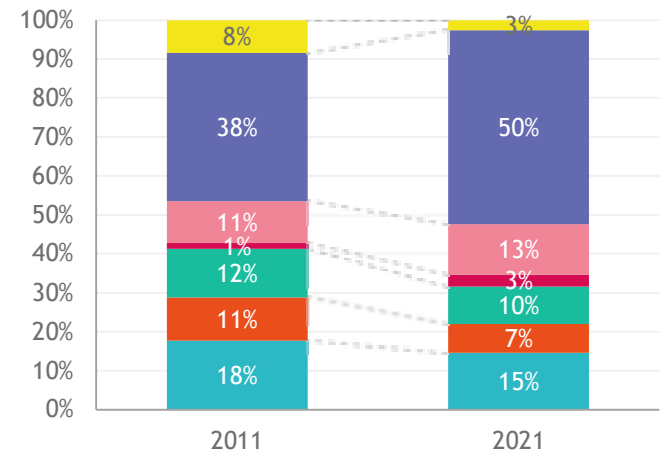
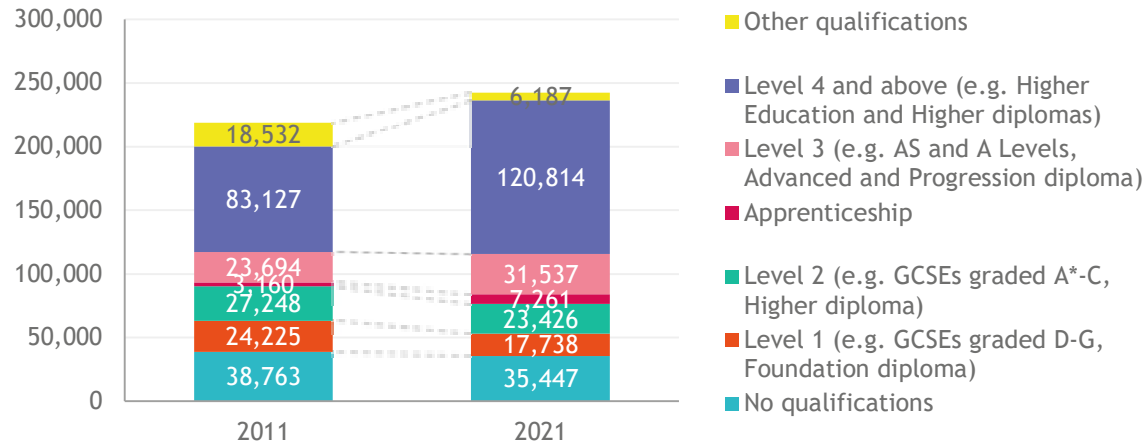
Population and households by employment and qualifications



Population and households by occupation



Population and households by highest qualification level



Source: Census data 2011 and 2021

Population Socio-demographic Profiling

Mosaic 7 group profile

The most prominent Mosaic groups in LB Lewisham are A City Prosperity, K Municipal Tenants and O Rental Hubs. 72% of the adults in the Borough belong to one of these three groups, compared with 57% of adults in the base area of Greater London.

- A City Prosperity: High status city dwellers living centrally and pursuing careers with high rewards 30% compared to 29% across Greater London
- K Municipal Tenants: Urban renters of social housing facing an array of challenges 21% compared to 15% across Greater London
- O Rental Hubs: Educated young people privately renting in urban neighbourhoods 21% compared to 13% across Greater London
- N Urban Cohesion: Residents of settled urban communities with a strong sense of identity 17% compared to 19% across Greater London

Mosaic groups

Mosaic group	Lewisham		Greater London		Index	
	Count	%	Count	%		
A City Prosperity	74,076	30%	2,097,936	29%	103	3
B Prestige Positions	330	0%	238,243	3%	4	-96
C Country Living	0	0%	4,598	0%	0	-100
D Rural Reality	0	0%	2,035	0%	0	-100
E Senior Security	130	0%	129,240	2%	3	-97
F Suburban Stability	0	0%	77,840	1%	0	-100
G Domestic Success	12,708	5%	718,258	10%	52	-48
H Aspiring Homemakers	1,254	1%	185,623	3%	20	-80
I Family Basics	13,219	5%	252,837	3%	153	53

J Transient Renters	59	0%	10,934	0%	16	-84
K Municipal Tenants	51,579	21%	1,094,438	15%	138	38
L Vintage Value	1,916	1%	84,712	1%	66	-34
M Modest Traditions	0	0%	7,895	0%	0	-100
N Urban Cohesion	41,622	17%	1,381,228	19%	88	-12
O Rental Hubs	51,306	21%	960,295	13%	156	56
U Unclassified	0		0			
Adults 15+ estimate 2020	248,199		7,246,112			

Base totals and percentages do not include unclassified postcodes.

Cultural Engagement for LB Lewisham

Overview

- LB Lewisham's population is split between those who are highly engaged with culture and those who have a low level of cultural engagement (there are relatively few in the population who have a middle engagement level with culture).
- Those who are lower engaged with culture in themselves are representative of a diversity of the population from families living in the Borough who may enjoy local cultural activities to individuals who are perhaps less likely to engage culturally unless there is an offer which feels particularly relevant or inclusive of their needs or interests.
- The higher engaged population are split between young professionals or students and emerging or older professionals - the latter more likely to be seeking out traditional cultural experiences most likely including attendance at central London venues, compared to the former who are particularly attracted by new or unusual cultural opportunities which they can enjoy as an integral part of their social life.

Audience Spectrum LB Lewisham population profile

The most prominent Audience Spectrum segments in LB Lewisham population are the lower culturally engaged Kaleidoscope Creativity, and higher culturally engaged Metroculturals and Experience Seekers. 92% of adults in the target area belong to one of these three segments, compared with 79% of adults in Greater London.

- Kaleidoscope Creativity (lower engagement) 42% compared to 35% in Greater London. Urban and culturally diverse, their arts and cultural activity happens in their community and outside the mainstream.
- Metroculturals (higher engagement) 26% compared to 29% in Greater London. Highly engaged prosperous liberal urbanites, with wide range of arts and cultural interests.

- Experience Seekers (higher engagement) 25% compared to 15% in Greater London. Diverse urban audiences, students and recent graduates into a variety of cultural events.

The most prominent subsegments in your target area are Kaleidoscope Creativity K1 and K2 and Experience Seekers E1 and E2 and Metroculturals M1 and M2.

- Kaleidoscope Creativity K1 23%: Settled and diverse urban communities.
- Kaleidoscope Creativity K2 19%: Hard-pressed singles in city tower blocks.
- Experience Seekers E2 15%: Adventurous students and graduates in diverse areas.
- Experience Seekers E1 10%: Socially minded mid-life professionals with varied tastes.
- Metroculturals M1 13%: Older, established and high-spending professional elites.
- Metroculturals M2 13%: Younger, mobile and emerging metropolitan professionals.

For profile information on the segments please visit <https://www.theaudienceagency.org/audience-finder-data-tools/audience-spectrum>

Audience Spectrum Segments

Audience Spectrum segment	Lewisham		Greater London		Index	
	Count	%	Count	%		
Metroculturals	63,804	26%	2,123,294	29%	88	-12
Commuterland Culturebuffs	3,758	2%	566,922	8%	19	-81
Experience Seekers	61,943	25%	1,088,153	15%	167	67
Dormitory Dependables	6,350	3%	426,367	6%	44	-56
Trips & Treats	211	0%	124,901	2%	5	-95
Home & Heritage	1,119	0%	166,107	2%	20	-80
Up Our Street	911	0%	72,228	1%	37	-63
Frontline Families	5,536	2%	159,087	2%	102	2
Kaleidoscope Creativity	103,712	42%	2,516,515	35%	121	21
Supported Communities	1,246	1%	33,471	0%	109	9
Unclassified	-		-			
Adults 15+ estimate 2020	248,590		7,277,045			

Base totals and percentages do not include unclassified postcodes.

Source: Audience Spectrum LB Lewisham population profile

Audience Spectrum Subsegments

Audience Spectrum subsegment	Lewisham		Greater London		Index	
	Count	%	Count	%		
Metroculturals M1	31,881	13%	802,855	11%	116	16
Metroculturals M2	31,923	13%	1,320,439	18%	71	-29
Commuterland Culturebuffs C1	3,571	1%	453,057	6%	23	-77
Commuterland Culturebuffs C2	187	0%	113,865	2%	5	-95

Experience Seekers E1	24,460	10%	470,680	6%	152	52
Experience Seekers E2	37,483	15%	617,473	8%	178	78
Dormitory Dependables D1	4,974	2%	232,816	3%	63	-37
Dormitory Dependables D2	1,376	1%	193,551	3%	21	-79
Trips & Treats T1	109	0%	93,633	1%	3	-97
Trips & Treats T2	102	0%	31,268	0%	10	-90
Home & Heritage H1	277	0%	93,683	1%	9	-91
Home & Heritage H2	842	0%	72,424	1%	34	-66
Up Our Street U1	0	0%	8,544	0%	0	-100
Up Our Street U2	911	0%	63,684	1%	42	-58
Frontline Families F1	5,438	2%	142,591	2%	112	12
Frontline Families F2	98	0%	16,496	0%	17	-83
Kaleidoscope Creativity K1	57,332	23%	1,520,727	21%	110	10
Kaleidoscope Creativity K2	46,380	19%	995,788	14%	136	36
Supported Communities S1	629	0%	12,098	0%	152	52
Supported Communities S2	617	0%	21,373	0%	85	-15
<i>Unclassified</i>	-		-			
Adults 15+ estimate 2020	248,590		7,277,045			

Base totals and percentages do not include unclassified postcodes.

Source: Audience Spectrum LB Lewisham population profile

LB Lewisham resident cultural bookers 2018 - 2023 (Audience Finder)

LB Lewisham resident bookers at any Audience Finder venue

- As might be expected there is over representation of more highly culturally engaged in the booker dataset - a higher proportion of Audience Spectrum segment Metroculturals - 37% compared to 26% in the LB Lewisham population, likewise for Experience Seekers 31% compared to 25% in the population.
- Whereas there is a lower proportion of bookers who are from the lower engaged segments, with under-representation compared to the population of LB Lewisham - 22% Kaleidoscope Creativity compared to 42% in the population.
- By artform the count of bookers year on year shows the impact of the Covid-19 pandemic lock-downs and restrictions in 2020/21 and 2021/22. However, the counts are also affected generally by the provision of work available across the different artforms at a wider range of venues - figures by artform will therefore change year on year. While levels of activity are not back to 2018/19 or 2019/20 levels for performing arts, the data shows increases for visual arts and literature exhibitions/events - which evidence shows certain proportions of the population have been more willing to engage with post-Covid. Artforms such as outdoor arts have not necessarily been ticketed as a rule, so this data represents only a small proportion of such engagement - hence the low figures.
- Focusing on music bookers, which account for the second highest amount of bookers (after Plays/Drama) of events which have been artform coded, the Audience Spectrum profile shows slightly higher levels of engagement by the highly cultural engaged Metroculturals than overall bookers - up to 45% (the profile for 2020/21 is not a statistically robust profile due to the low count of bookers for that year). There is a slightly lower proportion of Experience Seekers segment music bookers - 27% - compared to resident bookers for Lewisham as a whole at 31%. Likewise for Kaleidoscope Creativity at highest 19% for resident music bookers compared to 22% of all Lewisham bookers.

Audience Spectrum profile of Lewisham resident bookers vs Lewisham population

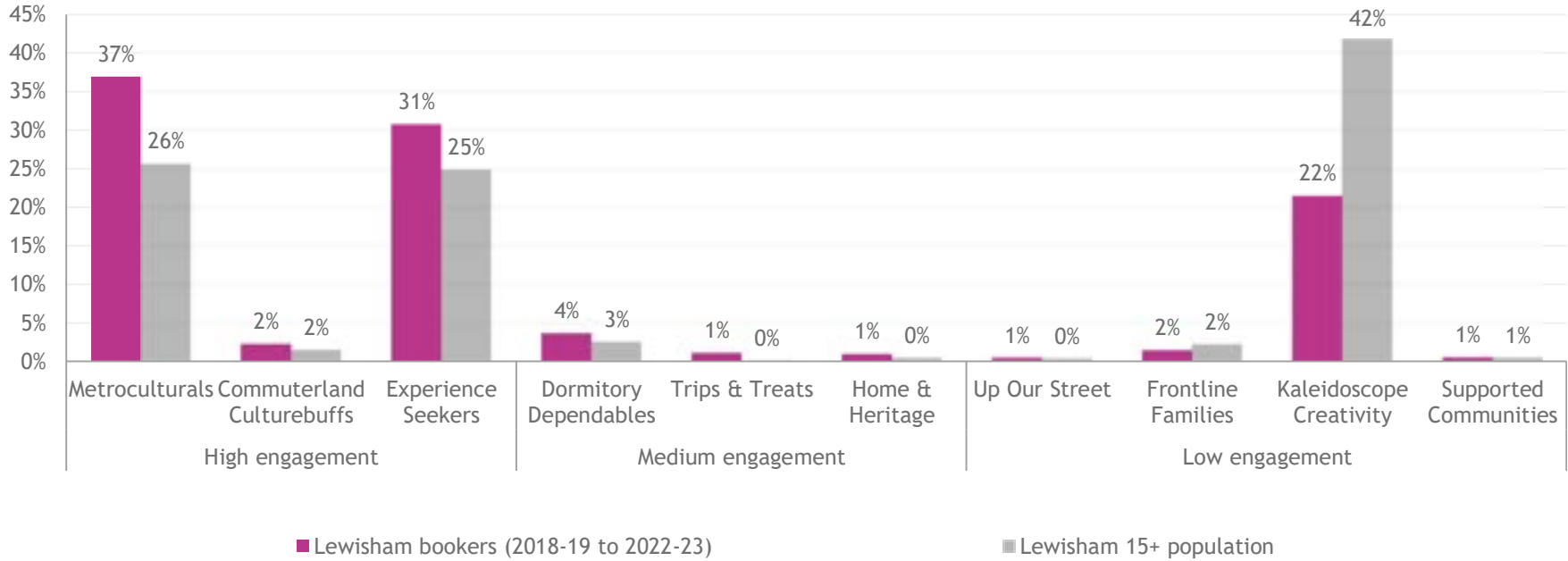
Audience Spectrum segment		Lewisham bookers (2018-19 to 2022-23)		Lewisham 15+ population	Index	
		Count	%	%		
High engagement	Metroculturals	33,769	37%	26%	144	44
	Commuterland Culturebuffs	2,104	2%	2%	152	52
	Experience Seekers	28,152	31%	25%	124	24
Medium engagement	Dormitory Dependables	3,363	4%	3%	144	44
	Trips & Treats	1,051	1%	0%	1,354	1254
	Home & Heritage	921	1%	0%	224	124
Low engagement	Up Our Street	466	1%	0%	139	39
	Frontline Families	1,372	2%	2%	67	-33
	Kaleidoscope Creativity	19,728	22%	42%	52	-48
	Supported Communities	495	1%	1%	108	8
<i>Unclassified</i>				0		
Base		91,421		248,590		

Please note: base totals and percentages do not include unclassified records

Source: Audience Finder Booker dataset 2018-2023 Lewisham resident bookers



Chart of Audience Spectrum profile of Lewisham Bookers



Source: Audience Finder Booker dataset 2018-2023 Lewisham resident bookers

Audience Spectrum Booker Subsegment profile

Audience Spectrum subsegment		Lewisham bookers (2018-19 to 2022-23)		Lewisham 15+ population	Index	
		Count	%	%		
High engagement	Metroculturals M1	15,096	17%	13%	129	29
	Metroculturals M2	18,673	20%	13%	159	59
	Commuterland Culturebuffs C1	1,793	2%	1%	137	37
	Commuterland Culturebuffs C2	311	0%	0%	452	352
	Experience Seekers E1	14,653	16%	10%	163	63
	Experience Seekers E2	13,499	15%	15%	98	-2
Medium engagement	Dormitory Dependables D1	2,359	3%	2%	129	29
	Dormitory Dependables D2	1,004	1%	1%	198	98
	Trips & Treats T1	756	1%	0%	1,886	1786
	Trips & Treats T2	295	0%	0%	786	686
	Home & Heritage H1	640	1%	0%	628	528
	Home & Heritage H2	281	0%	0%	91	-9
Low engagement	Up Our Street U1	142	0%	0%	9,999	9899
	Up Our Street U2	324	0%	0%	97	-3
	Frontline Families F1	1,292	1%	2%	65	-35
	Frontline Families F2	80	0%	0%	222	122
	Kaleidoscope Creativity K1	11,778	13%	23%	56	-44
	Kaleidoscope Creativity K2	7,950	9%	19%	47	-53
	Supported Communities S1	360	0%	0%	156	56
	Supported Communities S2	135	0%	0%	59	-41
<i>Unclassified</i>		-	-	0		
Base		91,421		248,590		

Please note: base totals and percentages do not include unclassified records

Source: Audience Finder Booker dataset 2018-2023 Lewisham resident bookers

Lewisham resident bookers by artform

Count of Lewisham bookers per artform

	2018-19	2019-20	2020-21	2021-22	2022-23	Grand Total
Children/Family	3,311	3,062	204	2,396	2,480	9,029
Christmas Show	2,395	1,506	503	1,134	712	5,169
Contemporary Visual Arts	3,500	3,609	2,090	3,934	3,068	12,739
Dance	4,393	4,320	188	2,701	2,868	11,043
Film	2,482	2,913	951	2,374	1,265	8,172
General Entertainment	3,344	3,807	237	2,821	2,143	10,239
Literature	486	584	124	915	766	2,626
Museums/Heritage	876	1,093	1,790	3,295	1,012	7,034
Music	10,234	7,796	246	4,587	5,252	20,787
Musical Theatre	3,039	2,234	141	1,421	884	6,490
Other Artforms	1,312	1,187	218	850	675	3,865
Outdoor Arts	296	266	24	170	135	842
Plays/Drama	12,068	9,901	879	5,973	4,854	23,573
Traditional Visual Arts	356	1,006	166	1,230	1,184	3,483
Workshops	803	646	158	320	435	2,093
Uncoded	10,612	19,709	3,936	14,998	26,190	52,337
Grand Total	37,477	39,825	9,745	32,876	37,830	91,423

Source: Audience Finder Booker dataset 2018-2023 Lewisham resident bookers

Audience Spectrum Lewisham resident Music bookers

Audience Spectrum segment		2018-19		2019-20		2020-21		2021-22		2022-23		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
High engagement	Metroculturals	4,459	44%	3,291	42%	125	51%	2,051	45%	2,289	44%	8,625	41%
	Commuterland Culturebuffs	248	2%	212	3%	7	3%	125	3%	132	3%	508	2%
	Experience Seekers	2,802	27%	2,118	27%	57	23%	1,244	27%	1,417	27%	5,936	29%
Medium engagement	Dormitory Dependables	389	4%	317	4%	10	4%	191	4%	212	4%	797	4%
	Trips & Treats	71	1%	42	1%	2	1%	41	1%	53	1%	168	1%
	Home & Heritage	180	2%	139	2%	4	2%	69	2%	68	1%	297	1%
Low engagement	Up Our Street	44	0%	39	1%	0	0%	16	0%	20	0%	91	0%
	Frontline Families	113	1%	95	1%	1	0%	27	1%	42	1%	233	1%
	Kaleidoscope Creativity	1,880	18%	1,503	19%	39	16%	804	18%	1,001	19%	4,040	19%
	Supported Communities	48	0%	40	1%	1	0%	19	0%	17	0%	91	0%
Unclassified		-	-	-	-	-	-	-	-	-	-	-	-
Total		10,234		7,796		246		4,587		5,251		20,786	

Source: Audience Finder Booker dataset 2018-2023 Lewisham resident music bookers

Subsegments Audience Spectrum resident Music bookers

Audience Spectrum subsegment		2018-19		2019-20		2020-21		2021-22		2022-23		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
High engagement	Metroculturals M1	2,488	24%	1,926	25%	93	38%	1,182	26%	1,319	25%	4,506	22%
	Metroculturals M2	1,971	19%	1,365	18%	32	13%	869	19%	970	18%	4,119	20%

	Commuterland Culturebuffs C1	206	2%	177	2%	6	2%	109	2%	116	2%	438	2%
	Commuterland Culturebuffs C2	42	0%	35	0%	1	0%	16	0%	16	0%	70	0%
	Experience Seekers E1	1,545	15%	1,143	15%	35	14%	702	15%	751	14%	3,166	15%
	Experience Seekers E2	1,257	12%	975	13%	22	9%	542	12%	666	13%	2,770	13%
Medium engagement	Dormitory Dependables D1	267	3%	214	3%	6	2%	131	3%	152	3%	552	3%
	Dormitory Dependables D2	122	1%	103	1%	4	2%	60	1%	60	1%	245	1%
	Trips & Treats T1	46	0%	30	0%	2	1%	30	1%	37	1%	115	1%
	Trips & Treats T2	25	0%	12	0%	0	0%	11	0%	16	0%	53	0%
	Home & Heritage H1	142	1%	108	1%	2	1%	51	1%	49	1%	222	1%
	Home & Heritage H2	38	0%	31	0%	2	1%	18	0%	19	0%	75	0%
Low engagement	Up Our Street U1	8	0%	6	0%	0	0%	7	0%	6	0%	23	0%
	Up Our Street U2	36	0%	33	0%	0	0%	9	0%	14	0%	68	0%
	Frontline Families F1	105	1%	90	1%	1	0%	23	1%	39	1%	220	1%
	Frontline Families F2	8	0%	5	0%	0	0%	4	0%	3	0%	13	0%
	Kaleidoscope Creativity K1	1,193	12%	974	12%	28	11%	509	11%	618	12%	2,579	12%
	Kaleidoscope Creativity K2	687	7%	529	7%	11	4%	295	6%	383	7%	1,461	7%
	Supported Communities S1	32	0%	26	0%	1	0%	14	0%	14	0%	63	0%
	Supported Communities S2	16	0%	14	0%	0	0%	5	0%	3	0%	28	0%
Total		10,234		7,796		246		4,587		5,251		20,786	

Source: Audience Finder Booker dataset 2018-2023 Lewisham resident music bookers

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LB Lewisham – Ward residents profiles

We have used existing data to understand more about the nature of the residents in different areas across Lewisham. Using wards as our geographical unit of interest we have combined a range of different sources, including Audience Spectrum and the UK Census data.

This process helps us to build a detailed picture of the characteristics of residents across all of the Lewisham wards and in turn can help inform planning, monitoring and delivery of the cultural strategy across each of the wards.

Building the ward portraits

To build the portraits we used the following sources:

- **Cultural Engagement** - Audience Spectrum segments for population profiling - indicated geographically in the map and the chart, and showing the proportions of high medium and low engagement. Summary descriptions of the segments are included at the end of the document.
- **Population demographics** - drawn from Census data 2021 (refer to overall LB Lewisham population insights report for population changes between 2011 and 2021). Selected demographic data which distinguishes the ward population.

Audience Spectrum is a geo-demographic profiling tool that divides the population into segments based on their engagement in arts, culture and heritage. Each of the segments has different tastes, profiles and lifestyles. Audience Spectrum can be used to understand more about the characteristics of audiences and the local population and also how they compare. To find out more and to view the pen portraits for each segment also visit www.audiencefinder.org/spectrum.

Index to the portraits

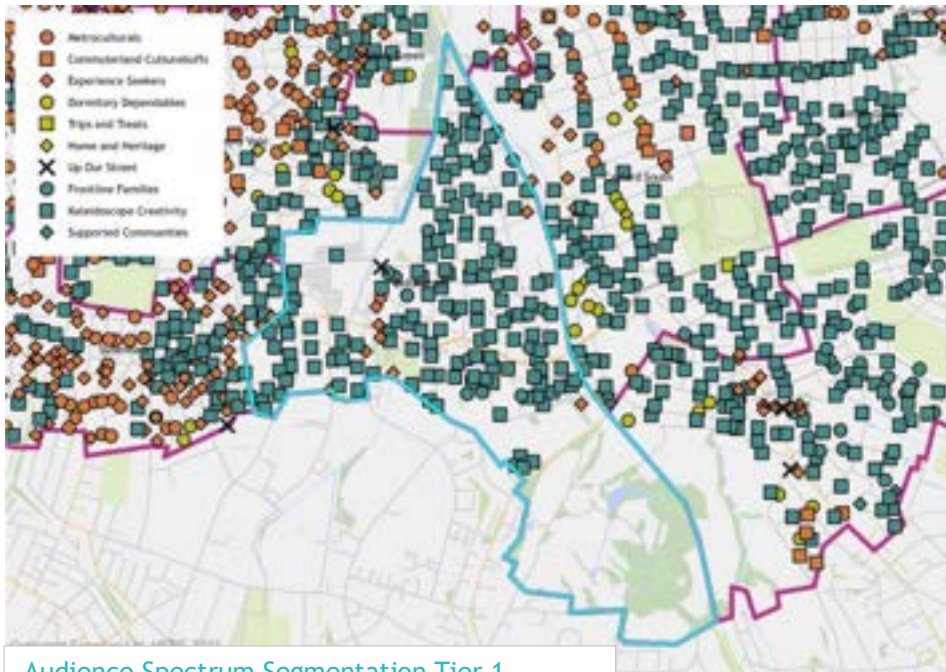
The following table contains links to each of the portraits. Note the portraits are actually in a different order in the document.

Code	Ward Link
E05013714	Bellingham
E05013715	Blackheath
E05013716	Brockley
E05013717	Catford South
E05013718	Crofton Park
E05013719	Deptford
E05013720	Downham
E05013721	Evelyn
E05013722	Forest Hill
E05013723	Grove Park
E05013724	Hither Green
E05013725	Ladywell
E05013726	Lee Green
E05013727	Lewisham Central
E05013728	New Cross Gate
E05013729	Perry Vale
E05013730	Rushey Green
E05013731	Sydenham
E05013732	Telegraph Hill

LB Lewisham wards



Bellingham



Audience Spectrum Segmentation Tier 1

Adults 15+	8,959
Households	4,871
Population est. 2020	11,951



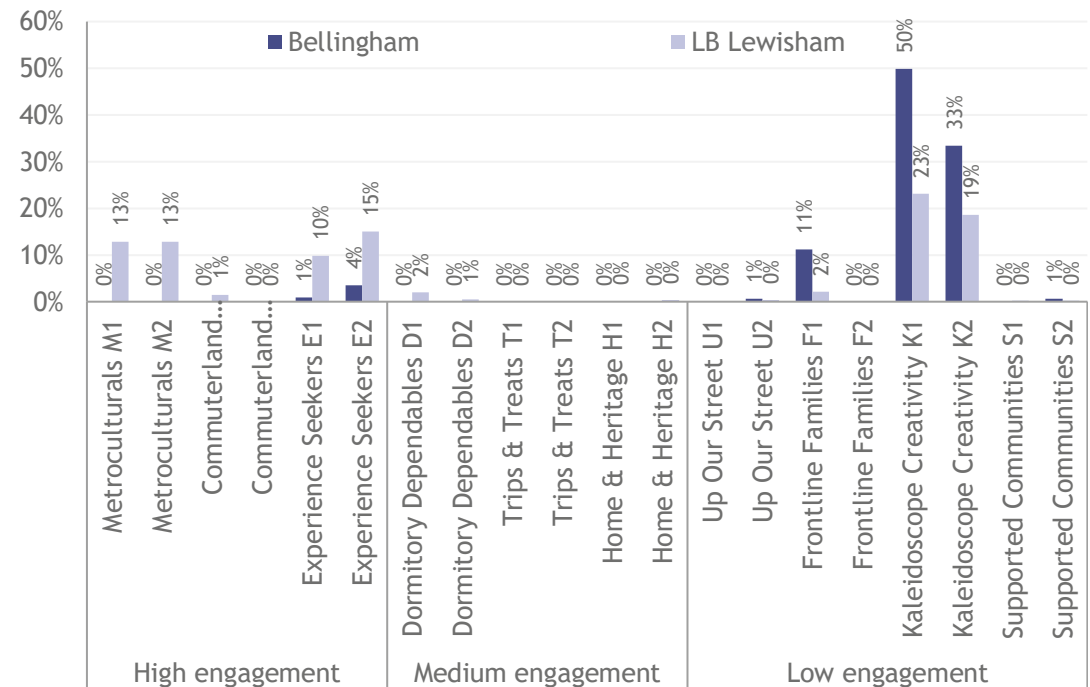
26% have no qualifications
 38% no dependent children
 34% of the ward are Black or African or Caribbean or Black British

4% of residents are from **HIGH** engaged segments
 0% of residents are from **MEDIUM** engaged segments
 95% of residents are from **LOW** engaged segments

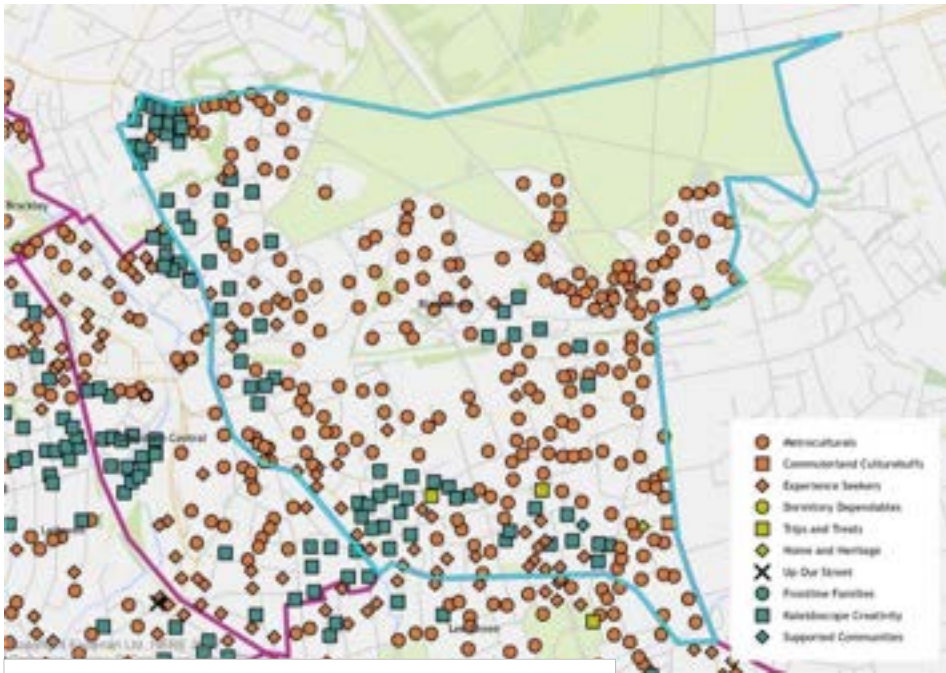
Two Tier 2 segments are particularly over-represented in the ward compared to Lewisham as a whole. These are Kaleidoscope Creativity - K1 and K2.

