

PERFORMANCE MEASUREMENT AND EVALUATION


# PROGRESS REPORT SIX

APRIL 2021 – JUNE 2021



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**COVENTRY**  
**UK CITY OF CULTURE 2021**





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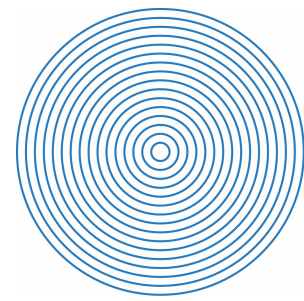
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October 2021

Cover Image: Coventry Moves by Joe Bailey at FiveSixPhotography

Inside Cover Image: Coventry Moves by Joe Bailey at FiveSixPhotography

# EXECUTIVE SUMMARY



This has been a significant reporting period for the Trust as it moves from a planning and partnership-building focus towards intensive delivery. This is reflected in the balance of time the production teams have spent engaging with delivery partners.

The first of the Trust's large-scale events Coventry Moves took place across the city on Saturday 5 June following a digital launch on Saturday 15 May. The Summer of Surprises was delivered with pop-up performances across all 18 wards in the city.

As of 30 June 2021, the Trust had worked with 339 artists and 256 freelancers in the delivery of the build-up programme since December 2017 and the start of the City of Culture year in May 2021. Of these 65% of the artists and 69% of the freelancers are from Coventry (CV1 to CV6) postcodes, with a further 8% of artists and 16% of freelancers being from Warwickshire and the wider West Midlands.<sup>1</sup>

An analysis of tickets issued between 1 April 2021 and 30 June 2021 highlights that there has been take up of tickets from all 42 MSOAs in the city with a fairly even distribution across the city. Acorn market segmentation classification shows that 43% of tickets have gone to less affluent groups in the city and 57% to those with greater wealth and who have historically regularly engaged in cultural activity in the city.

Early results suggest that participation and engagement in Trust-led projects leads to a significant uptick in Mental Wellbeing (MW), but also suggests that those who engage are likely to have higher levels of MW than the city average.

The Trust's broadcast strategy led to a series of successful programmes on the BBC and elsewhere, including coverage of Coventry Moves, Delia Derbyshire, the making of Coventry Cathedral and an episode of Antiques Roadshow.

A cohort of 2,600 City Hosts began volunteering duties after a period of recruitment. Based on equality and diversity data collected at the time of recruitment, the City Hosts cohort are reflective and representative of the citizens of the city in terms of ethnic identities and wards in the City.

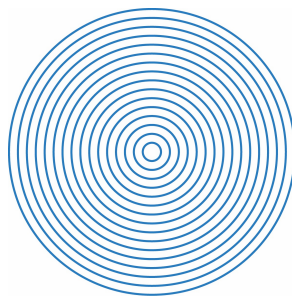
The Trust successfully recruited seven new trustees and has expanded the diversity and skillsets of the Board. The Board is now representative of the City's ethnic identities profile and has additional financial, legal, entrepreneurial, local government and community engagement skills.

AMION Consulting finalised the baseline report for the Economic Impact Assessment for UK CoC 2021. Since 2017 to July 2021 there has been £176.2m investment secured as result of being awarded UK CoC 2021 and an additional £500m for regeneration activity.

MB Associates completed a pilot study of innovative SVA methods that focus on beneficiary owned stories of change and valuation techniques. The pilot study established the methodology for five SVA case studies that will be conducted from September 2021 through to May 2022 and expects to provide an economic equivalent for the aggregated Social Value of these projects.

<sup>1</sup> This is calculated through monitoring of invoices paid by the Trust coded to relevant projects and the postcodes provided on those invoices.

# LEARNING INSIGHTS

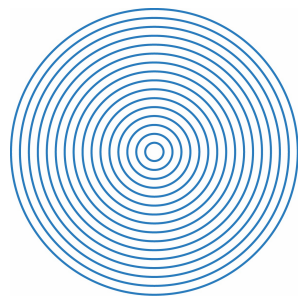


The following Learning Insights have been identified in this period:

- Demographic and qualitative data suggests that the emphasis on geo-distributed programming, hyper-local events and co-creation with residents is successfully driving participation and engagement in areas and populations with historically 'low' levels of cultural participation. It is also benefiting residents who are financially challenged and with minority ethnic identities.
- The early results from the SVA and impact on MW studies clearly show that there is a reciprocal exchange between economic and social value and that it is possible to a certain extent to monetise the significant societal impacts embedded in the Trust's Theory of Change.
- The data captured on mental wellbeing (MW) suggests that residents with MW scores above the City average are most likely to engage in projects and then experience an additional uptick. This suggests the need to strategise how to reach and include those residents with lower levels of MW who might significantly benefit from engagement.
- The evidence from the Family Hubs interviews presented in this report identifies both the difficulties and rewards of effective communications with front line services serving the needs of challenged communities. It highlights how front-line providers have necessarily needed to prioritise public health related issues at the expense of engagement with UK CoC 2021 but also the potential value of UK CoC 2021 to the beneficiaries of the Hubs. Learning how to effectively mobilise support from the Hubs provides an additional opportunity for the Trust to reach its target populations.
- Moving into delivery will inevitably focus attention on the activities needed to produce key outputs. It will be important to keep a focus on the outcomes and impacts of the Theory of Change so that the Trust can see how intensive activity is contributing to positive changes for the city.



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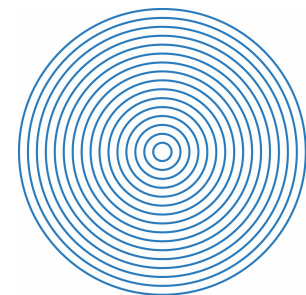
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# ALIGNMENT WITH STORY OF CHANGE



The activity reported here relates to the work of the producing teams towards intended outcomes and impacts. Across the 135 public and programme related activity strands that took place during this period (April to June 2021), there was coverage across all four impact areas in the Trust's Story of Change. The majority of activity (44%) related to the impact which is most relevant to the focus on co-creation, partnership building and delivery of community events. This is down significantly from the last report (78%) but still demonstrates co-creation as the driver behind the majority of programme activity.

