

PERFORMANCE MEASUREMENT AND EVALUATION
PROGRESS REPORT FIVE
JANUARY 2021 – MARCH 2021

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COVENTRY
UK CITY OF CULTURE 2021



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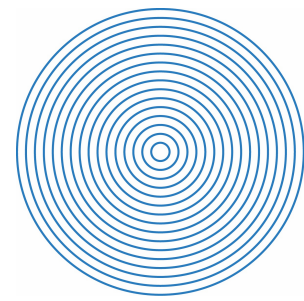
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June 2021

Cover Image: Window Wanderland by Heather Kincaid

EXECUTIVE SUMMARY



Notwithstanding the challenges and uncertainty of the national lockdown, during this reporting period there has been intensive work with delivery partners, cultural organisations, and community groups to support the planning and delivery of substantially co-created events across the city, including through engagement of target neighbourhoods and 'seldom heard' residents.

Over 78% of producing team activity over the period was attributable to the [City of Culture 2021 Story of Change](#) impact that Coventry citizens positively influence and shape the city they want to live in. Overall, across the 46 activity strands which took place during this period, there was coverage across all four impact areas in the Trust's Story of Change.

During the reporting period there were just under 9,000 points of audience engagement through a City of Culture event, or a City of Culture supported event. By heat mapping the post codes of audiences and participants we saw a fairly even geographical spread of engagement across all 18 wards of the city. Based on ticketing information, the Trust has seen early success in its widening participation and engagement objectives - connecting with audience segments that are historically, and currently, least likely to engage with and benefit from public investment in arts and culture.

On 2 March 2021, the Trust announced further events and an update on previously announced events including the opening event Coventry Moves. As part of this announcement a significant broadcast partnership with the BBC was introduced. The day of the announcement saw almost 17,000 page views on the Coventry 2021 website. As a whole, during this reporting period almost 88,000 new City of Culture website users were gained and a further £7m cumulative media value generated.

In terms of producing activities, the bulk of public facing engagement during this period came through over 2,000 households participating in and

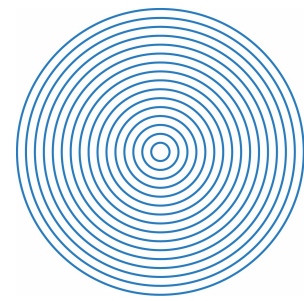
displaying artwork in their windows as part of Window Wanderland. Additionally, over 6,000 school children from the city engaged in banner making workshops for the forthcoming Coventry Moves opening event. A number of visual art projects in the public realm were progressed also.

Significant work in the public/urban realm also took place in the period, led by Coventry City Council in association with Creative Giants and other local artists. The aim of this work has been to bring creative design and high-quality artworks into the city centre for the benefit of all city centre users. Examples include artwork at Pool Meadow Bus Station, Unity Lawns, bespoke public seating and play equipment and artistic input into the redevelopment of the Upper Precinct as a green public space. Public realm projects will be further reported on as they reach conclusion for May 2021.

Findings from a Sentiment Survey of a representative sample for the City during this period show that: 97% of residents are aware of City of Culture; 74% agree City of Culture is important to them personally; and 93% agree it will boost Coventry's post-lockdown economy. The Survey findings reported that residents who face economic and social challenges and residents with a minority ethnic identity were more likely to have a positive attitude to the City of Culture and it's personal and civic impact as preparations accelerated for the May 2021 commencement.

Progress Report 6 will cover the period March-June 2021, covering the final quarter of preparations prior to Coventry Moves, the opening event. The Core M&E team will continue to produce quarterly progress reports supplemented by more regular reporting based on live dashboards that strengthen the tracking of engagement, participation, geo-distribution and progress towards outcomes and impacts.

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ALIGNMENT WITH STORY OF CHANGE

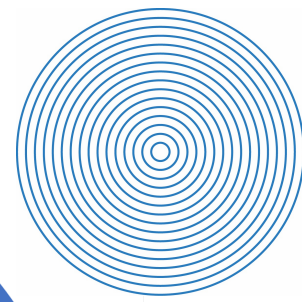
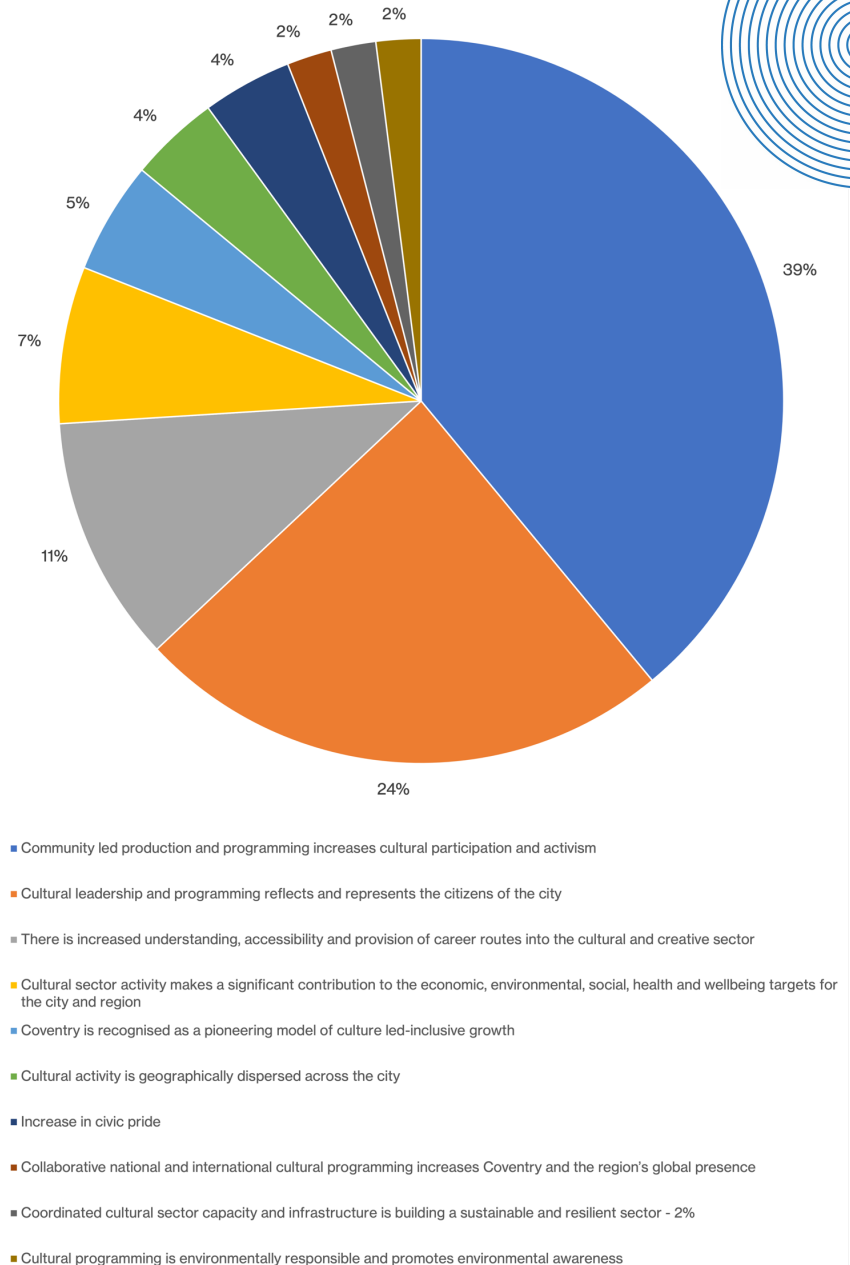
The activity reported here relates to the work of the producing teams towards intended outcomes and impacts. Across the 46 public and programme related activity strands which took place during this period, there was coverage across all four impact areas in the Trust's [Story of Change](#). The majority of activity (78%) related to the impact which is most relevant to the focus on co-creation, partnership building and delivery of community events.

The activity breakdown aligned to Story of Change impacts is as follows:

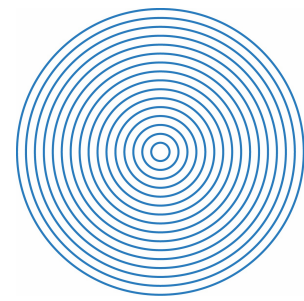
- 78% - Coventry citizens positively influence and shape the city they want to live in
- 13% - Coventry's culture contributes to the social and economic prosperity of the city and the region
- 2% - Coventry is a global and connected city
- 7% - Coventry is recognised as a future facing pioneering city

This Report does not include the broader range of Trust activities beyond cultural production that contribute also to outcomes and impacts.

In terms of Story of Change outcomes, production team activity contributed to ten out of fifteen outcomes (based on allocation of activity to a primary outcome) and the breakdown is as follows.



ALIGNMENT WITH THE COVENTRY CULTURAL STRATEGY 2017-2027



There are currently five goals within the [Coventry Cultural Strategy](#) 2017-2027.

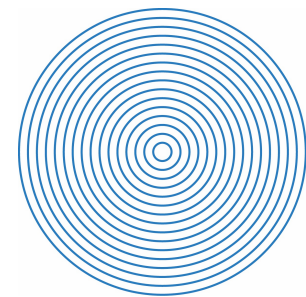
- Goal One - Partnership: A new partnership approach to cultural growth, which ensures access and sustainable funding for a wide range of cultural organisations activities and events across the city.
- Goal Two - Life-long learning: There are opportunities for all generations to learn from and develop through the arts. Talent is recognised, developed and supported through to early careers in the cultural and creative industries and beyond.
- Goal Three - Diversity: Communities and individuals are empowered to celebrate and share their heritages, cultures, abilities and identity and participate in the cultural life of the city.
- Goal Four - Health and Wellbeing: Arts and culture are core to the health and well-being of the city. Participation in and enjoyment of city wide professional and community arts programming responds to the needs of all generations and combats isolation and mental health in our most vulnerable communities.
- Goal Five - Economic Growth; Coventry is a culturally vibrant, attractive and prosperous city that enriches the lives and environment for all residents.

The expectation when the Strategy was first published in 2017 was that a successful bid to be UK City of Culture would accelerate progress towards these goals. In Progress Report 6 we will present an audit of the Trust's activities and outputs and how these have aligned with each of the five goals in the 2020-2021 period leading up to the launch of the 2021 year of culture programme.

High-level reporting against the goals in early 2021 clearly show that the City of Culture has acted as a vehicle to deliver the goals of the Cultural Strategy. The partnership model of the year continues to grow, driven by a desire for empowered individuals and communities to jointly celebrate their cultural

lives, including building learning and new career pathways which will contribute to a growing city. In particular, the City of Culture has accelerated intensive focus on community led production, developing a diverse cohort of leaders and programming which represents the people and places of Coventry. This has included talent development and seeking to build local resilience into the cultural sector, such as through grant funding, commissions and wider leadership and skills' training initiatives including a cohort of Apprentices and the City of Culture Leadership Programme.

