Creative People and Places: ACE Data Guidance

Updated: April 2022

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Introduction

This document outlines the data that you will be asked to collect and report on in your quarterly data return and relates to the quarterly payment condition:

Quarterly data from the previous quarter of funded CPP activity;

You will be asked to provide data on your activity on a quarterly basis via an online survey. Each quarter, approximately six weeks before the submission deadline, you will receive a link to the survey that is unique to your organisation.

Every quarter we will ask you to report on Activity, Audience Demographics and Engagement Figures.

At the end of Quarter 4 we will also ask you some supplementary questions about the previous financial year, including Finance and Workforce Demographics.

This guidance lists the questions that you will be asked, and how you should answer them. In order to collect the information that you will be asked to report on via the survey link, you should create surveys for your audience/participants and workforce, that reflect the language in the guidance. Using the same language and collecting and reporting on this data is vital as it enables a more reliable data set across the programme and supports us to provide information to central government and other stakeholders.

Where similar activity has been delivered in a series - such as workshops or tours - you do not need to report on individual sessions, just the series as a whole - as one activity.

We add all the provided data together to get totals across the whole year. In order to prevent your data being double-counted, if you have an activity that runs over more than one quarter, please only enter the figures for the current quarter, and keep the name the same across all quarters.

Quarter dates are as follows:

Quarter 1 – 1st April to 30th June

Quarter 2 – 1st July to 30th September

Quarter 3 – 1st November to 31st December

Quarter 4 – 1st January to 31st March (plus Finance and Workforce questions for the previous financial year)

To meet your payment condition, you should complete the Qualtrics survey and save a copy as a pdf, then upload the pdf as an attachment to your payment request on Grantium.

If you have any questions, please do not hesitate to contact us via CPP@artscouncil.org.uk

Update Notes



Occasionally it will be necessary for us to alter the content of this survey, or to add clarification to the guidance. Should this happen, these changes will be noted below so that you are able to easily identify them.

Sample Audience Demographic Breakdown – Disability Question
 Are your day to day activities limited because of a health condition or disability?

The multiple-choice options provided for this question are being altered to fit with current best practice. The updated choices will be available in the data collection survey from Quarter 3 of 2020/21 (February deadline), so please amend your collection methods accordingly.

Previous multiple-choice options:

No

Yes, day to day activities limited a little Yes, day to day activities limited a lot Prefer Not to Say

Not Known

Multiple choice options that will be in the Q3 2020/21 survey onwards:

No

Yes

Prefer Not to Say

Not Known



Audience Demographics

We will ask you basic information about all your activities, but we will ask you for sample audience demographics for activities which are part of your representative sample.

What is a representative sample?

A representative sample should be a selection of your activities that closely represent the range of activities you are doing as part of your project. Please consider the following aspects of your programme and ensure that each of these is represented proportionately in the activities for which you provide demographic data. It may be that you cannot do this within each quarterly monitoring form, but over the life of your programme this should be possible.

- types of activity
- size of activity
- · target audience
- discipline
- lead organisation

For example - if you have delivered 12 activities, 6 of which have been outdoor performances, 4 have been exhibitions and 2 have been festivals, you could choose to report the audience demographics for 3 outdoor performances, 2 exhibitions and 1 festival. Achieving an exact representation is always difficult, but we ask that you try to get as close as possible.

Guidance for accurate sampling can be found at: www.theaudienceagency.org/insight/good-practice-guide-to-sampling

Only provide data based on a reasonable estimate of your audience profile. For example, a sample audience survey would provide a reasonable estimate, but a visual count would not (you can't accurately estimate peoples age, ethnicity, gender or disability). Please only complete the breakdowns you know and record the figures as 'Not Known' where you do not.



QUESTIONS AND GUIDANCE

You will be asked the following questions for each of your activities:

Basic Details

- Name of activity
- Start date of activity
- End date of activity
- Total Duration in hours

For Public Art, please calculate the number of days multiplied by 12 hours per day.

The total duration should be the cumulative number of hours for this activity over the quarter. For example, if you ran 3 sessions which were each 2 hours long, the total duration would be 6 hours.