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

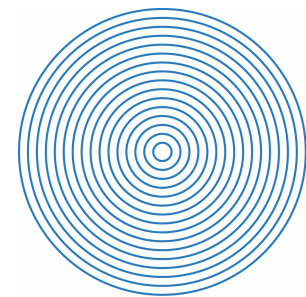
- 44% - Coventry citizens positively influence and shape the city they want to live in
- 24% - Coventry's culture contributes to the social and economic prosperity of the city and the region
- 23% - Coventry is a global and connected city
- 9% - Coventry is recognised as a future facing pioneering city

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:

Outcome	Count of Primary Outcome	Percentage %
Collaborative national and international cultural programming increases Coventry and the region's global presence	1	0.7
Community led production and programming increases cultural participation and activism	18	13.3
Coordinated cultural sector capacity and infrastructure is building a sustainable and resilient sector	1	0.7
Coventry's model of culture led placemaking influences regional and national policymaking	30	22.2
Cultural engagement is geographically dispersed across the city	5	3.7
Cultural leadership and programming reflects and represents the citizens of the city	16	11.9
Cultural programming is environmentally responsible and promotes environmental awareness	13	9.6
Cultural sector activity makes a significant contribution to the economic, environmental, social, health and wellbeing targets for the city and region	26	19.3
Increase in civic pride	2	1.5
There is increased understanding, accessibility and provision of career routes into the cultural and creative sector	23	17.0

# RECRUITING LOCAL TALENT



In this section we track the demographics of the Trust’s core team, artists, and freelancers as all three categories of employment in this reporting period continued to expand. We also include demographic details of the Trust’s Board of Trustees following a recruitment process in early 2021.

## Trust Team

As of 30 June 2021, the Trust had a core staff team of 101 working towards the delivery of City of Culture 2021. This number includes 14 apprentices who have been with the Trust since November 2020. This is an increase of 9 since the last reporting period in March 2021.

The Trust’s Apprentices continue to work towards their intended Level 3 qualification. Apprentices remain on track across both college work and on the job learning. In this reporting period, the Apprentices have had the opportunity to contribute towards Coventry Moves, the Trust’s signature opening event.

Since Progress Report Five, 73% of Trust staff lived in or were born in Coventry, Warwickshire, or the wider West Midlands area at the commencement of their employment. This is a slight decrease of 1% since the last reporting period.

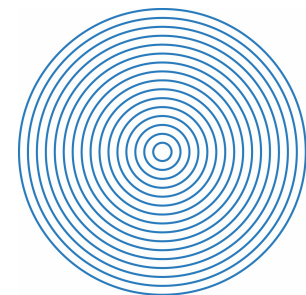
Overall:

- 43% come from Coventry.
- 11% come from Warwickshire.
- 19% come from the wider West Midlands.
- 27% come from outside of the West Midlands.

.As of 30 June 2021<sup>2</sup>:

	Progress Report Three (until 30 September 2020)	Progress Report Four (until 31 December 2020)	Progress Report Five (until 31 March 2021)	Progress Report Six (until 30 June 2021)	City Average
Identify as female	69%	63% (-6%)	69% (+6%)	68% (-1%)	51% <sup>3</sup>
Identify as disabled or having a long-term health condition	24%	20% (-4%)	19% (-1%)	17% (-2%)	18%
Aged 39 or younger	70%	75% (+5%)	80% (+5%)	76% (-4%)	Median age 32 <sup>4</sup>
Identify as LGBTQIA	28%	25% (-3%)	26% (+1%)	25% (-1%)	5.4% (national estimation) <sup>5</sup>

# RECRUITING LOCAL TALENT



	Progress Report Three (until 30 September 2020)	Progress Report Four (until 31 December 2020)	Progress Report Five (until 31 March 2021)	Progress Report Six (until 30 June 2021)	City Average (2011 Census) <sup>6</sup>
Identify as White British	57%	60% (+3%)	63% (+3%)	64% (+1%)	66.6%
Identify as Black, African, Caribbean, or Black British	12%	10% (-2%)	9% (-1%)	7% (-2%)	5.6%
Identify as White Other, White Irish, or White Gypsy or Irish Traveller	4%	8% (+4%)	8% (no change)	7% (-1%)	7.2%
Identify as from a Mixed of multiple ethnic group	11%	8% (-3%)	8% (no change)	7% (-1%)	2.6%
Identify as Asian or Asian British	14%	7% (-7%)	7% (no change)	6% (-1%)	16.3%
Identify as any other ethnic group	2%	0% (-2%)	0% (no change)	0% (no change)	1.7%
Preferred not to say	0%	7% (+7%)	5% (-2%)	9% (+4%)	n/a

<sup>2</sup> 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.

<sup>3</sup> 2011 Census - <https://www.coventryrugbyccg.nhs.uk/mf.ashx?ID=b4df9b3d-da84-4ee1-8f55-1d53ed898a2b>

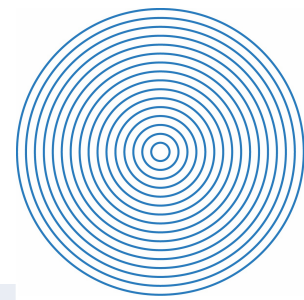
<sup>4</sup> 2016 Annual Population Estimates - [https://www.coventry.gov.uk/info/195/facts\\_about\\_coventry/2435/populationanddemographics/2](https://www.coventry.gov.uk/info/195/facts_about_coventry/2435/populationanddemographics/2)

<sup>5</sup> Sexual Orientation, UK: 2018 -

<https://www.ons.gov.uk/peoplepopulationandcommunity/culturalidentity/sexuality/bulletins/sexualidentityuk/2018>

<sup>6</sup> 2011 Census - <https://www.coventry.gov.uk/info/195/factsaboutcoventry/2435/populationanddemographics/3>

# RECRUITING LOCAL TALENT



## Board of Trustees

As reported on in the previous Progress Report, the need to expand the skillset and diversity of the Board was identified. Following a recruitment process started in late 2020, seven new Trustees were recruited and the Board is now representative of the City’s ethnic identities profile as detailed below and has additional financial, legal, entrepreneurial, local government and community engagement skills.