A further one segment is slightly over-represented - Frontline Families 1.

All other segments are under-represented in Bellingham compared to Lewisham overall.



Blackheath



Audience Spectrum Segmentation Tier 1

Adults 15+	14,370
Households	7,892
Population est. 2020	17,426

52% have no dependent children

51% have qualifications at Level 4 or above

16% are Black or African or Caribbean or Black British

The largest age groups are 25-29 (11%) and 30-34 (13%)



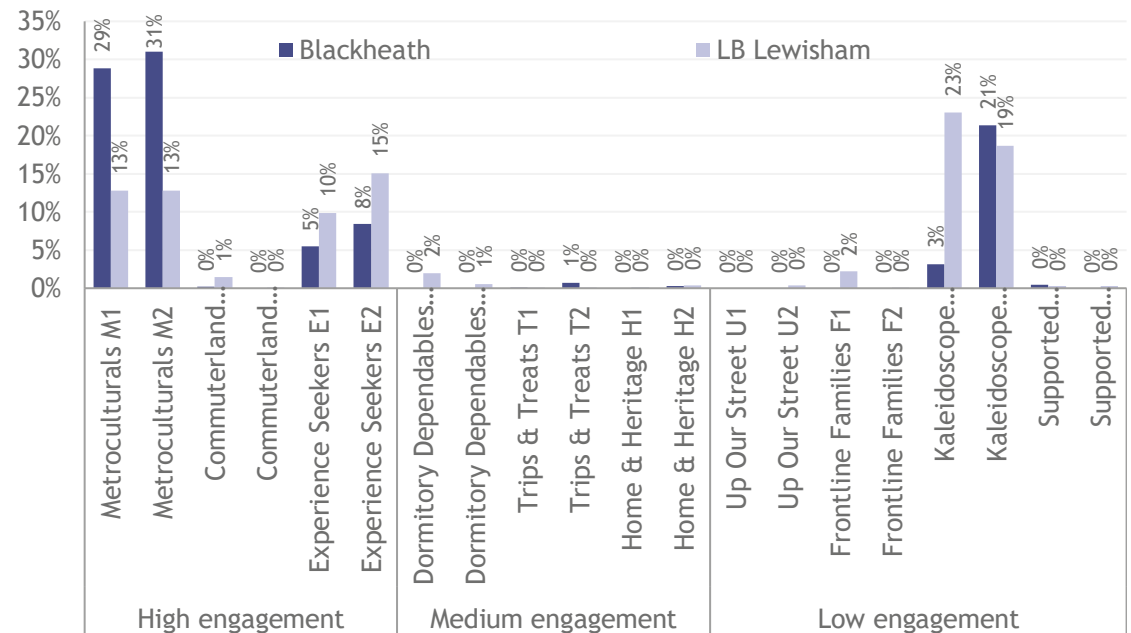
74% of residents are from **HIGH** engaged segments

1% of residents are from **MEDIUM** engaged segments

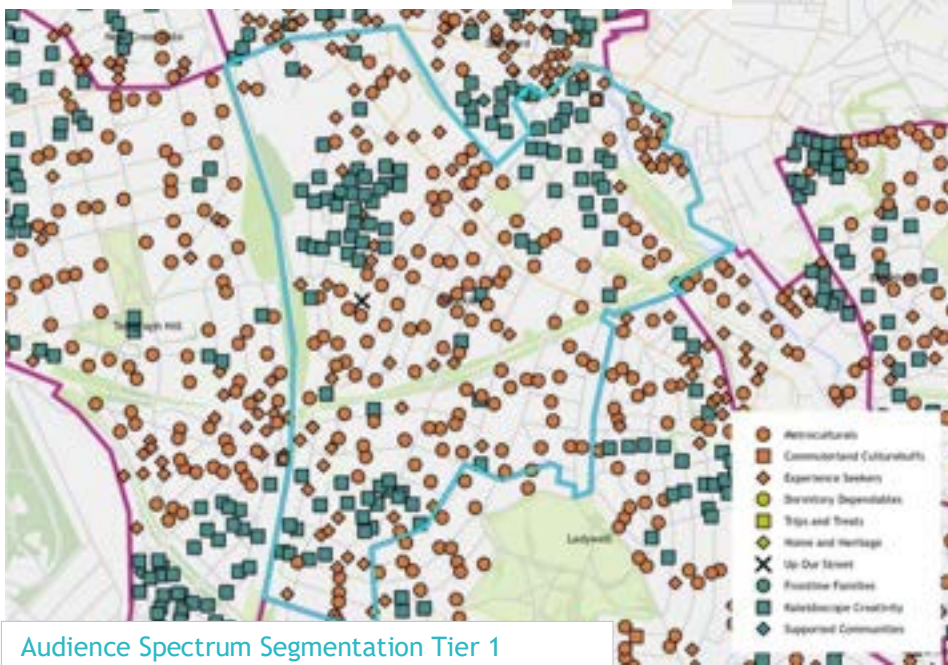
25% of residents are from **LOW** engaged segments

Two Tier 2 segments are particularly over-represented in the ward compared to Lewisham as a whole. These are Metroculturals M1 and M2.

Two Tier 2 segments are slightly under-represented in Blackheath compared to Lewisham overall - Experience Seekers E1 and E2.



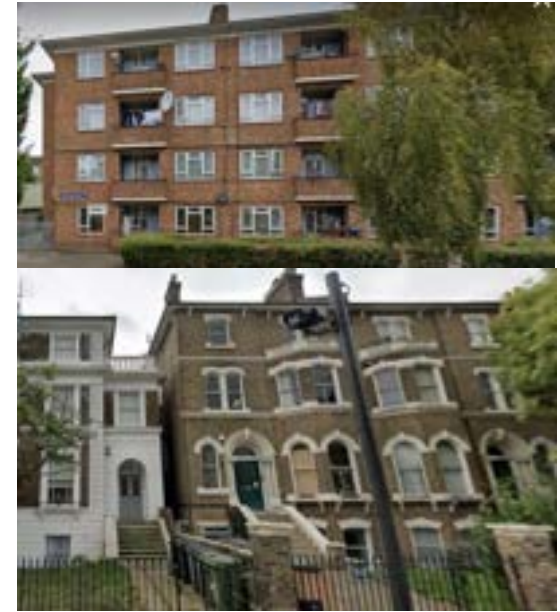
Brockley



Audience Spectrum Segmentation Tier 1

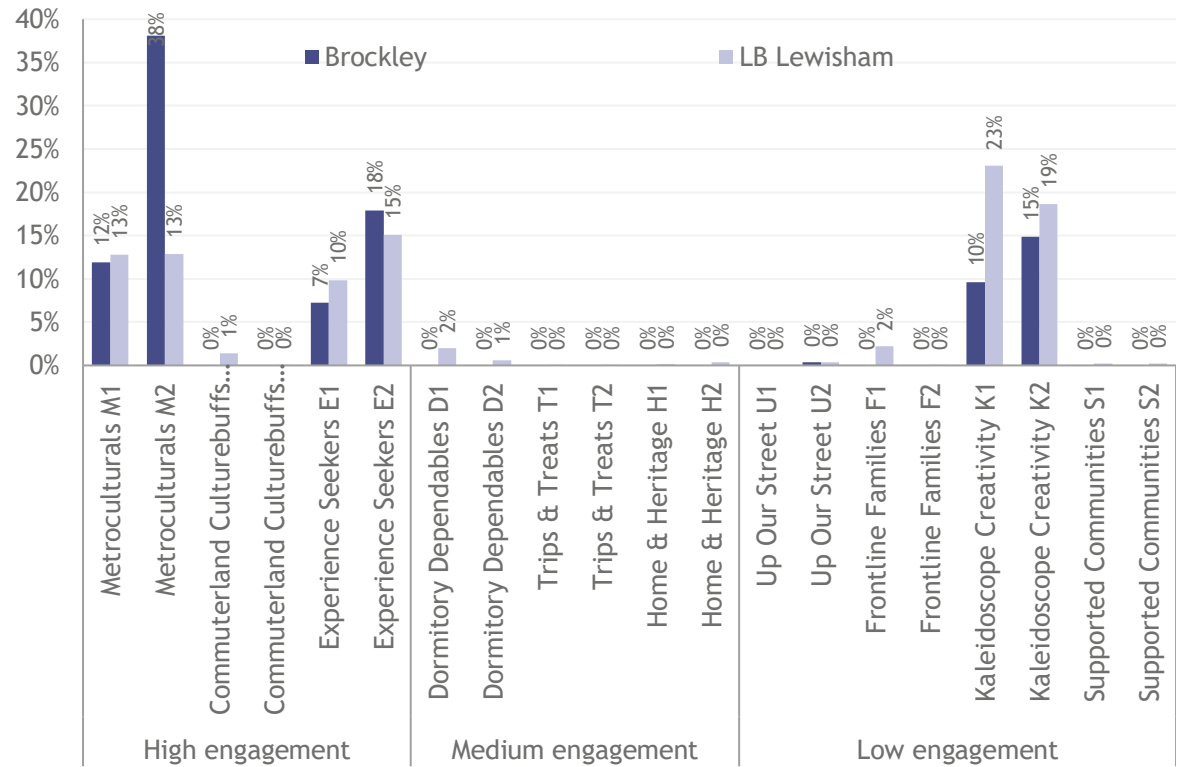
Adults 15+	16,222
Households	8,226
Population est. 2020	17,426

48% have qualifications Level 4 and above
 54% no dependent children
 63% are single (never married or registered in a civil partnership)
 23% are Black or African or Caribbean or Black British

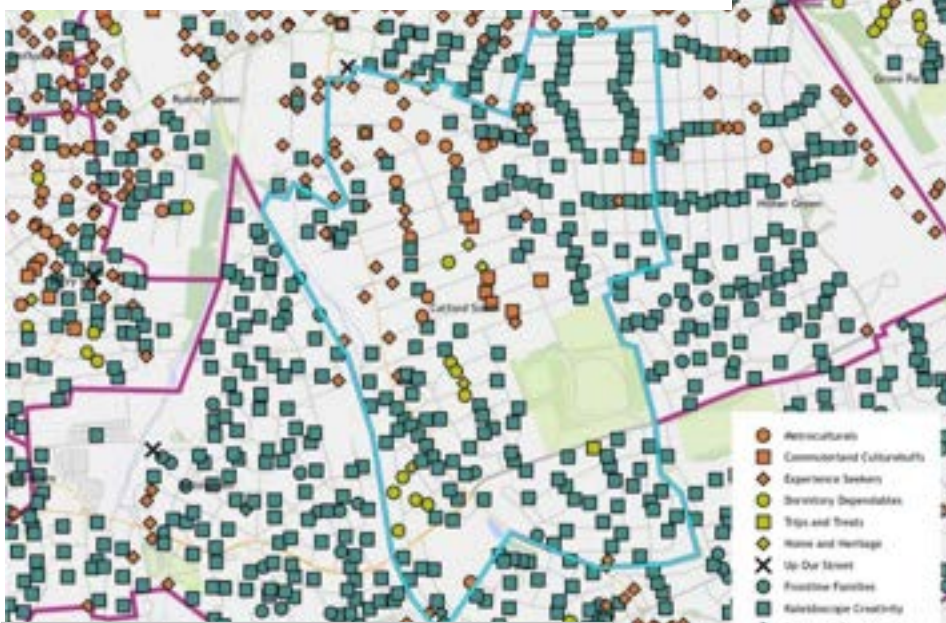


74% of residents are from **HIGH** engaged segments
 0% of residents are from **MEDIUM** engaged segments
 24% of residents are from **LOW** engaged segments

One Tier 2 segments is particularly over-represented in the ward compared to Lewisham as a whole. This is Metroculturals M2.
 Two segments are slightly under-represented - Kaleidoscope Creativity K1 and K2.
 All other segments in Brockley are similar compared to Lewisham overall.



Catford South



Audience Spectrum Segmentation Tier 1

Adults 15+	14,080
Households	6,791
Population est. 2020	17,672

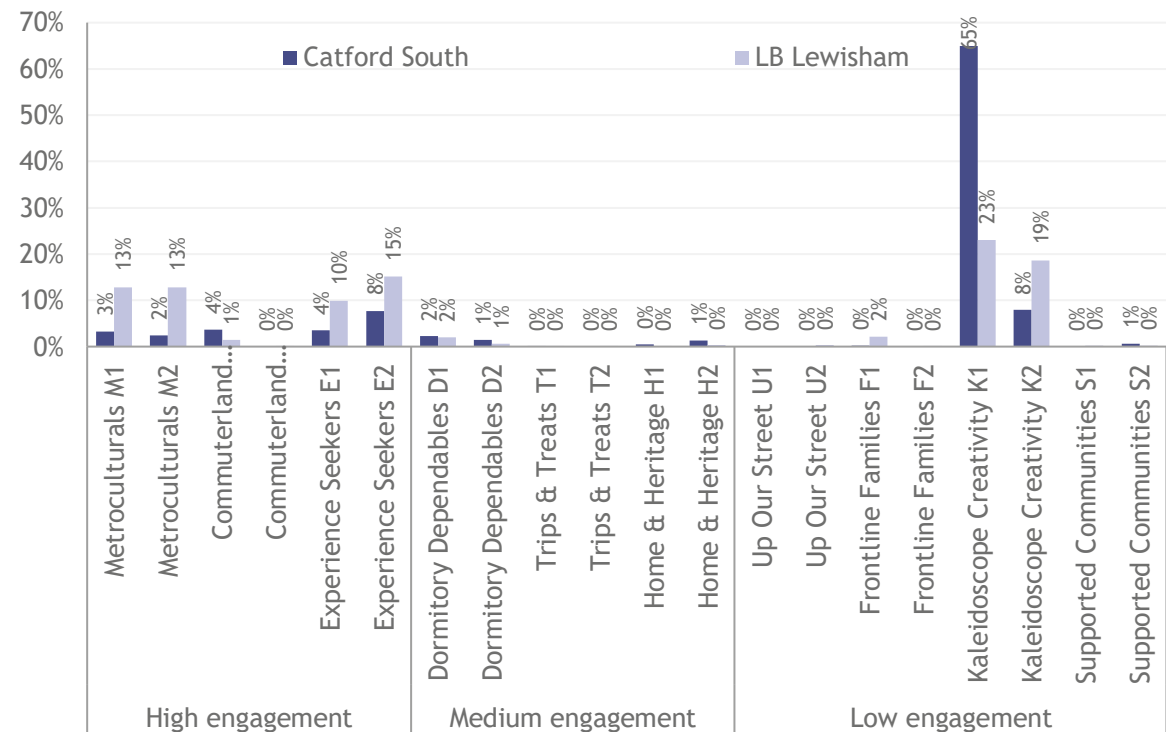
20% have no qualifications
 33% of the ward are Black or African or Caribbean or Black British
 61% of households are deprived in one or more dimensions.



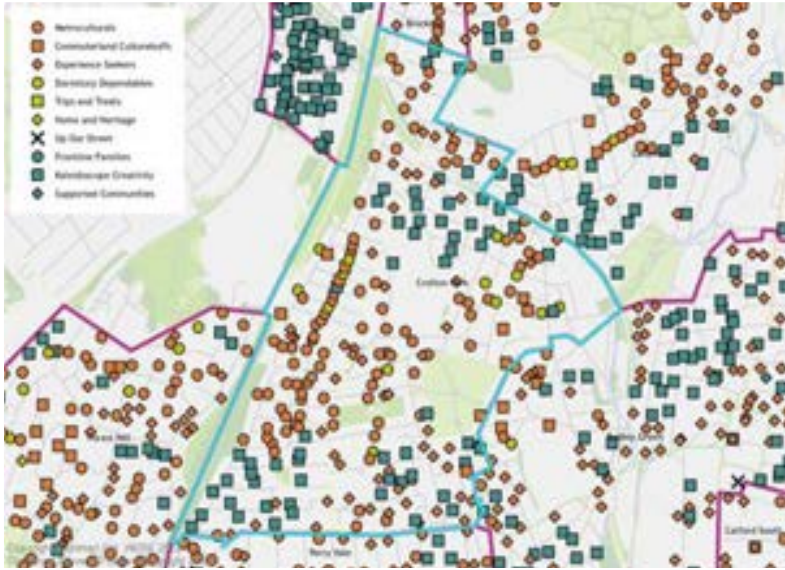
21% of residents are from **HIGH** engaged segments
 6% of residents are from **MEDIUM** engaged segments
 73% of residents are from **LOW** engaged segments

One Tier 2 segment is particularly over-represented in the ward compared to Lewisham as a whole. This is Kaleidoscope Creativity - K1.

Four segments are slightly under-represented - Metroculturals M1 and M2, and Experience Seekers E1 and E2.



Crofton Park



Audience Spectrum Segmentation Tier 1

Adults 15+	12,678
Households	6,520
Population est. 2020	15,509

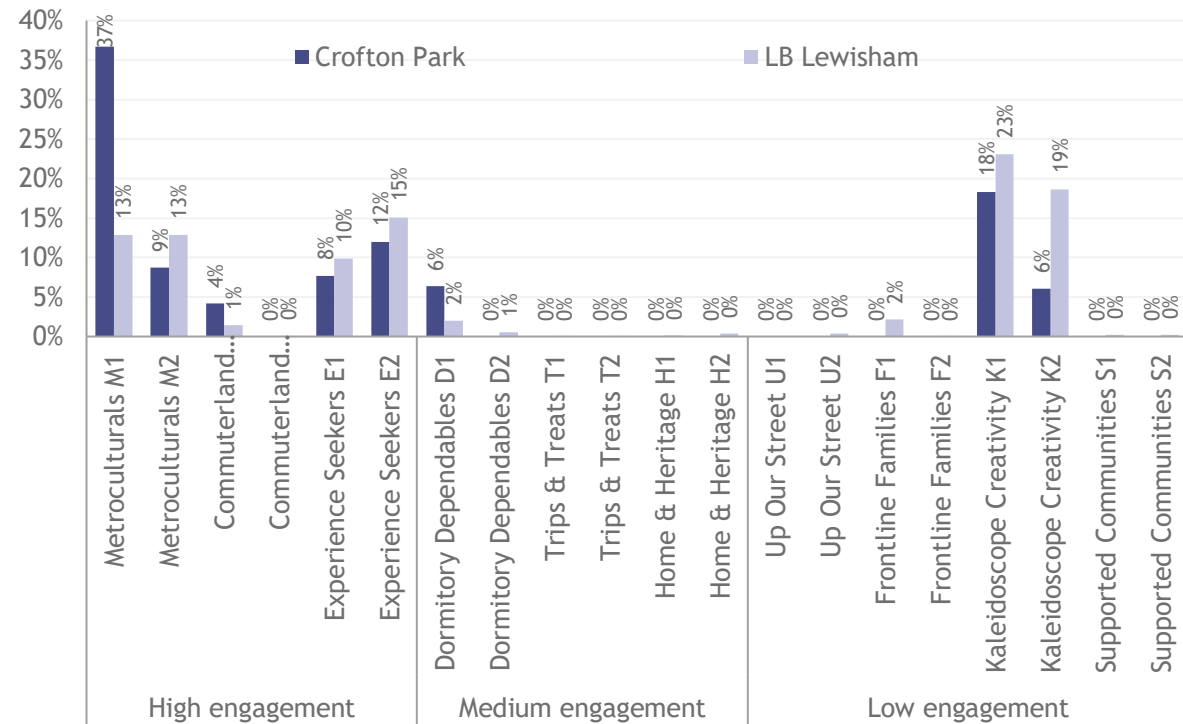
15% have no qualifications
 51% no dependent children
 52% households deprived in one or more dimension
 22% of the ward are Black or African or Caribbean or Black British



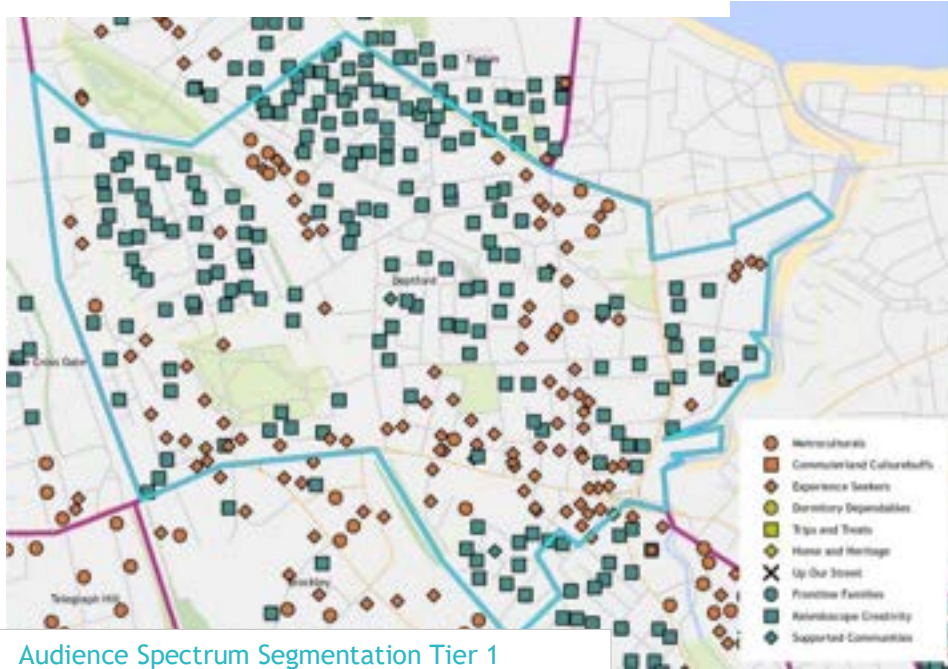
69% of residents are from **HIGH** engaged segments
 6% of residents are from **MEDIUM** engaged segments
 24% of residents are from **LOW** engaged segments

One Tier 2 segments is particularly over-represented in the ward compared to Lewisham as a whole. This is Metroculturals M1 .

One segment is slightly under-represented compared to Lewisham as a whole. This is Kaleidoscope Creativity K2.



Deptford



Audience Spectrum Segmentation Tier 1

Adults 15+	14,772
Households	7,741
Population est. 2020	18,445

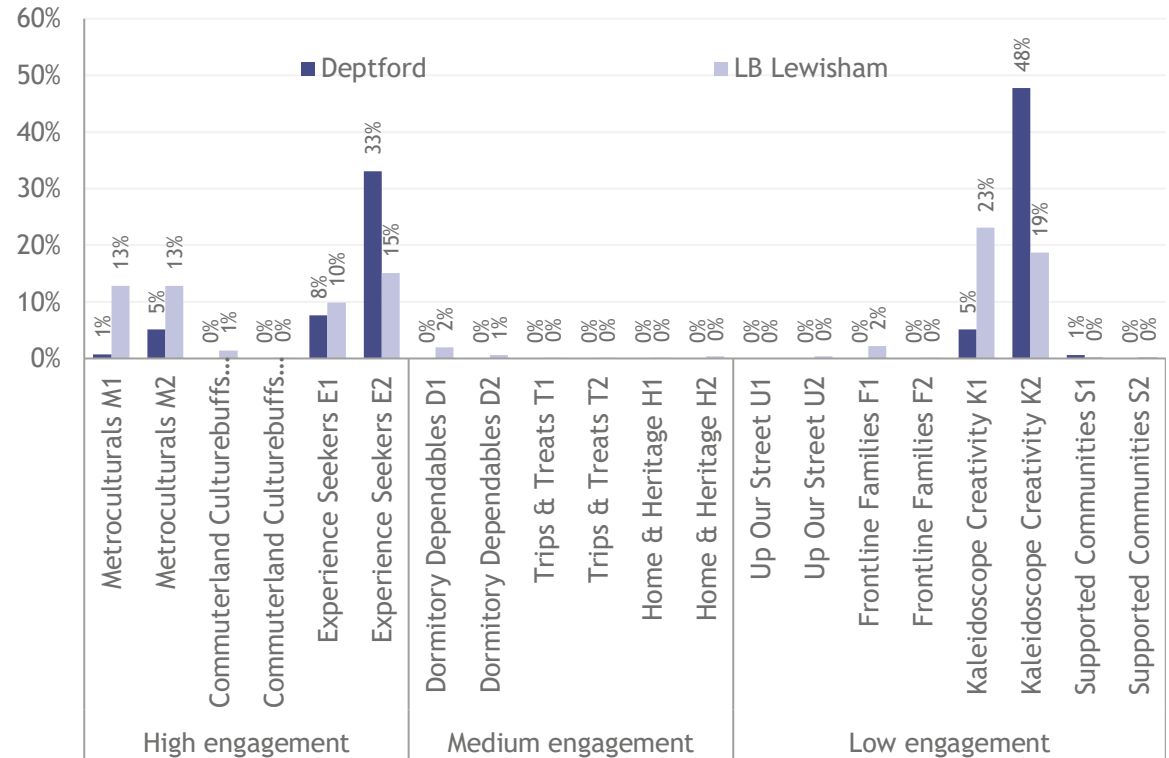
73% households deprived in one or more dimension
 37% of the ward are Black or African or Caribbean or Black British
 10% are Muslim
 36% were born in other countries



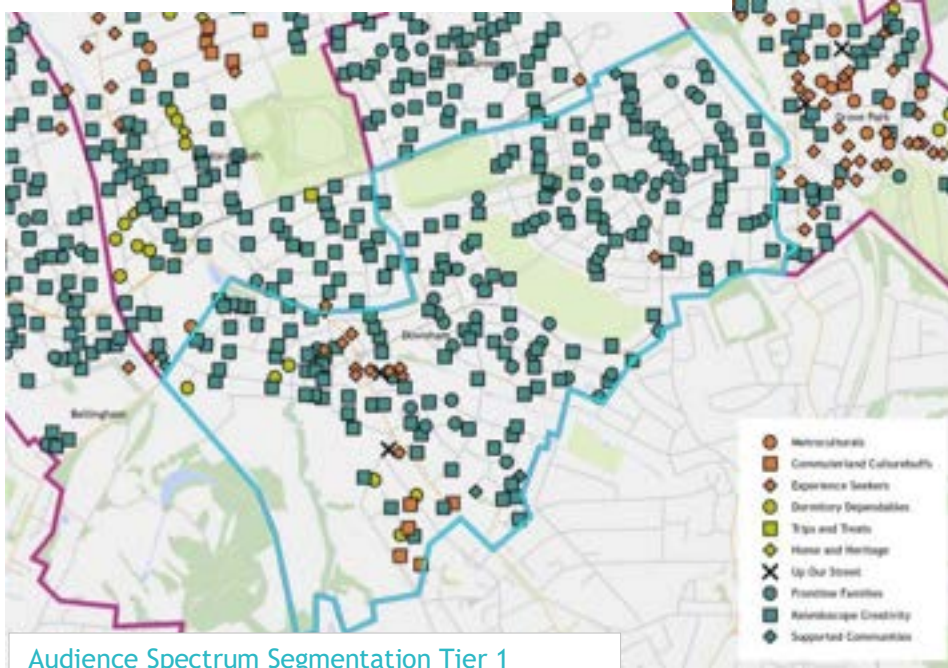
47% of residents are from **HIGH** engaged segments
 0% of residents are from **MEDIUM** engaged segments
 54% of residents are from **LOW** engaged segments

Two Tier 2 segments are particularly over-represented in the ward compared to Lewisham as a whole. These are Experience Seekers E2 and Kaleidoscope Creativity K2.