Volunteers

- Number of volunteers
- Total volunteer hours

Value of volunteer in kind time contribution

When calculating volunteer hours: If 5 volunteers worked 10 hours each, the total volunteer hours would be 50. Please round up to the nearest whole hour.

The latest volunteer hourly amounts can be found here: www.acas.org.uk/nmw

Discipline

Please select the main discipline for your activity from the below:

- Combined Arts (e.g. carnival, spectacle, festivals)
- Craft
- Dance
- Digital

- Film
- Literature
- Music
- Museum /Gallery
- Outdoor Art

- Public Art
- Theatre
- Visual Arts
- Other

You can select a second discipline if you feel this applicable, but this should not be the same as the first.

If you are unsure which discipline is the best fit for your activity, please speak to your Relationship Manager or email CPP@artscouncil.org.uk

Digital Content



Select which of the following was available:

- Artistic Content
- Video Content
- Games/ Interactive
- Educational Content
- Programmes/ guides
- Ticket Sales
- Product or service sale

- Facility to accept donations
- Customer/audience feedback facility
- Support for access for disabled people
- Other
- None

Select as many as apply in relation to any on-line and/or digital presence you have (e.g. a digital resource in an exhibition, website, mobile app).

Locations

 Please provide the full postcodes for where this activity took place, and the number of activities that took place there.

If this activity took place in more than ten different postcodes, please enter the ten which you feel are the most prominent. This could be defined by the number or length of sessions, or the type of sessions that took place there – whichever you feel to be the most appropriate.

Did your commissioned work tour elsewhere?
 If your commissioned work toured to other Creative People and Places locations,
 please tell us which other Creative People and Places locations your commissioned work toured to.

Target Audience

Please select the target audience for this activity from the options below. You can select as many as are applicable.

- General/Everybody
- Families
- LGBT
- Older People
- Visual Impairment
- Hearing Impairment/Deaf
- Physical Disabilities

- Cognitive or Learning Disabilities
- Mental Health Condition
- Invisible Disabilities
- Other Long Term/Chronic conditions
- Other
- No audience for this activity

Engagement Figures



The following questions ask about known and estimated engagement figures.

The known and estimated attendances are distinct questions. If you had a known attendance of 50 (who bought tickets) but you estimated that a further 45 audience members attended through non-ticketed means, you would have a known audience of 50 and an estimated attendance of 45. If you know exactly how many people engaged with your activity, please record this as 'known attendance', and the estimated figures should be entered as zero. We add the two attendance figures together to get a total attendance, so it is important not to double count these figures.

- Physical Visitors/Audience (known and estimated)
 By 'visitors/audience' we mean the number of people who were viewing or experiencing work presented to them, for example as an exhibition or performance
- Total Participants (known and estimated)
 By participants we mean people who have directly participated in an activity, for
 example sang in a choir, performed in a play or taken part in a workshop or decisionmaking panel. This should capture in-person engagement as well as digital. Each
 person should be counted only once.
- Of which, participated digitally (known and estimated)
 Of your known and estimated participants entered above, how many of them participated in an activity which was held digitally, for example taken part in an online workshop or decision-making panel. The figures for this question should be less than or equal to the Total Participants question.
- Visitors/ audience for digital activity (known and estimated)
 Digital activity is creative content that was specifically created for digital consumption. This includes video, audio, games, applications, podcasts, online exhibition, online publishing. Please do not include documentation of activity that has existed elsewhere.
- Visitors/Audiences for Live to Digital Work (known and estimated)
 Live to digital is any secondary distribution of your activities through digital means.

 For example, screenings of recorded performances or online experiences of exhibitions. This should not include activities that were specifically created for distribution through digital means.

If you enter any estimated figures, you will be asked for a brief explanation of the method used to estimate this figure. We understand there will be occasions where estimated figures are necessary, this explanation is to give context to our data analysis.



Sample Audience Demographic Breakdown

This section must be completed for activities in your representative sample only. More information about creating a representative sample can be found on page 4.

Enter the totals of the data you have collected from audience members or participants throughout the course of this activity. Please only complete the breakdowns using data you have collated using official measures such as surveys (i.e. no assumptions should be made of audience members). Where data is not held, you should enter 'not known'

Not Known vs Prefer Not to Say:

Where an individual has not had the opportunity to provide this data (or you otherwise do not know) then this should be recorded as Not Known.