As of 30 June 2021:

	September 2020	June 2020	City Average
Identify as female	27%	35% (+8%)	51%
Identify as disabled or having a long-term health condition	0%	18% (+18%)	18%
Aged 39 or younger	9%	29% (+20%)	Median age 32
Identify as LGBTQIA	9%	12% (+3%)	5.4% (national estimation) <sup>5</sup>

	September 2020	June 2020	City Average
Identify as White British	91%	53% (-38%)	66.6%
Identify as Black, African, Caribbean, or Black British	0%	6% (+6%)	5.6%
Identify as White Other, White Irish, or White Gypsy or Irish Traveller	0%	0% (no change)	7.2%
Identify as from a Mixed of multiple ethnic group	0%	6% (+6%)	2.6%
Identify as Asian or Asian British	9%	29% (+20%)	16.3%
Identify as any other ethnic group	0%	0% (no change)	1.7%
Preferred not to say	0%	6% (+6%)	n/a

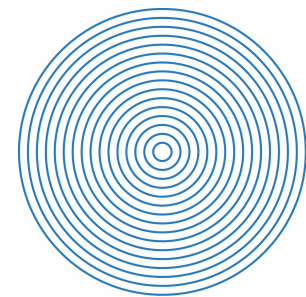
## Artists and Freelancers

As of 30 June 2021, the Trust had worked with 339 artists and 256 freelancers in the delivery of the build-up programme since December 2017 and the start of the City of Culture year in May 2021. 65% of the artists and 69% of the freelancers are from Coventry (CV1 to CV6) postcode, with a further 8% of artists and 16% of freelancers being from Warwickshire and the wider West Midlands.<sup>7</sup>

A demographic breakdown of Artists and Freelancers was included in PR5. A detailed breakdown will feature in future reports.

<sup>7</sup> This is calculated through monitoring of invoices paid by the Trust coded to relevant projects and the postcodes provided on those invoices.

# ENGAGEMENT AND AUDIENCE HEADLINE STATISTICS



## Stakeholder Engagement

As of 30 June 2021, the Trust has engaged in an estimated 11,875 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 1,924 hours of consultation and planning work. This is a decrease of 22% since the last reporting period (2,478 hours to 1,924 hours). This decrease is due to projects moving from the planning stage into delivery. This data does not include the Chief Executive's extensive hours of engagement with local, regional, and national stakeholders.

Of the 1,924 hours in this reporting period:

- 549 hours were delivered by the Caring City team (compared to 590 in the last reporting period);
- 563 hours were delivered by the Collaborative City team (compared to 490 in the last reporting period);
- 478 hours were delivered by the Dynamic City team (compared to 910 in the last reporting period);
- The remaining 334 hours were delivered by the Creative Director, Production and Operations teams (compared to 488 in the last reporting period).

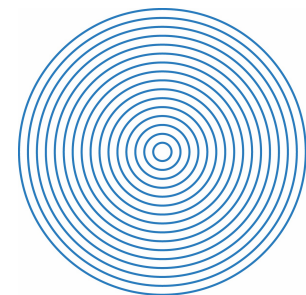
The reduction in the Dynamic City team figures is due to moving from planning and consultation for *Coventry Moves* to rehearsals which are not included in these figures.

In this period, 238 different stakeholders were engaged, a slight increase of 3% since PR5 (232 to 238)<sup>8</sup>:

Type of Stakeholder	No. of Stakeholders	No. of Hours
Key Funding Partners (DCMS, ACE, Lottery Funders)	6	36
Delivery Partners	24	585
Strategic Partners	14	212
Commissioning Partners	18	58
Local Business	22	89
Individual Citizens	5	17
Cultural Organisations / Venues	71	394
Community Organisations	39	287
Local Authority	4	65
Faith Organisations	9	32
Media / Press Outlets	13	38
Health Organisations	5	15
Charities / Support Organisations	8	96
<b>Total</b>	<b>238</b>	<b>1,924</b>

<sup>8</sup> 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



## Audience Engagement

Up to 30 June 2021, there have been an estimated 349,000 points of engagement since Coventry won the UK City of Culture title in December 2017. A point of engagement is counted as attendance at an event in person or digitally through online content and those streaming or watching content digitally. This number is not to be confused with a total audience number, which will be lower as individuals may engage multiple times. Figures use Trust and partner data.

Where possible, partner data has been verified further. For example, there can be a difference between ticketing numbers and attendance numbers that can be assessed through actual headcounts and scanning of tickets on the day.

The above number, where possible, does not include City of Culture staff, City Hosts, performers, freelancers, and those involved with the production of the event. In addition, head counts and scanning of tickets is now taking place to produce a more accurate figure. For some events, ticketing numbers and attendance numbers have been provided by partners. Where possible these numbers have been verified for accuracy.

In [PR5](#) numbers engaged were reported for Window Wanderland as 2,100 households, this was calculated based on the number of households in each registered postcode. Following further data review this engagement number has been reduced to 1,200 households which is more accurate based on the data available to the evaluators at this time. This change has been reflected in the estimated points of engagement number above. In PR5, it was reported also that 6,000 school children had been engaged in making banners as part of Coventry Moves. This number is now understood to be those invited to take part. Whilst final numbers engaged are assessed, this figure has been removed from the overall figure above.

On review of ticketing data, engagement data, event registrations, and other applicable data it is estimated that as of 30 June 2021, the total audience for a City of Culture event or supported event between December 2017 and 30 June 2021 currently stands at circa 205,000 individuals. This is from the point the city won the title in December 2017 up to the end of this reporting period. This number is lower than the points of engagement as individuals can engage multiple times.

## Ticketing Data

Just under 12,000 tickets were issued for events in this reporting period through The Ticket Factory, the Trust's ticketing partner. The figure does also include events run by partners which are 'Taking Place in Coventry 2021' which is part of the Trust's Amplify Your Event scheme which supports the local sector. Roughly 7,000 of the 12,000 tickets are for Trust events directly.

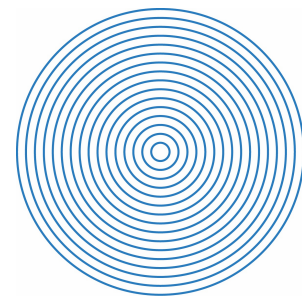
A further set of events have been ticketed through other box office systems or via event registrations; these numbers are included against events in Appendix Three.

Out of the 11,939 tickets issued by The Ticket Factory:

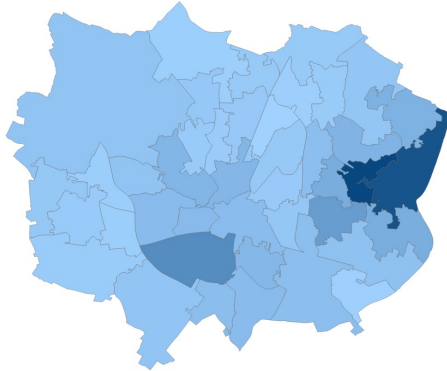
- 57% of tickets were issued to postcodes in Coventry;
- 18% of tickets were issued to postcodes in Warwickshire;
- 6% of tickets were issued to postcodes in the wider West Midlands area;
- 11% of tickets were issued to postcodes elsewhere in the UK;
- 8% of tickets had no defined postcode attached to them, this has happened due to walk up sales and issuing of tickets directly to communities.