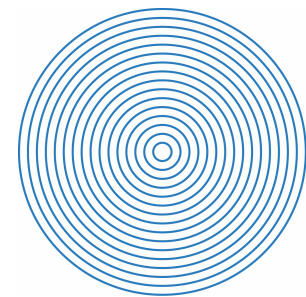
ALIGNMENT WITH THE COVENTRY CULTURAL STRATEGY 2017-2027



Examples of activity and findings in this reporting period aligned with Goals:

Goal One - Partnership	<ul style="list-style-type: none"> • 78% of production team activity aligned with co-creation and building community partnerships • 232 different stakeholders engaged with (increase of 17% on previous quarter) • Monthly Arts and Homelessness Forum • New partnership with West Midlands Violence Reduction Unit's Diversionary Activities Group
Goal Two – Life-long Learning	<ul style="list-style-type: none"> • City of Culture Leadership programme • Cultural Apprenticeship programme • Artist development opportunities • Community Connectors trained by 64 Million Artists • 6,000 children from 80 schools involved in banner making workshops for Coventry Moves • CVX programme devised with 15 young people in partnership with Youth Offending Service • 16 young people taking part in music, poetry and writing for the Unplugged Series
Goal Three - Diversity	<ul style="list-style-type: none"> • Recruitment of seven new Trustees to increase skills base and diversity of board • Identified through sentiment research, residents who face 'urban adversity', and residents with minority identities are more likely to have a positive attitude to UK CoC 2021 and its personal and civic impact and to actively engage in the programme • Recruitment of cultural workers reflective and representative of the city's demographics
Goal Four – Health and Wellbeing	<ul style="list-style-type: none"> • Projects focussed on Men's mental health, social isolation and dementia sufferers • Residents experiencing deep isolation asked to visually respond to three provocations around smiling. Over 200 postcards were sent out with with a significant return of more than 50%
Goal Five – Economic Growth	<ul style="list-style-type: none"> • Public realm work to develop a more dynamic, vibrant and attractive city • Identified through sentiment research, 93% of resident agree UK CoC 2021 will boost Coventry's post-lockdown economy • £63m media value as of 31/03/2021 (KPI £50m by December 2021)

SENTIMENT SURVEY HEADLINE FINDINGS



Towards the end of the previous reporting period, the Trust commissioned MEL Research to conduct a series of telephone interviews with a representative sample of 1,101 residents aged 18+ across Coventry. The purpose of this research was to establish a baseline level of awareness and sentiment towards Coventry as the UK City of Culture 2021, prior to the announcement of the events programme for the year.

In total 1,101 telephone interviews were completed between 15 January 2021 and 23 February 2021. In order for it to be representative the survey data generated has been weighted by age, gender and location (by electoral ward) using the Office of National Statistics 2019 Mid-Year Population Estimates. This methodology gives a sampling error of +/- 3% at a 95% level of confidence.

The top-level findings from the study were:

- Awareness is high, with 91% of 'city residents aware that Coventry is the UK City of Culture 2021'.
- 84% agree that 'Coventry City of Culture 2021 may be of interest to me when I know more about what it will offer.' There is already a good sense of connection with the events as 74% agree that City of Culture is important to them personally.
- 67% agree that 'Coventry City of Culture 2021 will have something for everyone that lives in Coventry'. Furthermore, only 17% agree 'Coventry City of Culture 2021 is really only aimed at young people'. 70% disagree that this is the case.
- Prior to detailed programme announcements: 66% agree 'from what I already know about Coventry City of Culture 2021, I am excited about what the year will offer.'
- 89% agree that given the pandemic, 'City of Culture is important in giving us something to look forward to'.
- 93% think City of Culture will be important in helping the local economy to recover post-lockdown.

- Expectations are high regarding City of Culture impact. 78% agree it will 'help to change how people will think about Coventry' and 81% agree it will 'showcase Coventry nationally and internationally'. Eight in ten (82%) agree it will 'celebrate our unique arts and cultural life'.

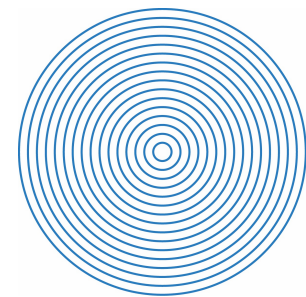
Evidence from the Sentiment Survey, using ACORN economic classification data, shows that residents who face 'urban adversity', and residents with minority identities are more likely to have a positive attitude to UK CoC 2021 and it's personal and civic impact. Using ACORN data, the survey shows that there is a correlation in the data between ethnicity, sentiment and financial circumstances. Coventry City Council also makes use of the ACORN classification when planning and appraising services.

The ACORN classification shows that this segment is the most positive about change (52%); 42% of the residents who identify as Black and 44% of the residents who identify as mixed are included in this segment, compared to 19% of the residents who identify as white and 21% of the residents who identify as Asian.

Given the Trust's Story of Change focus on leadership and programming that reflects and represents the citizens of the city and for cultural engagement to be geographically dispersed around the city the evidence is strong that there is positivity about change created by UK City of Culture 2021 across all the city's communities, and especially higher levels of positivity amongst traditionally underrepresented and minority communities.

There are further waves of the Sentiment Survey planned for June 2021 and subsequently later on in the year. These real-time snapshots are intended to help inform marketing and communications work as well as creative programming.

RECRUITING LOCAL TALENT



In this section we track the demographics of the Trust core team, artists, and freelancers as all three categories of employment in this reporting period have continued to expand.

Trust Team

On 31 March 2021, the Trust had a core staff team of 92 employees including a cohort of 14 apprentices. This is an increase of 13 since the last reporting period in December 2020.

Since last reported six months ago in [Progress Report 3](#), 74% of the Trust's team lived in or were born in Coventry, Warwickshire, and the wider West Midlands area at the commencement of their employment. This is an increase of 17% on the figures reported in Progress Report 3.

Overall:

- 42% come from Coventry.
- 12% come from Warwickshire.
- 20% come from the wider West Midlands.
- 26% come from outside of the West Midlands.

As of 31 March 2021¹:

- 69% of staff identified as female, an increase of 6% since the last report.
- 19% identify as having a disability or long-term health condition, this is a 1% decrease on the previous reporting period, but still remains just above the average of working aged adults in Coventry who identify as having a disability or long-term health condition at 18%².
- 80% of the Trust team were aged 39 or younger, an increase of 5% from the last reporting period but still comparable to the Coventry median age of 32 compared to the national median age of 40³.

- 26% of the team identify as LGBTQIA, an increase of 1% from the last reporting period⁴.
- Reflecting the cultural diversity of the city and region :
 - 63% identified as White British (Coventry – 66.6%⁵), an increase of 3% from the last reporting period.
 - 9% as Black, African, Caribbean, or Black British (Coventry – 5.6%), a decrease of 1% from the last reporting period.
 - 8% as White Other, White Irish, or White Gypsy or Irish Traveller (Coventry – 7.2%), no change from the last reporting period.
 - 8% from a Mixed or multiple ethnic group (Coventry – 2.6%), no change from the last reporting period.
 - 7% as Asian or Asian British (Coventry – 16.3%), no change from the last reporting period.
 - 5% preferred not to say, a decrease of 2% from the last reporting period.

¹ All Trust employees are asked to complete a monitoring form within their first two weeks of employment, the response rate for completion is 100%. The data presented here is from the 92 employees as of 31 March 2021.

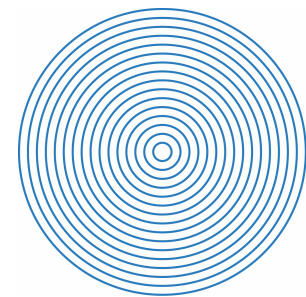
² 2011 Census - <https://www.coventryrugbyccg.nhs.uk/mf.ashx?ID=b4df9b3d-da84-4ee1-8f55-1d53ed898a2b>

³ 2016 Annual Population Estimates - https://www.coventry.gov.uk/info/195/facts_about_coventry/2435/populationanddemographics/2

⁴ Sexual Orientation, UK: 2018 - <https://www.ons.gov.uk/peoplepopulationandcommunity/culturalidentity/sexuality/bulletins/sexualidentityuk/2018>

⁵ 2011 Census - <https://www.coventry.gov.uk/info/195/factsaboutcoventry/2435/populationanddemographics/3>

RECRUITING LOCAL TALENT



In this period the Trust addressed the lack of diversity and the need to expand the skill base of the Board. This was the most extensive re-shaping of the Board since 2018 and ensures that the Board are now representative of the diverse demographics of the city. The Trust appointed seven new trustees who will help to drive the delivery of the 2021 programme and shape the future of the organisation and the legacy that being UK City of Culture leaves on the city and region. The individuals, who have strong links to the city, bring a vast array of skills, experience and expertise to the Trust, from a range of professional and business careers as well as a diversity of background.

Apprentice activity has also continued in this period with the cohort now fully settled into their respective teams in the Trust and working towards achieving their apprentice standards.

Artists and Freelancers

As of 31 March 2021, the Trust has worked with 243 artists and 172 freelancers in the delivery of the build-up programme since December 2017. Of these 76% of the artists and 65% of the freelancers are from Coventry (CV1 to CV6) postcode with a further 10% of artists and 24% of freelancers being from Warwickshire and the wider West Midlands⁶.

Overall, from a sample of 199 up until 31 March 2021⁷:

- 58% identified as female.
- 7% identify as having a disability or long-term health condition, this is significantly below the average of working aged adults in Coventry who identify as having a disability of long-term health condition at 18%. In the [2019/20 Creative Case for Diversity](#), 5% of contractual staff working in NPO's identified as disabled.
- 56% were aged 39 or younger and 26% were aged 50 or older.
- 11% identify as LGBTQIA.

Reflecting the cultural diversity of the city and region, 50% of artists and freelancers are from a minority ethnic background:

- 50% identified as White British (Coventry – 66.6%⁸).
- 18% as Asian or Asian British (Coventry – 16.3%).
- 13% as Black, African, Caribbean, or Black British (Coventry – 5.6%).
- 9% as White Other, White Irish, or White Gypsy or Irish Traveller (Coventry – 7.2%).
- 6% from a Mixed or multiple ethnic group (Coventry – 2.6%).
- 4% being from any other ethnic group (Coventry – 1.7%).

In 2019, the Trust signed the [Keychange](#) pledge, an initiative from PRS for Music, committing to provide a 50:50 gender balance within music programming during the city's time as City of Culture in 2021. Research has shown that those who identify as female, non-binary or other as opposed to male are underrepresented in the music sector. As of 31 March 2021, the Trust has worked with 58% of artists and freelancers in the music programming who identify as female. The Trust also initiated focused skills and talent development work in Coventry and Warwickshire with specific communities to ensure there was equal access to an increased understanding, accessibility, and provision of career routes into the cultural and creative sector. This included the Abundance programme, run in conjunction with Sampad which saw 10 artists from South Asian communities receive training and mentoring around artist development.

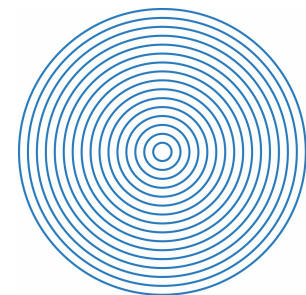
⁶ This is calculated through monitoring of invoices paid by the Trust coded to relevant projects and the postcodes provided on those invoices.