Prefer Not to Say should be used where an individual has chosen not to give an answer, but they have had the opportunity to provide the data.

- Total Sample Size
- Gender Female /Male /Non-binary /Prefer Not to Say / Not Known
- Age
 Under 16 /16-24 /25-34 /35-44 /45-54 /55-64 /65 -74 / 75 or older / Prefer Not to Say / Not Known
- Ethnicity
 White British / White Irish / Gypsy, Roma or Irish Traveller / Any other White
 background / White & Black Caribbean / White & Black African / White & Asian Any
 other Mixed background / Indian / Pakistani / Bangladeshi / Chinese / Any other
 Asian background / Black African / Black Caribbean / Any other Black background /
 Arab / Latin American / Any other ethnic group / Prefer Not to Say / Not Known
- Do you identify as a deaf or disabled person or have a long term health condition?
 No / Yes / Prefer Not to Say / Not Known
 (note that the above multiple choice options will change from Q3)
- Arts Engagement
 Percentage of sample who have engaged in arts and culture in the past 12 months.

 If you did not collect this data, please leave this box blank.



FINANCE

This section will only appear in the survey sent out to capture Quarter 4 data but will need to reflect the full financial year.

 Please provide your full year income figures below against the following categories, for all activities carried out within the financial year. Please enter all amounts in pounds.

Earned income – Ticketing Income

Earned income - Retail Income

Earned income - Catering Income

Contributed Income – Sponsorship

Contributed Income - Fundraising Events

Contributed Income - Trusts

Contributed Income – Donations (regular giving)

Contributed Income – Donations (one-off gifts)

Creative People and Places Grant

Other Arts Council England Grants

Local Authority Grants

Other Public Grants

Other Income



WORKFORCE

This section will only appear in the survey sent out to capture Quarter 4 data but will need to reflect the full financial year.

We ask questions about the ethnicity, disability, age, gender and sexual orientation of your workforce. We use this data to inform the equality analysis of the Creative People and Places programme, and because we are committed to having an accurate picture of the diversity of the organisations which we fund.

We use the Office for National Statistics' (ONS) definitions for ethnicity categories, in order to have a dataset that is consistent with other sectors and population data. This allows us to better understand your organisation and the people your work involves, and how this compares with national trend analysis.

We work to the concept of the Social Model of Disability. Developed by disabled people in the 1970's, the basic principle of this model states that people with impairments are disabled by society and its structures, organisational practices and barriers in the environment; these factors are socially constructed and lead to a complex and institutionalised system of barriers which has a negative and discriminatory impact on disabled people.

We collect data on gender identity. This includes non-binary, for those whose gender identity does not conform to conventional notions of male and female. We also ask for the number of staff whose gender is different to that which it was assumed to be at birth. We have adopted a consistent measure across all our funding programmes, and whilst we recognise there may be limitations in this data, we are continually reviewing guidance and best practice around this monitoring.

We've asked for a breakdown of the sexual orientation of staff. Whilst there is no legal obligation for you to collect this data, it is in line with best practice guidance, as published by the charity Stonewall. We understand this information may not yet be available, so please only complete this if you have the data.

The information must be obtained through official monitoring exercises and held confidentially. It should not be based on assumptions or informal knowledge. We will never release information that could potentially identify individuals by any characteristic and expect our organisations to safeguard the confidentiality of all staff with regard to any personal information.

We will treat this information in confidence and release data in an aggregated format or, as part of our commitment to open data and the General Data Protection Regulation (GDPR), anonymised where individuals could be identifiable. Usually, where workforce is concerned, we will anonymise where less than five individuals are counted in a category.



Section A - Yearly Overview Questions

This section will only appear in the survey sent out to capture Quarter 4 data. Please complete this for your full year of activity.

If you are completing this survey for CPP Expansion activity, the questions relating to your CPP budget refer only to the CPP Expansion budget.

- A1 How many full-time equivalent (FTE) posts have been financed by:
 - a) your CPP budget
 - b) other sources?

FTE is 35 hours a week or more

- A2 How many part-time equivalent (PTE) posts have been financed by:
 - a) your CPP budget
 - b) other sources?
- A3 How many freelance contracts have been financed in the last year by:
 - a) your CPP budget
 - b) other sources?
- A4 How many applications have you supported to Arts Council National Lottery Project Grants?