The figures above are rounded up to the nearest figure. In total, 0.1% of tickets issued in this period were attached to postcodes outside of the UK (international visitors). 25% of tickets were issued to postcodes beyond Coventry and Warwickshire. It should be noted that that COVID restrictions remained in place up until 19 July 2021.

# ENGAGEMENT AND AUDIENCE HEADLINE STATISTICS



There is take up of tickets issued to Coventry postcodes from all 42 MSOAs in the city with a fairly even distribution across the city, apart from three noticeable hotspots. The first two are MSOAs around Ansty Road and Wyken Sowe Valley. This can be explained due to the targeted approach for ticketing around the Midsummer Fire Garden which took place at Caludon Castle Park which is in one of these MSOAs. The third is a growing uptake in tickets from Earlsdon Beechwood. This is not to be unexpected as this area has a predicted cultural participation rate of 69% of its residents participating in cultural activities excluding pubs, clubs and cinemas, three or more times in a twelve month period.

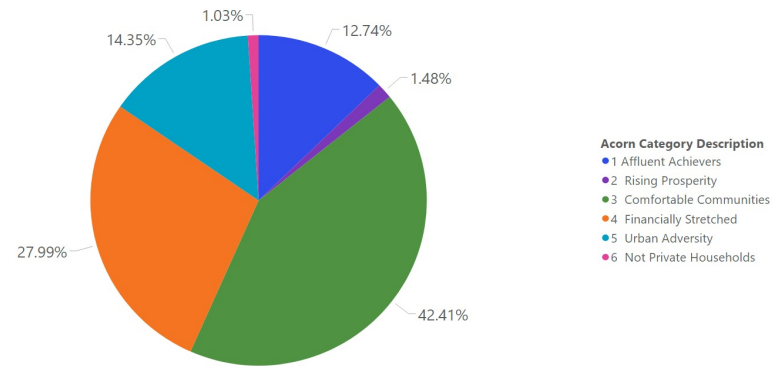


## Audience Segmentation

An analysis of audiences can be taken from the [Acorn market segmentation](#) which is built on consumer and economic indicators. From the tickets issued for events between 1 April 2021 and 30 June 2021 there is over-reach in the Comfortable Communities group. Typically these are residents who already engage in culture at least three times across a twelve month period as evidenced in Coventry’s Household Survey. There is a current under-reach of residents who are financially stretched or facing adversity. But these segments (segments 4, 5 and 6) do still account for 43% of tickets issued, which is a good indicator that less affluent residents are engaging with and

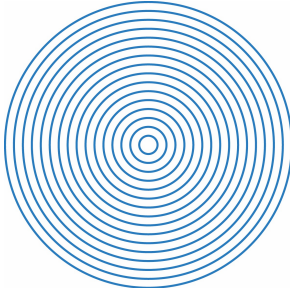
benefiting from UK CoC 2021. Early indication from longitudinal ticketing data, which will be reported in future reports, suggests that this will change, with likely increases in the affluent achievers and rising prosperity groups as more income generating events are launched.

Of the tickets issued to Coventry postcodes in this period and compared to the city averages:



Acorn Group	Coventry Tickets Issued	Coventry Average
1 Affluent Achievers	12.74%	11%
2 Rising Prosperity	1.48%	1.6%
3 Comfortable Communities	42.41%	28.7%
4 Financially Stretched	27.99%	33.2%
5 Urban Adversity	14.35%	24.4%
6 Not Private Households	1.03%	1.1%

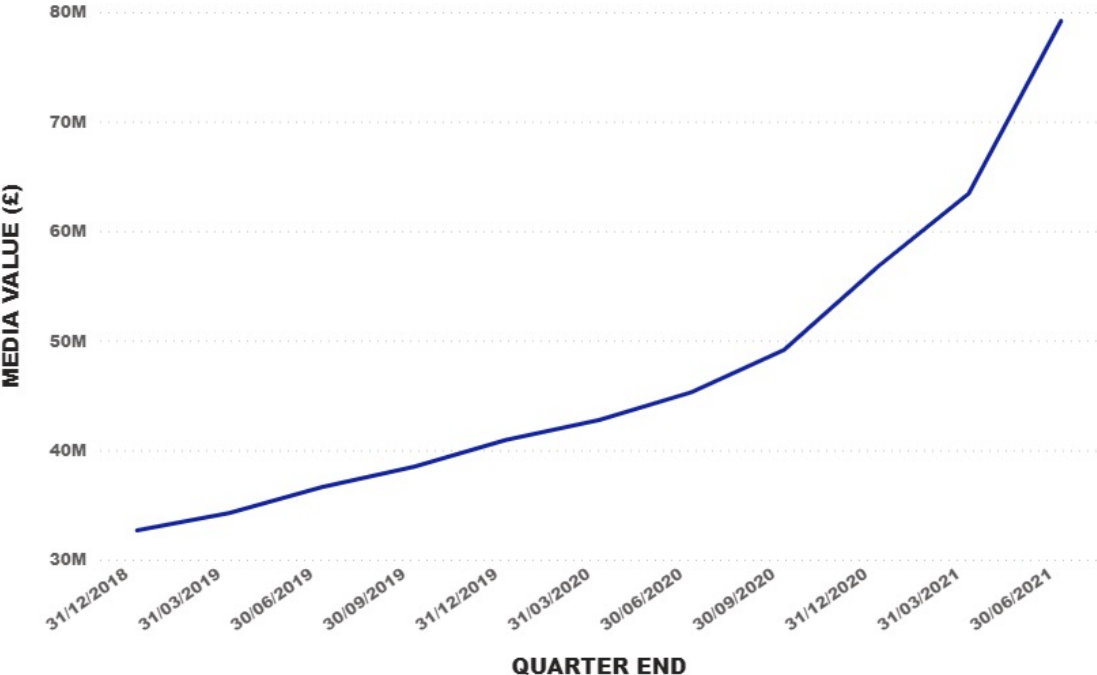
# QUARTERLY CAMPAIGN METRICS AND MEDIA VALUE



The cumulative media value generated as of 30 June 2021 was £79,198,760.80 (Source: Kantar Media)<sup>9</sup>. This is an increase of £15,715,962.94 since the last reporting period, an increase of 24.8% (£63,438,797.86 to £79,198,760.80). The Trust exceeded its KPI of £50m media value in December 2020, 12 months before it was due to be completed.