⁷ All artists and freelancers are requested to complete a monitoring form, at the time of writing there is a mixed response rate however the sample provides 95% confidence level with a margin of error of +/- 5%.

⁸ 2011 Census -

<https://www.coventry.gov.uk/info/195/factsaboutcoventry/2435/populationanddemographics/3>

ENGAGEMENT AND AUDIENCE HEADLINE STATISTICS



Stakeholder Engagement

As of 31 March 2021, the Trust has engaged in an estimated 9,950 hours of consultation and planning work since winning the UK City of Culture title in December 2017.

During this reporting period the producers and production team delivered 2,478 hours of online consultation and planning work with communities and stakeholders. This is a 33% increase from the previous reporting period (1,870 to 2,478 hours). This data does not include the Chief Executive's extensive hours of engagement with national and regional stakeholders.

Despite the challenges and uncertainty of the national lockdown during this reporting period, there has been intensive work with delivery partners, cultural organisation and community groups to support the planning and delivery of co-created events across the city and in engaging target neighbourhoods and seldom heard residents.

Of the 2,478 hours in this reporting period:

- 590 hours were delivered by the Caring City team (compared to 536 in the last reporting period);
- 490 hours were delivered by the Collaborative City team (compared to 392 hours in the last reporting period);
- 910 hours were delivered by the Dynamic City team (compared to 507 in the last reporting period);
- The remaining 488 hours were delivered by the Creative Director, Production and Operations teams (compared to 435 in the last reporting period).

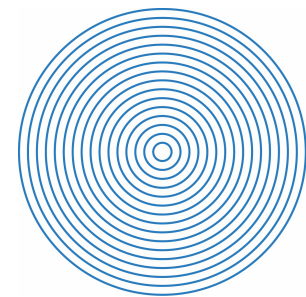
The increase in the number of hours delivered by the Dynamic City team represents accelerated work towards significant impending projects such as Coventry Moves and visual art projects in the public realm.

In this period, 232 different stakeholders were engaged by the producers and production teams, an increase of 17% since PR4 (198 to 232)⁹:

Type of Stakeholder	No. of Stakeholders	No. of Hours
Key Funding Partners (DCMS, ACE, Lottery Funders)	6	52
Delivery Partners	26	752
Strategic Partners	14	340
Commissioning Partners	14	69
Local Business	19	127
Individual Citizens	6	8
Cultural Organisations / Venues	69	626
Community Organisations	38	235
Local Authority	4	80
Faith Organisations	8	28
Media / Press Outlets	15	39
Health Organisations	6	19
Charities / Support Organisations	7	103
Total	232	2,478

⁹ The data presented here is captured through monitoring of diaries of the Trust's Producing, Programming and Production teams as well as the Creative Director. This data does not include operational staff such as Marketing, Communications, Ticketing and Executive staff, just those who are most actively engaged in the planning of the programme.

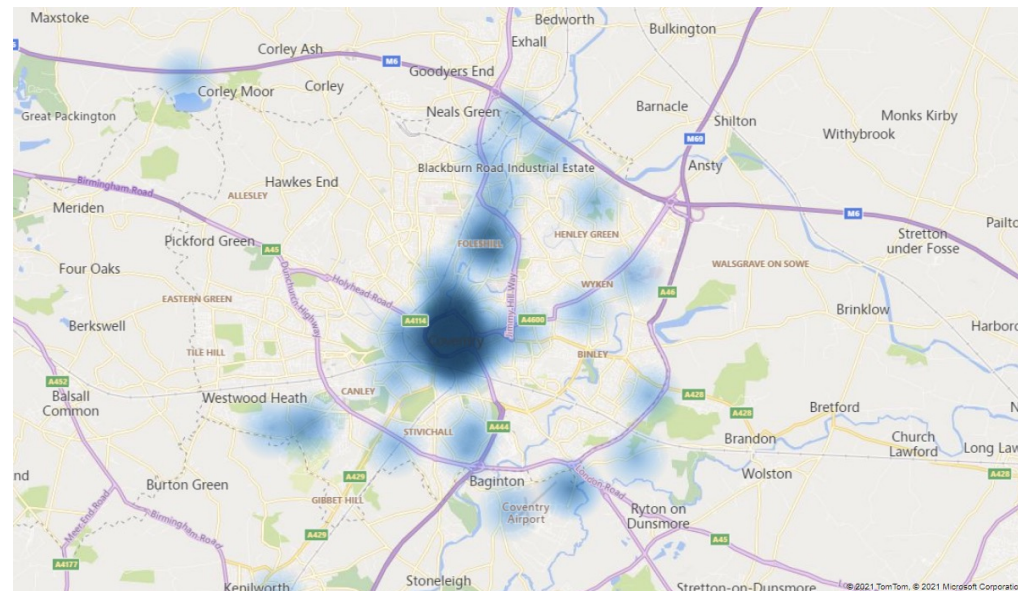
ENGAGEMENT AND AUDIENCE HEADLINE STATISTICS



Delivery partners and cultural organisations / venues make up 56% of the total hours of engagement with stakeholders, and 39% of the number of stakeholders engaged. Community organisations make up 16% of the number of stakeholders and make up 25% of the number of hours of engagement.

Community organisations continue to engage in the devising and creation of projects. There is a slight increase in community organisations consulted with 38 opposed to 32 in the last reporting period and therefore a marginal increase of hours engaged, 235 compared to 232 in the last reporting period. A number of these projects are also moving from the devising stage to delivery, and this can explain the increase from 499 hours to 752 hours engaged with delivery partners.

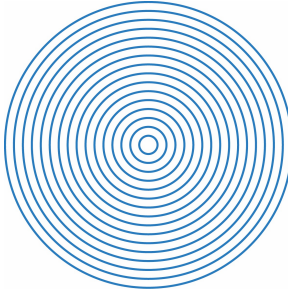
All engagement took place online. However, when the postcodes of all stakeholders are heat mapped over the city, there remains a strong concentration with individuals and organisations who are based in the city centre but have city wide reach.



Out of the 232 different stakeholders engaged in this period, their location equated to 145 unique postcodes, of which 81% are within Coventry (CV1 to CV6 postcode), 14% are from the wider West Midlands area, 3% from elsewhere in the country and 2% international.

Overall, activity is geographically dispersed across the city, although there is a visible cold spot in the North West. The City Council's [Cultural Asset Map](#) highlights that there are fewer cultural assets and organisations located in this ward; there is also a less dense population living in this more rural area.

ENGAGEMENT AND AUDIENCE HEADLINE STATISTICS



Audience Engagement

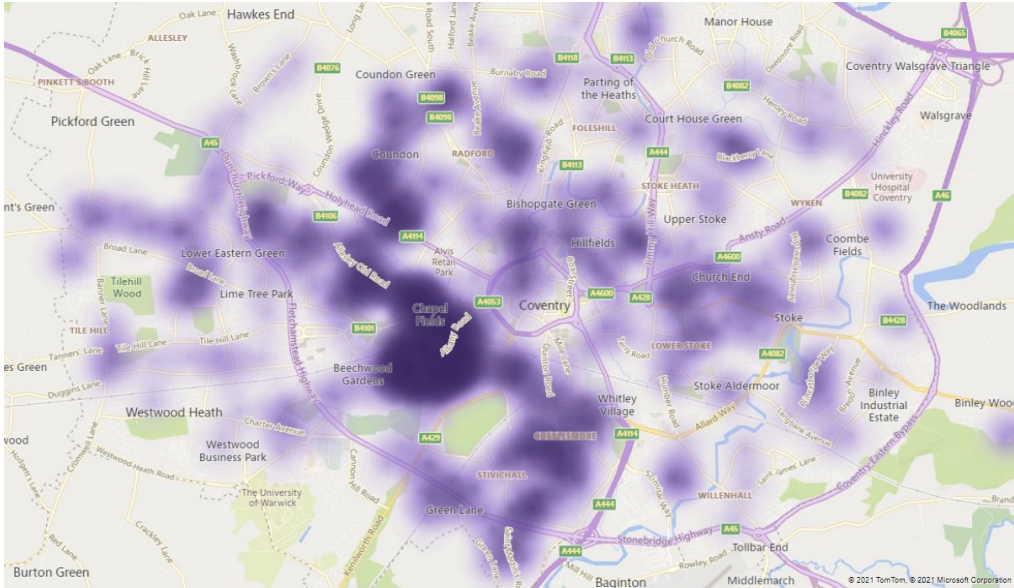
During this reporting period there were just under 9,000 points of audience engagement through a City of Culture event, or a City of Culture supported event. A point of engagement is attendance at an event in person or virtually, those engaging digitally through online content and those streaming or watching content digitally.

In total, since December 2017, there have been just under 139,000 engagements with City of Culture events or City of Culture supported events.

A detailed list of events can be found in the Appendix. The bulk of engagement during this period came through over 2,000 households participating in and displaying artwork in their windows as part of Window Wanderland and over 6,000 school children from the city engaging in banner making workshops for Coventry Moves.

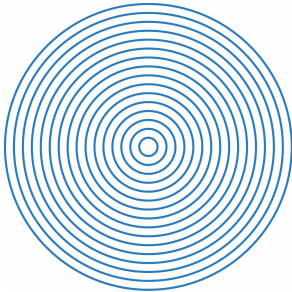
Geo-demographic distribution

When heat mapping the post codes of audiences and participants across the city from this period there is engagement from all 18 wards of the city. Engagement is also fairly evenly spread.

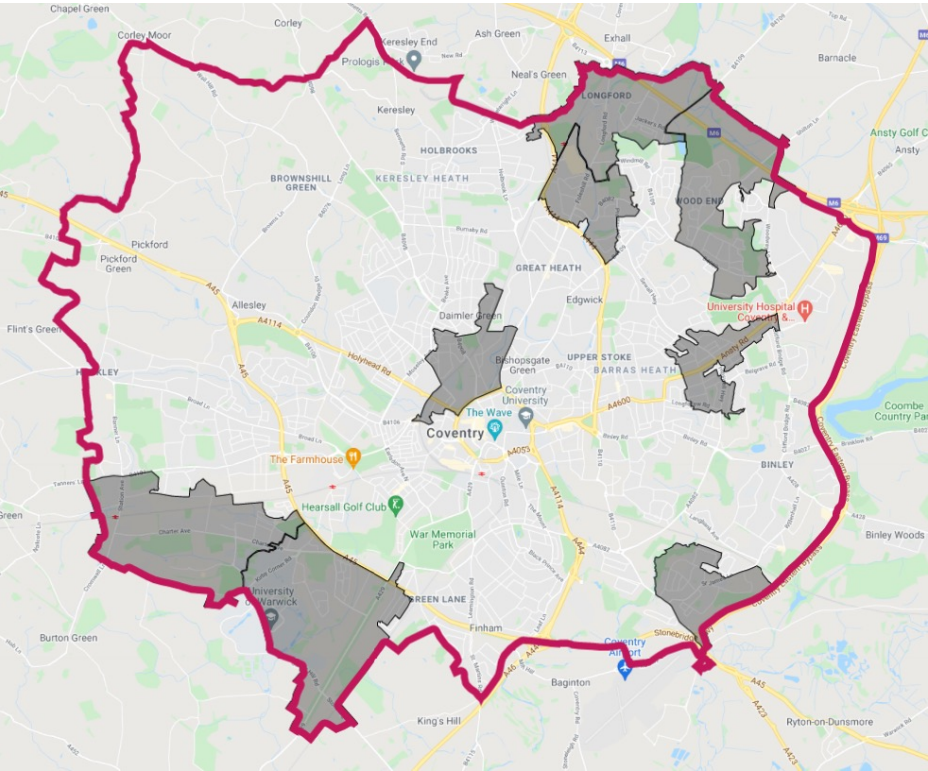


The MSOAs in Earlsdon Ward have the highest concentration of engagement.