One segment is slightly under-represented - Kaleidoscope Creativity K1.



Downham



Audience Spectrum Segmentation Tier 1

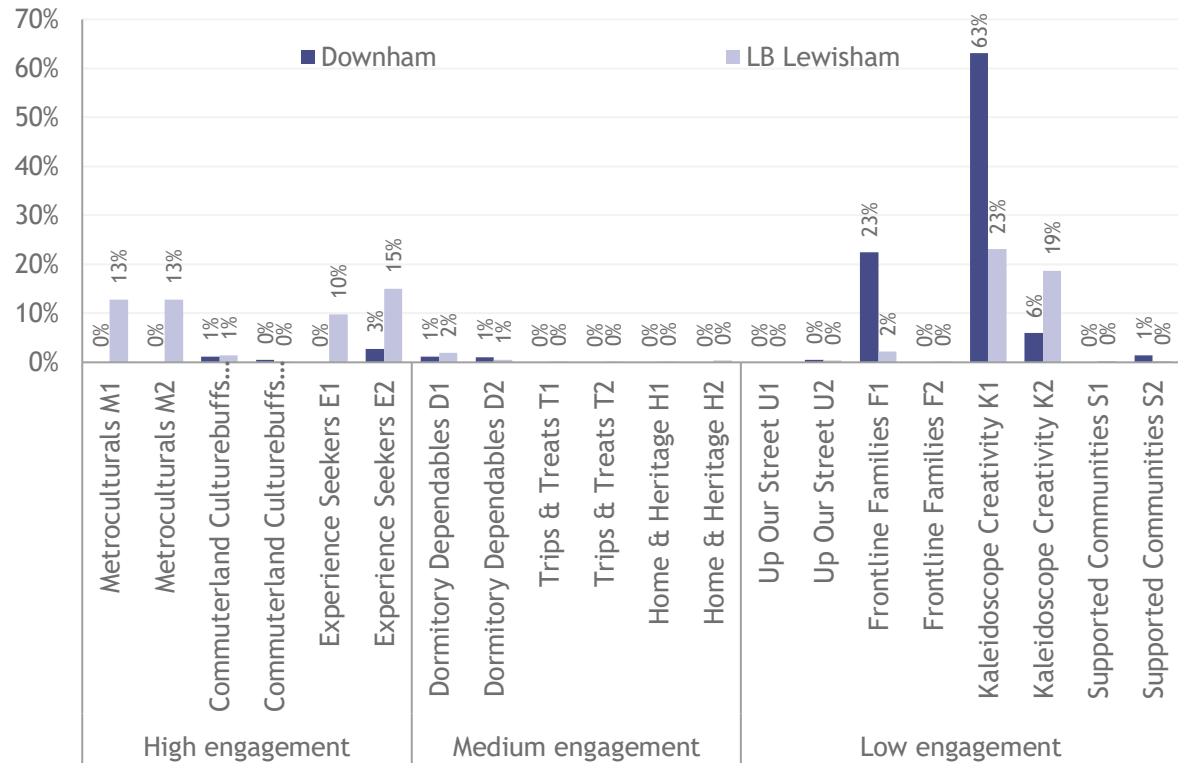
5% of residents are from **HIGH** engaged segments
 2% of residents are from **MEDIUM** engaged segments
 93% of residents are from **LOW** engaged segments

Three Tier 2 segments are under-represented in the ward compared to Lewisham as a whole. These are Metroculturals M1 and 2, and Experience Seekers E1.

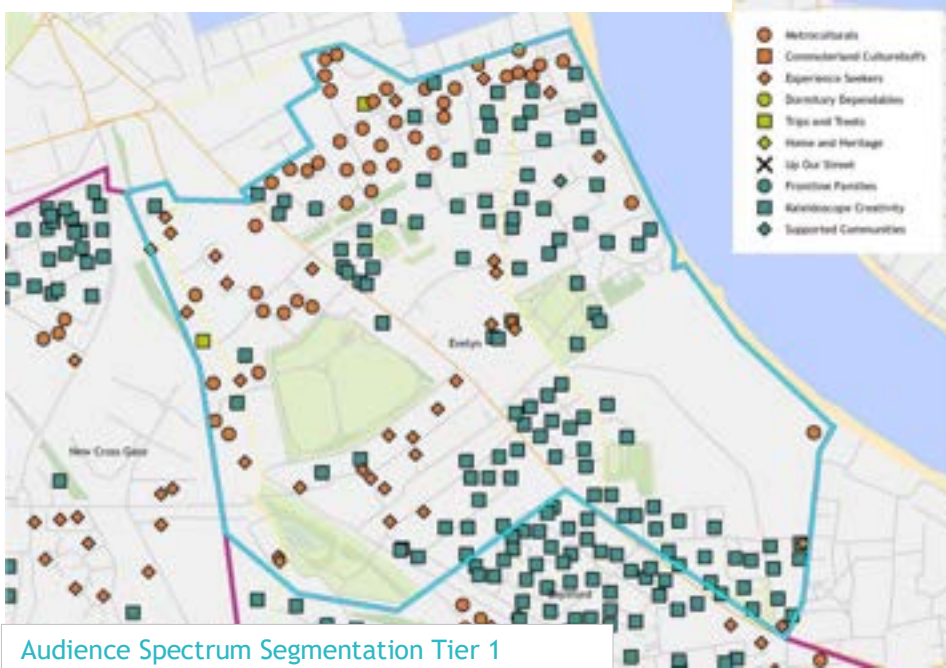
One segment is significantly over-represented in the ward compared to Lewisham as a whole. This is Kaleidoscope Creativity K1.

Adults 15+	13,819
Households	7,402
Population est. 2020	18,130

30% have no qualifications
 59% have dependent children
 71% households deprived in one or more dimension
 24% of the ward are Black or African or Caribbean or Black British



Evelyn



Audience Spectrum Segmentation Tier 1

Adults 15+	12,081
Households	6,351
Population est. 2020	14,777

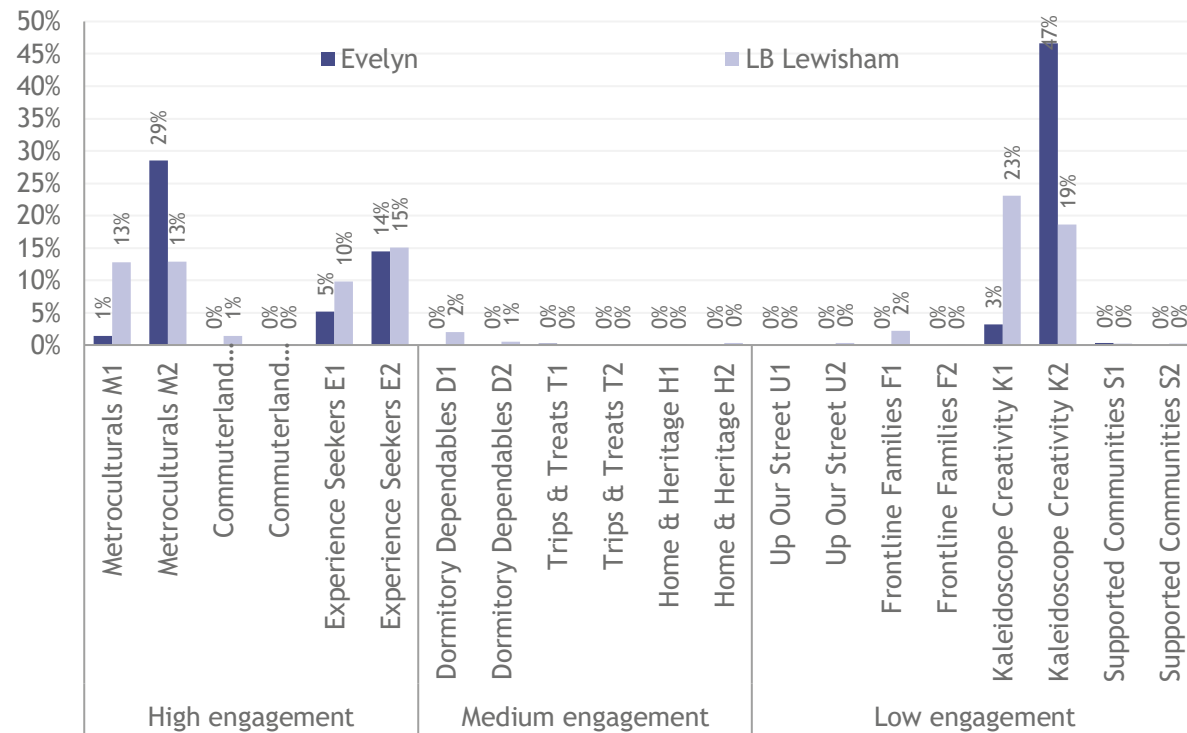
36% were born in other countries.
 56% have dependent children
 70% households deprived in one or more dimension
 34% of the ward are Black or African or Caribbean or Black British



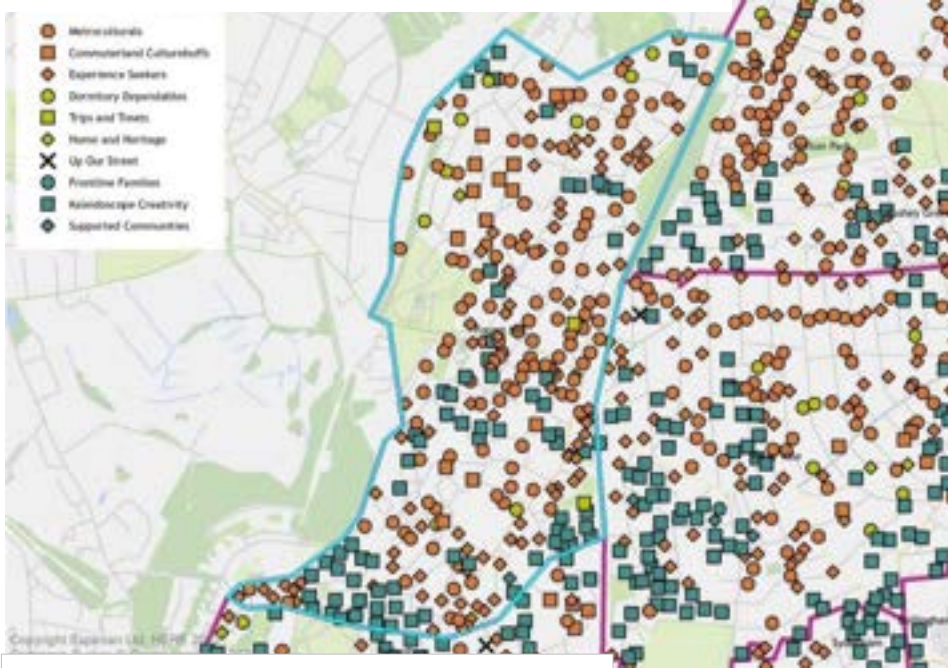
50% of residents are from **HIGH** engaged segments
 0% of residents are from **MEDIUM** engaged segments
 50% of residents are from **LOW** engaged segments

Two Tier 2 segments are under-represented in the ward compared to Lewisham as a whole. These are Metrocultorals M1 and Kaleidoscope Creativity K1.

One segment is over-represented - Kaleidoscope Creativity K2.



Forest Hill



Audience Spectrum Segmentation Tier 1

71% of residents are from **HIGH** engaged segments
 3% of residents are from **MEDIUM** engaged segments
 25% of residents are from **LOW** engaged segments

Three Tier 2 segments are slightly over-represented in the ward compared to Lewisham as a whole. These are Metroculturals M1 and M2 and Experience Seekers E1.

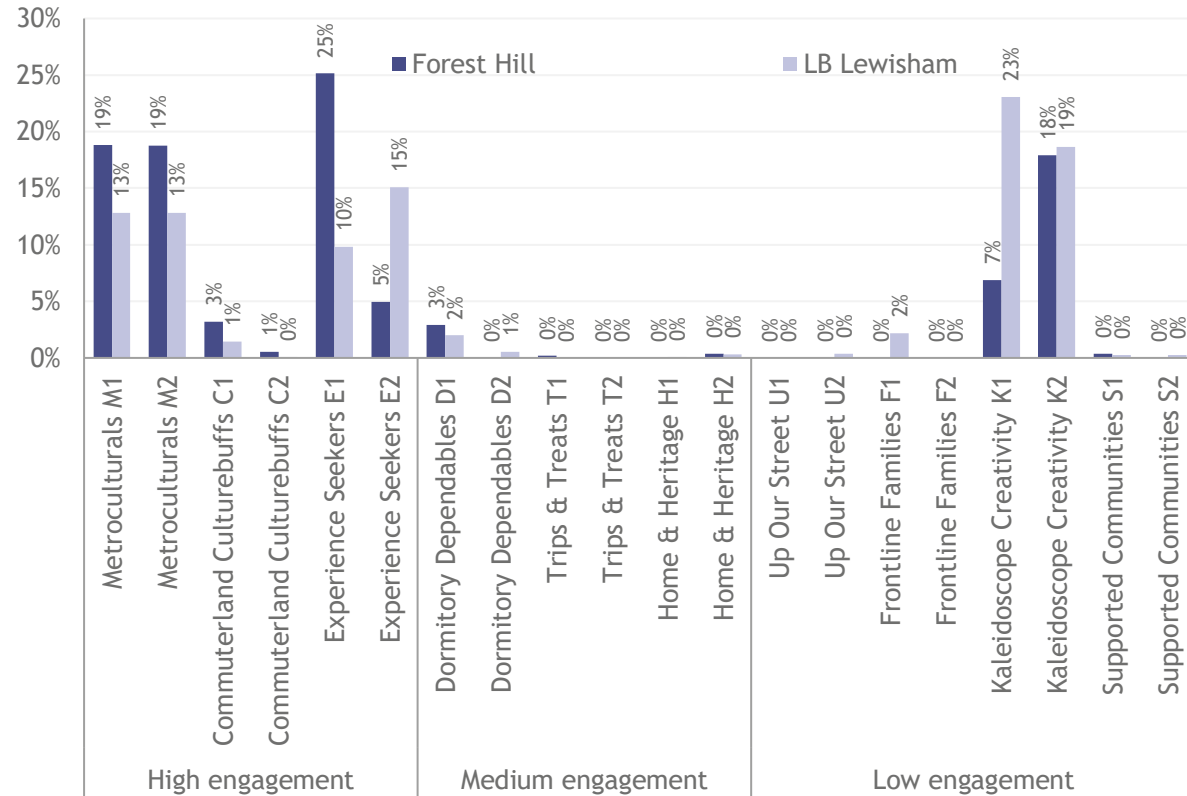
One segment is slightly under-represented - Kaleidoscope K1.

Adults 15+	12,623
Households	6,930
Population est. 2020	15,764

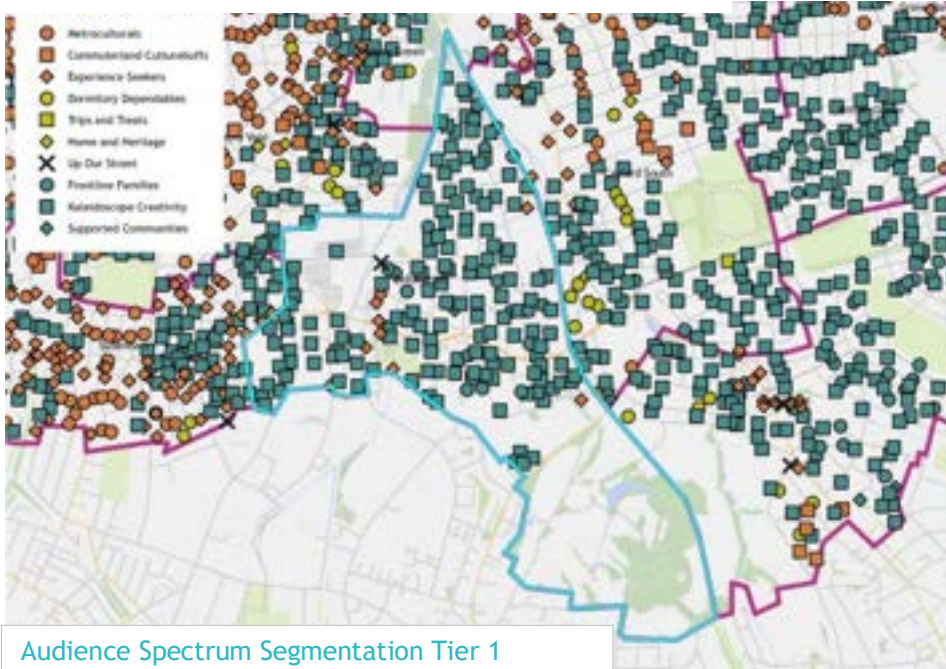
46% have qualifications at Level 4 and above.

55% households deprived in one or more dimension

21% of the ward are Black or African or Caribbean or Black British



Grove Park



Audience Spectrum Segmentation Tier 1

Adults 15+	12,743
Households	6,664
Population est. 2020	15,765

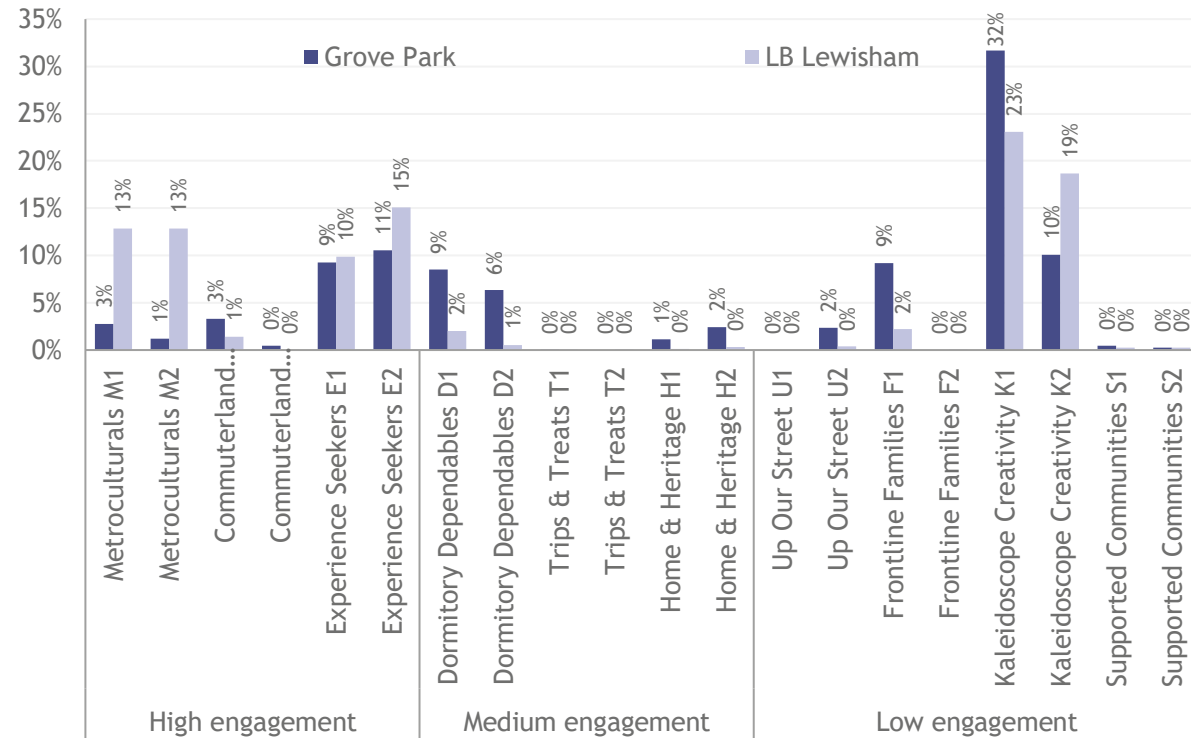
23% have no qualifications
 49% have no dependent children
 62% households are deprived in one or more dimension
 20% of the ward are Black or African or Caribbean or Black British



28% of residents are from **HIGH** engaged segments
 19% of residents are from **MEDIUM** engaged segments
 54% of residents are from **LOW** engaged segments

Two Tier 2 segments are under-represented in the ward compared to Lewisham as a whole. These are Metroculturals M1 and M2.

One segment is over-represented - Kaleidoscope Creativity K1.



Hither Green



Audience Spectrum Segmentation Tier 1

Adults 15+	15,658
Households	8,025
Population est. 2020	19,531

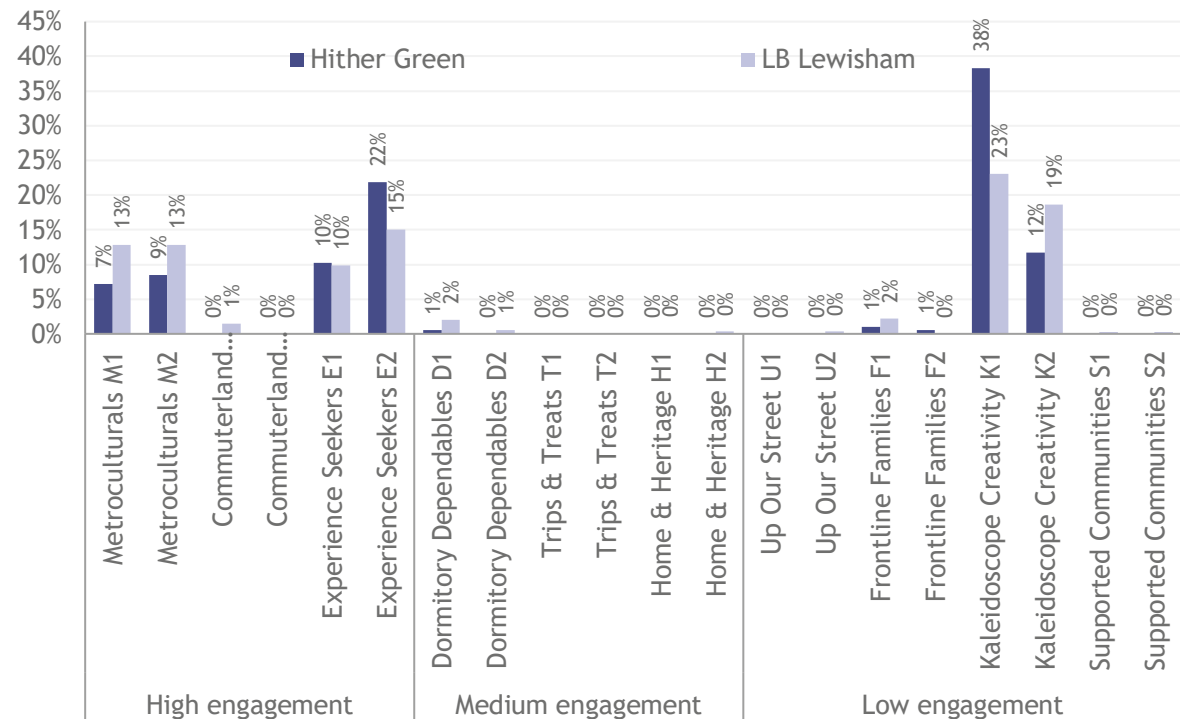


18% have no qualifications
 45% no dependent children
 62% households deprived in one or more dimension
 33% of the ward are Black or African or Caribbean or Black British

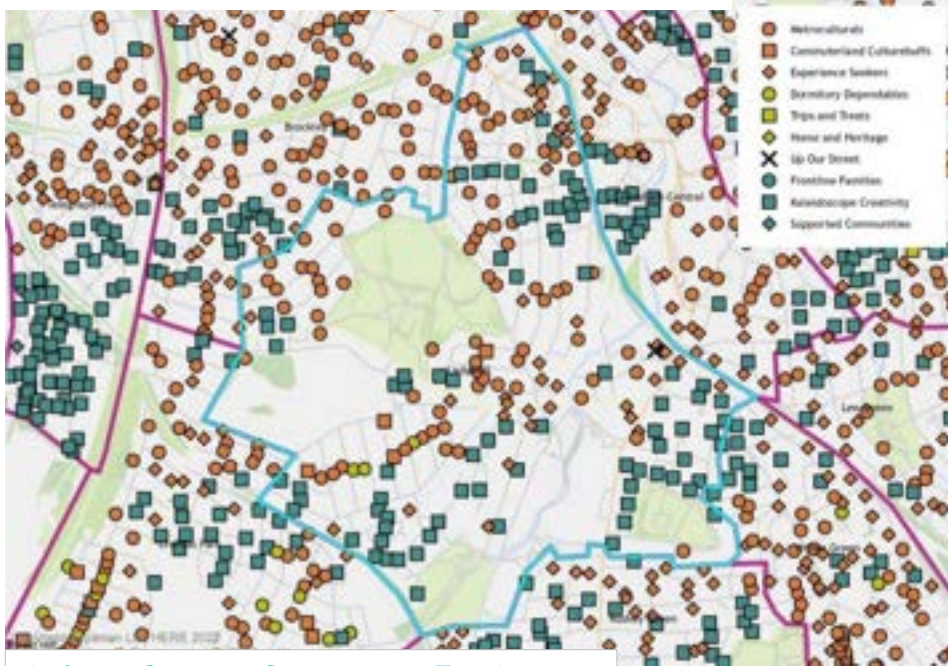
48% of residents are from **HIGH** engaged segments
 1% of residents are from **MEDIUM** engaged segments
 52% of residents are from **LOW** engaged segments

Two Tier 2 segments are slightly over-represented in the ward compared to Lewisham as a whole. These are Kaleidoscope Creativity - K1 and Experience Seekers E2

One segment is slightly under-represented - Kaleidoscope Creativity - K1



Ladywell



Audience Spectrum Segmentation Tier 1

Adults 15+	13,416
Households	6,679
Population est. 2020	16,453

43% have qualifications at Level 4 and above

54% have dependent children

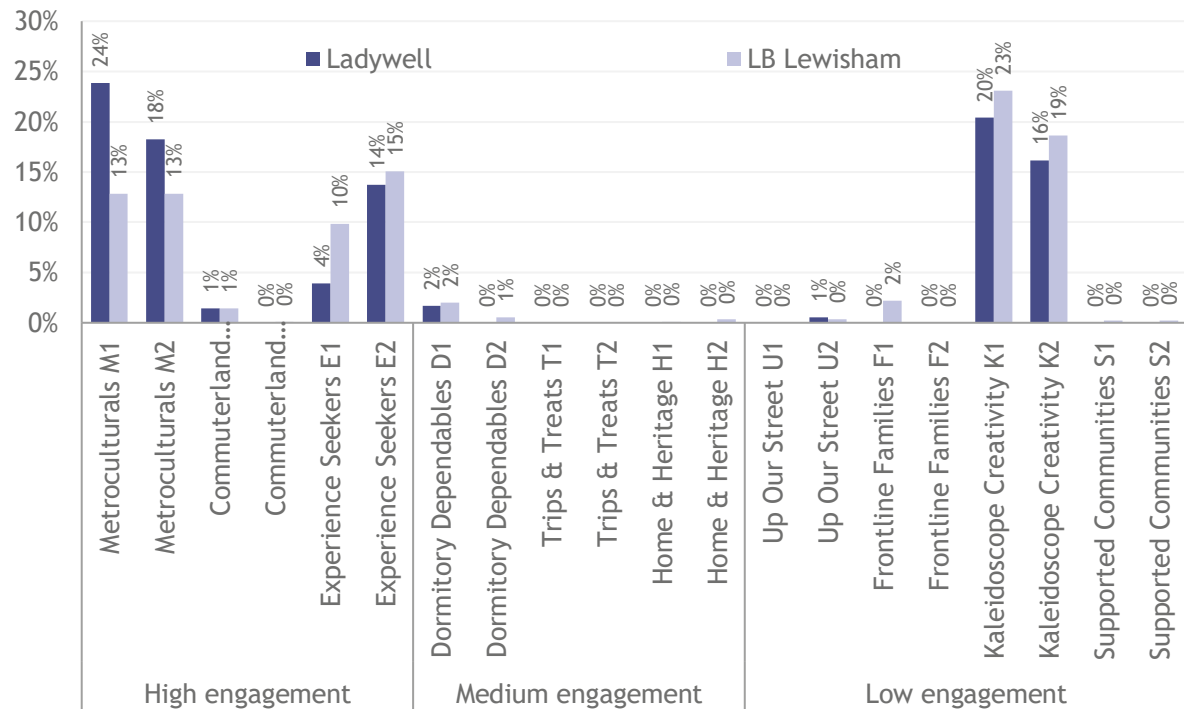
59% households deprived in one or more dimension

26% of the ward are Black or African or Caribbean or Black British



61% of residents are from **HIGH** engaged segments
 2% of residents are from **MEDIUM** engaged segments
 38% of residents are from **LOW** engaged segments

Two Tier 2 segments are slightly over-represented in the ward compared to Lewisham as a whole. These are Metroculturals - M1 and M2.