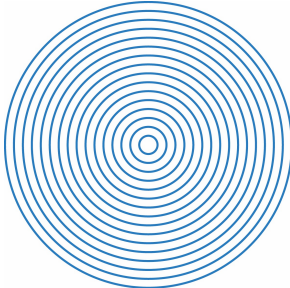
During this period, Coventry’s year as the UK City of Culture officially commenced on Saturday 15 May 2021 and the major signature event *Coventry Moves* took place on Saturday 5 June 2021 to mark the opening of Coventry’s year. Both heavily featured online moments which had an impact on the page views on the Coventry 2021 website.

Across the period there were 278,947 users visiting the Coventry 2021 website (Source: Google Analytics), of these visitors 80.7% were new visitors to the website. The day of *Coventry Moves* on Saturday 5 June 2021 saw the highest number of users visiting the website with 17,211 users logging on.

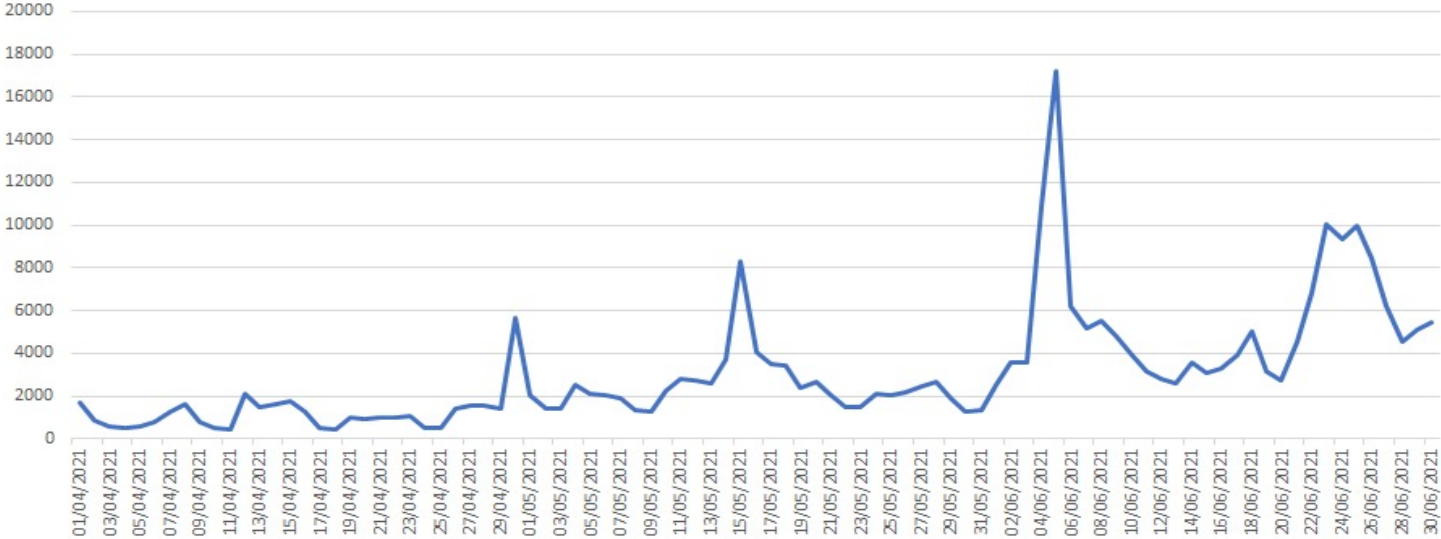


<sup>9</sup> Kantar methodology: Advertising Value Equivalent is created by the rate of placing a full-page advertisement in the publication divided by the page size to produce a cost per cm<sup>2</sup>. This is then multiplied by the cm<sup>2</sup> size of the clipped article to produce the value figure that is appended to the article. For online sources AVE is an overall value for the entire site – this is worked out through a methodology which combines unique visitor data, the amount of clicks an ad on that site receives and cost per click the advertiser pays.

# QUARTERLY CAMPAIGN METRICS AND MEDIA VALUE

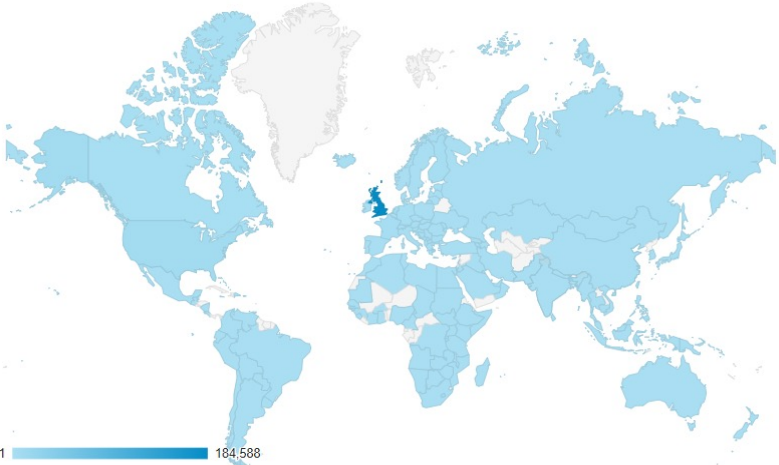


Coventry 2021 Page Views

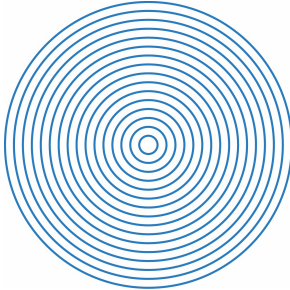


During the reporting period, 54.8% of the users visiting the website were female and 45.3% were male according to analytics data that has been logged. This is similar to the previous reporting period where 57% of users were female and 43% were male. Further analysis shows that 60% of the users visiting the website were aged 44 and younger, again this is very similar to the previous reporting period.

Users who visit the website come from a wide geographical spread across the globe from all continents apart from Antarctica.