ENGAGEMENT AND AUDIENCE HEADLINE STATISTICS



Low areas of engagement are MSOAs in Westwood, Radford, Binley and Willenhall, Longford, and Henley.



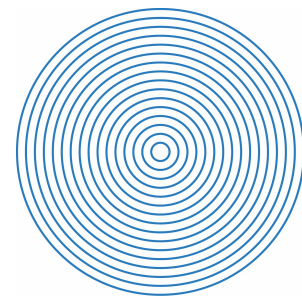
It is important to note that the MSOAs in Westwood and Radford are high student population areas in privately rented accommodation. As a result of the pandemic a large number of these properties have been unoccupied since September 2020.

In relation to the City of Culture audience, as of 31 March the audience profile is as follows¹⁰:

- 83% came from Coventry, 6% came from Warwickshire, 7% came from elsewhere in the UK and 4% came from outside the UK.
- 79% identified as female, 18% as male, 2% as non-binary and 1% preferred not to say.
- 9% identify as having a disability or long-term health condition, this is significantly below the average of working aged adults in Coventry who identify as having a disability of long-term health condition at 18%.
- 71% were aged 49 or younger compared to 28% who were aged 50 or older. 1% preferred not to say.
- 10% identify as LGBTQIA.
- Reflecting the cultural diversity of the city and region:
 - 66% identified as White British (Coventry – 66.6%).
 - 9% as White Other, White Irish, or White Gypsy or Irish Traveller (Coventry – 7.2%).
 - 9% as Asian or Asian British (Coventry – 16.3%).
 - 7% preferred not to say.
 - 5% from a Mixed or multiple ethnic group (Coventry – 2.6%).
 - 3% as Black, African, Caribbean, or Black British (Coventry – 5.6%).
 - 1% being from any other ethnic group (Coventry – 1.7%).

¹⁰ These figures are for all audiences up to 31 March 2021. This is from a sample of 738 which provides at a confidence level of 95% a margin of error of +/- 3.6%.

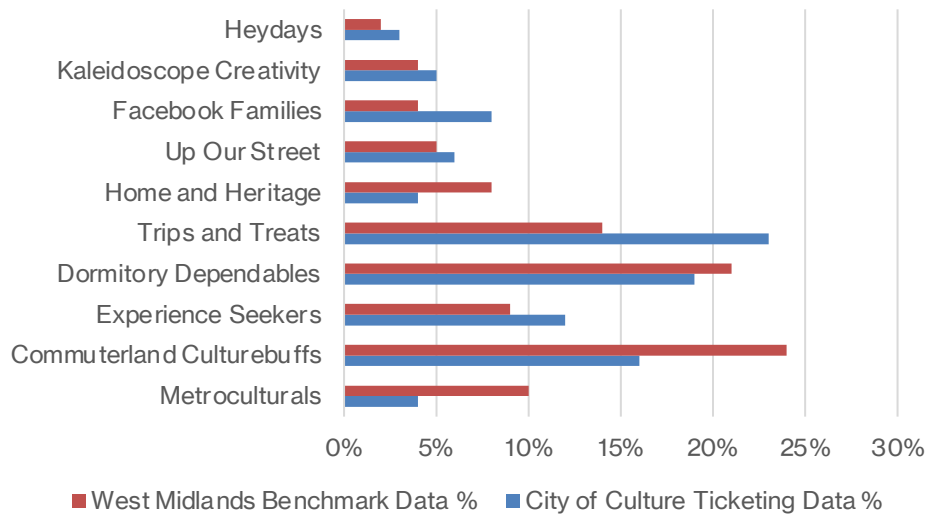
ENGAGEMENT AND AUDIENCE HEADLINE STATISTICS



During this reporting period (January to March 2021), 365 tickets were issued through the Trust's ticketing system to 309 individual bookers¹¹. It is important to note that only 12 events were on sale through the ticketing system with a majority of on-sale events planned for the next reporting period.

The ticketing and benchmark data is based on The Audience Agency Audience Spectrum segmentation tool which segments into 'high', 'middle' and 'low' levels of cultural participation in established arts in traditional venues¹². Audience Spectrum is widely used in the cultural sector and is the basis for the Trust's audience strategy supplemented by additional geo-demographic data in the Cultural Place Profiler¹³.

Out of the ticket bookers who booked through the ticketing system:



The benchmark data is a comparator for cultural organisations in the West Midlands. The data from this reporting period suggests that the Trust has exceeded its benchmarks for the three 'lowest' segments and not yet met benchmarks for the 'highest' segments. The Trust has shown early success in engaging with audiences who tend not to engage with established arts and can expect an uptick in engagement with the 'highest' segments as the full programme of events unfolds.

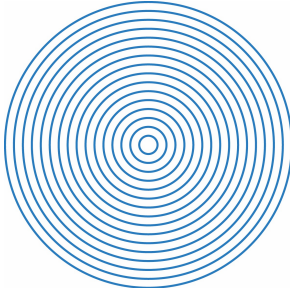
The Trust's Audience Strategy for this period prioritised 'Facebook Families' and 'Kaleidoscope Creativity' segments and exceeded the benchmarks for the West Midlands. These segments represent 26% of residents who are likely to experience economic and social disadvantages and is consistent with the data on the intensity of the Trust's engagement with Wards and organisations that are associated with this segment in the City.

¹¹ Ticket Factory Data

¹² Audience Spectrum - <https://www.theaudienceagency.org/audience-spectrum>

¹³ Coventry Cultural Place Profiler - <http://coventry.culturalplaceprofiler.co.uk>

QUARTERLY CAMPAIGN METRICS AND MEDIA VALUE

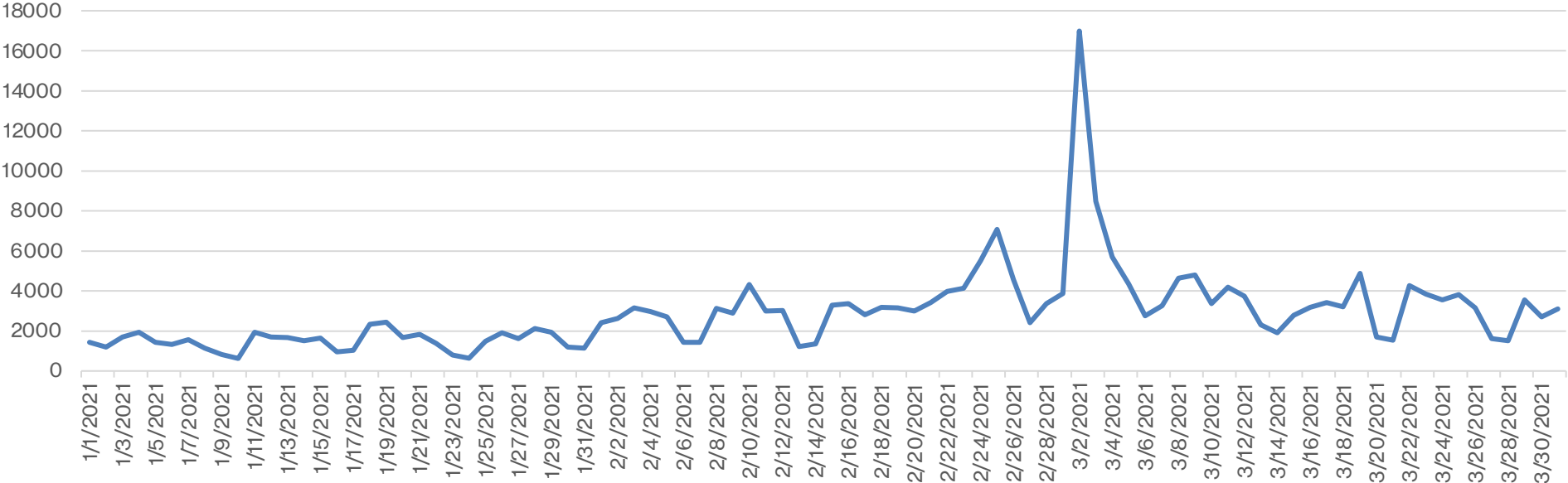


The cumulative media value generated as of 31 March 2021 was £63,428,797.86 (Source: Kantar Media). This is an increase of £6,789,509.15 since the end of the last reporting period (£56,639,288.72 to £63,428,797.86 respectively). As mentioned in the last report, the Trust has exceeded its KPI around media value in December 2020, 12 months before it was due to be completed.

On 2 March 2021, the Trust announced further events in the programme and an update on previously announced events including further details around the opening event Coventry Moves. As part of this announcement a significant broadcast partnership was announced with the BBC.

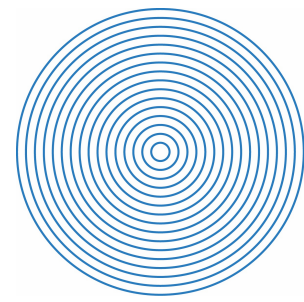
The announcement saw the highest volume of page views on the Coventry 2021 website during this period and 16,896 page views were logged on 2 March 2021, the day of the announcement.

Coventry 2021 Page Views



Source: Google Analytics

QUARTERLY CAMPAIGN METRICS AND MEDIA VALUE



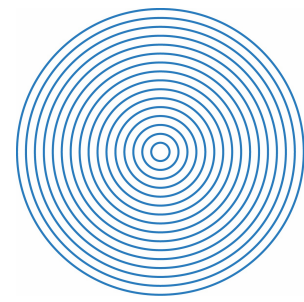
During this reporting period, 57% of users visiting the website were female and 43% were male according to analytics data which has been logged. Like audiences attending online events and workshops mainly identified as female. Further analytics data shows that 63% of users visiting the Coventry 2021 website were under the age of 44, again much like the audience profile in the previous section.

In terms of users, Coventry was the location where a proportion of website users came from, London was the next highest location of visitors. Immediate areas close to Coventry also feature in the top 10 such as Birmingham, Royal Leamington Spa, Nuneaton, and Rugby.