Please count all applications that you know of, even those that were not successful.

- A5 How many of the following groups or organisations have you worked with over the year?
 - a) Professional groups/organisations
 - b) Amateur/ voluntary groups/organisations
- A6 How many of the following groups or organisations have you supported to become constituted over the year?
 - a) Professional groups/organisations
 - b) Amateur/ voluntary groups/organisations



Each member of staff should only be represented once; for example, if someone has both specialist and management responsibilities, please assign them to the role that takes up the greater part of their time. Once you have assigned an employee to a category, please ensure that you assign them consistently throughout the rest of the questions. Where indicated, totals should be the same in all tables.

Specialist staff	Refers to those working within an area of specialism. This would include directors, choreographers, producers, programmers, curators, conservators etc., and includes the artistic/museum director. This category also includes educational, marketing and audience development staff.
Managers	Refers to executive or senior management staff, for example chief executive, executive director, finance director, chief accountant, general manager, human resources manager and legal advisor.
Artists	Refers to artists, dancers, actors, singers, musicians, writers, composers and designers, as well as any other producing artists.
Other Staff	Refers to both administrative and technical staff, for example finance, reception, box office or ticketing staff, and lighting or sound technicians.
Volunteers	Refers to those who receive no wages or salary, or who receive no more than basic expenses, for example travel costs.
Board/governing body	Refers to elected or appointed members who oversee your organisation's activities.



Workforce - Section B - Permanent Staff

B1 and B2

Please complete the table to show the gender identity of the paid, permanent staff in your organisation, as at 31 March.

You will be asked to complete this table once for full-time staff, and once for part time staff.

Please count staff on fixed term contracts of 52 weeks or more as permanent. Staff working a total of 35 hours a week or more should be counted as full time. Those working less than 35 hours a week should be counted as part time. This should also include paid internships if they are over 52 weeks in duration. Each subsequent table in the permanent staff section should total the figures given in this question.

	Specialist staff	Managers	Artists	Other staff	Total
Female					0
Male					0
Non-Binary					0
Prefer not to say					0
Not known					0
Total	0	0	0	0	0

Please record the sexual orientation, age, ethnicity and disability status for your full and part time permanent workforce, by staff type. Please ensure the total number of staff in each section of this table is equal to that recorded in the gender identity tables.

Age groups should be reported based on the individual's age as at 31 March.

B3 - Sexual Orientation

	Specialist staff	Managers	Artists	Other staff	Total
Bisexual					
Gay man					
Gay woman/Lesbian					
Heterosexual/Straight					
Prefer not to say					
Not known					
Total					



B4 - Age

5 -	Specialist staff	Managers	Artists	Other staff	Total
0-19					0
20-34					0
35-49					0
50-64					0
65-74					0
75+					
Prefer not to say					0
Not known					0
Total	0	0	0	0	0

B5 - Ethnicity

	Specialist staff	Managers	Artists	Other staff	Total
White					
British					
Irish					
Gypsy or Irish Traveller					
Any other White background					
Mixed					
White & Black Caribbean					
White & Black African					
White & Asian					
Any other Mixed background					
Asian / Asian British					
Indian					
Pakistani					
Bangladeshi					
Chinese					
Any other Asian background					
Black / Black British					
African					
Caribbean					
Any other Black background					
Other					
Arab					
Any other ethnic group					
Prefer not to say					
Not known					
Total					



B6 - Disability and/or impairment

	Specialist staff	Managers	Artists	Other staff	Total
Identify as a deaf or disabled person, or have a long term health condition					0
Non-disabled staff					0
Prefer not to say					0
Not known					0
Total	0	0	0	0	0

B7

Please enter the number of part-time paid permanent staff that identify as having a disability or impairment. This is so we can look at trends in working patterns and national comparisons.

B8

Please enter the number of paid permanent staff whose gender identity is different to the sex they were assumed to be at birth.



Workforce - Section C - Contractual, Freelance and Commissioned Staff

C1 and C2

Please complete the table to show the gender identity of the paid contractual, freelance and commissioned staff in your organisation, as at 31 March.

You will be asked to complete this table once for full-time staff, and once for part time staff.