# QUARTERLY CAMPAIGN METRICS AND MEDIA VALUE

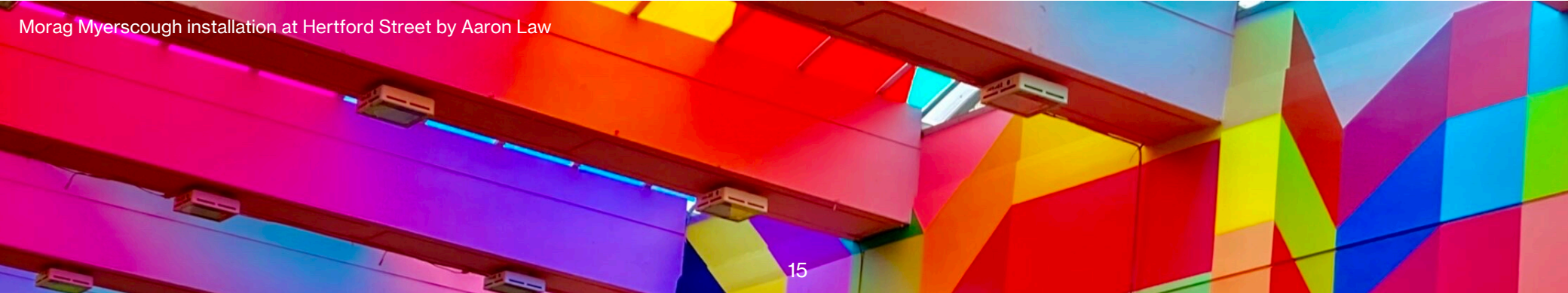


Coventry was the location where the largest proportion of users visiting the website came from, London was the next highest location of visitors. As in the previous reporting period the immediate areas close to Coventry also feature in the top user locations, this includes Birmingham, Nuneaton, Royal Leamington Spa and Rugby.

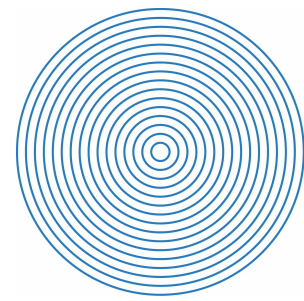
City	Users	New Users	Pages/Session	Avg. Session Duration
Coventry	62926	56864	3.11	00:02:51
London	28447	25390	2.40	00:01:57
Birmingham	24018	20545	2.72	00:02:25
No Location Set	13242	12288	2.31	00:01:52
Cardiff	5176	5064	1.29	00:00:20
Nuneaton	4472	3962	3.05	00:02:48
Royal Leamington Spa	3916	3532	2.83	00:02:36
Rugby	2884	2596	2.88	00:02:43

Top User Locations, Source: Google Analytics

Morag Myerscough installation at Hertford Street by Aaron Law



# PRODUCING TEAM QUARTERLY REPORTS TO FUNDERS



Summaries of these reports are included in Appendix One. The reports cover the work of the Caring City team as reported to Spirit of 2012, the Collaborative City/Love Coventry team as reported to the National Lottery Community Fund and the work of the Green Futures programme as reported to the National Lottery Heritage Fund. The summaries provide context for the data evaluations in this Progress Report, a sense of the range of activities during this period and an illustration of how they are reported.

In addition to the activity reported in Appendix One and other areas of this report, other activity in this period included:

- Up to 30 June 2021, 2,618 citizens have signed up to be one of the City Host volunteers. More detailed analysis of the City Hosts as well as the results from the first monitoring survey will be presented in future reports.

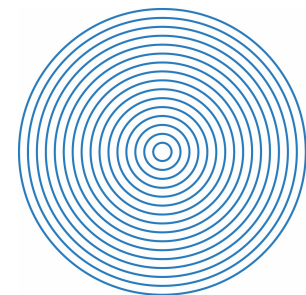
As of 30 June 2021 (data provided by EnV and CUSU):

- 3,045 City Host sessions have taken place (including training sessions)
- 50% are under the age of 34, 28% of the City Hosts are aged 18 to 24, a further 21% are aged 25 to 34 and 1% are aged either 16 or 17
- 52% identify as female, 31% as male, 1% as non-binary and 16% preferred not to say or didn't specify
- 43% are in some form of employment (either employed or self-employed)
- 66% state that they come from Coventry, 10% from Warwickshire
- Based on equality and diversity data collected at the time of recruitment, the City Hosts cohort are reflective and representative of the citizens of the city in terms of ethnicity

- The BBC broadcast documentaries on Delia Derbyshire, the car manufacturing industry in Coventry and a documentary on the construction of Coventry Cathedral. In addition, episodes of Antiques Roadshow and other BBC shows were filmed in Coventry as part of the broadcast partnership between the Trust and the BBC. A behind the scenes documentary featuring the creation of Coventry Moves was also produced and broadcast. Development of content with Sky Arts has also been taking place.
- The Coventry 2021 programme at the Belgrade Theatre commenced with *Like There's No Tomorrow* which took place online and received 566 views on YouTube which is estimated to be approximately 1,200 viewers (figures provided by the Belgrade Theatre).
- Preparations and the first events took place as part of the Trust's Summer of Surprises programme. This involved pop-up performances at pubs or in the streets across all eighteen wards of the city. In addition, the *Midsummer Fire Garden* took place towards the end of June over two days at Caludon Castle Park with 6,200 tickets issued (95% of all tickets available for the event). Out of those surveyed 75% strongly agreed or agreed that the event increased their pride in Coventry, 93% rated the quality of the event as very good or good and 87% rated the quality of the booking experience as very good or good, which is an increase of 15% since the question was last asked as part of Coventry Glides<sup>10</sup>.

<sup>10</sup> 343 survey responses relating to Midsummer Fire Garden, at a 95% confidence level this provides a margin of error of +/- 5.1%.

# TIMELESS WORDS MADE NEW



To celebrate the opening of Coventry's year as UK City of Culture, the Coventry City of Culture Trust released a [short film at 20:21 on Saturday 15 May 2021](#) via social media and the City of Culture website. Featuring the words of George Eliot, a new track was created by Coolie.

Coolie is one of the pioneers of the Coventry music scene, known for his work with other Coventry artists including Jay1. The film takes the viewer on a journey around the city led by Coolie, highlighting what being a City of Culture means to him, in a city he feels has often been overlooked. As George Eliot's timeless words are projected onto Coventry's iconic mid-Century cityscape, Coolie takes the viewer on a personal tour of his city as it emerges from the challenges of the past year to be UK City of Culture.

Throughout the film, Eliot's observations on life and art are projected on the buildings of Coventry, while well-known people from the city speak their words. The quotes were selected for their relevance after a year in which people have been isolated, communities have been challenged and young people have been particularly hard hit.

The quotes include:

- "It is always fatal to have music or poetry interrupted."
- "It will never rain roses: when we want to have more roses, we must plant more roses."
- "Our deeds determine us, as much as we determine our deeds"
- "It is a narrow mind which cannot look at a subject from various points of view."