City	Users	New Users	Pages/Session	Avg. Session Duration
Coventry	32,756	29,607	2.02	00:01:54
London	11,493	10,643	1.84	00:01:17
Birmingham	7,616	6,522	1.98	00:01:50
No Location Set	5,117	4,741	1.86	00:01:24
Cardiff	3,195	3,175	1.1	00:00:08
Nuneaton	1,920	1,706	2.25	00:02:17
Royal Leamington Spa	1,890	1,728	2.02	00:01:42
Amsterdam	1,373	1,369	1.06	00:00:02
Helsinki	1,350	1,350	1.03	00:00:01
Rugby	1,185	1,053	1.97	00:01:38

Top 10 User Locations, Source: Google Analytics

PRODUCING TEAM QUARTERLY REPORTS TO FUNDERS

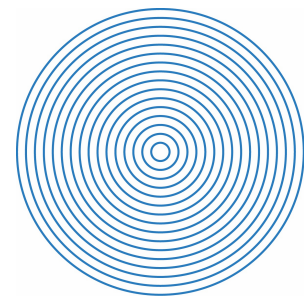


There is regular quarterly reporting to funders including National Community Lottery Fund, Spirit of 2012, National Heritage Lottery Fund, and others. Summaries of these reports are included in Appendix One. The summaries provide context for the data evaluations in this Progress Report, a sense of the range of activities during this period and illustration of how they are reported.

In addition to the activity reported in Appendix One, other activity in this period included:

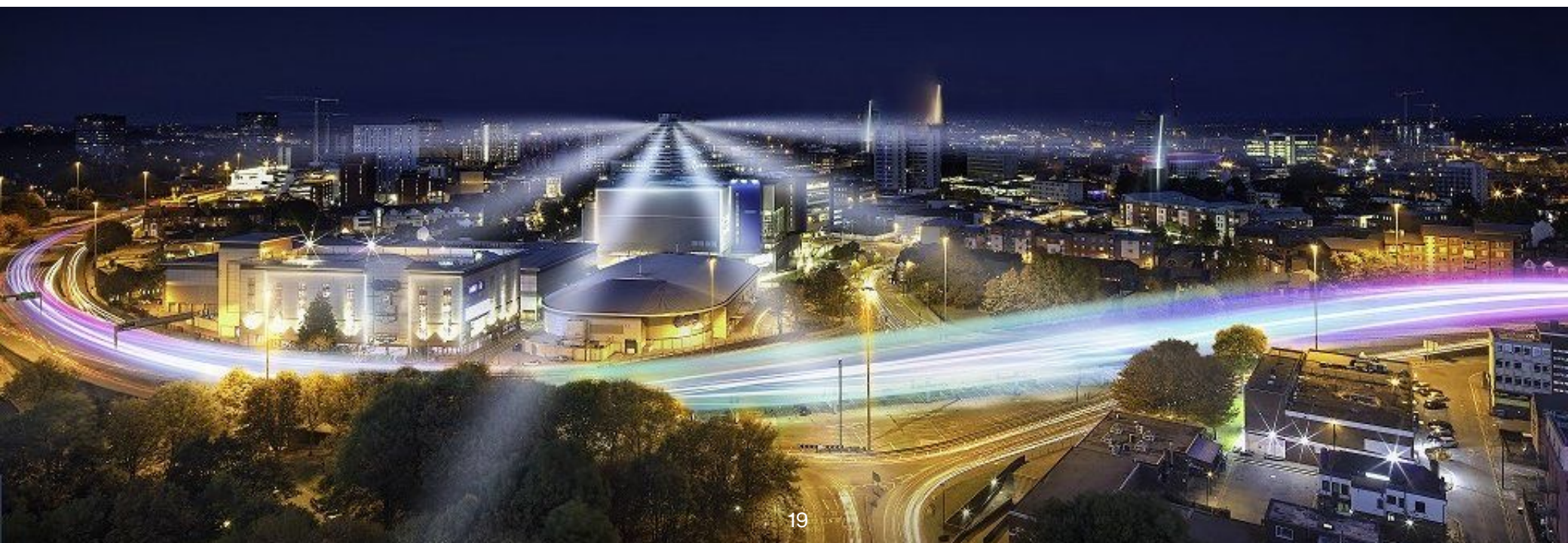
- The Belgrade Theatre has been able to use the leverage of the Trust's investment to secure an additional £510,000 from the Garfield Weston Foundation's Weston Culture Fund. Taking effect from April 2021, the grant will secure the theatre's existing programme of work, including talent development and educational schemes, together with the engagement activities planned for Coventry's year as UK City of Culture. Without this grant, this work was at risk because of the ongoing Covid crisis undercutting the Theatre's normal earning ability.
- Towards the end of the reporting period, the Trust was notified it had secured additional funding from the Department for Digital, Culture, Media and Sport. This £3.5m funding will be used to extend the Trust's broadcast and immersive technology programmes, strengthen Covid safety measures and deliver a Summer of Surprises programme over the summer period in 2021.
- Discussion and negotiation around the Broadcast programme has continued to develop in this reporting period with the BBC moving to commission a documentary on 2Tone which will be screened in the autumn as well as confirming air dates for a documentary on Delia Derbyshire and the Coventry car industry, both of which will air during the next reporting period.
- During this reporting period, engagement with schools has increased through the Arts Education Manager role. A major output in this period has been in excess of 6,000 banners which will form part of the signature event Coventry Moves has been generated by school children from over 80 schools in the city.

DEVELOPING THE MONITORING AND EVALUATION PROGRAMME

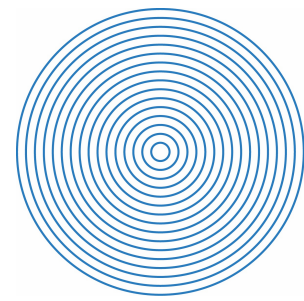


In order to deliver the Performance Monitoring and Evaluation Strategy, a range of monitoring and evaluation activity has now been put in place. Internally, the Trust has expanded its capacity to support processes of data collection – quantitative and qualitative – through an additional M&E Data support Officer appointment and the continued development of internal reporting processes. These include both activity narratives and regularised data collection on, and surveying of, participants and audiences in initial developmental activities and build-up events. External partners are seeking to understand, work with and adopt the City of Culture 2021 Story of Change.

During the period contractors for the Economic Impact Assessment have been undertaking baseline activity – particularly challenging for this City of Culture given the pandemic – and the Social Value Impact Assessment has been scoping and piloting its proposed methodology across several co-creation projects. Four Focus Studies have been contracted from academic teams from Coventry University and the University of Warwick on: Cultural Leadership and Citizenship; Impact on the Environment; Transformational Vision and Residents of Coventry; Civic Pride, and Health and Wellbeing. A number of City of Culture-related PhD's continue.



LEARNING INSIGHTS



The majority of activity during this period has been related to the impact which is most relevant to the focus on co-creation, partnership building and delivery of community events. Given the Trust's ambitions to produce a festival which is authentically co-created and representative, the focus on investing time and resource to outcomes related to Coventry citizens positively influencing and shaping the city they want to live in, has been appropriate.

There are many early signs that this devolved model of leadership and co-creation is working to produce intended outcomes in the city at this moment in time. Outputs and early outcomes of the Trust's work are becoming tangible and visible: through, for example, the impact on the public realm and the distribution of artworks across the city centre; continued events announcement and expanded communications activity; growing recognition of individual citizens and participants such as the new set of Trustees, Community Connectors, the rising profile of the Leadership Programme cohort, and across small, targeted and diffuse groups of citizens who have been part of project-based co-creation activities.

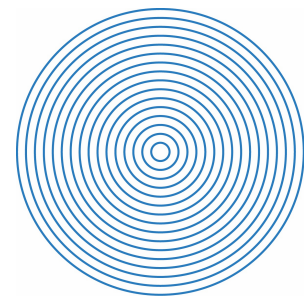
The Sentiment Survey findings suggest that there are high levels of awareness and positive expectations of City of Culture 2021's outcomes and impacts; particularly amongst those residents who may not have historically benefited from public investments in arts and culture. Following the main programme launch in June 2021 it will be important to both track the extent to which these expectations are met – and sustained - and to raise the expectations of those groups who are currently less positive about outcomes and impact.

Such positive expectations have been built on establishing and developing relationships with partners, stakeholders and communities in the city and their continued management are central to achieving both the current momentum and the basis for post 2022 impact.

This progress sits alongside truly unprecedented pressure on all staff including those charged with enacting cultural production and its related economic, social and environmental impact.

To this may be added the challenges of substantial and at times innovative evaluation activity. In a change environment increasingly cognisant of lived experience, place-based prosperity, sustainability and regional and local equity, this intensive and demanding work is becoming more visible as a key dimension of the Coventry UK City of Culture 2021's distinctive approach to cultural inclusion and city-based intervention. As the City of Culture year begins, the continued expansion of substantial and diverse data collection remains an on-going challenge but offers high potential for the creative use of and comparison across available sources of data to support novel insights and continued data-driven programming and delivery.

APPENDIX ONE – SUMMARY OF PRODUCING TEAM QUARTERLY REPORTS



Caring City Team funded by Spirit 2012

During this period, the Caring City team moved the planning of projects forward with their host organisations. The team has recruited a Coordinator for the Arts and Homelessness projects.

These strands of the Team's activity are representative of the Trust's commitment to producing creative work rooted in the lived experience of vulnerable and 'seldom heard' communities and preparing and providing a platform in the programme for 2021.

Vulnerable and Young People at Risk of Exploitation

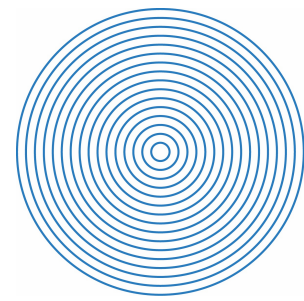
The Trust joined the West Midlands Violence Reduction Unit's Diversionary Activities Group which co-ordinates and identifies activities that will be used as violence prevention methods. This has culminated in the development of a referral process to identify how the city and its organisations are working together to identify young people at risk. It seeks to identify what programmes they are on and what impact the diversionary activities (activities which aim to detract young people from crime) are having in their communities. This work is being led by Caroline Ryder, Programme Manager for Violence Reduction at Coventry City Council / West Midlands Violence Reduction Unit.

The partners that sit within the CCC Arts Against Violence Network (AAVN) are now collaborating on projects within the Wood End and Hillfields areas of Coventry. They are currently identifying and targeting young people "at risk" of violence using creativity as a tool for violence prevention which will feed into the Arts Against Violence Symposium in 2022. An example of this is the devising of the artist in residency programmes.

The Trust led a session in March 2021 with young people engaging with the Youth Offending Service in relation to CVX Festival, a three-day arts activism festival around the themes of community, unity and social change planned for August 2021. In total, 15 young people attended the session and helped to begin shaping what they wanted to see from the festival, themes they wished to be explored and what outcomes they wished the festival would achieve. The young people involved wanted to see Coventry as a city that takes ownership of knife crime and for more youth services to support young people and they hoped that CVX Festival would be a safe haven for young people.

The second term of the Unplugged Series completed in early March 2021 and saw 16 young people take part in poetry, music and writing activities across eight sessions led by three creative practitioners from the city. At the time of writing the final creative output is still being finalised and will be launched by early June 2021. Out of the young people surveyed, 86% rated the second series of Unplugged as very good.

APPENDIX ONE – SUMMARY OF PRODUCING TEAM QUARTERLY REPORTS



Homelessness and Poverty

Working with Crisis (a national charity for homeless people), Coventry City Council and Underground Lights (a theatre by, and for adults experiencing social disadvantage, homelessness and/or mental health issues based at Coventry's Belgrade Theatre), the Trust has continued to look at ways deliver creative activities at the hotel where homeless people are housed. Due to lockdown restrictions, it has not been possible to return to in person activity yet, though this is seen as a priority once safe to do so.