Lee Green



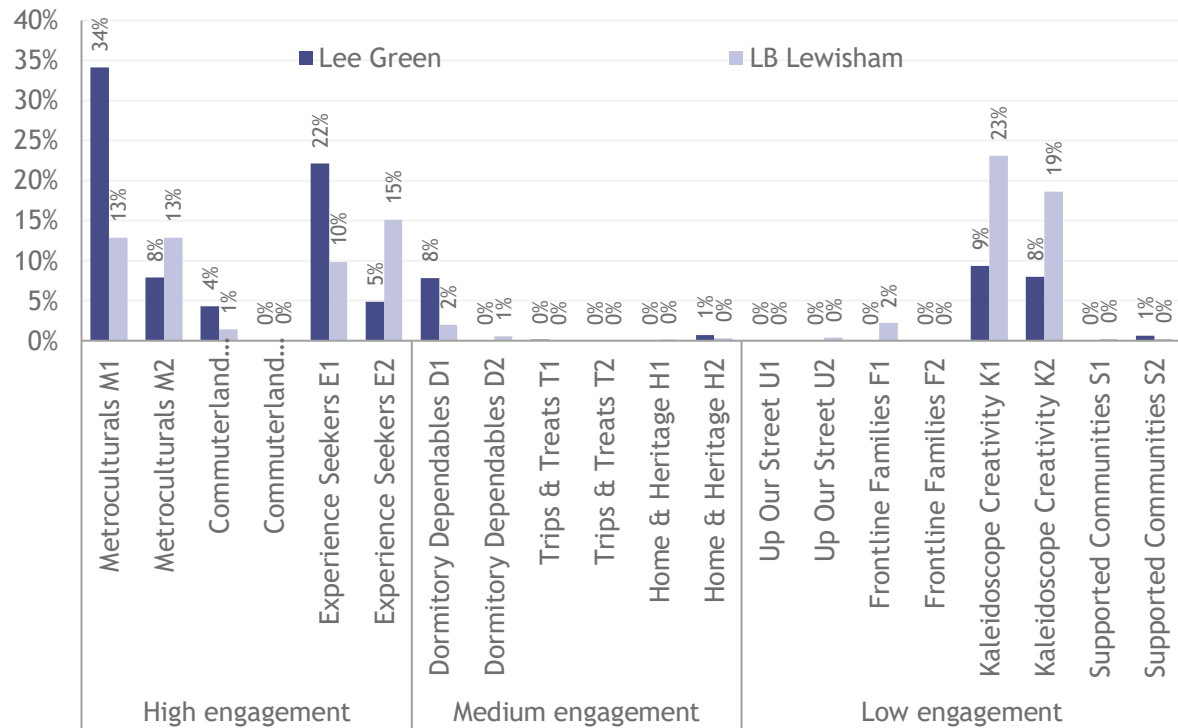
Audience Spectrum Segmentation Tier 1

73% of residents are from **HIGH** engaged segments
 9% of residents are from **MEDIUM** engaged segments
 18% of residents are from **LOW** engaged segments

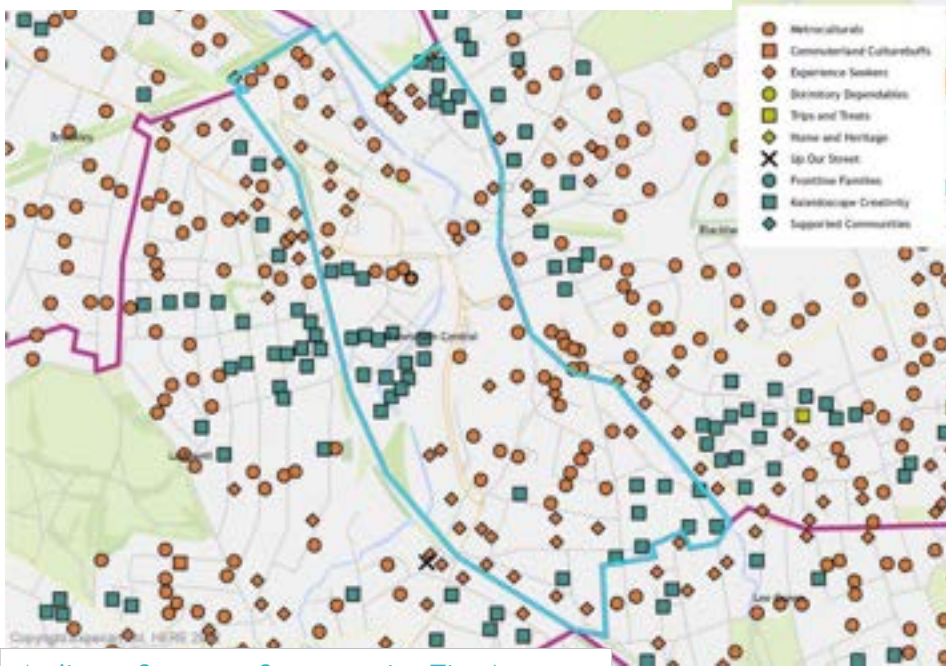
One Tier 2 segment is particularly over-represented in the ward compared to Lewisham as a whole. This is Metroculturals M1.
 A further one segment is slightly over-represented. This is Experience Seekers E1.
 Two segments are slightly under-represented compared to Lewisham overall. These are Kaleidoscope Creativity K1 and K2.

Adults 15+	12,346
Households	6,568
Population est. 2020	15,101

46% have qualifications at Level 4 and above
 51% no dependent children
 55% households deprived in one or more dimension
 16% of the ward are Black or African or Caribbean or Black British



Lewisham Central



Audience Spectrum Segmentation Tier 1

Adults 15+	7,983
Households	4,158
Population est. 2020	9,329

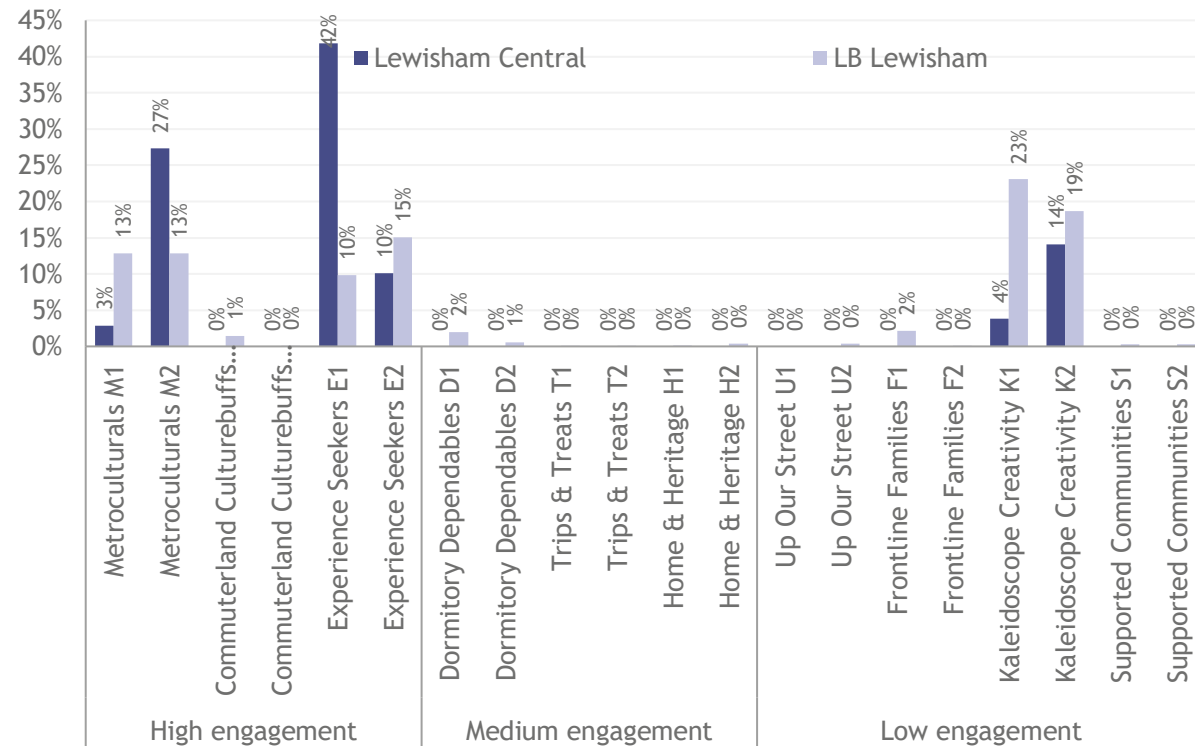


34% were born in other countries
 42% of the ward live in a single person household
 66% households deprived in one or more dimension
 23% of the ward are Black or African or Caribbean or Black British

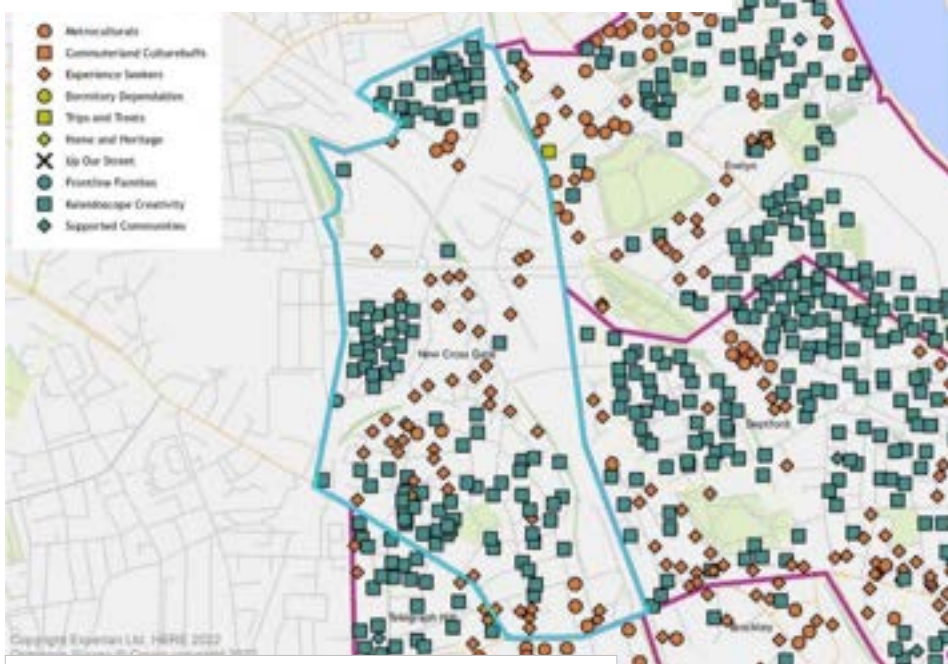
82% of residents are from **HIGH** engaged segments
 0% of residents are from **MEDIUM** engaged segments
 18% of residents are from **LOW** engaged segments

Two Tier 2 segments are particularly over-represented in the ward compared to Lewisham as a whole. These are Metroculturals M2 and Experience Seekers E1.

Two segments are slightly under-represented - Metroculturals M1 and Kaleidoscope Creativity K1.



New Cross Gate



Audience Spectrum Segmentation Tier 1

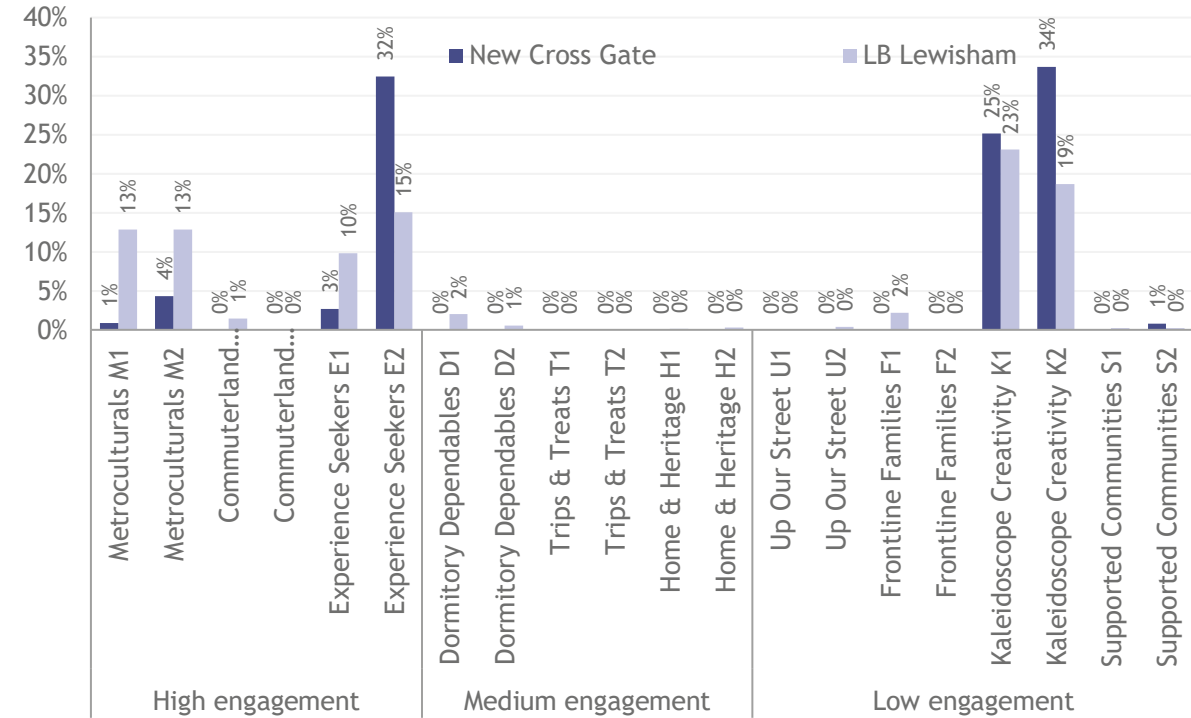
40% of residents are from **HIGH** engaged segments
 0% of residents are from **MEDIUM** engaged segments
 60% of residents are from **LOW** engaged segments

Two Tier 2 segments are particularly over-represented in the ward compared to Lewisham as a whole. These are Kaleidoscope Creativity K2 and Experience Seekers E2.

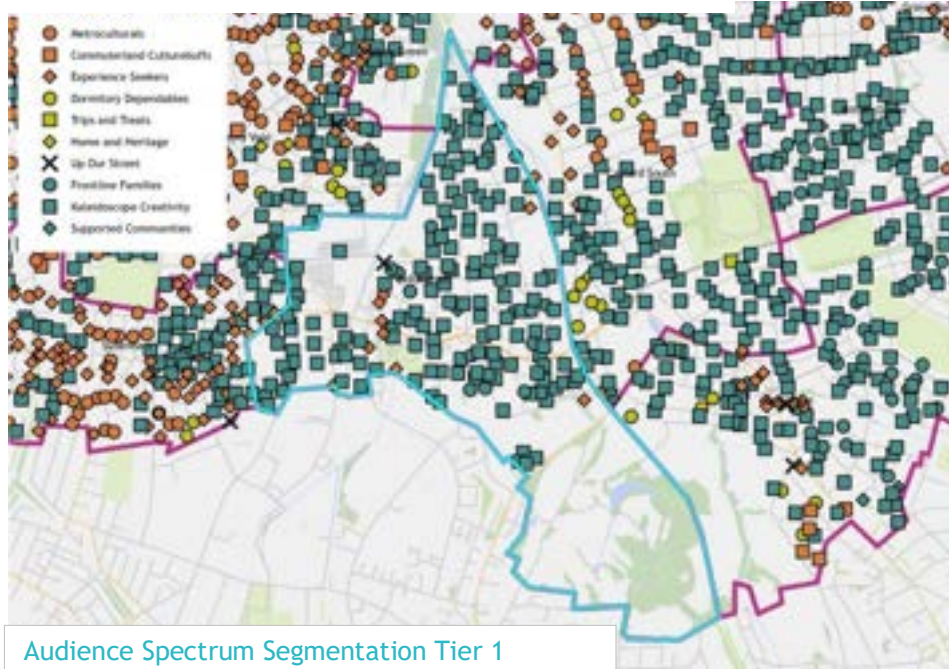
Two segments are slightly under-represented - Metroculturals M1 and M2

Adults 15+	8,607
Households	4,587
Population est. 2020	11,042

33% were born in other countries
 10% are Muslim
 70% households deprived in one or more dimension
 37% of the ward are Black or African or Caribbean or Black British



Perry Vale



Audience Spectrum Segmentation Tier 1

Adults 15+	14,832
Households	7,881
Population est. 2020	18,413

40 % have qualifications at Level 4 or above

48% no dependent children

57% households deprived in one or more dimension

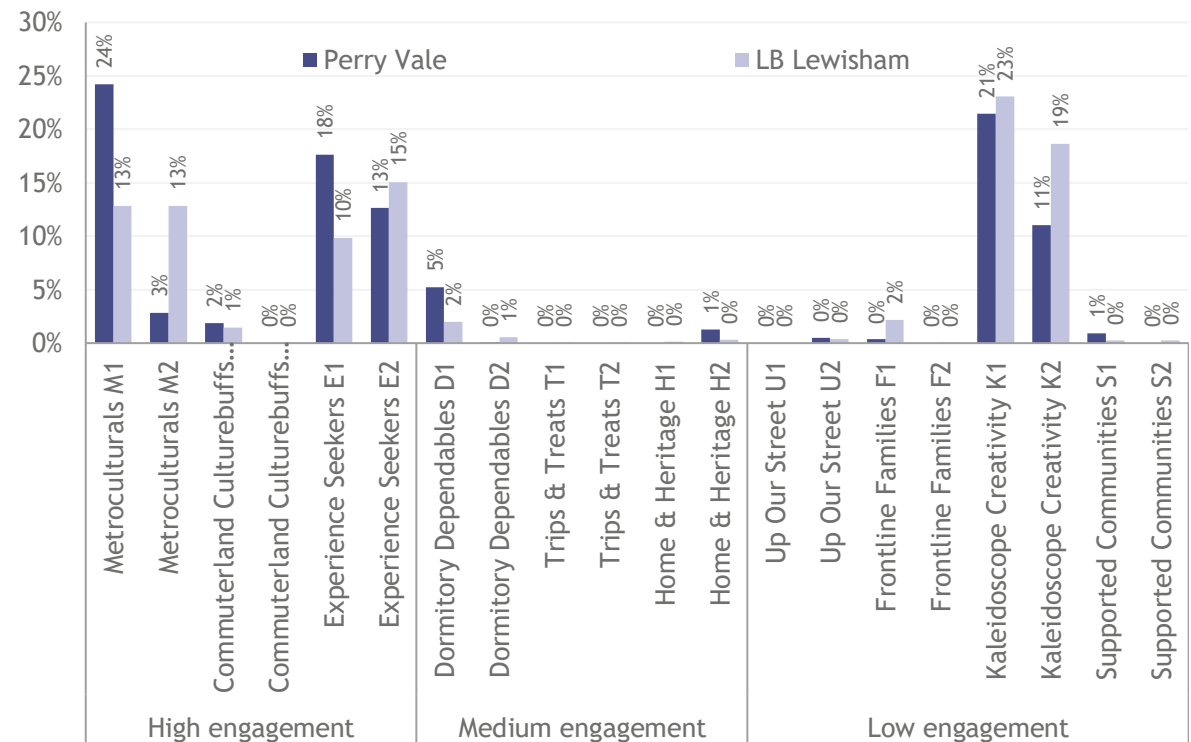
26% of the ward are Black or African or Caribbean or Black British



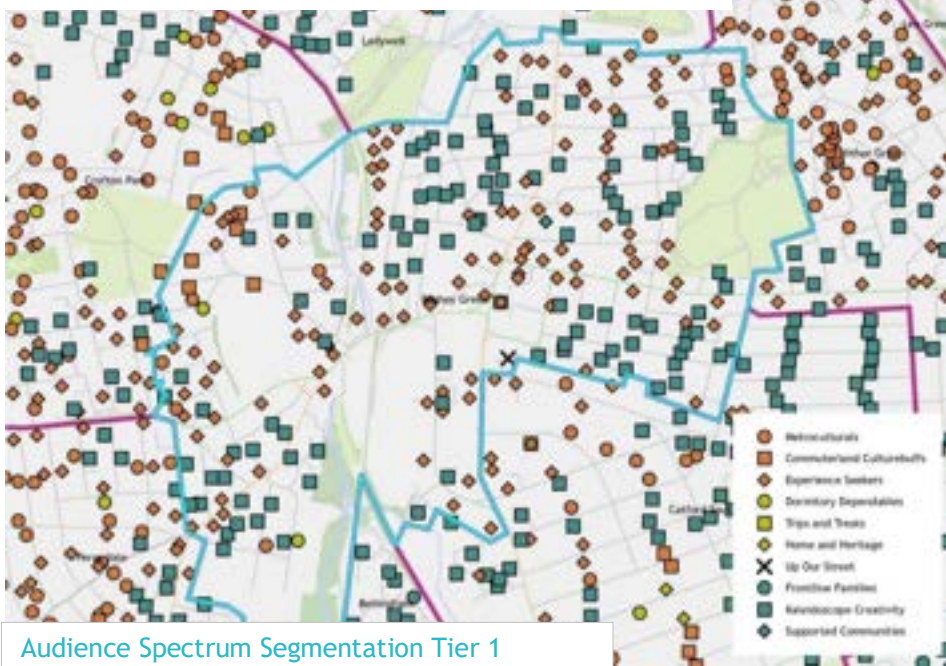
59% of residents are from **HIGH** engaged segments
 6% of residents are from **MEDIUM** engaged segments
 34% of residents are from **LOW** engaged segments

Two Tier 2 segments are slightly over-represented in the ward compared to Lewisham as a whole. These are Metroculturals M1 and Experience Seekers E1.

Two segments are slightly under-represented compared to Lewisham as a whole. These are Metroculturals M2 and Kaleidoscope Creativity K2.



Rushey Green



Audience Spectrum Segmentation Tier 1

Adults 15+	15,145
Households	8,085
Population est. 2020	19,056

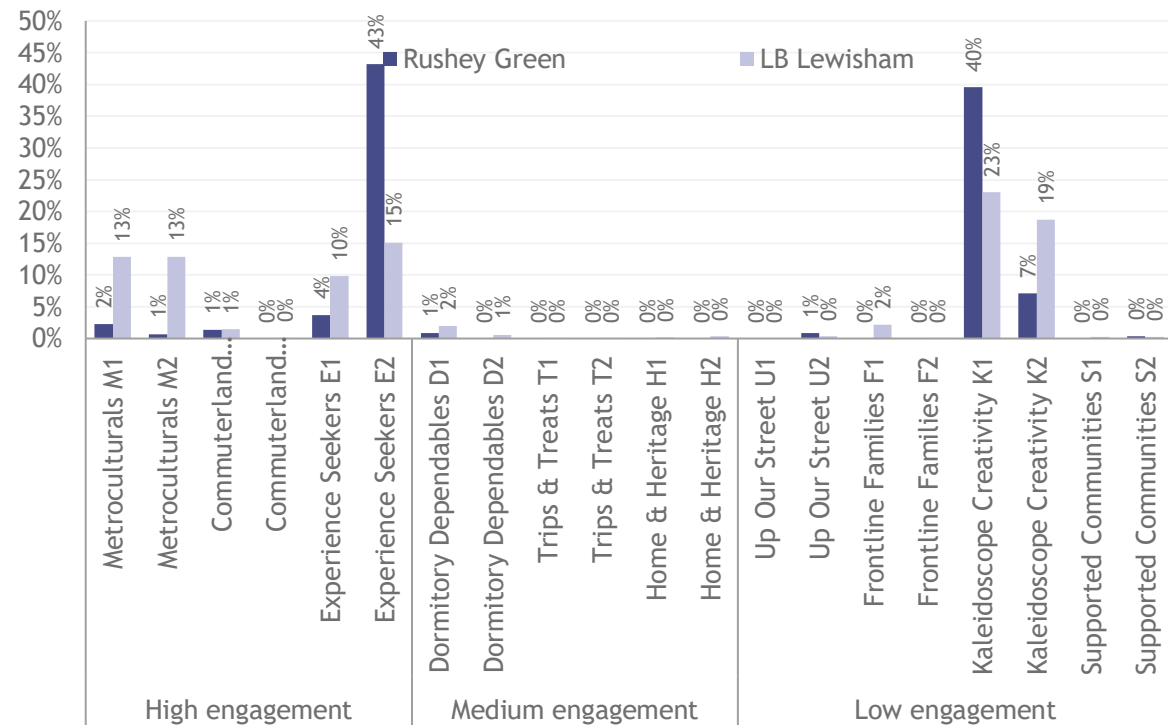
- 37% of the ward live in a single-person household
- 43% no dependent children
- 66% households deprived in one or more dimension
- 38% of the ward are Black or African or Caribbean or Black British



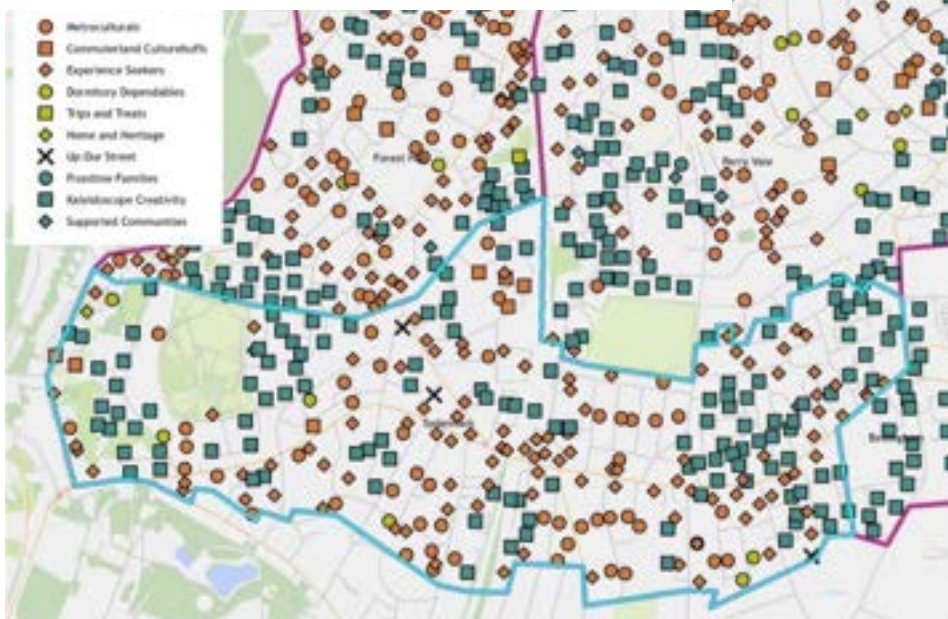
- 51% of residents are from **HIGH** engaged segments
- 1% of residents are from **MEDIUM** engaged segments
- 48% of residents are from **LOW** engaged segments

Two Tier 2 segments are particularly over-represented in the ward compared to Lewisham as a whole. These are Experience Seekers E2 and Kaleidoscope Creativity K1.