This includes temporary staff hired for a particular programme on a short-term contract, e.g. consultants and self-employed people. This also includes paid internships of less than 52 weeks. If an individual was hired more than once in the reporting year, please count them only once.

Each subsequent table in the contractual, freelance or commissioned staff section should total the figures given in this question.

	Specialist staff	Managers	Artists	Other staff	Total
Female					0
Male					0
Non-Binary					0
Prefer not to say					0
Not known					0
Total	0	0	0	0	0

Please record the sexual orientation, age, ethnicity and disability status for your full and part time contractual, freelance or commissioned workforce, by staff type. Please ensure the total number of staff in each section of this table is equal to that recorded in the previous question. Age groups should be reported based on the individual's age as at 31 March.

C3 - Sexual Orientation

	Specialist staff	Managers	Artists	Other staff	Total
Bisexual					
Gay man					
Gay woman/Lesbian					
Heterosexual/Straight					
Prefer not to say					
Not known					
Total					



C4 - Age

3-	Specialist staff	Managers	Artists	Other staff	Total
0-19					0
20-34					0
35-49					0
50-64					0
65-74					0
75+					
Prefer not to say					0
Not known					0
Total	0	О	0	0	0

C5 - Ethnicity

C5 - Ethnicity					
_	Specialist staff	Managers	Artists	Other staff	Total
White					
British					
Irish					
Gypsy or Irish Traveller					
Any other White background					
Mixed					
White & Black Caribbean					
White & Black African					
White & Asian					
Any other Mixed background					
Asian / Asian British					
Indian					
Pakistani					
Bangladeshi					
Chinese					
Any other Asian background					
Black / Black British					
African					
Caribbean					
Any other Black background					
Other					
Arab					
Any other ethnic group					
Prefer not to say					
Not known					
Total					



C6 - Disability and/or impairment

	Specialist staff	Managers	Artists	Other staff	Total
Identify as a deaf or disabled person, or have a long term health condition					0
Non-disabled staff					0
Prefer not to say					0
Not known					0
Total	0	0	0	0	0

C7

Please enter the number of part-time paid contractual, freelance or commissioned staff that identify as having a disability or impairment. This is so we can look at trends in working patterns and national comparisons.

C8

Please enter the number of paid contractual, freelance or commissioned staff whose gender identity is different to the sex they were assumed to be at birth.



Workforce - Section D - Volunteers

D1 and D2

Please complete the table to show the gender identity of the volunteers in your organisation, as at 31 March.

You will be asked to complete this table once for full-time, and once for part time volunteers.

Number of unpaid volunteers, both full and part time. This refers to volunteers who had an active role in the financial year, not those who were available to help. Do not include your board or governing body here; they will be counted later in the survey. Volunteers should only be counted once, regardless of how many times they volunteered during the period.

Each subsequent table in the volunteers section should total the figures given in this question.

	Specialist staff	Managers	Artists	Other staff	Total
Female					0
Male					0
Non-Binary					0
Prefer not to say					0
Not known					0
Total	0	0	0	0	0

Please record the sexual orientation, age, ethnicity and disability status for your volunteers. Age groups should be reported based on the individual's age as at 31 March.

We ask these questions so that we can monitor trends in the diversity of the voluntary workforce, and to help us to understand where there may be barriers for particular groups of people. We will also be able to map this data to other sources held by the voluntary sector.

It is good practice to collect this information about the people who volunteer for you. There is no legal obligation for you to do this however, so where this data is not held, please report 'not known'.



D3 - Sexual Orientation

	Specialist staff	Managers	Artists	Other staff	Total
Bisexual					
Gay man					
Gay woman/Lesbian					
Heterosexual/Straight					
Prefer not to say					
Not known					
Total					

D4 - Age

Da Ago	Specialist staff	Managers	Artists	Other staff	Total
0-19					0
20-34					0
35-49					0
50-64					0
65-74					0
75+					
Prefer not to say					0
Not known					0
Total	0	0	0	0	0