A monthly Arts and Homelessness Forum meeting is now well established, taking place with around 20 – 30 attendees each month from across homelessness services, arts organisations and people who are or have been homeless. Sessions include creative sharing including poetry, discussion, networking, and updates on City of Culture.

The Trust is currently collating artwork from homeless people across the city to create a visual identity for Home, Coventry's first Arts and Homelessness festival. At the time of writing there have been more than 50 submissions including photography, illustration, and poetry. The work will also be displayed as part of the festival.

Started in lockdown by Underground Lights Member Hayley Harman, [postcards were sent out to people in deep isolation, focused on those experiencing homeless](#). Local recipients were asked to respond to three provocations around smiling. Over 200 postcards were sent out with with a significant return of more than 50%.

Supported by Arts and Homelessness International this project has now gone global – with postcards coming back from arts and homelessness projects

from across the globe. These will be made into an exhibition as part of Home and a small film is being made about the project as part of Coventry UK City of Culture.

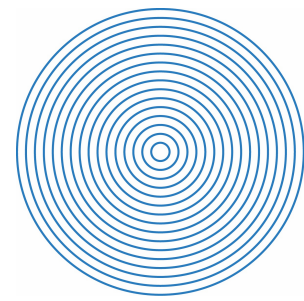
The Trust was instrumental in supporting Cardboard Citizens with an Arts Council England (ACE) application. The application was successful, securing £110k towards the total project cost. Confirmed partners are the Central England Law Centre, Crisis/Coventry City Council and Coventry Refugee and Migrant Centre who will be part of the Steering Group for Cardboard Camps and outreach workshops and choir opportunities.

Laura Nyahue of Maokwo Arts led a Culture Conversation about Amazing Women, which took place in March 2021 and was attended by 36 people via Zoom. The session centred around the recent dialogue following the murder of Sarah Everard. One respondent described the event as 'really interesting, Laura shared some powerful and emotive stories for which I am grateful. It was a lovely safe space in the room.' Of those surveyed 67% rated the event as very good.

Newly Arrived Communities

The Trust has continued leading the steering group meetings for Coventry Welcomes with overall attendance being around 18 at each session. There has been a lot of discussions around collaboration and co-creation. In addition, there has been training on how to run events on Zoom. There have also been speakers from other events such as Migration Matters Festival in Sheffield and Bristol Refugee Week to learn more about other events in the UK. Planning is also underway for Events Management training for 15 members of the group. Within the group there have been constant discussions on digital inequality and the digital divide.

APPENDIX ONE – SUMMARY OF PRODUCING TEAM QUARTERLY REPORTS



Subsequent discussions have focussed on how a blended approach can be taken for the festival in June. The steering group are keen for as many newly arrived communities in the city to participate, so have been looking at ways to do in person activity with a blended approach which would mean some activity taking place in person (within guidelines), streamed online activity and a combination of the two. The Coventry Welcomes Festival will still take place in between 14th and 20th June 2021 which coincides with National Refugee Week.

Workshops started at the beginning of March 2021 in activism, leadership, and performance for a project working with Stand and Be Counted Theatre working with people with experience of migration. Due to starting four months before the actual event, it is anticipated that the attendance at each session will go up and down, especially during key faith dates and with coming out of lockdown. There is a continual process to engage with new people using caseworkers at CRMC to signpost possible participants to the project.

Mental Health, Loneliness, and Isolation

In general during this reporting period COVID restrictions have raised concerns around the feasibility of a number of projects; most notably projects with the elderly citizens in the city. With Theatre of Wandering, the project has reshaped the whole project to be co-created, even the methods by which the cultural producer engages with participants are being decided and led by people living with dementia and their carers.

One challenge faced during this period was coming back in January to find The Curious Club lead artists had decided that their vision for a project to support men's mental health had changed. In response to the pandemic and their own personal struggles, they decided the plans for a touring engagement van was not what they wanted (or indeed felt relevant) anymore. New ideas were scoped over several weeks. These included exploring the arts and

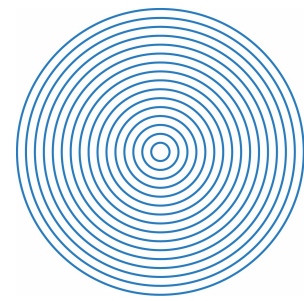
creativity in green spaces, gathering at ceremonial meetings for men connected to music and heritage and exploring healing through sound therapy and dry raves.

Reform The Norm has grown from two projects into a wider programme. In February the Reform the Norm participants led a Culture Conversation for the city. 67 people from the city and further afield tuned in to hear the stories of the collective that were the outputs from the training. The host for that event Edie Jo Murray is a digital artist who gave a keynote on how the pandemic has allowed her to connect and strengthen her arts practice through the project. Another participant who is a disabled artist and mum shared her poem called Your Shoes, which talks about poverty, discrimination, and the need for the world to 'reform' how it sees and treats those with disabilities. The discussions following these presentations were powerful and a way for us to start sharing the story about the work we are doing, through the voices of those who are underrepresented in the city and indeed still very much so in the cultural sector.

Attendees at the session commented that 'I wasn't sure what to expect but it was interesting to hear stories from people I wouldn't normally. I have realised that it is important everyone gets a voice and [I] think City of Culture are doing the right thing and creating a manifesto which will reform and challenge the norm!' and 'It was really interesting, I heard stories which I wouldn't normally hear, and my eyes have been opened to different people in the city who are amazing.'

Overall, out of the attendees surveyed, 73% rated the event as very good and 73% stated the event had improved their perception of Coventry. 73% either strongly agreed or agreed with the statement that 'My community and myself as an individual is well represented in the city' which for this event is considerably higher than the 51% from the baseline for Caring City projects.

APPENDIX ONE – SUMMARY OF PRODUCING TEAM QUARTERLY REPORTS



Collaborative City Team funded by the National Lottery Community Fund

In this reporting period the Collaborative City team has progressed and moved several projects from conception and planning into delivery mode. This includes mobilising over 2,000 houses from Coventry and Warwickshire to demonstrate their creativity and create a window display for Window Wanderland which took place in February and March 2021.

The strands of the Team's activity are representative of the Trust's investment in co-creation and partnerships across the city. They contribute directly to developing a programme that is representative of the city and geographically distributed across the city.

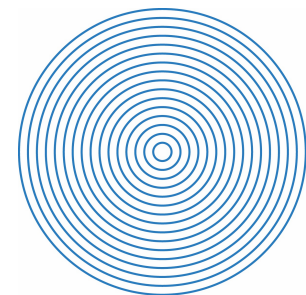
In addition to the work taking place in communities, the Trust and the Collaborative City team have been successful in this reporting period in gaining funding from the National Lottery Community Fund for a further phase of work which will extend and develop on the work to date into 2022.

Following consultation with the communities of the city, the project has been renamed Love Coventry (as opposed to 21 Streets of Culture) and through the co-creation work which has already taken place a programme celebrating the people of Coventry will take place with many opportunities for community involvement.

As well as developing new ideas and strengthening the consultation work which has taken place, projects are beginning to be formally announced. In March the Trust announced the Community Radio Takeover which will celebrate community, student, and hospital radio across Coventry through eight local stations taking over BBC CWR. As well as a day of broadcasting, there will be opportunities for citizens to attend stripped back live sessions from some of Coventry's best-loved local artists.

All of this has been achieved in an online setting due to the COVID restrictions which were in place throughout the reporting period. To support the communities they are serving, the Collaborative City team undertook a Digital Needs Assessment. The results show the need for training and provision of devices in certain communities, which the Collaborative City are following up on. In addition to this, the Trust has now procured free phone telephone numbers for use by members of the community to allow them to participate in online sessions at no cost to them. All planning activity which has taken place in this period, has assumed that social distancing measures will be in place for a significant portion of 2021. This has allowed the Trust and community groups to be creative and innovative in the ways in which they are working. This work has also allowed for community groups to begin to think how they would return to meeting as lockdown eases.

APPENDIX ONE – SUMMARY OF PRODUCING TEAM QUARTERLY REPORTS



During this period the eight Community Connectors have been receiving training and mentoring from 64 Million Artists. Sessions have focussed on how to effectively work with communities, best practice in event planning, engaging communities, meaningful engagement, evaluation and measuring impact. To embed the Connectors into the 2021 programme, they have been meeting with producers from the Collaborative City team who have provided mentoring. The meetings have also explored opportunities and links for the projects to link with the main City of Culture programme and the wider work of the Collaborative City programme. Working with their areas to go through their ideas the producers have also been finding ways to support and link the connector and the projects to other complimentary activity happening in the community.

Through an anonymous feedback survey on the programme, which was done to allow the connectors to be honest about the programme, seven out of eight connectors rated the programme to date as very good (63%) or good (38%). Six of the eight connectors (75%) strongly agreed that the programme is meeting the expectations they imagined when they applied.

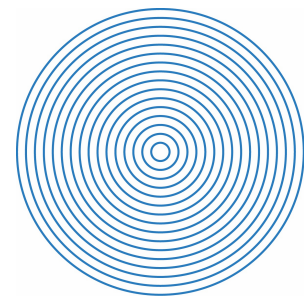
In total, for the twelve-month period between 1 April 2020 and 31 March 2021, the Collaborative City team has undertaken a cumulative 1,344 hours of online consultation and planning work with individuals and communities in Coventry.

Cumulatively throughout the programme to date, from the 826 survey responses received¹⁴:

- 72% of respondents rated the quality of the workshop or event they took part in as very good (an increase of 19% since the last reporting period) and an additional 24% rating the quality as good (a decrease of 18% since the last reporting period, however a greater proportion of respondents are now rated the project or event they attended as very good).
- 86% agreed that they had a good time (an increase of 19% since the last reporting period).
- 65% stated that taking part in the workshop or event had improved their perception of Coventry (an increase of 12% since the last reporting period).
- 89% either strongly agreed or agreed that the workshop or event increased their pride in Coventry as an area (an increase of 2% since the last reporting period).

¹⁴ At a confidence level of 95%, the figures presented here have a 3.2% confidence interval (margin of error). The survey responses come from a cross-section of the programme so provide a representative view of the Love Coventry programme to date.

APPENDIX ONE – SUMMARY OF PRODUCING TEAM QUARTERLY REPORTS



The data above suggests that the feedback mechanisms in place allowing for feedback to be considered and then fed back into the delivery of the programme is proving to be successful. During this period there has also been an increased amount of surveying meaning more of the citizens involved have been able to have a say and feedback on the programme¹⁵. As the project moves into the next phase it is important to see if these figures are sustained.