Three segments are slightly under-represented. These are Metroculturals M1 and M2, and Kaleidoscope Creativity K2.



Sydenham



Audience Spectrum Segmentation Tier 1

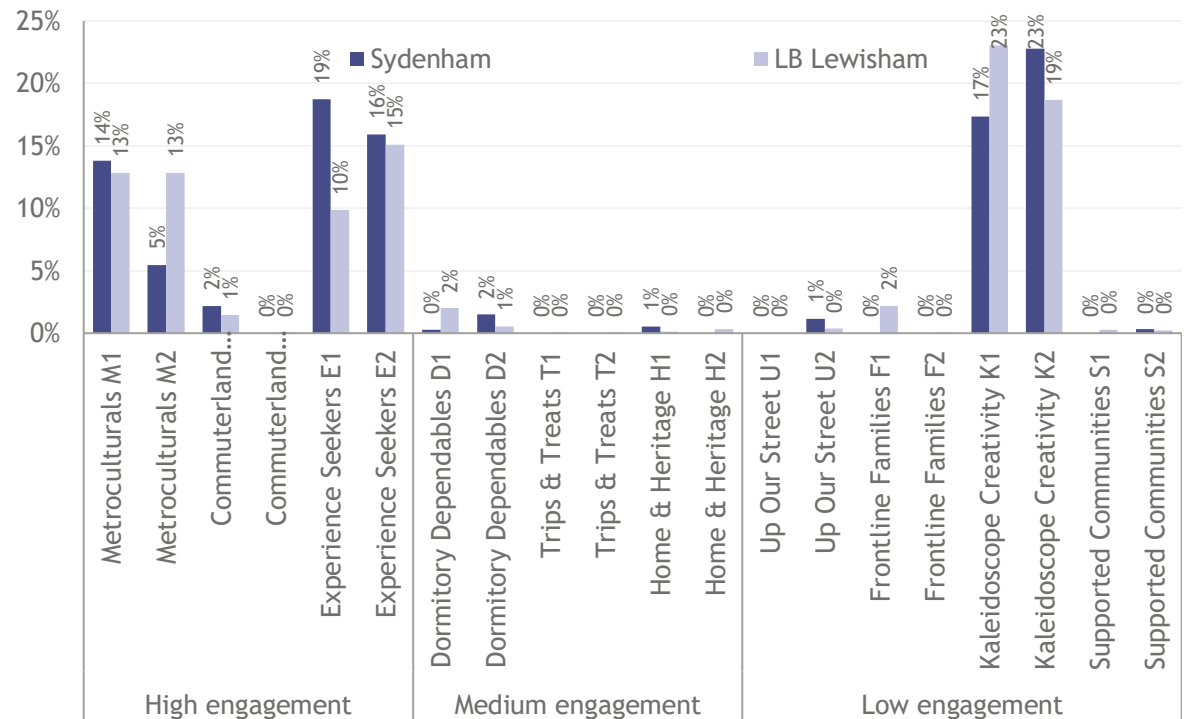
Adults 15+	14,053
Households	7,625
Population est. 2020	17,286

37% of the ward live in a single-person household
 48% no dependent children
 61% households deprived in one or more dimension
 25% of the ward are Black or African or Caribbean or Black British

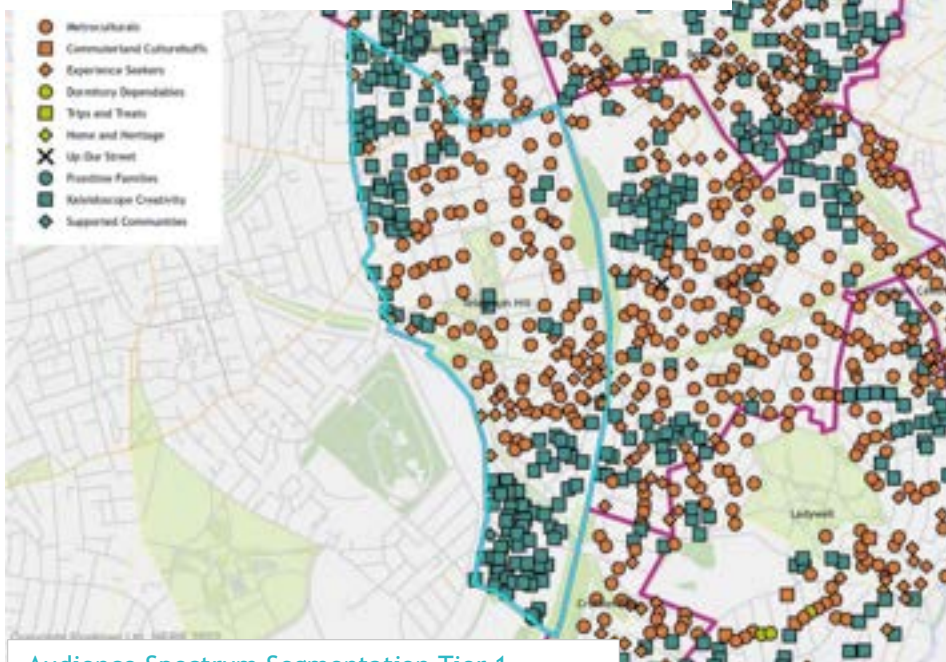


56% of residents are from **HIGH** engaged segments
 3% of residents are from **MEDIUM** engaged segments
 41% of residents are from **LOW** engaged segments

One Tier 2 segment is slightly over-represented in the ward compared to Lewisham as a whole. This is Experience Seekers E1.
 Two segments are slightly under-represented. These are Metroculturals M2 and Kaleidoscope Creativity K1.



Telegraph Hill



Audience Spectrum Segmentation Tier 1

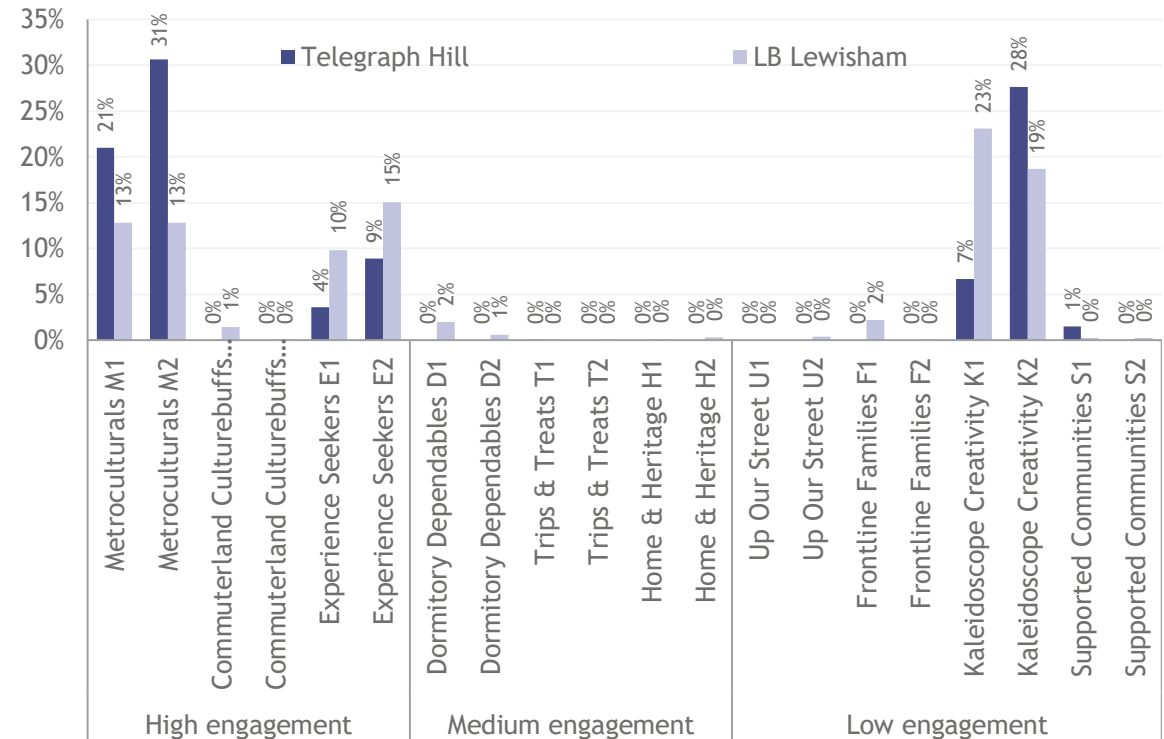
Adults 15+	13,812
Households	7,073
Population est. 2020	16,968

48% no dependent children
 61% households deprived in one or more dimension
 25% of the ward are Black or African or Caribbean or Black British



64% of residents are from **HIGH** engaged segments
 0% of residents are from **MEDIUM** engaged segments
 35% of residents are from **LOW** engaged segments

One Tier 2 segment is particularly over-represented in the ward compared to Lewisham as a whole. This is Metroculturals M2.
 A further two segments are slightly over-represented. These are Metroculturals M1 and Kaleidoscope Creativity K2.
 One Tier 2 segment is particularly under-represented. This is Kaleidoscope Creativity K1. A further two segments are slightly under-represented. These are Experience Seekers E1 and E2.



Audience Spectrum Descriptions

Tier 1	Tier 2	Tier 2 one liner...
Metroculturals (H) Prosperous, liberal urbanites, interested in a very wide cultural spectrum.	M1	Older, established and high-spending professional elites. More..
	M2	Younger, mobile and emerging metropolitan professionals. More..
Commuterland Culturebuffs (H) Affluent, professional and suburbanite keen consumers of traditional culture.	C1	Wealthy empty-nesters with comfortable lifestyles towards outskirts of urban areas or more rural areas. More..
	C2	Prosperous families, living in the commuterbelt of major urban centres. More..
Experience Seekers (H) Active, urban, diverse, social and ambitious regular and eclectic arts engagers.	E1	Socially minded mid-life professionals with varied tastes. More..
	E2	Adventurous students and graduates in diverse areas. More..

Tier 1	Tier 2	Tier 2 one liner...
Dormitory Dependables (M) Suburbanites and small towners interested in heritage activities and mainstream arts.	D1	Settled, comfortable residents, enjoying regional life. More..
	D2	Commuter-town families, investing for the future. More..
Trips & Treats (M) Mainstream arts and popular culture fans influenced by children, family and friends.	T1	Modern young families, building a future.. More..
	T2	Settled families with established lifestyles.. More..
Home & Heritage (M) Rural and small town pensioners attracted to daytime activities and historical content.	H1	Affluent residents of more rural areas. More..
	H2	Settled suburban seniors. More..

Tier 1	Tier 2	Tier 2 one liner...
Up Our Street (L) Sociable retirees looking for inexpensive, mainstream, local leisure opportunities.	U1	Middle-aged inhabitants of semis on the edge of town. More..
	U2	Older residents of terraces and flats in built up areas. More..
Frontline Families (L) Frugal, semi-urban renting families, light on arts and culture but heavy on community.	F1	Older families, getting by despite financial challenges. More..
	F2	Younger, cash-strapped families and couples starting out. More..
Kaleidoscope Creativity (L)	K1	Settled and diverse urban communities. More..

Mixed age urban low engagers preferring free, local, culturally specific arts and festivals.	K2	Hard-pressed singles in city tower blocks. More..
Supported Communities (L) Culturally low engaged, health poor, craft circle and church group seniors and youths.	S1	Young, immobile and hard-up, often relying on welfare to get by. More..
	S2	Elderly residents of sheltered housing with declining health. More..

Contacts

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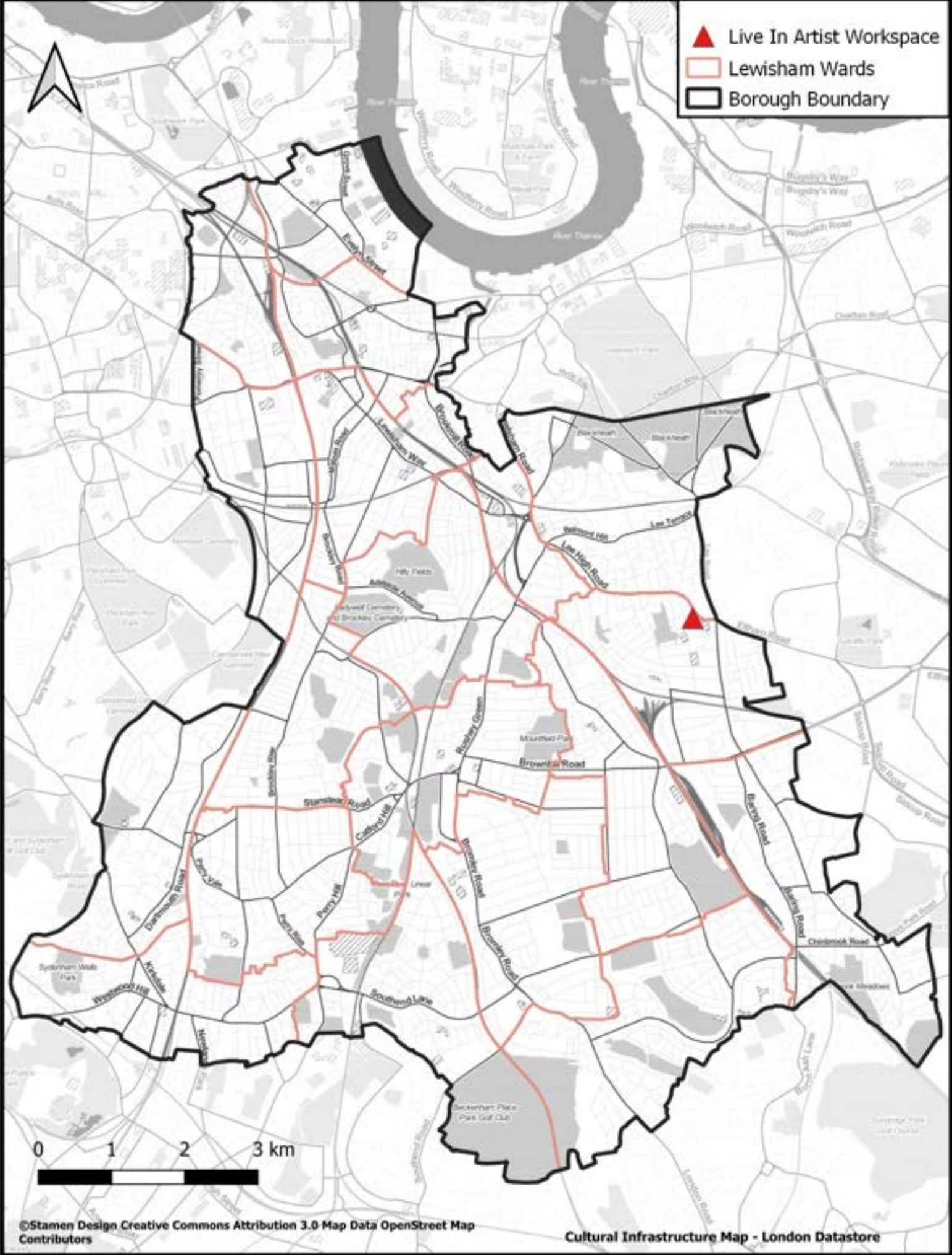
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Green Fish Resource Centre
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Northern Quarter
Manchester M4 1LE T
0161 234 2955

hello@theaudienceagency.org www.theaudienceagency.org

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-  Live In Artist Workspace
-  Lewisham Wards
-  Borough Boundary

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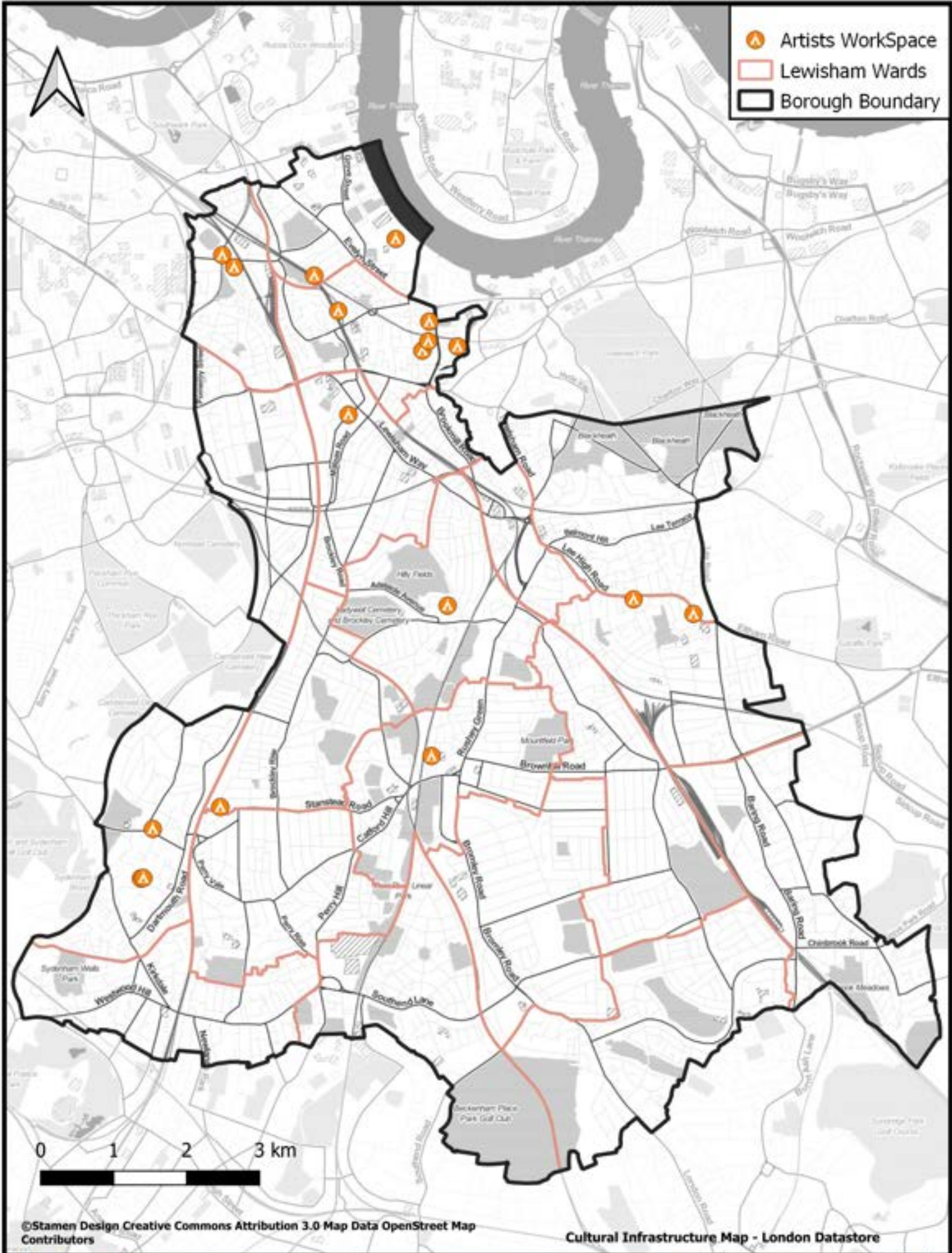
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 AUTHOR: GIS TEAM
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LIVE IN ARTIST WORKSPACE IN THE LEWISHAM CULTURAL STRATEGY 2023