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D5 - Ethnicity	Specialist staff	Managers	Artists	Other staff	Total
White					
British					
Irish					
Gypsy or Irish Traveller					
Any other White background					
Mixed					
White & Black Caribbean					
White & Black African					
White & Asian					
Any other Mixed background					
Asian / Asian British					
Indian					
Pakistani					
Bangladeshi					
Chinese					
Any other Asian background					
Black / Black British					
African					
Caribbean					
Any other Black background					
Other					
Arab					
Any other ethnic group					
Prefer not to say					
Not known					
Total					



D6 - Disability and/or impairment

	Specialist staff	Managers	Artists	Other staff	Total
Identify as a deaf or disabled person, or have a long term health condition					0
Non-disabled staff					0
Prefer not to say					0
Not known					0
Total	0	0	0	0	0

D7

Please enter the number of part-time volunteers that identify as having a disability or impairment. This is so we can look at trends in working patterns and national comparisons.

D8

Please enter the number of volunteers whose gender identity is different to the sex they were assumed to be at birth.



Workforce - Section E - Board Members

Total number of board members as at 31 March reported by gender identity, sexual orientation, age, ethnicity and disability.

Please complete the following tables to show the diversity of your board members. Age groups should be reported based on the individual's age as at 31 March 2019.

groups	s should be repor	ted based on the indivi	dual's age as a
E1 - G	ender		
			Board Members
	Male		
	Female		
	Non-Binary		
	Prefer not to say		
	Not known		
	Total		
E2 - S	exual Orientatio	n	Board Member
	Bisexual		Doard Welliber
	Gay man		
	Gay woman/Lesbian		
	Heterosexual/Straight		
	Prefer not to say		
	Not known		
	Total		
E3 - A	ge	Board Members	
	0-19		
	20-34		
	35-49		
	50-64		
	65-74		
	75+		
	Prefer not to say		
	Not known		

0

Total



E4 - Ethnicity

	Doard Members
White	
British	
Irish	
Gypsy or Irish Traveller	
Any other White background	
Mixed	
White & Black Caribbean	
White & Black African	
White & Asian	
Any other Mixed background	
Asian / Asian British	
Indian	
Pakistani	
Bangladeshi	
Chinese	
Any other Asian background	
Black / Black British	
African	
Caribbean	
Any other Black background	
Other	
Arab	
Any other ethnic group	
Prefer not to say	
Not known	
Total	



E5 - Disability

	Board Members
Identify as a deaf or disabled person, or have a long term health condition	
Non-disabled staff	
Prefer not to say	
Not known	
Total	0

F6

Please enter the number of board members whose gender identity is different to the sex they were assumed to be at birth.



Workforce - Section F - Consortium Members

Total number of CPP consortium members as at 31 March reported by gender identity, sexual orientation, age, ethnicity and disability.

Please complete the following tables to show the diversity of your consortium members. Age groups should be reported based on the individual's age as at 31 March 2019.

F1 - Ge	nder		
	Male		
	Female		
	Non-Binary		
	Prefer not to say		
	Not known		
	Total		
	Total		
F2 - Se	xual Orientation		
	Bisexual		
	Gay man		
	Gay woman/Lesbian		
	Heterosexual/Straight		
	Prefer not to say		
	Not known		
	Total		
-			
F3 - Ag	e		
	0-19		
	20-34		
	35-49		
	50-64		
	65-74		
	75+		
	Prefer not to say		
	Not known		
	Total	0	



F4 - Ethnicity

White	
British	
Irish	
Gypsy or Irish Traveller	
Any other White background	
Mixed	
White & Black Caribbean	
White & Black African	
White & Asian	
Any other Mixed background	
Asian / Asian British	
Indian	
Pakistani	
Bangladeshi	
Chinese	
Any other Asian background	
Black / Black British	
African	
Caribbean	
Any other Black background	
Other	
Arab	
Any other ethnic group	
Prefer not to say	
Not known	
Total	



F5 - Disability

Identify as a deaf or disabled person, or have a long term health condition	
Non-disabled staff	
Prefer not to say	
Not known	
Total	0

F6

Please enter the number of consortium members whose gender identity is different to the sex they were assumed to be at birth.

Web Statistics

Do you monitor your web statistics, using google analytics, or something similar? Yes/No

Notes About Your Data

The very last question in the survey is a free text box.

If there is anything we should be aware of about the data you are about to submit, please let us know in this box. Please be as specific as possible and, if relevant, let us know which activity these notes refer to.