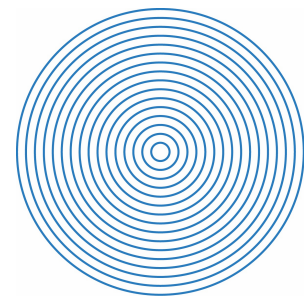
Of the sample of 826:

- 74% identified as female, 19% as male and 7% as non-binary.
- 23% identified as having a disability or long-term health condition (Coventry Average – 18%).
- 12% were aged 34 or younger, 42% were aged between 35 and 49, 32% were aged between 50 and 64, and 12 % were aged over the age of 65. (Coventry Median Age – 32). 2% preferred not to say.
- 11% identified as being LGBTQIA (UK Average – 5.4%).
- Concerning ethnicity:
 - 72% White British (Coventry – 66.6%)
 - 7% White Other, White Irish, or White Gypsy or Irish Traveller (Coventry – 7.2%)
 - 7% Black, African, Caribbean, or Black British (Coventry – 5.6%)
 - 9% Asian or Asian British (Coventry – 16.3%)
 - 2% from a Mixed or multiple ethnic group (Coventry – 2.6%)
 - 1% being from any other ethnic group (Coventry – 1.7%)
 - 2% preferred not to say.

¹⁵ It is important to note here that a significant proportion of the responses related to Window Wanderland which took place during the third national lockdown so responses potentially could be skewed as there was limited activity for communities to get involved with.



APPENDIX ONE – SUMMARY OF PRODUCING TEAM QUARTERLY REPORTS



Dynamic City Team

Within the reporting period, there has been major development in the programmes within the work of the Dynamic City team. The Trust's Green Futures programme has moved from planning stages to delivery. The Youthful Cities programme was successfully launched at the end of the reporting period, digital programmes have progressed and developed and work on the signature event Coventry Moves has gained momentum.

The strands of the Team's activity contribute to a wide range of outcomes that include participation and activism; a pioneering model of culture-led inclusive growth and increasing local, national and international recognition.

Green Futures funded by the National Lottery Heritage Fund

Establishing firm roots within the communities of Coventry, the Green Futures programme continues to develop with projects beginning to move from the conception and planning stage towards delivery. The diverse range of events and projects that are planned showcase the rich environmental resources and heritages of Coventry.

Utilising co-creation, the Trust and the Green Futures programme has inspired several community groups and local environmental activists to be actively involved in the planning and delivery of the programme. This is not without challenge but as projects move into the key delivery phase, this has helped to begin thinking and planning around legacy and how this activity can be sustained post City of Culture.

Delivery across all the strands of the Green Futures programme has speeded up and is going in the right direction. Time has been spent developing activity that can be done at community level with different partner organisations, while

face to face delivery has been on hold. This “cross fertilisation” of different parts of the programme has meant that some projects have temporarily stalled while complicated contracts are drawn up to establish roles and responsibilities.

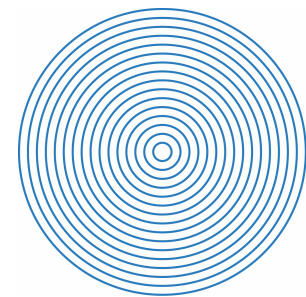
We have been pleased to see that people involved have demonstrated they are very legacy orientated as well as being committed to the year ahead. With socially and environmentally transformative outcomes, the Green Futures programme will help bring sustained change to the city.

During this reporting period, England was once again in lockdown. This had a continued effect on the Trust's partner organisations, with most furloughing staff, and uncertainty about when they would return. There have been additional challenges with people not being able to meet physically to work together to develop and shape projects. The continued need for social distancing and uncertainty over holding inside meetings means some approaches to events have been changed.

By the end of March, marketing and communications activity had begun to be stepped up and plans were being developed for an announcement in the following period of a summer of activities on the Coventry Canal.

In addition, the Trust began to speak publicly about the Green Futures programme through the hosting of two events, one looking at arts and creativity and the road to COP26, the second a panel discussion around sustainable travel and tourism. The discussions and outputs of both events have been actively feeding into the development of the Trust's Green Code which will be launched in April 2021.

APPENDIX ONE – SUMMARY OF PRODUCING TEAM QUARTERLY REPORTS



Two online discussion events took place for Green Week in March. One was The Artist's Role in the Journey to COP26, which was attended by 54 people, with enthusiastic conversation for the full hour and half. The audience were local, regional and there were also some key national figures, and it was good PR for Coventry and the region. 78% of those surveyed rated the event as very good with one respondent stating that the event was:

'Generously chaired, with a real diversity of speakers and people on the call. Human-focused, speaking from the 'heartfelt place' but not afraid to challenge and provoke, and a really great collection of people with different experiences to draw from. Excellent.'

The other was The Green Visitor, a 9am session with only a short lead-in time that attracted 36 people and was positively received. There was a rich discussion about active travel, the visitor experience and about how we can invite people into the city but be sustainable. Part of it was about reframing how Coventry sees itself, from being a motor city to one that is actually very green. 88% of attendees surveyed rated the quality of the event as very good or good and 67% said that attending the event had improved their perception of Coventry. The majority of attendees, 77% came from Coventry with the remainder coming from either Warwickshire or the wider West Midlands. Feedback from the event suggested that a longer discussion was needed to really understand the issues and begin a collective sense of action.

The Trust's [Green Code](#) has been developed and will be launched April 2021 on Earth Day 2021. The Green Code is a series of guiding principles and behaviours for the Trust as well as organisations and suppliers who work with the Trust. It covers everything from travel and procurement through to the way events are delivered. It also challenges the Trust to learn from and improve on each event we deliver from an environmental point of view. Overall, it will help the Trust to track its impact on biodiversity, carbon offset and nature, so it leaves Coventry in a better environmental state than before.

Youthful Cities funded by the British Council

The Youthful Cities programme, an international programme for young adults to respond to youth-focused issues in their cities funded by the British Council, was launched on 31 March 2021. 32 young people from Coventry, Beirut (Lebanon), Bogotá (Colombia) and Detroit (USA) have been recruited to participate in the programme. Recruitment for the Nairobi (Kenya) cohort is ongoing. At present a baseline survey of participants is being completed using wellbeing metrics and international metrics from the British Council. The findings from this baseline will be reported in future reports.

Public Realm

Coventry City Council in partnership with the Trust has been working with Creative Giants Art to create a database of artists to work on projects in the public realm. Coventry City Council has undertaken a £44m Public Realm improvement programme which has really gained momentum in this reporting period with projects reaching conclusion prior to the City of Culture year starting. Works include:

- Hertford Street
- Pool Meadow
- Pepper Lane
- Upper Precinct
- Market Way

Coventry Moves

Rehearsals and planning for the signature event Coventry Moves increased ahead of the event scheduled for the next reporting period.

INVESTMENTS

Public and private investments

Infrastructure

Technology

Key partners

Community and public stakeholders

Staff

Volunteers

ACTIVITIES

Developing arts and cultural initiatives that further key social and economic issues

Supporting young people and others to play an active role in governance and decision making

Developing strong working relationships with key partners and stakeholders

Developing initiatives targeted at specific protected groups

Working with communities and stakeholders to develop arts and culture events for UK CoC 2021

Employing professional artists to work with communities to co-create core elements of the programme

Developing initiatives that have influence beyond Coventry and UK CoC 2021

OUTPUTS

Programmes, planning and production of events involving Coventry communities

Outreach activities in the community

Model of co-creation established

Participation by under-represented groups

Targeted representation of citizens of the city in cultural leadership and programming

Human resource capacity development in the cultural sector in Coventry

Distribution of 2021 events across Coventry

Increased investment in city projects as a result of UK CoC 2021 profile

Environmentally responsible programming

Combined arts and health initiatives developed in the city and region

Arts and cultural events involving physical activity and other health and wellbeing activities

International cultural exchanges and partnerships

Increased attraction as a destination choice

Coventry's CoC devolved and outcome led model shapes local, regional and national cultural policy making and funding

Needs based model for cultural delivery and planning

Evidence based decision making

Use of 5G & immersive technology in cultural initiatives

OUTCOMES

Increase in civic pride

Community led production and programming increases cultural participation and activism

Cultural leadership and programming reflects and represents the citizens of the city

There is increased understanding, accessibility and provision of career routes into the cultural and creative sector

Cultural engagement is geographically dispersed across the city

Cultural sector activity makes a significant contribution to the economic, environmental, social, health and wellbeing targets for the city and the region

Coordinated cultural sector capacity and infrastructure is building a sustainable and resilient sector

Investment in culture accelerates inward investment and economic growth in the region

Collaborative national and international cultural programming increases Coventry and the region's global presence

Coventry's innovative & diverse cultural life, increases local, national and international tourism to the region

Coventry's model of culture led placemaking influences regional and national policy making

Coventry is recognised as a pioneering model of culture-led inclusive growth

Increased data generation and capture leads to well-informed civic and cultural planning and decision making

Cultural programming is environmentally responsible and promotes environmental awareness

The city makes and develops creative cultural and civic uses of 5G and immersive technology

IMPACTS

COVENTRY CITIZENS POSITIVELY INFLUENCE AND SHAPE THE CITY THEY WANT TO LIVE IN

COVENTRY'S CULTURE CONTRIBUTES TO THE SOCIAL AND ECONOMIC PROSPERITY OF THE CITY AND REGION

COVENTRY IS A GLOBAL AND CONNECTED CITY

COVENTRY IS RECOGNISED AS A FUTURE FACING PIONEERING CITY

APPENDIX TWO

THEORY/STORY

OF CHANGE



APPENDIX THREE – PUBLIC AND PROGRAMME ACTIVITY INCLUDING ENGAGEMENT NUMBERS

Date	Event	Type of Activity	Producing Team	Programme	Funder	No. of Tickets Sold / Registrations	No. of Attendees / Participants	% of Bookers Attending	Primary Impact	Primary Outcome
08/01/2021	Coventry Welcomes Steering Group	Planning / Consultation	Caring City	Inclusion	Spirit of 2012	N/A	15	N/A	Coventry citizens positively influence and shape the city they want to live in	Cultural leadership and programming reflects and represents the citizens of the city
11/01/2021	Window Wanderland Information Session	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	18	12	67	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism
14/01/2021	Window Wanderland Information Session	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	32	25	78	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism
20/01/2021	Art and Homelessness Forum	Planning / Consultation	Caring City	Inclusion	Spirit of 2012	N/A	27	N/A	Coventry's culture contributes to the social and economic prosperity of the city and region	Cultural sector activity makes a significant contribution to the economic, environmental, social, health and wellbeing targets for the city and region
26/01/2021	Community Touring Consortium	Planning / Consultation	Collaborative City	Love Coventry	National Lottery Community Fund	N/A	8	N/A	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism
29/01/2021	Radio Collaboration Meeting	Planning / Consultation	Collaborative City	Love Coventry	National Lottery Community Fund	N/A	7	N/A	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism
30/01/2021	Awaaz: Telling Your Unique Story Workshop	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	8	8	100	Coventry citizens positively influence and shape the city they want to live in	Cultural leadership and programming reflects and represents the citizens of the city