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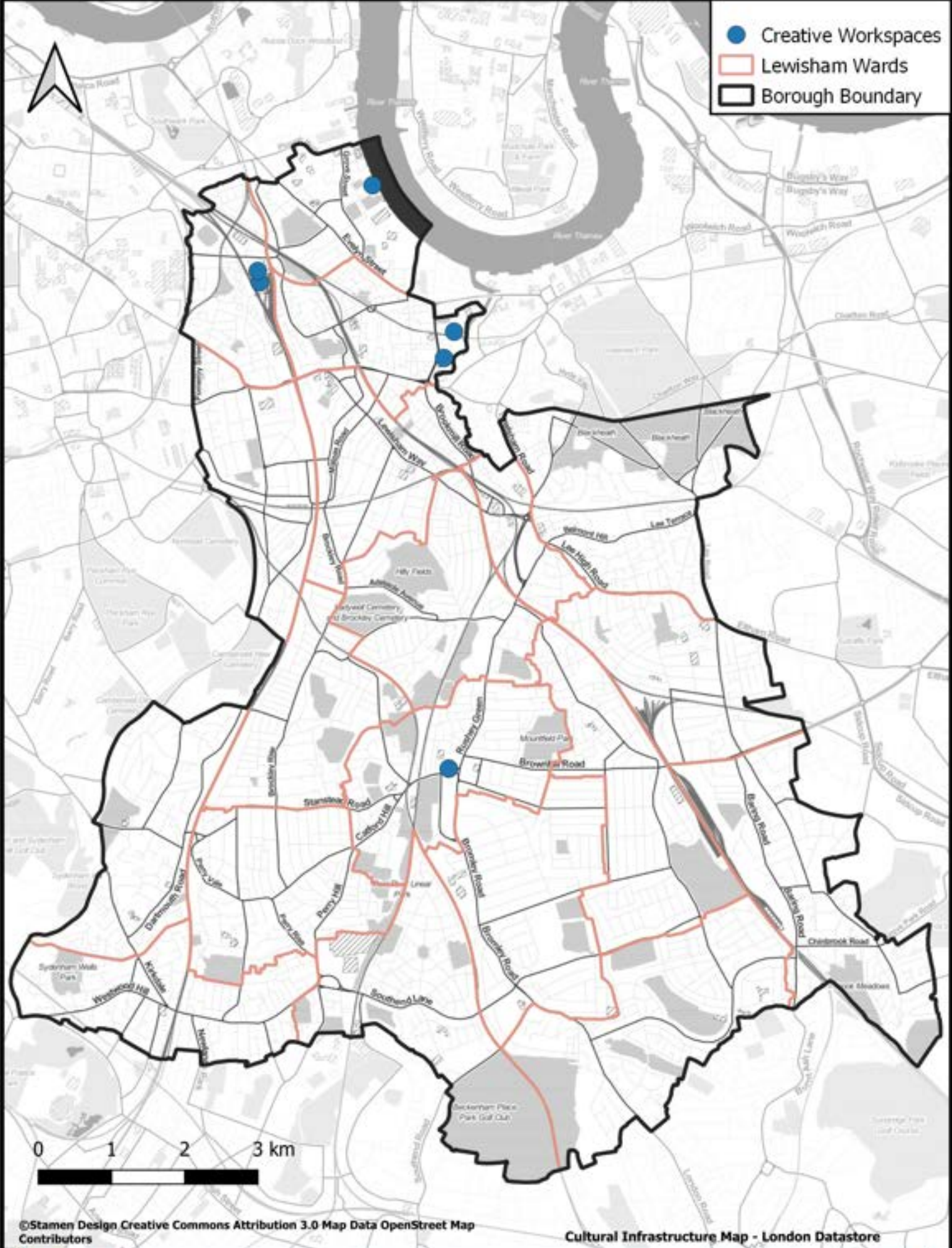
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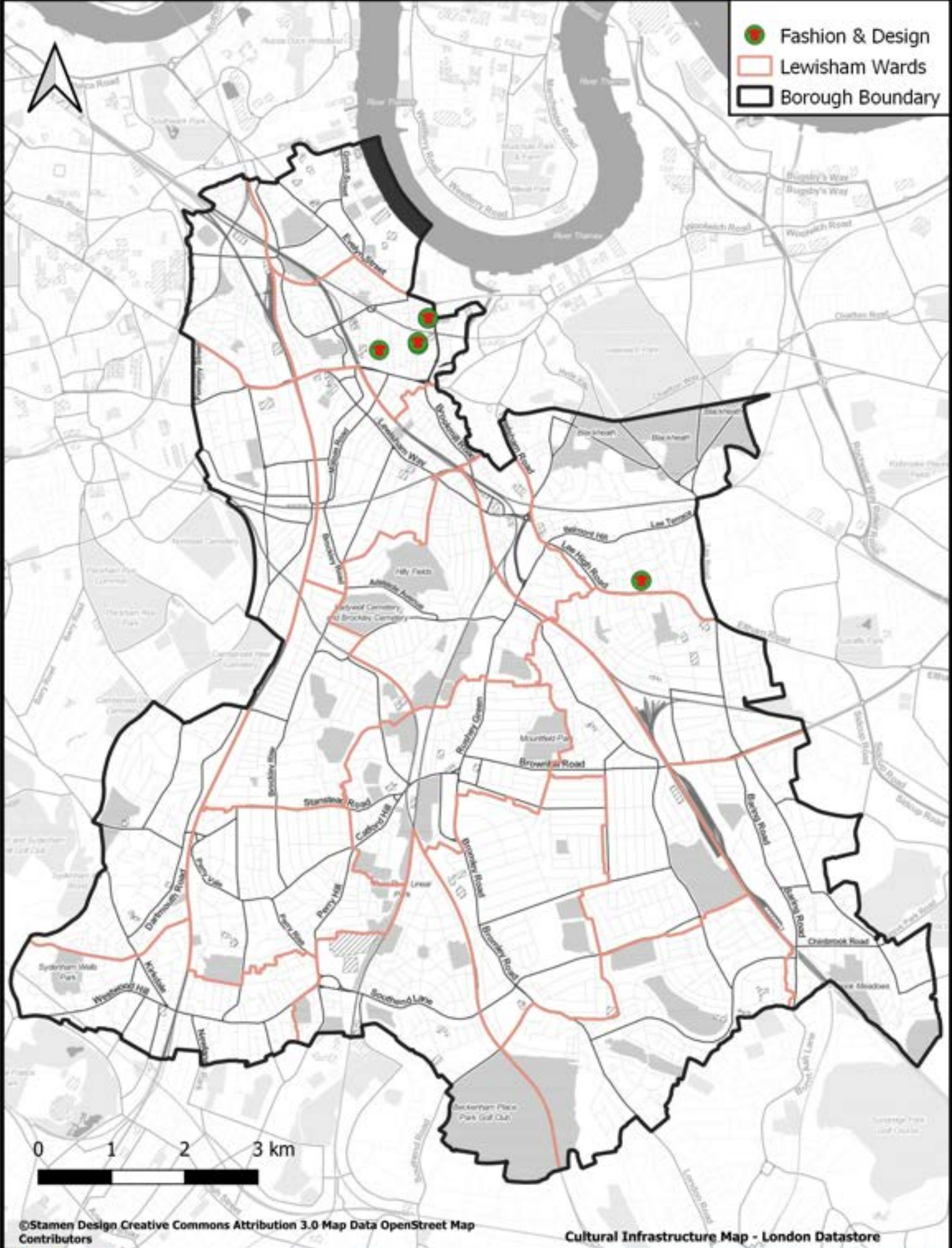
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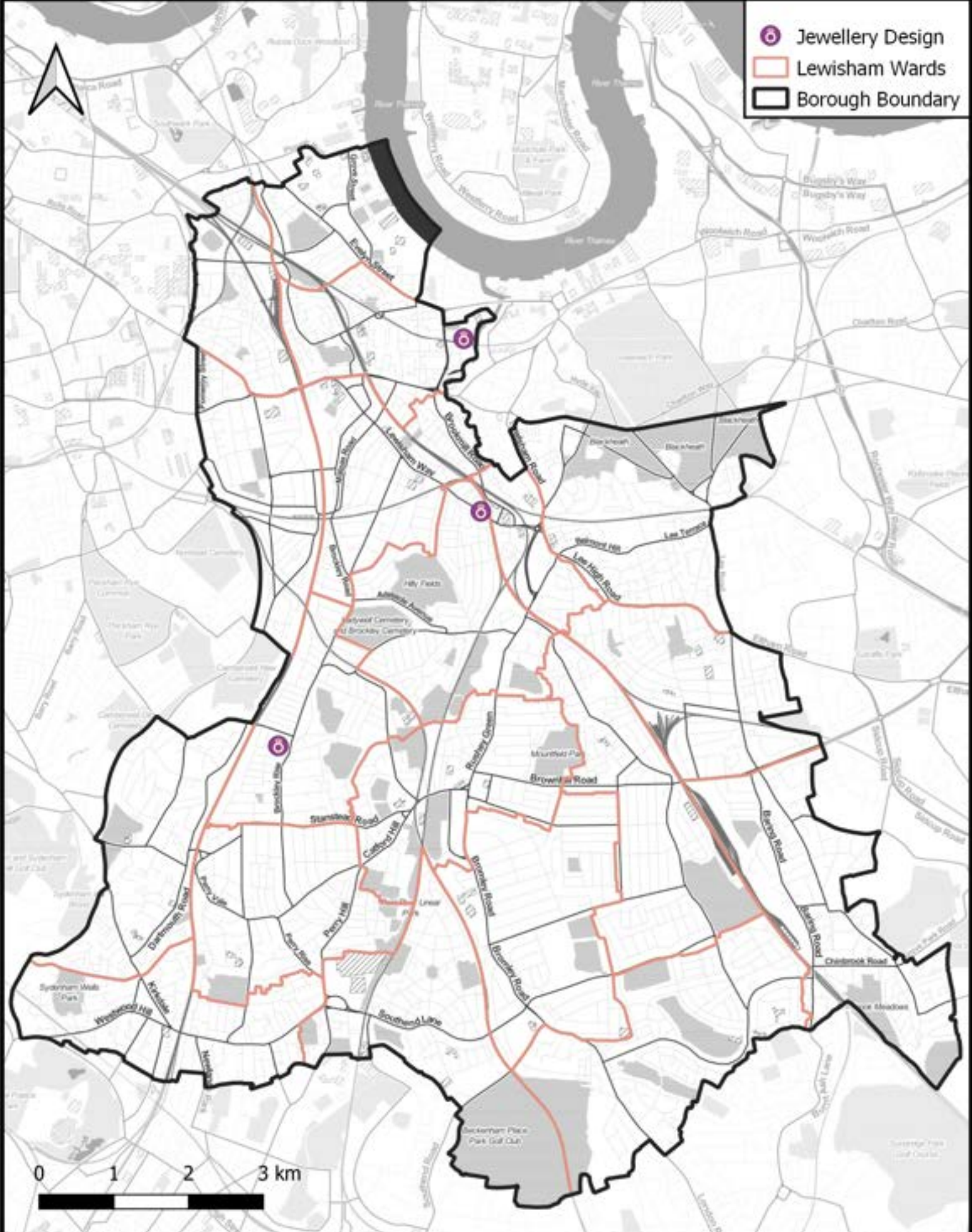
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-  Jewellery Design
-  Lewisham Wards
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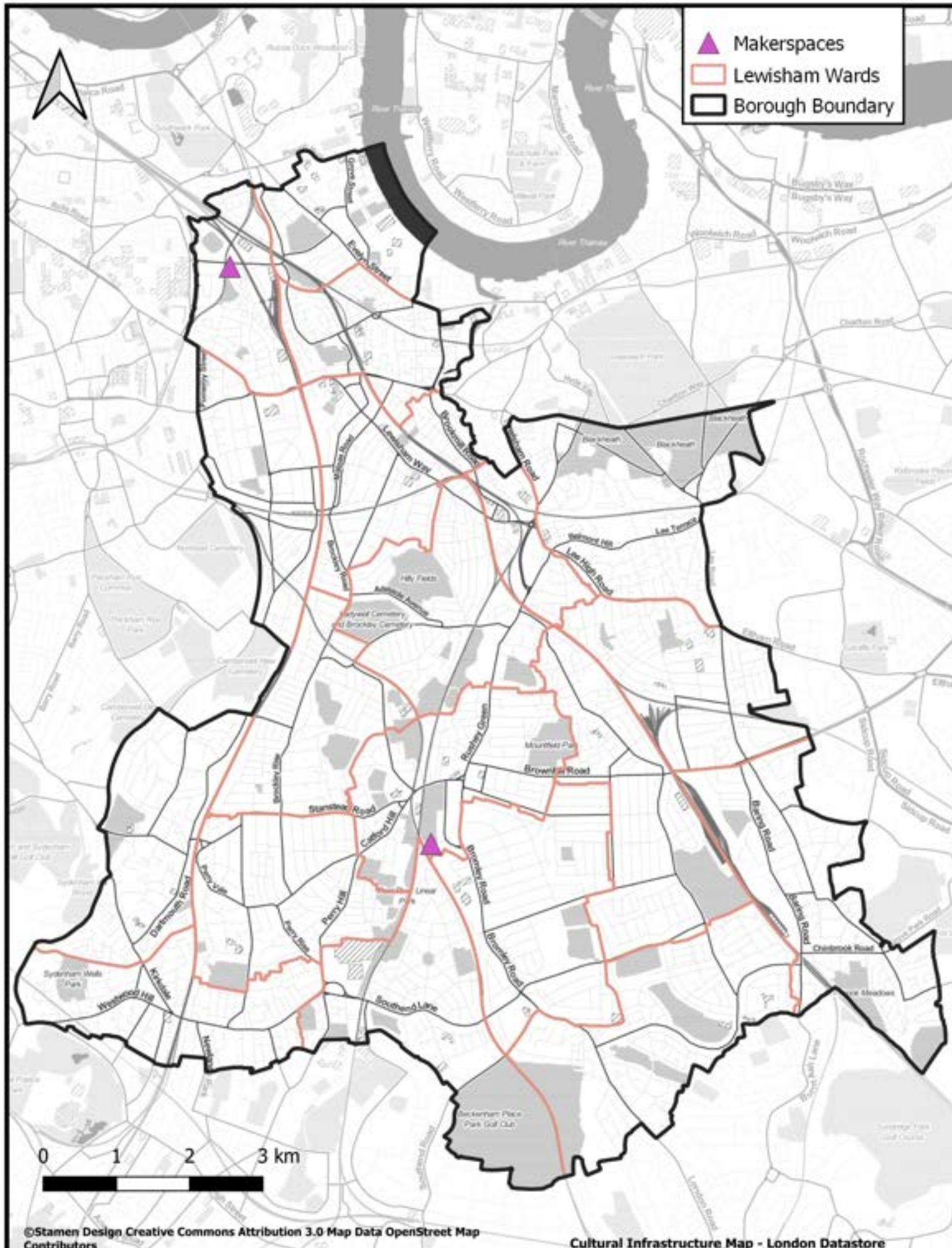
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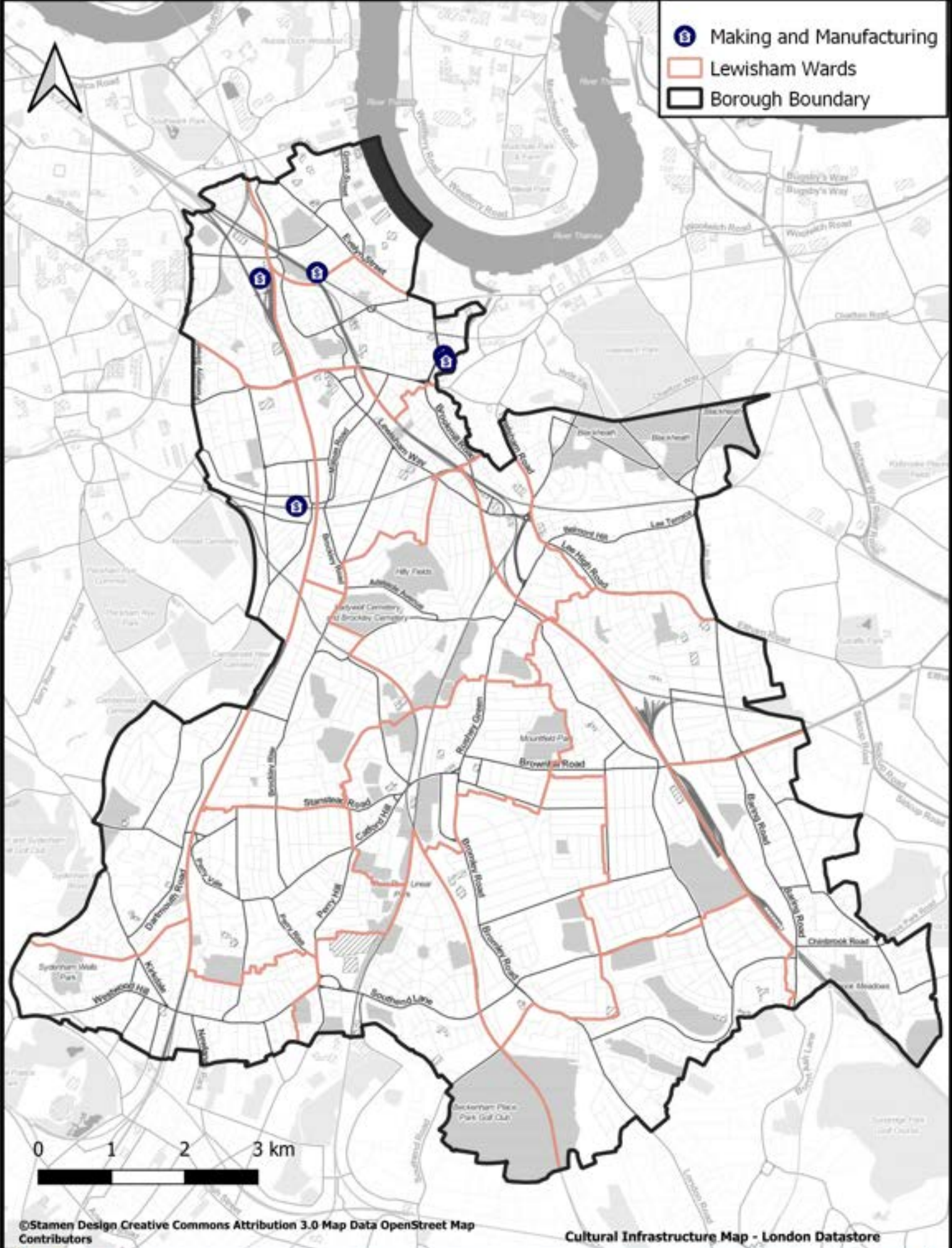
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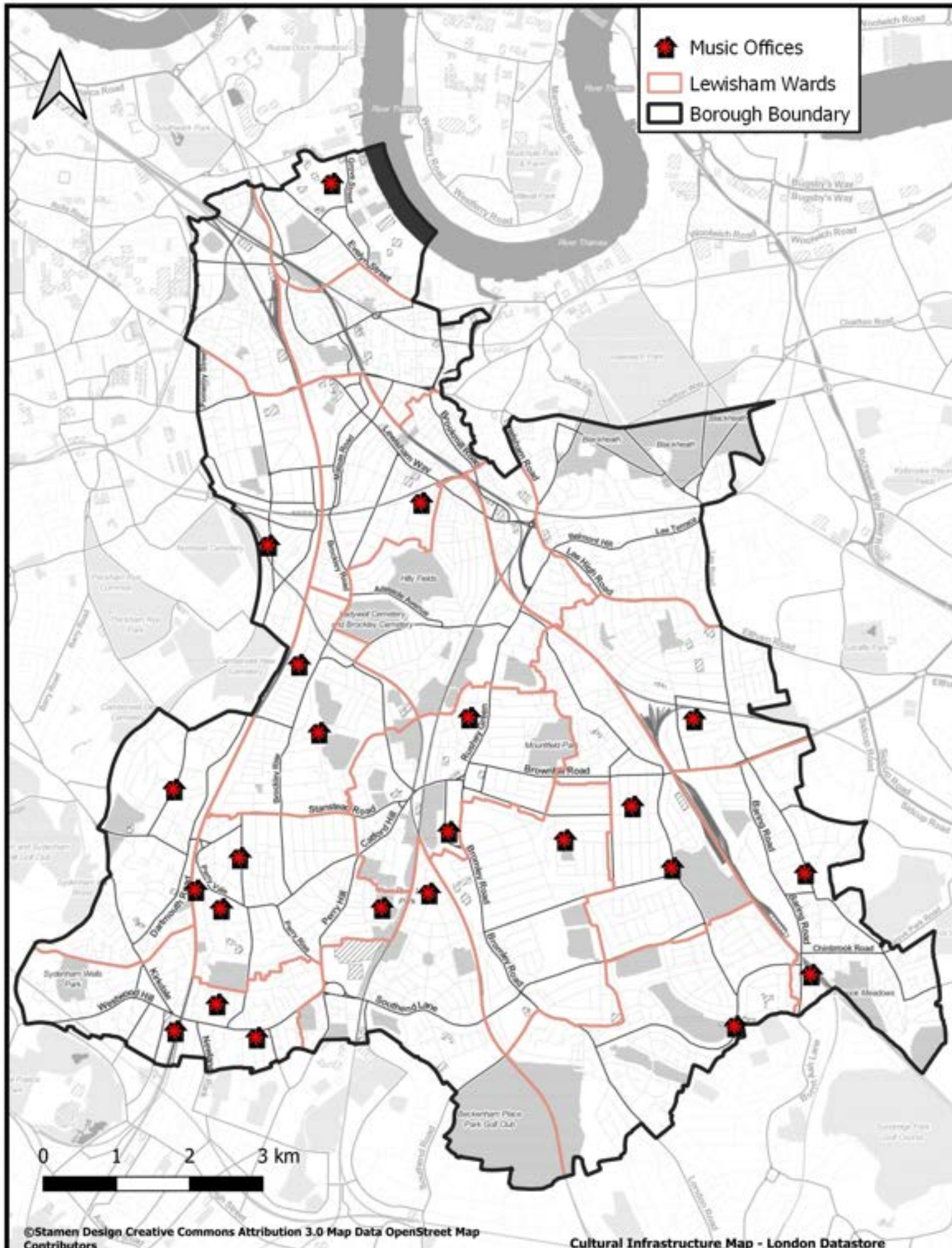


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MAKING AND MANUFACTURING IN THE LEWISHAM CULTURAL STRATEGY 2023

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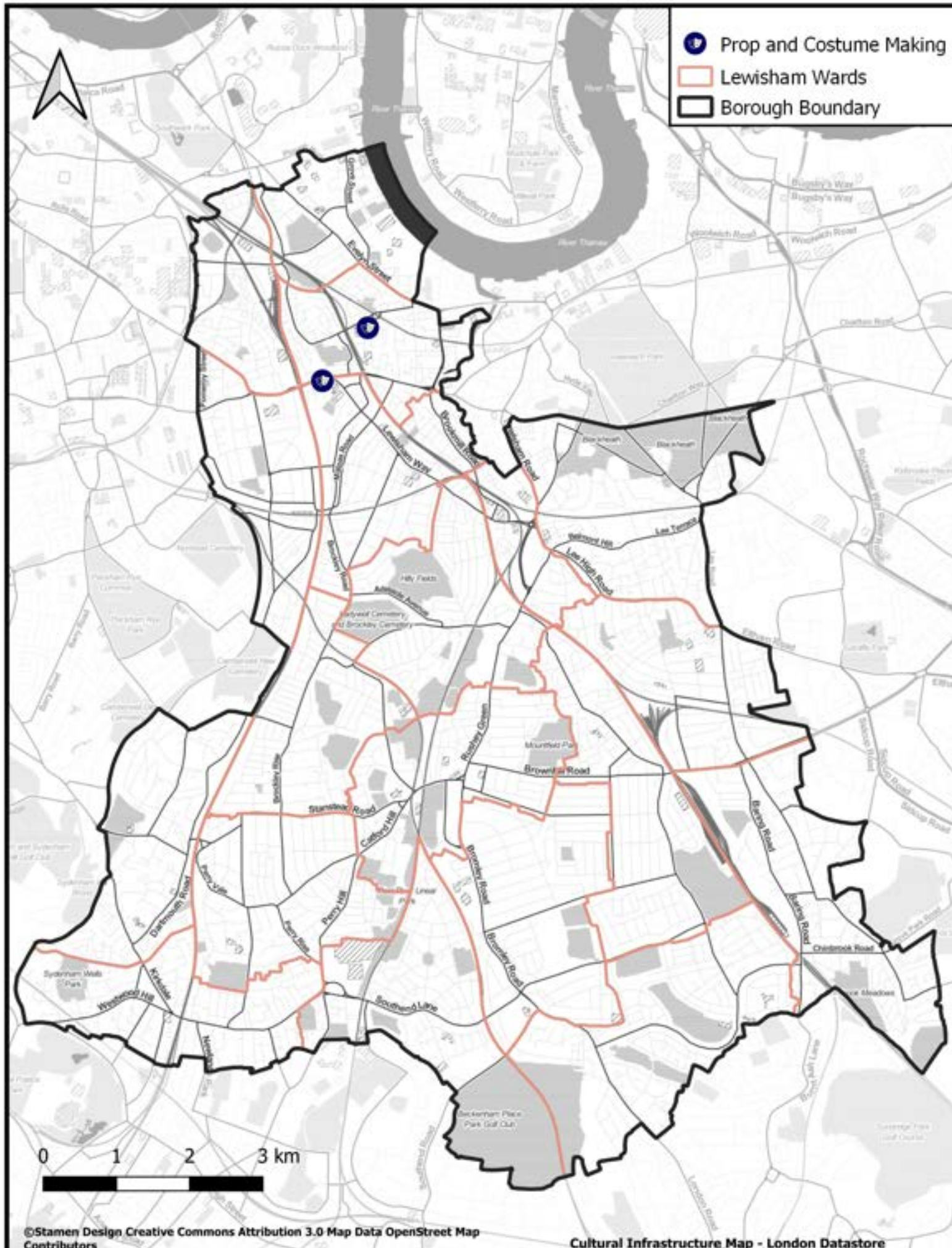
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**MUSIC OFFICES IN THE LEWISHAM
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-  Prop and Costume Making
-  Lewisham Wards
-  Borough Boundary

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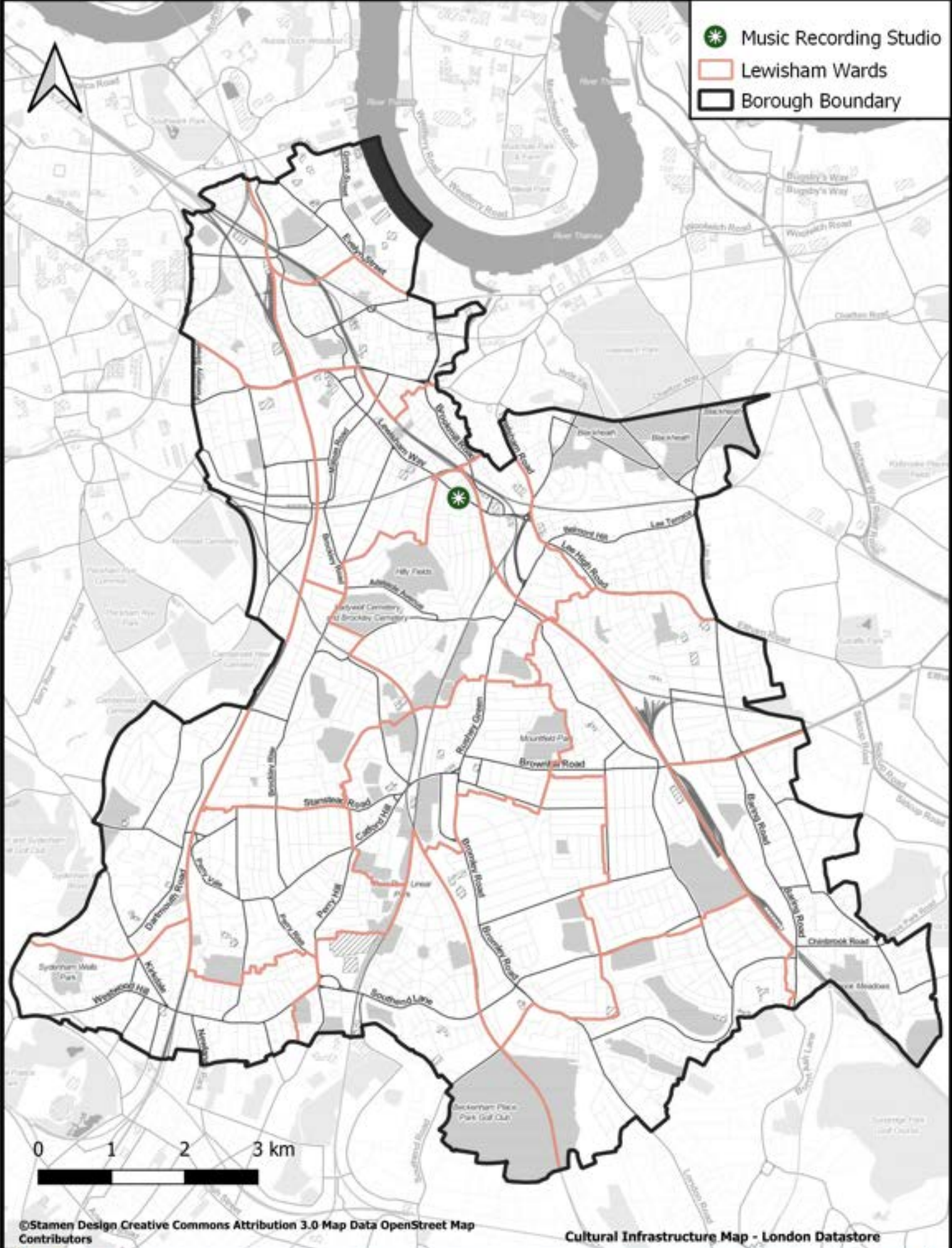
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-  Music Recording Studio
-  Lewisham Wards
-  Borough Boundary

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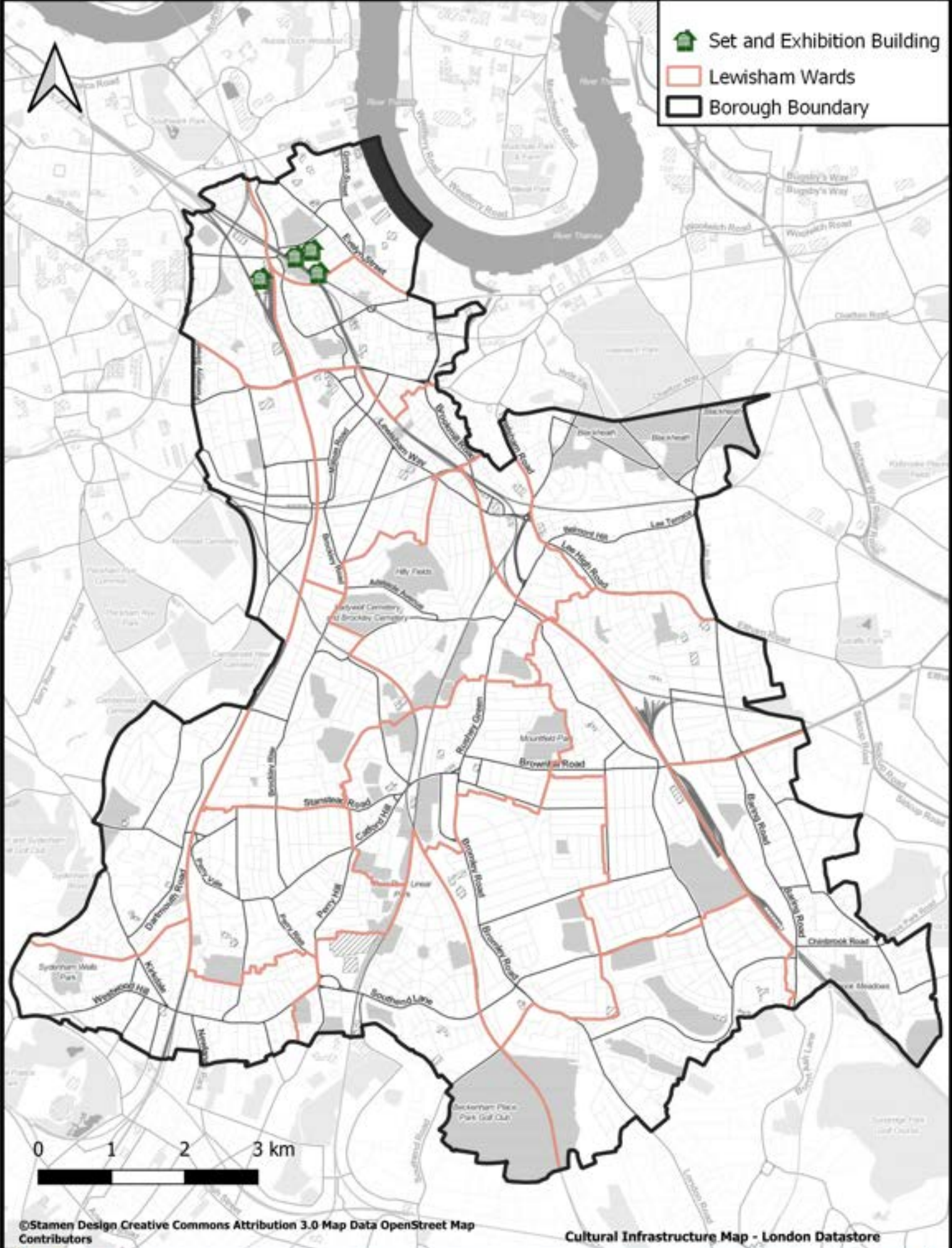
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-  Set and Exhibition Building
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-  Borough Boundary