Referencing the positivity and forward-looking attitude of Coventry, the words are reimagined to consider what tomorrow brings, both across Coventry's year as UK City of Culture and more widely.

The full list of participants featured in the film are Pauline Black, Lee Child, Coolie, Lisa Dillon, Emma Fryer, Nitin Ganatra, Stella Graham, Vince Hill, Debbie Isitt, Jay 1, Navin Kundra, Alice Lowe, Ann Lucas - The Lord Mayor of Coventry, Clint Mansell, Helen Masters, Carla Mendoca, Hazel O'Connor, Horace Panter, Icey Stanley, Paul Morrell, Samson, Manjinder Virk.

Across all Trust platforms, up to 30 June 2021, there were 197,442 views of the film and a total of 600,997 impressions (opportunities for the film to be seen on timelines and stories) and 8,117 engagements (comments, sharings and re-positngs).

	Twitter	Facebook	YouTube	Total
Impressions	386,097	210,300	4,600	600,997
Views	53,253	142,952	1,237	197,442
Engagements	6,453	1,399	265	8,117

Viewers of the film came from over 100 countries and the film acted as a precursor to the Coventry Moves event on Saturday 5 June 2021.

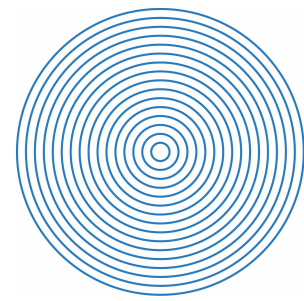
The film launch was featured in (provided by Four Communications):

- At least 4 pieces of regional print
- At least 16 pieces of regional online media
- At least 3 pieces of national broadcast
- At least 10 pieces of national online media

IT WILL NEVER  
RAIN ROSES:  
WHEN WE WANT TO  
HAVE MORE ROSES  
WE MUST PLANT  
RE ROSES



# COVENTRY MOVES



The UK City of Culture 2021 signature event, *Coventry Moves* took place on Saturday 5 June 2021 to officially open the City of Culture year. It was directed by Justine Themen, Co-Artistic Director of the Belgrade Theatre for 2021, and was created with the people of Coventry.

The day-long celebration told the story of Coventry's pioneering identity and how it continues to shape its future and give voice to the many people that call the city their home. The production took cultural activity to all eighteen wards in the city through processions and pop-up performances which were streamed online throughout the day on Facebook and YouTube and through a dedicated Coventry Moves Online site. Pre-recorded videos made use of subtitling and audio description to be as accessible as possible.

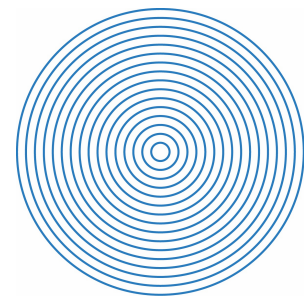
*Coventry Moves* provided opportunities for community performers and participants to take part in a major event alongside professionals. The breakdown of those taking part is as follows:



Coventry Moves by Joe Bailey at FiveSixPhotography

Name of Section	Name of Sub-Section	No. of People
Senior Artistic Team	Senior Artistic Team	14
Senior Artistic Team	Creative Associates	5
Senior Artistic Team	Communications	1
Performers	Performers	20
Performers	Writers	4
Performers	Design, Wardrobe & Makeup	18
Performers	Music Contributors	21
Performers	Choreography	6
Performers	Research & Development	2
Production, Operations & Technical	Production	11
Production, Operations & Technical	Events Operations	18
Production, Operations & Technical	Technical Production	15
Production, Operations & Technical	Stage Management	14
Production, Operations & Technical	Coventry Moves Together	22
Production, Operations & Technical	Schools Engagement	2
Digital Broadcast	Digital Broadcast	25
Digital Broadcast	Film Documentary Contributors	17
Participants	Spon End	28
Participants	People Power	49
Participants	Innovation	24
Participants	Modern Day Lady Godiva Procession	160
Participants	Cathedral Installation	9
Key Suppliers	Various Individuals	19

# COVENTRY MOVES



In addition to the credits above, there were an additional 22 'Thanks To' credits.

Of the 526 directly involved in Coventry Moves, just under half were community rather than professional performers. From surveying these community participants there was an increase of at least 1 point for participants from starting out with Coventry Moves and finishing. This is a minor uplift in wellbeing compared to other projects but still significant as the starting average median (S)WEMWBS score was 26 at the outset and 27 at the conclusion, notably higher than the average median of 22 for the city as found in the 2021 Coventry Household Survey.<sup>11</sup>

In addition these community participants all had a greater sense of civic pride and feelings that they could influence and shape the communities they live in than the city average. As the Coventry Moves project concluded this increased. 90% of those surveyed had indicated that they had participated in something similar before.

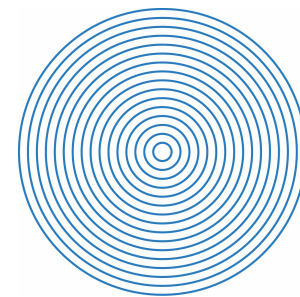
Website data analytics data indicate that Coventry Moves was engaged with by 95,545 people on Saturday 5 June and this increases to 208,216 people on Sunday 6 June 2021. These figures consider unique viewers only based on their IP address and not the total number of views. The numbers on the following page detail the unique views for all the content as well as the percentage of content viewed.

<sup>11</sup> Sample size of 57 which provides a margin of error of +/- 11.5% at a confidence level of 95%. Due to COVID restrictions in person sampling of participants was not possible.



Coventry Moves by Joe Bailey at FiveSixPhotography

# COVENTRY MOVES



Period: Saturday 5 June 2021 (00:00 to 23:59)