APPENDIX THREE – PUBLIC AND PROGRAMME ACTIVITY INCLUDING ENGAGEMENT NUMBERS

Date	Event	Type of Activity	Producing Team	Programme	Funder	No. of Tickets Sold / Registrations	No. of Attendees / Participants	% of Bookers Attending	Primary Impact	Primary Outcome
02/02/2021	Community Touring Consortium	Planning / Consultation	Collaborative City	Love Coventry	National Lottery Community Fund	N/A	7	N/A	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism
06/02/2021	Awaaz: Telling Your Unique Story Workshop	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	8	8	100	Coventry citizens positively influence and shape the city they want to live in	Cultural leadership and programming reflects and represents the citizens of the city
13/02/2021	Awaaz: Telling Your Unique Story Workshop	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	8	8	100	Coventry citizens positively influence and shape the city they want to live in	Cultural leadership and programming reflects and represents the citizens of the city
15/02/2021	Window Wanderland Workshop	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	22	10	45	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism
15/02/2021	Radio Collaboration Meeting	Planning / Consultation	Collaborative City	Love Coventry	National Lottery Community Fund	N/A	5	N/A	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism
15/02/2021	Passport to Kindness	School Engagement	Collaborative City	Love Coventry	National Lottery Community Fund	N/A	45	N/A	Coventry's culture contributes to the social and economic prosperity of the city and region	Cultural engagement is geographically dispersed across the city
16/02/2021	Window Wanderland - Facebook Workshop	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	N/A	49	N/A	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism

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Date	Event	Type of Activity	Producing Team	Programme	Funder	No. of Tickets Sold / Registrations	No. of Attendees / Participants	% of Bookers Attending	Primary Impact	Primary Outcome
20/02/2021	Window Wanderland Window Displays	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	N/A	2100	N/A	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism
20/02/2021	Awaaz: Telling Your Unique Story Workshop	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	8	8	100	Coventry citizens positively influence and shape the city they want to live in	Cultural leadership and programming reflects and represents the citizens of the city
22/02/2021	Window Wanderland - Facebook Workshop	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	N/A	9	N/A	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism
22/02/2021	Collaborative City Network Group 1	Planning / Consultation	Collaborative City	Love Coventry	National Lottery Community Fund	N/A	6	N/A	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism
23/02/2021	Window Wanderland Workshop	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	10	9	90	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism
24/02/2021	Collaborative City Network Group 2	Planning / Consultation	Collaborative City	Love Coventry	National Lottery Community Fund	N/A	9	N/A	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism
25/02/2021	Art and Homelessness Forum	Planning / Consultation	Caring City	Inclusion	Spirit of 2012	N/A	18	N/A	Coventry's culture contributes to the social and economic prosperity of the city and region	Cultural sector activity makes a significant contribution to the economic, environmental, social, health and wellbeing targets for the city and region

APPENDIX THREE – PUBLIC AND PROGRAMME ACTIVITY INCLUDING ENGAGEMENT NUMBERS

Date	Event	Type of Activity	Producing Team	Programme	Funder	No. of Tickets Sold / Registrations	No. of Attendees / Participants	% of Bookers Attending	Primary Impact	Primary Outcome
27/02/2021	Awaaz: Telling Your Unique Story Workshop	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	8	8	100	Coventry citizens positively influence and shape the city they want to live in	Cultural leadership and programming reflects and represents the citizens of the city
01/03/2021	Coventry Moves: Banner Making	School Engagement	Dynamic City	Major Events	N/A	N/A	6000	N/A	Coventry's culture contributes to the social and economic prosperity of the city and region	Cultural engagement is geographically dispersed across the city
01/03/2021	No Direction Home Taster Sessions	Public Event	Caring City	Inclusion	Spirit of 2012	12	12	100	Coventry citizens positively influence and shape the city they want to live in	Cultural leadership and programming reflects and represents the citizens of the city
02/03/2021	Stand & Be Counted Theatre Workshop	Public Event	Caring City	Inclusion	Spirit of 2012	12	9	75	Coventry citizens positively influence and shape the city they want to live in	There is increased understanding, accessibility and provision of career routes into the cultural and creative sector
05/03/2021	Window Wanderland Workshop	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	7	7	100	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism
06/03/2021	Awaaz: Telling Your Unique Story Workshop	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	8	8	100	Coventry citizens positively influence and shape the city they want to live in	Cultural leadership and programming reflects and represents the citizens of the city
08/03/2021	Awaaz Presents International Women's Day	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	89	66	74	Coventry citizens positively influence and shape the city they want to live in	Cultural leadership and programming reflects and represents the citizens of the city

APPENDIX THREE – PUBLIC AND PROGRAMME ACTIVITY INCLUDING ENGAGEMENT NUMBERS

Date	Event	Type of Activity	Producing Team	Programme	Funder	No. of Tickets Sold / Registrations	No. of Attendees / Participants	% of Bookers Attending	Primary Impact	Primary Outcome
11/03/2021	The Artist's Role in the Journey to COP26	Public Event	Dynamic City	Green Futures	National Lottery Heritage Fund	29	29	100	Coventry's culture contributes to the social and economic prosperity of the city and region	Cultural sector activity makes a significant contribution to the economic, environmental, social, health and wellbeing targets for the city and region
15/03/2021	Radio Collaboration Meeting	Planning / Consultation	Collaborative City	Love Coventry	National Lottery Community Fund	N/A	8	N/A	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism
16/03/2021	Community Touring Consortium	Planning / Consultation	Collaborative City	Love Coventry	National Lottery Community Fund	N/A	6	N/A	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism
16/03/2021	Stand & Be Counted Theatre Workshop	Public Event	Caring City	Inclusion	Spirit of 2012	12	7	58	Coventry citizens positively influence and shape the city they want to live in	There is increased understanding, accessibility and provision of career routes into the cultural and creative sector
23/03/2021	Stand & Be Counted Theatre Workshop	Public Event	Caring City	Inclusion	Spirit of 2012	12	6	50	Coventry citizens positively influence and shape the city they want to live in	There is increased understanding, accessibility and provision of career routes into the cultural and creative sector
24/03/2021	Coventry Welcomes Steering Group	Planning / Consultation	Collaborative City	Love Coventry	National Lottery Community Fund	N/A	24	N/A	Coventry citizens positively influence and shape the city they want to live in	Cultural leadership and programming reflects and represents the citizens of the city

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Date	Event	Type of Activity	Producing Team	Programme	Funder	No. of Tickets Sold / Registrations	No. of Attendees / Participants	% of Bookers Attending	Primary Impact	Primary Outcome
24/03/2021	No Direction Home Taster Sessions	Public Event	Caring City	Inclusion	Spirit of 2012	12	12	100	Coventry citizens positively influence and shape the city they want to live in	Cultural leadership and programming reflects and represents the citizens of the city
25/03/2021	Generate Festival: Community Performance in Coventry	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	80	75	94	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism
25/03/2021	Event Organiser Training	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	16	16	100	Coventry's culture contributes to the social and economic prosperity of the city and region	Coordinated cultural sector capacity and infrastructure is building a sustainable and resilient sector
30/03/2021	Stand & Be Counted Theatre Workshop	Public Event	Caring City	Inclusion	Spirit of 2012	12	5	42	Coventry citizens positively influence and shape the city they want to live in	There is increased understanding, accessibility and provision of career routes into the cultural and creative sector
31/03/2021	Youthful Cities Welcome and Launch	Public Event	Dynamic City	Youthful Cities	British Council	80	67	84	Coventry is a global and connected city	Collaborative national and international cultural programming increases Coventry and the region's global presence

PARTNERS AND SPONSORS

Principal Partners



Major Partners



International Partners



Regional - City Champions



2021 Club

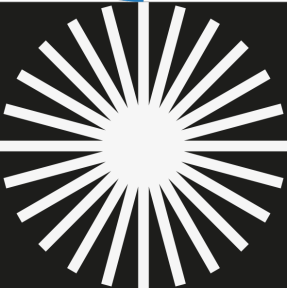
Pargetters Funeral Service	Skydome Coventry	Heart of England	RDM Group
A.G.G	Contechs	Co-operative	Resorts World Birmingham
Adient	Coombe Abbey Hotel	HIA International	Rowley Auto
Advent Communications	Corrigans	Hutt Professional Financial	Shakespeare Martineau
AJA Architects	Coventry & Warwickshire	Planning	Shawmind
Amtico	Aerospace Forum	IDP Group	Shearer Property Associates
Angels Solicitors	Coventry Building	Image+	Shergill Dental Implants
Aquarius Interiors	Employers' Charity	Jade Brand Agency	Spencer Gardner Dickins
Archer Bassett	Coventry City Football Club	Jaguar Land Rover	State Bank of India
Arden Estate Partnerships	Coventry Plumbing and Heating Supplies	KB Benfield Group	Study Inn Group
Askews	Coventry Rugby FC	KB Transport Solution	Subway
Astleys	Coventry Scale Company	Lakeside Landscapes	T Five Properties Limited
Aubrey Allen	Coventry School	Leadec	Talking Bates
Azets	Foundation	Leap IT	Telegraph Hotel
Band Hatton Button	CS Clean Systems (UK) Ltd	Loveitts	Telent
Bansal Estates	CU Coventry	Lower Precinct Shopping Centre	The Box Factory
Barberry	Dafferns LLP	Mander Hadley	The Iliffe Family Charitable Trust
Bhandal Dental Practice	Dains LLP	McDonald's Coventry	The Manufacturing echnology Centre
BHB Law	Deeley Group	mCreat	The NEC Group
Birmingham Airport	Dhillons Brewery	MDG Architects	The Wigley Group
Bludog	EDG Property	Medwell Hyde	Tom White Waste
Bluemark Projects	Envisage Group	Mirius	Twycross Zoo
Brett Martin Daylight Systems Ltd.	Envisage Sales & Lettings	Morelli Group	UK Mail
Brilliant Machine Co	Fanuc	Moseley Signs	UNINN
Brindley Twist Taft and James	FarGo	Net Visibility	Upper Precinct
Broadway Malyan	Fraikin	Nimbus	Utility Team
Bromwich Hardy	Free Radio	Objectivity	Warwick Independent
Builders Supply Stores	Friargate Coventry	OCR	Schools Foundation
Burbidge	Gallagher	Osbornes	Warwickshire College Group
Cadent	Galliford Try	Payne Associates	West Orchards Shopping Centre
The Camping and Caravanning Club	George Pragnell	Peacock Insurance	Whiteley Brooks Engineering
Capital FM	Get Solutions	Peugeot	Wilson's Funfair
Carwood	GL Events	Power Torque Engineering	Wright Hassall
CEF	Godiva Harriers	Premier Health Products	XL Motors
Central Hall	GOM	Prime Accountants	
Citizen	Hall Brothers	Protel Fieldwork	
CityFibre	Hammons Solicitors	Quaker Houghton	
Coachbuilt G.B.	Harrabin Construction	Quidem	
	Harrison Beale & Owen	Ramada Hotel & Suites Coventry	
	Headred		

Presidents

Keith Bradshaw OBE DL	Roger Medwell MBE DL
David Burbidge CBE DL	Sir Peter Rigby KBE DL
Sir John Egan	Baljit Shergill
Mrs Janet E Moore	



Image Credit: Heather Kincaid



**20
21**

PERFORMANCE MEASUREMENT AND EVALUATION

PROGRESS REPORT FIVE

JANUARY 2021 – MARCH 2021

**COVENTRY
UK CITY
OF CULTURE**