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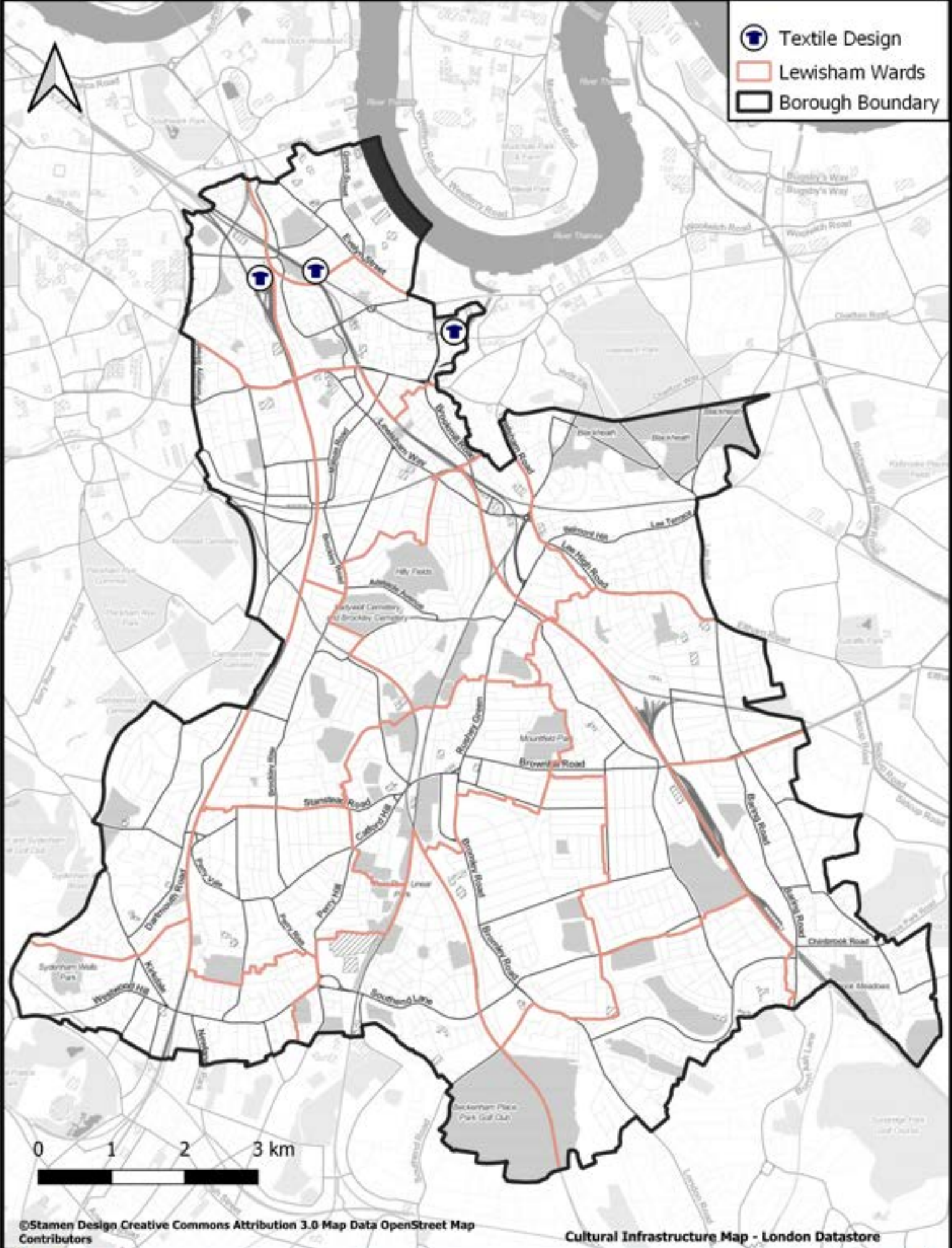
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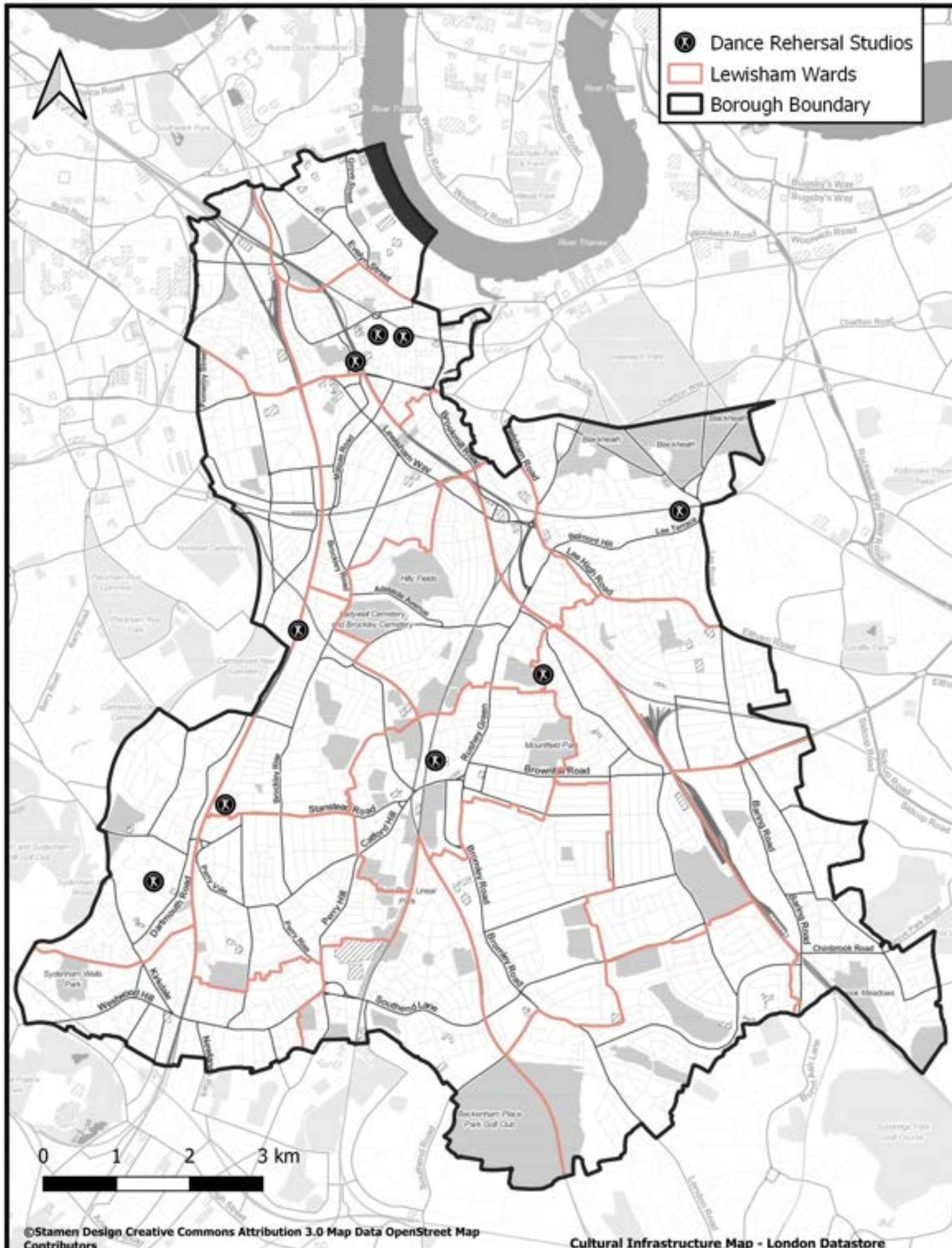
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- X** Dance Rehearsal Studios
- Red outline Lewisham Wards
- Black outline Borough Boundary

0 1 2 3 km

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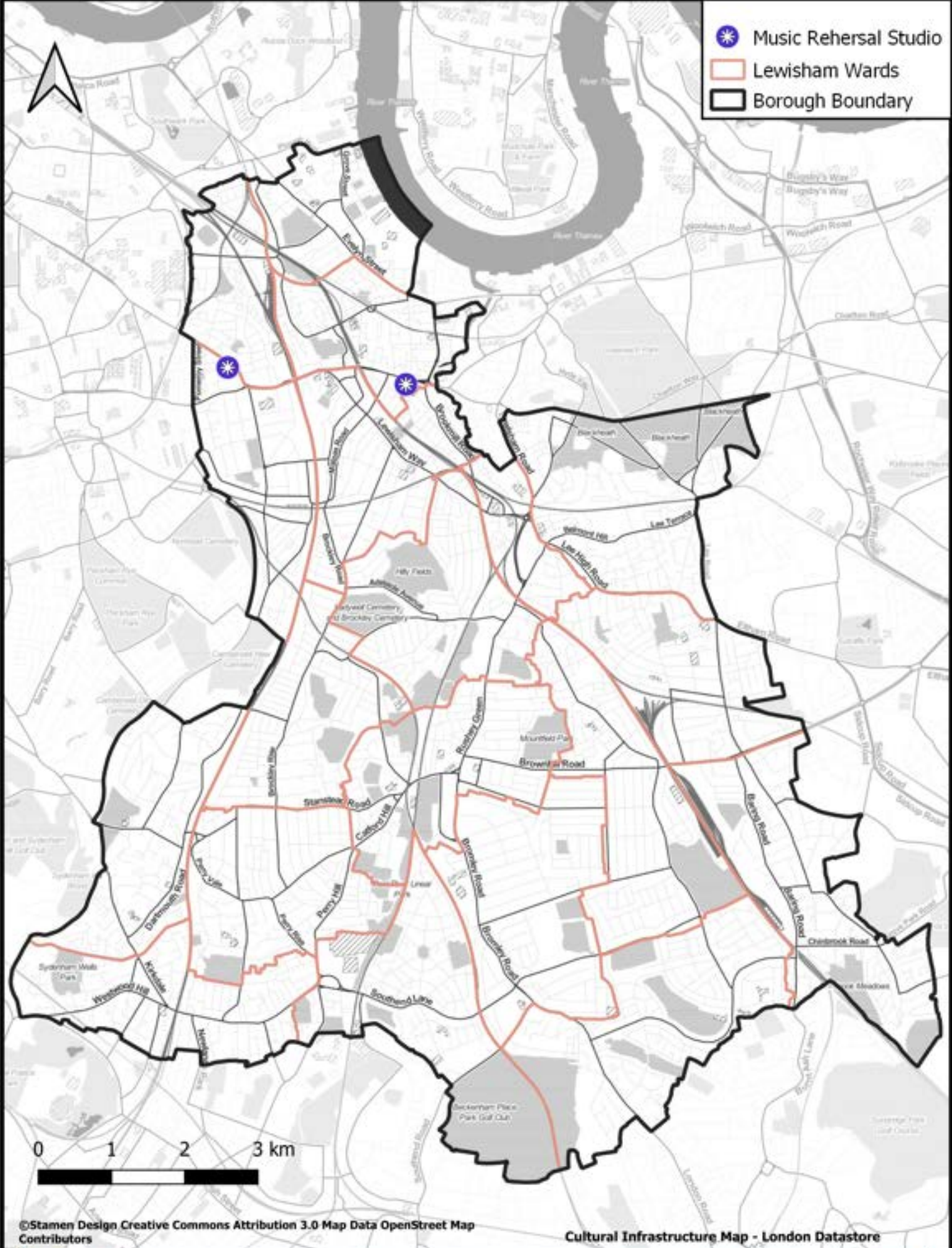
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DANCE REHEARSAL STUDIOS IN THE LEWISHAM CULTURAL STRATEGY 2023

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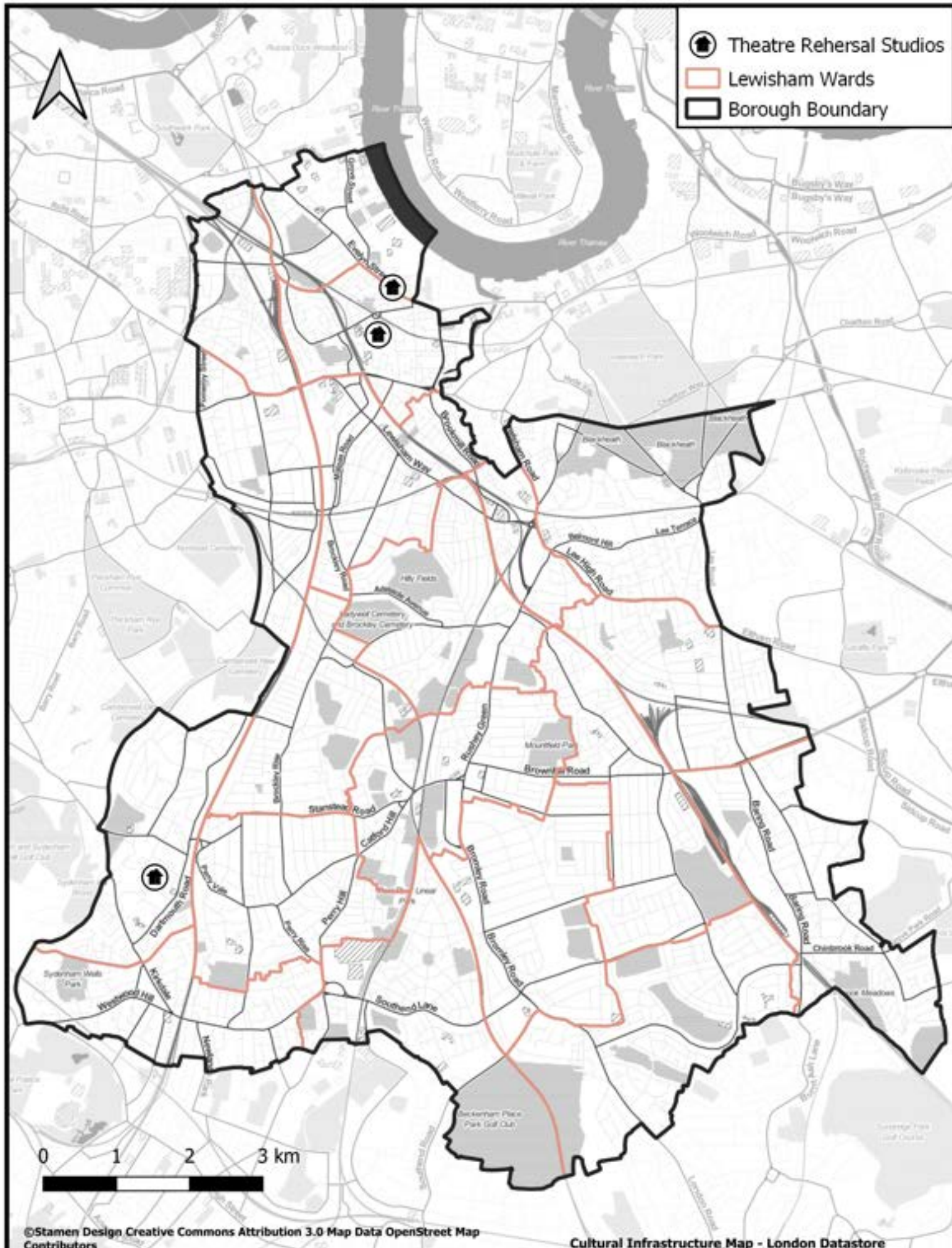
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 AUTHOR: GIS TEAM
 JOB No: 0129

MUSIC REHEARSAL STUDIOS IN THE LEWISHAM CULTURAL STRATEGY 2023

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- Theatre Rehearsal Studios
- Lewisham Wards
- Borough Boundary

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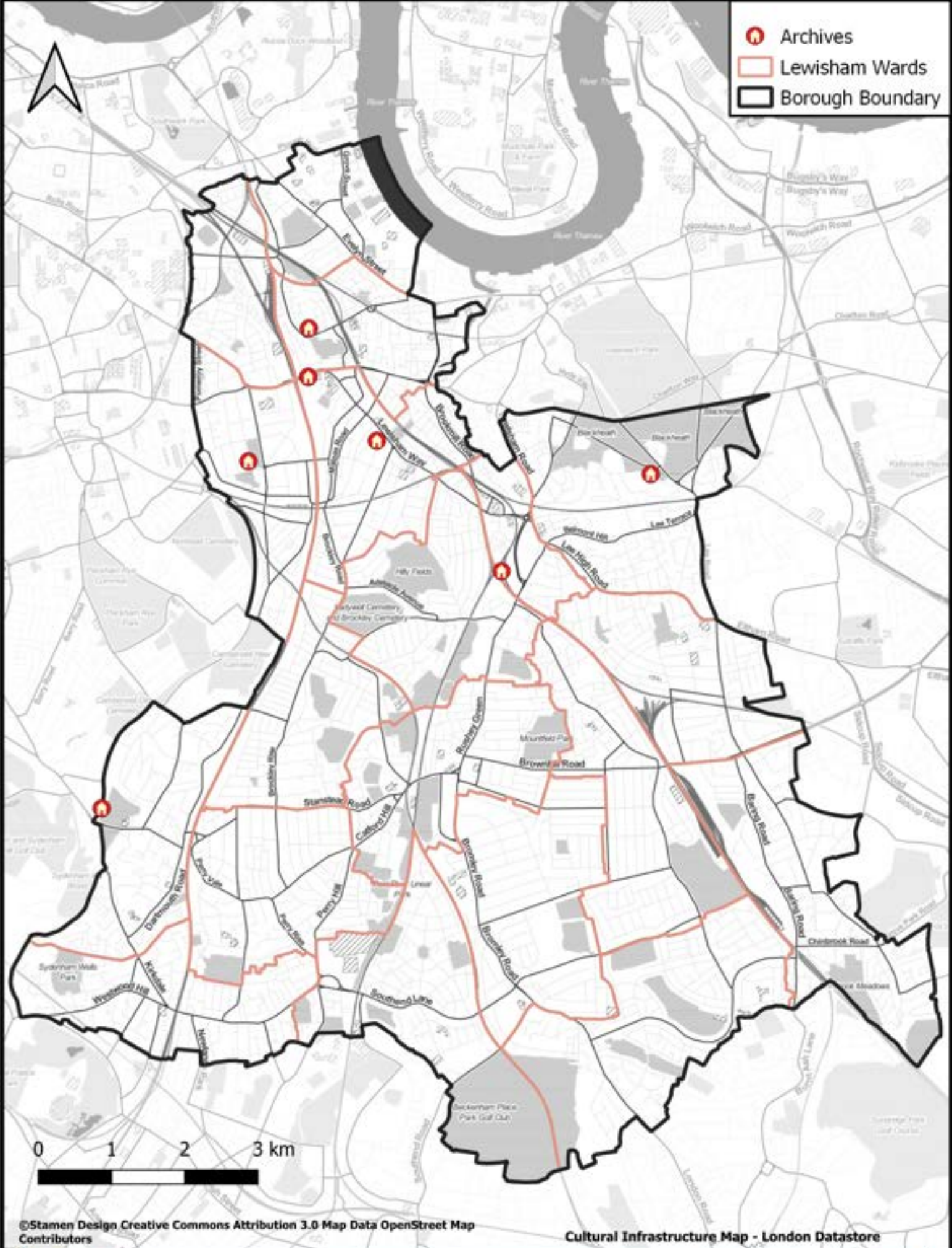
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THEATRE REHEARSAL STUDIOS IN THE LEWISHAM CULTURAL STRATEGY 2023

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-  Archives
-  Lewisham Wards
-  Borough Boundary

0 1 2 3 km

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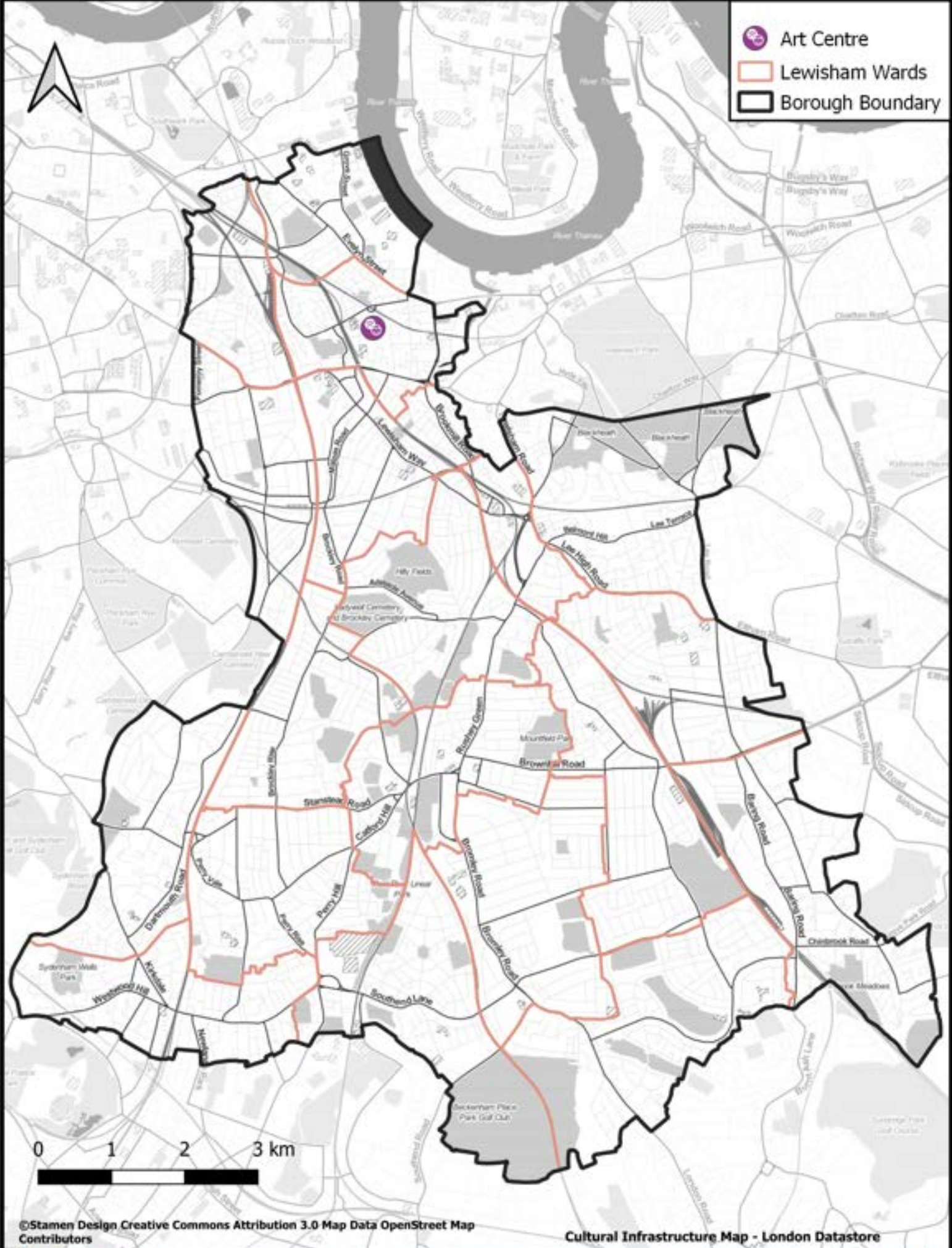
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-  Art Centre
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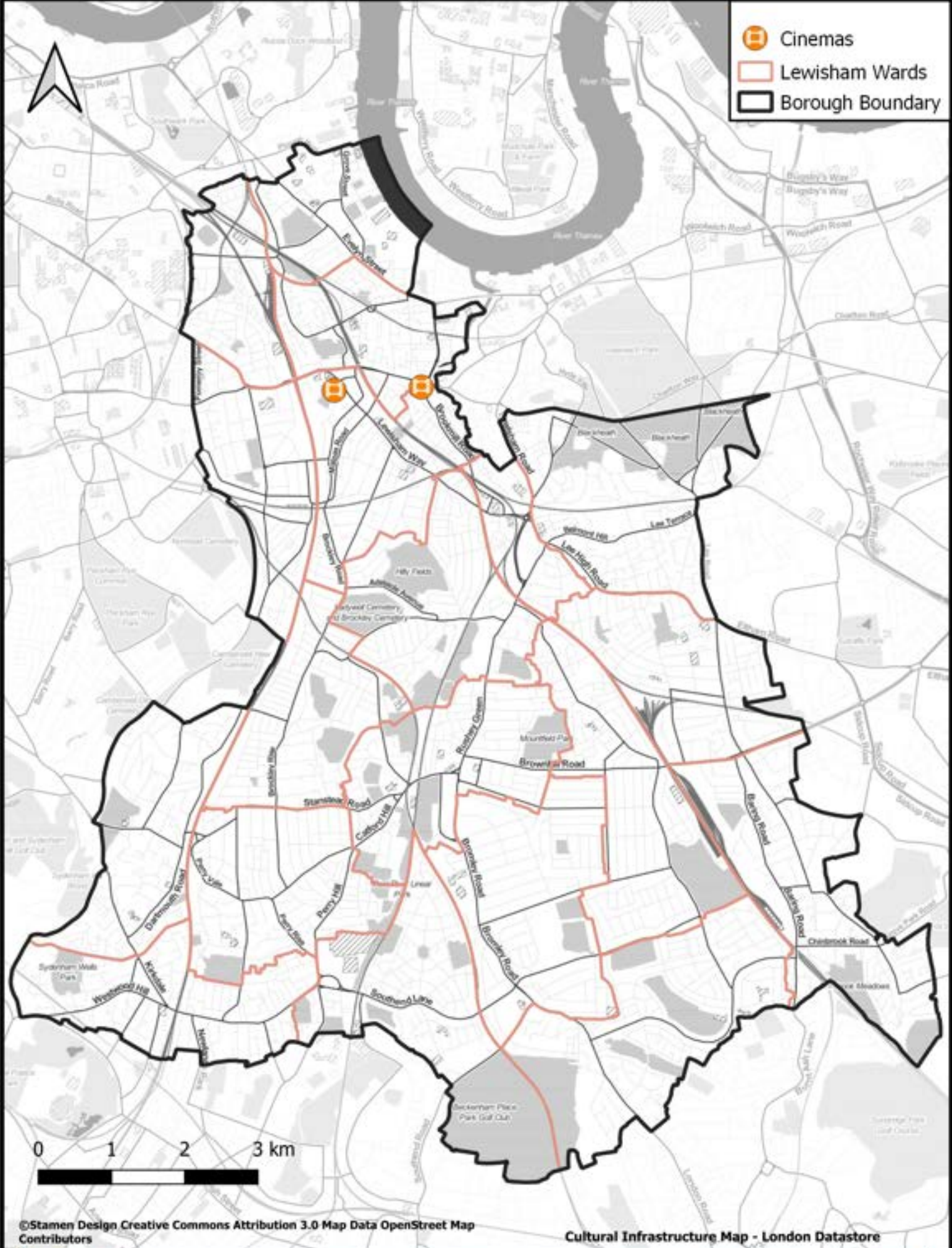
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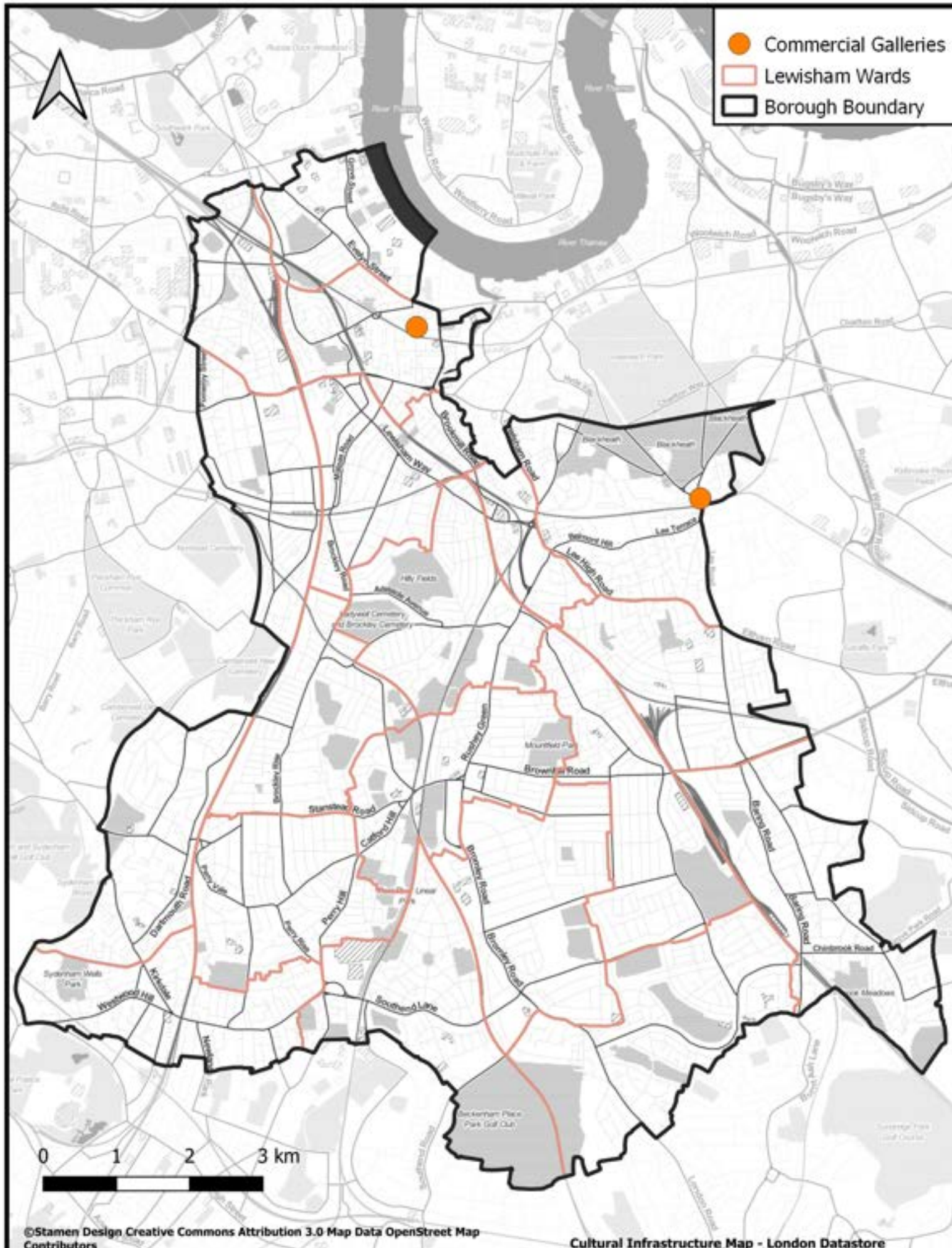
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- Commercial Galleries
- Lewisham Wards
- Borough Boundary

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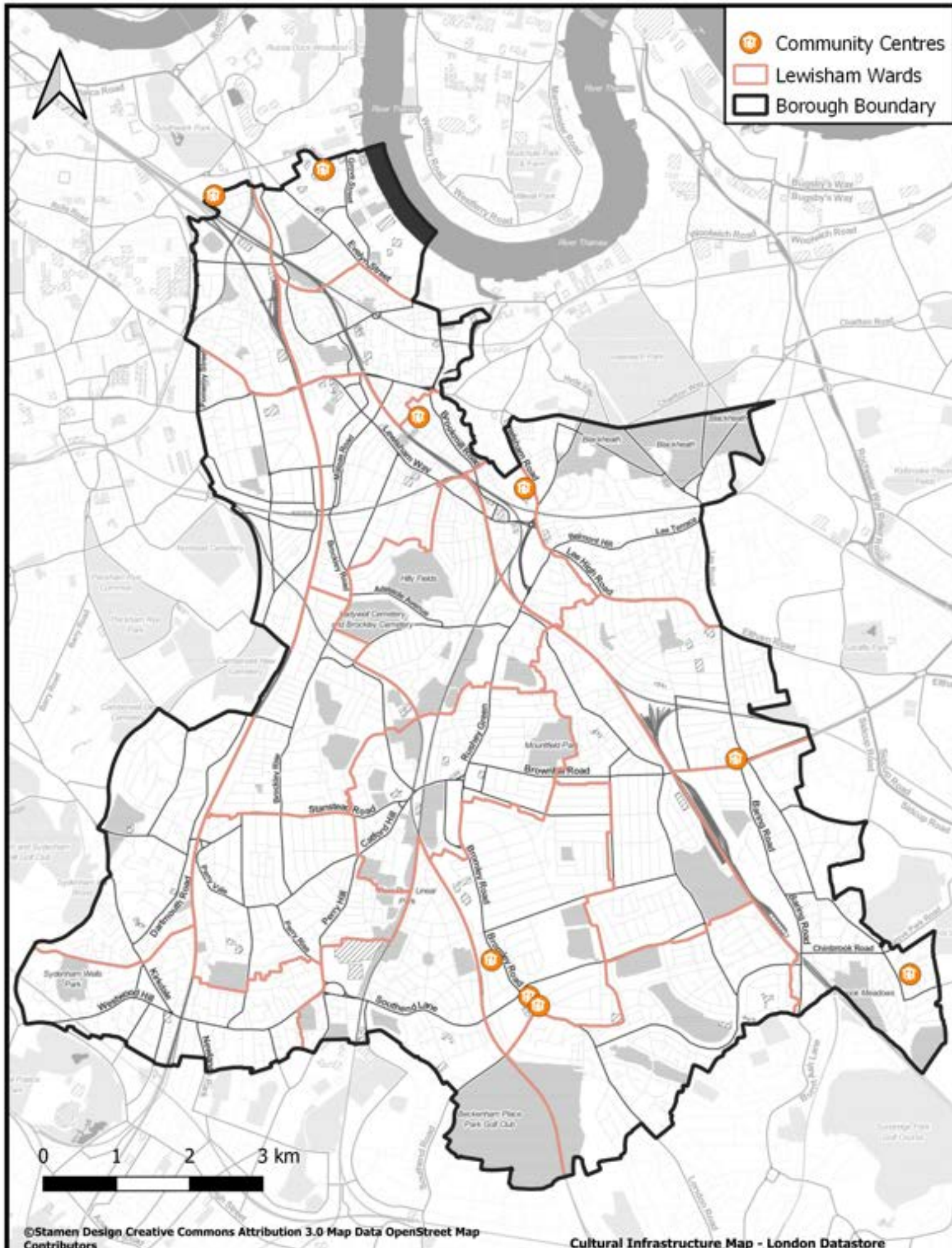
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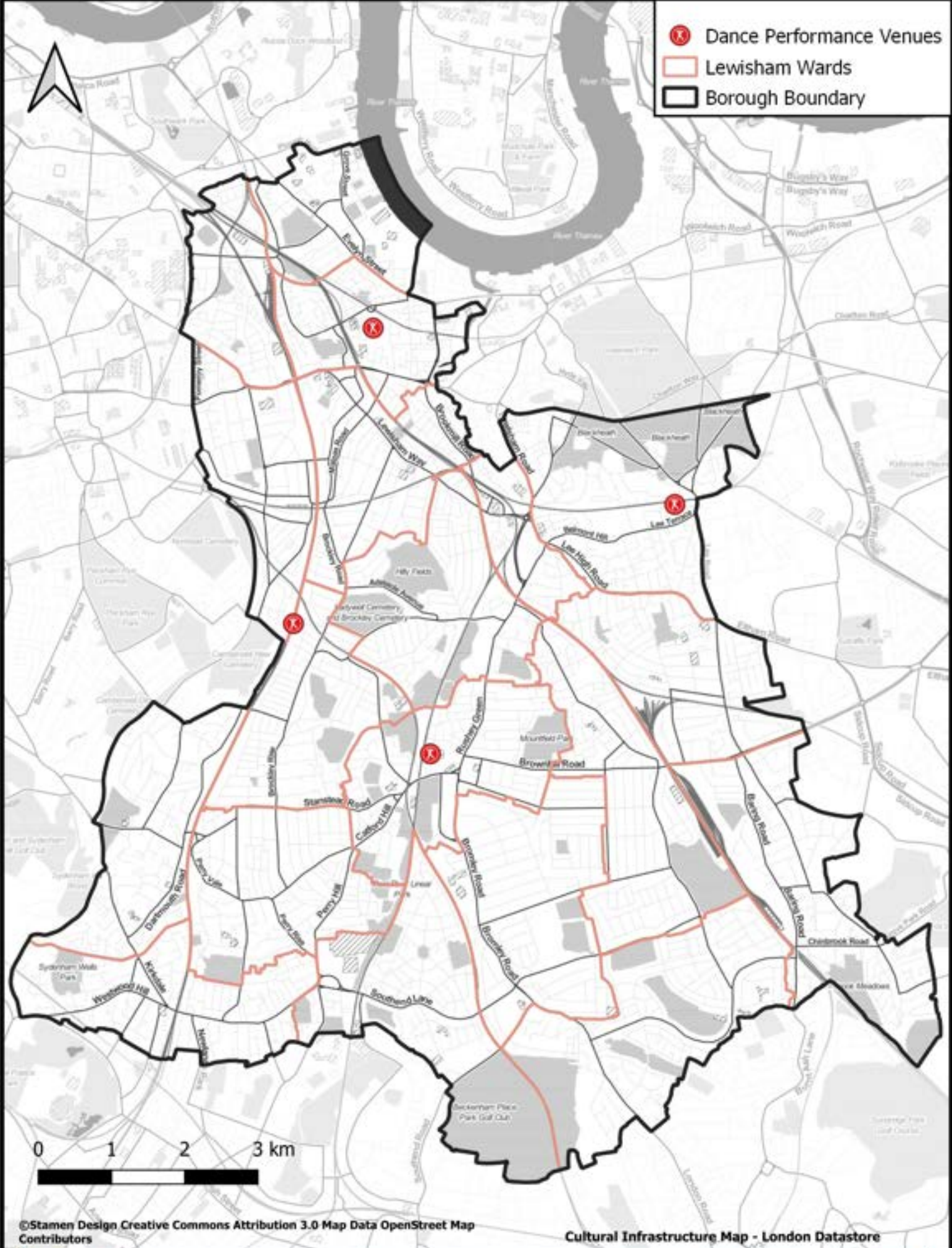
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- X Dance Performance Venues
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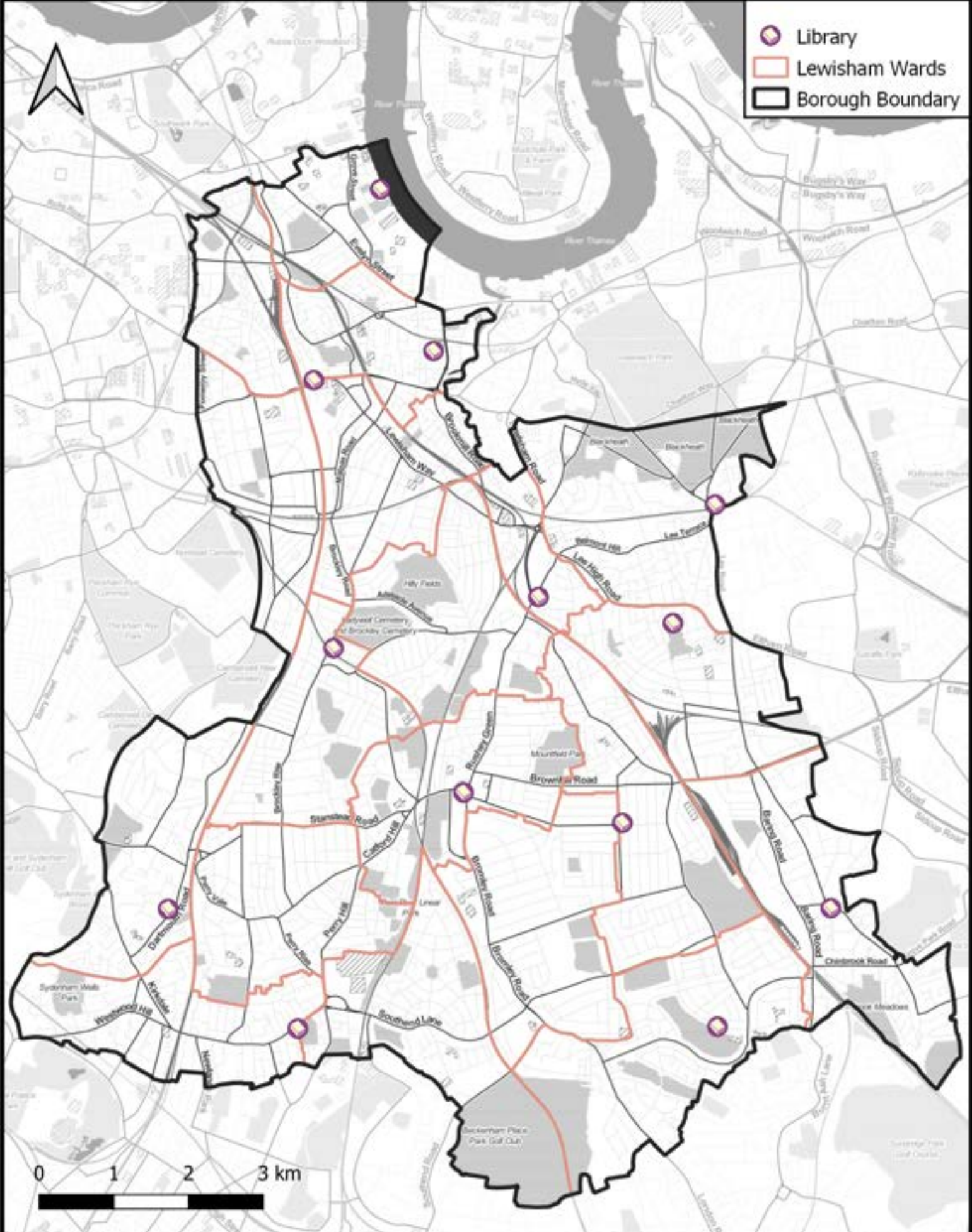
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- Library
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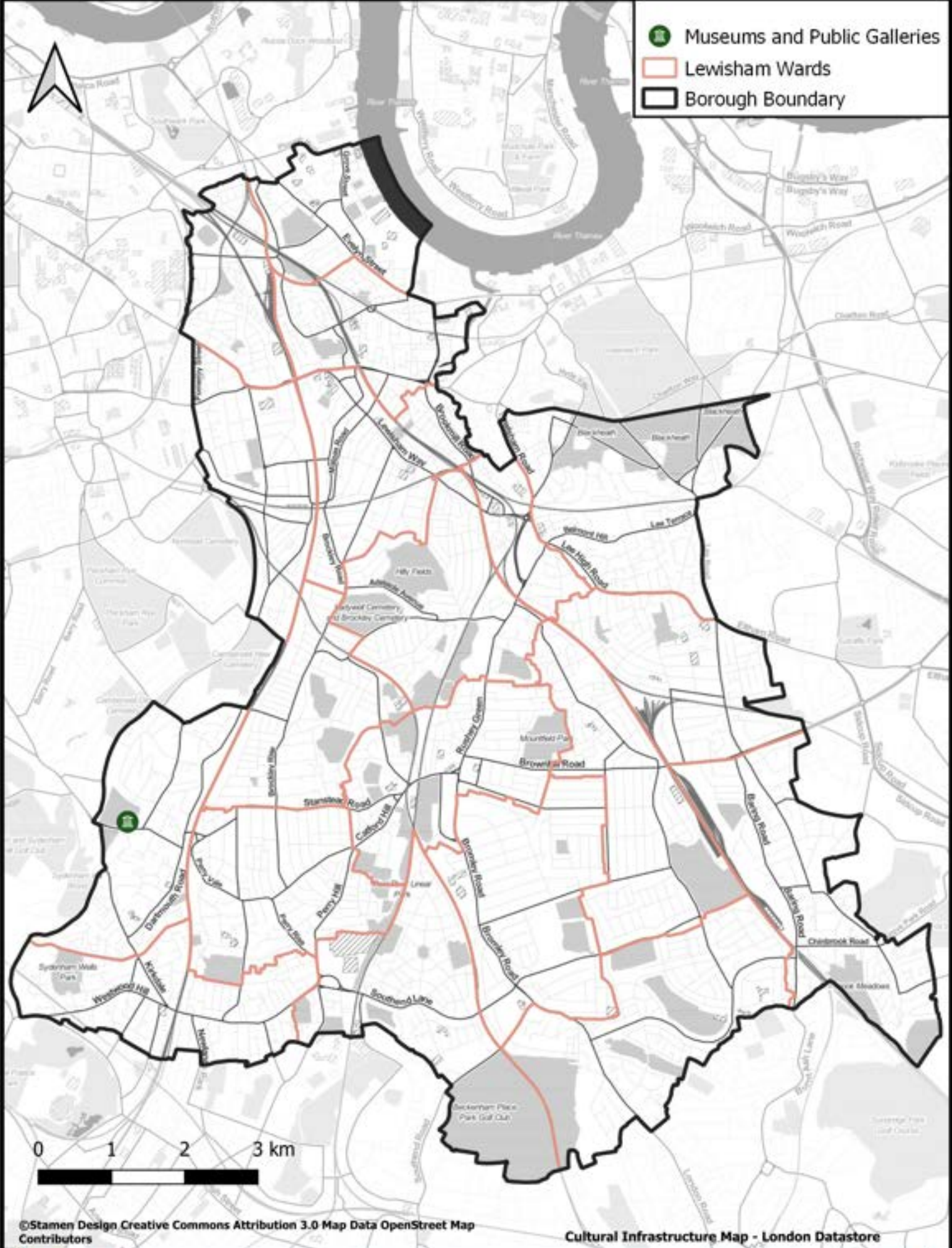
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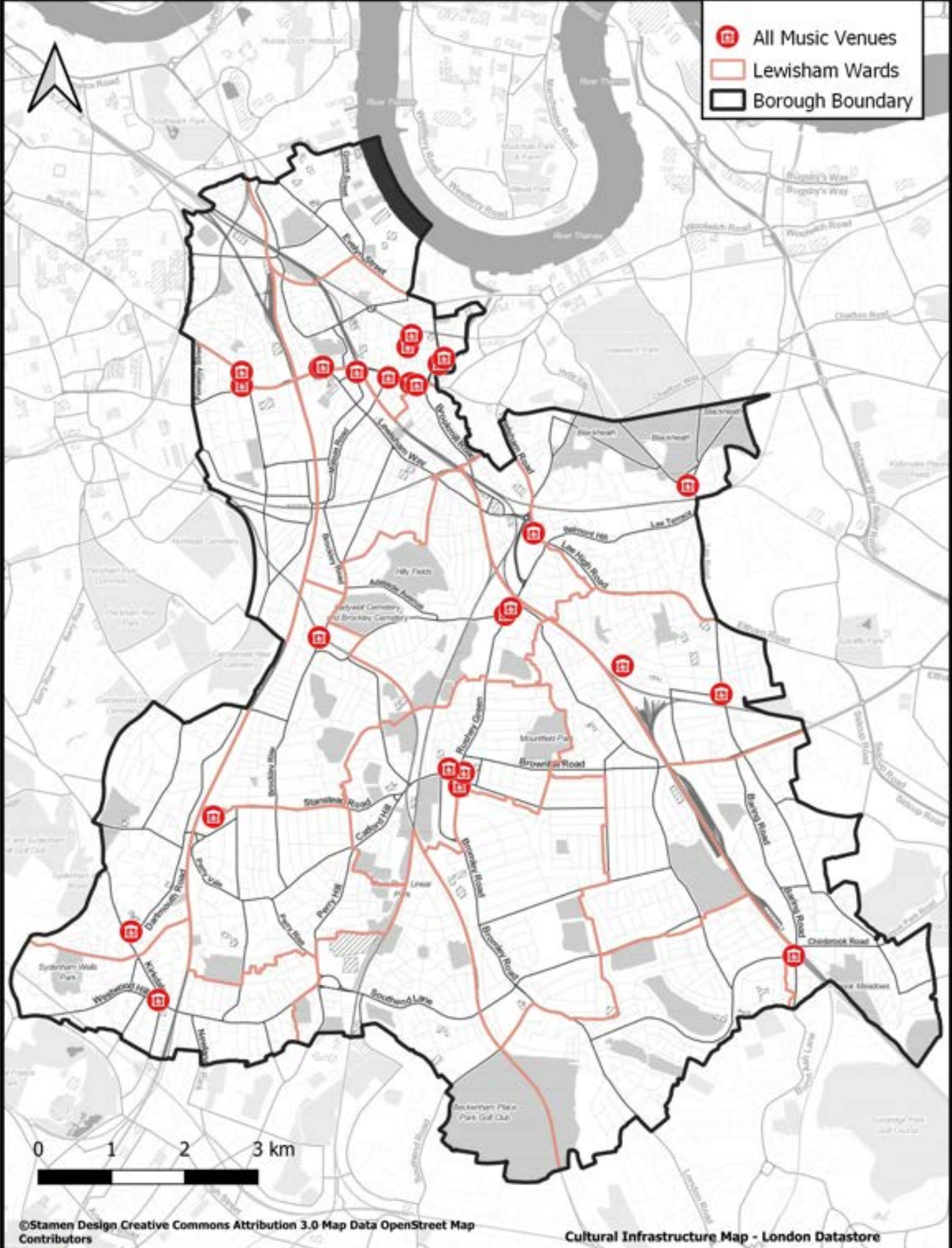


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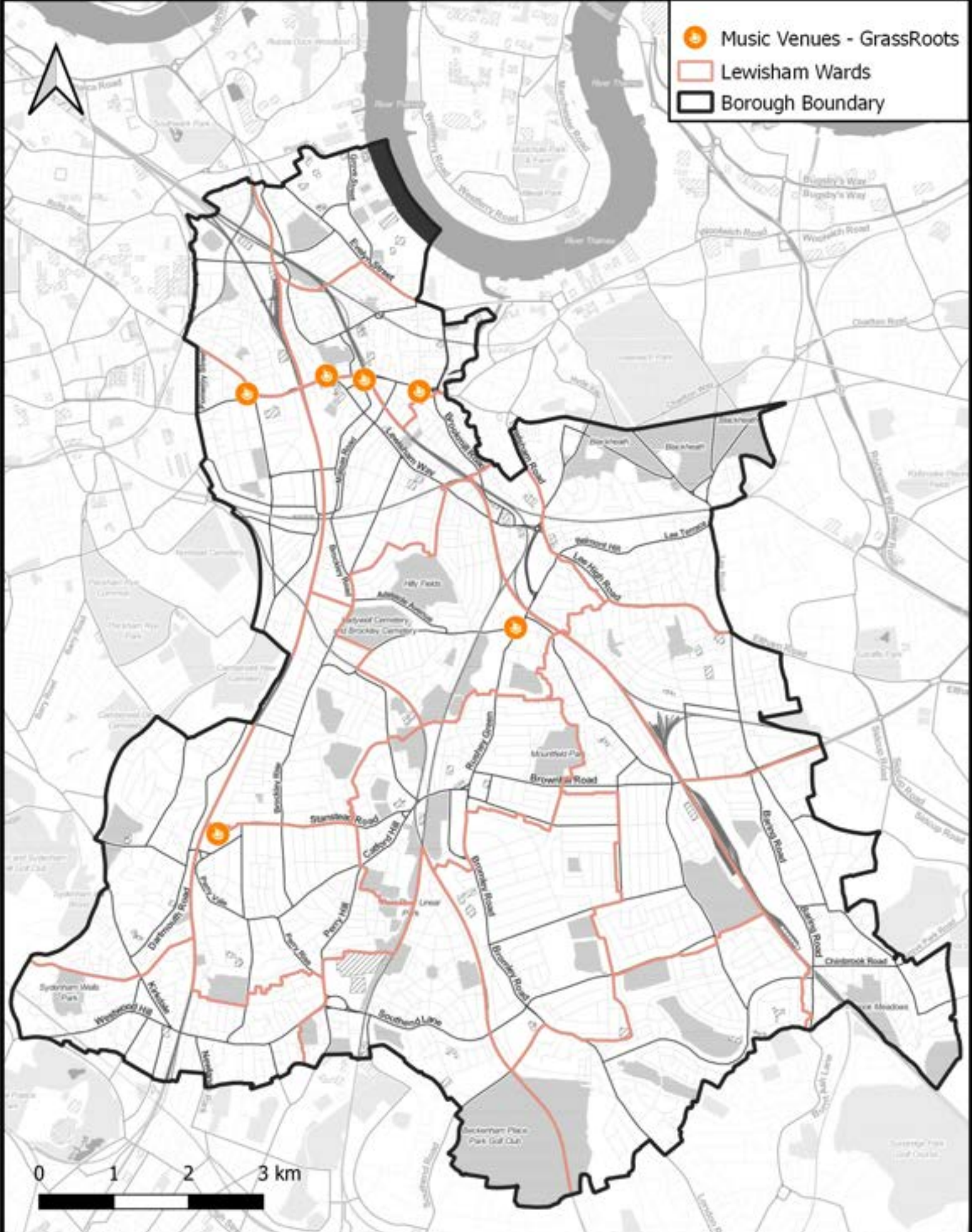
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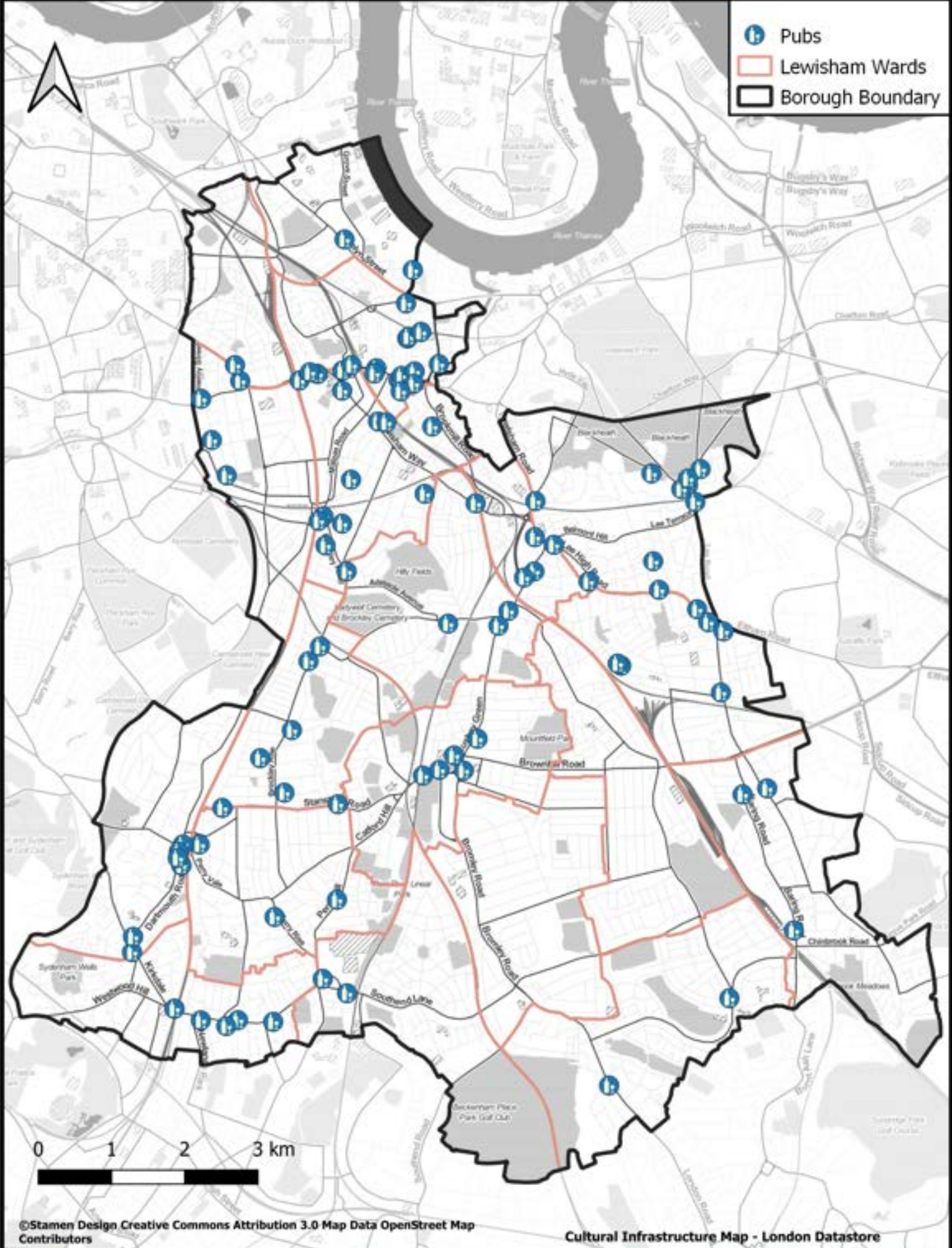
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
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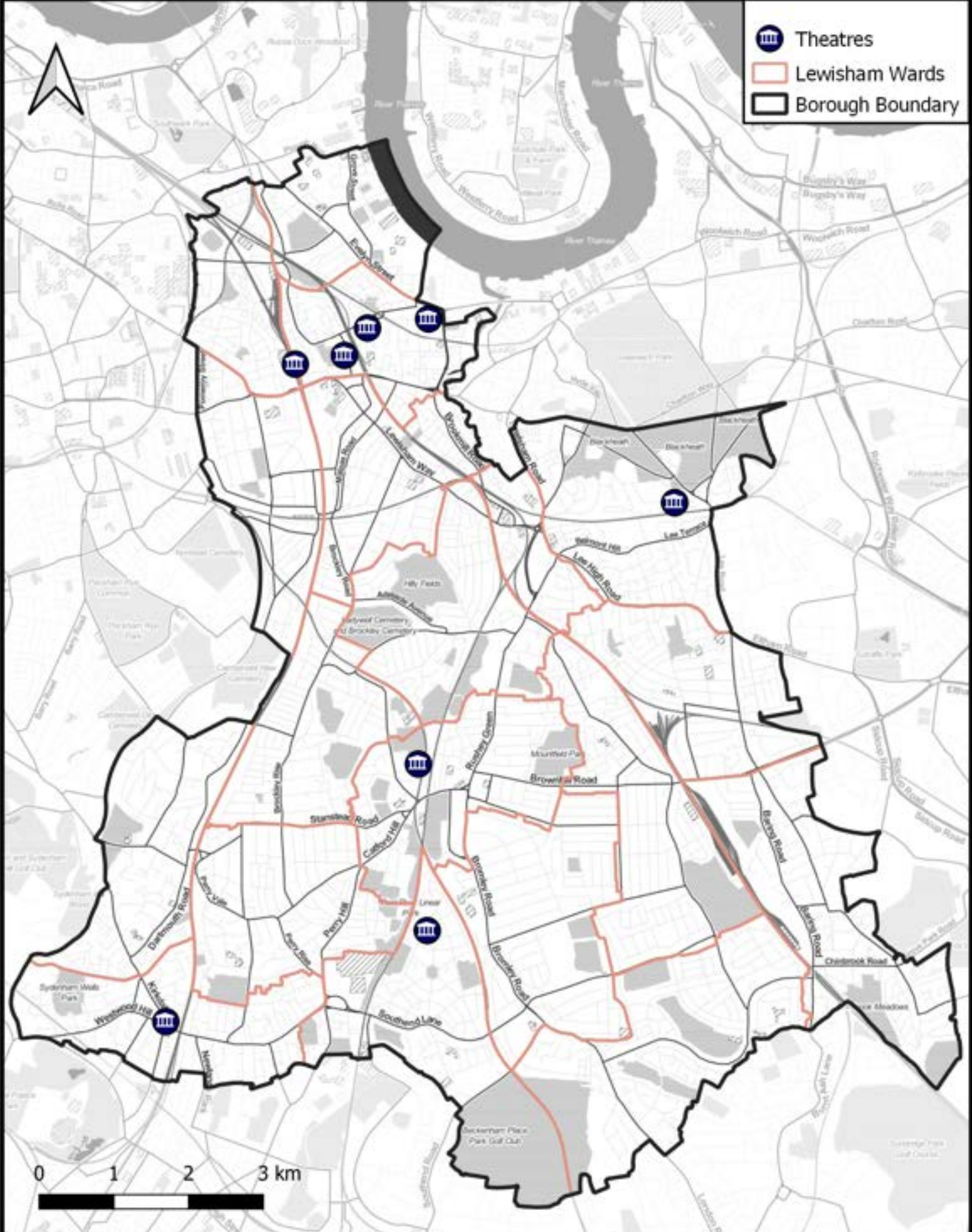
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