No.	Content	Time of Day	Length	Type	FB Views	FB Average % Viewed	FB Reach	FB Shares	FB Comments	FB Likes	YT Views	YT Average % Viewed	BSL Views	BSL Average % Viewed	AD Views	AD Average % Viewed	Combined Total YT Views	Combined YT Average % Viewed
Source: Facebook Business Suite											Source: YouTube Analytics							
1	A Single Voice	08:00		Live Stream	12590	79.80%	44083	62	83	306	3321	27.72%	181	14.09%	258	18.44%	16350	40.54%
2	The River Run	08:30		Pre-Recorded Film	9423	82.93%	26400	92	85	391	2865	40.40%	167	18.07%	132	12.20%	12587	47.13%
3	Sustainability	09:30		Pre-Recorded Film	6980	87.65%	25975	43	38	166	1067	53.57%	68	13.87%	307	42.06%	8422	51.70%
4	People Power	10:30		Pre-Recorded Film	7254	89.34%	28057	55	59	227	930	50.87%	482	20.04%	304	41.75%	8970	53.42%
5	Powered by People	11:00		Live Stream	8066	90.23%	27203	41	107	173	2504	13.71%	425	17.37%	228	17.94%	11223	40.44%
6	Innovation	13:30		Pre-Recorded Film	6108	89.21%	22913	23	15	106	573	49.69%	194	21.34%	170	10.38%	7045	53.41%
7	Innovation	14:30		Live Stream	12144	88.65%	24257	51	67	247	1298	14%	230	12.25%	389	48.90%	14061	38.30%
8	Youthfulness: Defying Gravity	15:00		Live Stream	2345	85.43%	7665	11	17	36	600	18.41%	93	17.53%	117	15.93%	3155	40.46%
9	Resilience	18:00		Pre-Recorded Film	2103	81.23%	5510	3	9	46	222	50.09%	150	23.39%	214	41.55%	2689	51.57%
10	Social Justice	18:30		Pre-Recorded Film	2426	74.76%	6339	16	18	96	680	47.15%	225	20.43%	120	38.98%	3451	47.45%
11	Rising Up	19:00		Live Stream	2898	72.12%	7837	46	80	201	1400	18.05%	122	14.01%	174	7.63%	4594	34.73%
12	Coventry Moves Together	20:29		Pre-Recorded Film	1903	43.56%	4259	43	27	109	839	32.64%	256	33.23%	N/A	N/A	2998	36.48%
<b>Totals</b>					<b>74240</b>	<b>80.41%</b>	<b>230498</b>	<b>486</b>	<b>605</b>	<b>2104</b>	<b>16299</b>	<b>34.69%</b>	<b>2593</b>	<b>18.80%</b>	<b>2413</b>	<b>26.89%</b>	<b>95545</b>	<b>44.63%</b>

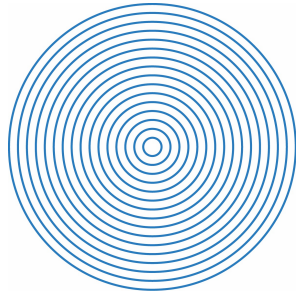
<b>Combined Total Views FB + YT</b>	95545
<b>Combined % Viewed FB + YT</b>	62.52%

Period: Saturday 5 June 2021 (00:00) to Sunday 6 June 2021 (23:59)

No.	Content	Time of Day	Length	Type	FB Views	FB Average % Viewed	FB Reach	FB Shares	FB Comments	FB Likes	YT Views	YT Average % Viewed	BSL Views	BSL Average % Viewed	AD Views	AD Average % Viewed	Combined Total YT Views	Combined YT Average % Viewed
Source: Facebook Business Suite											Source: YouTube Analytics							
1	A Single Voice	08:00		Live Stream	25615	82.36%	86347	66	99	444	3565	27.72%	209	15.07%	312	18.71%	29701	41.72%
2	The River Run	08:30		Pre-Recorded Film	20420	81.23%	47097	132	112	599	3448	39.33%	210	17.70%	167	13.50%	24245	46.09%
3	Sustainability	09:30		Pre-Recorded Film	13029	84.55%	42086	58	50	226	1263	51.17%	84	15.28%	329	41.69%	14705	50.33%
4	People Power	10:30		Pre-Recorded Film	13608	87.56%	50135	74	84	326	1030	49.57%	511	19.69%	352	39.51%	15501	52.27%
5	Powered by People	11:00		Live Stream	15687	81.19%	45257	55	114	287	2755	13.53%	485	17.03%	296	16.71%	19223	37.25%
6	Innovation	13:30		Pre-Recorded Film	15896	81.21%	56958	48	31	239	708	45.66%	207	20.20%	199	11.50%	34171	49.02%
7	Innovation	14:30		Live Stream	33057	77.44%	54913	74	88	411	1490	14%	278	13.37%	488	47.39%	2256	34.84%
8	Youthfulness: Defying Gravity	15:00		Live Stream	6782	65.47%	22141	17	28	120	712	17.92%	133	15.61%	156	15.40%	7783	33.00%
9	Resilience	18:00		Pre-Recorded Film	13020	76.86%	42038	17	46	199	1030	49.57%	511	19.69%	352	39.51%	14913	48.71%
10	Social Justice	18:30		Pre-Recorded Film	15639	68.54%	42901	43	55	333	939	45.66%	263	18.57%	151	38.07%	16992	44.26%
11	Rising Up	19:00		Live Stream	4243	74.32%	13432	58	92	270	2295	15.79%	237	14.57%	300	7.64%	7075	34.89%
12	Coventry Moves Together	20:29		Pre-Recorded Film	3788	42.11%	8964	52	34	168	1612	30.61%	355	31.26%	N/A	N/A	5755	34.66%
<b>Totals</b>					<b>180784</b>	<b>75.24%</b>	<b>512269</b>	<b>694</b>	<b>833</b>	<b>3622</b>	<b>20847</b>	<b>33.35%</b>	<b>3483</b>	<b>18.17%</b>	<b>3102</b>	<b>26.33%</b>	<b>192320</b>	<b>42.25%</b>

<b>Combined Total Views FB + YT</b>	208216
<b>Combined % Viewed FB + YT</b>	58.74%

# COVENTRY MOVES



To provide robustness external surveying was undertaken for Coventry Moves and this showed the first mass participation event of the Coventry City of Culture has produced involvement among a minimum of 26% of the city's residents aged 16+ equivalent to 78,000 citizens. Once this is correlated with viewer data and web analytics which considers viewers outside of Coventry this number is between 95,000 and 98,000 in total who participated on the day of the event. This is in line with the captured data. This number increases to over 200,000 across both Saturday 5 June and Sunday 6 June 2021. The website data and analytics data suggested that approximately 81,000 people engaged on the day of Coventry Moves itself from Coventry, this is in line with the margin of error of the external survey undertaken.

From audience feedback there was a clear indication that communities were pleased and happy that the production went out into the neighbourhoods of the city and not just focussed on the city centre. Due to COVID restrictions it wasn't possible to widely publicise procession routes and performance locations due to fears of crowds gathering hence the major push to online engagement.

The closing moment was Coventry Moves Together where at 20:21 seven local radio stations each broadcast a singular stream as part of a sound composition. It is estimated that approximately 130,000 people participated in the moment. This has been calculated through audience surveys and the limited data available through radio listenership figures. Due to the variance in data available for calculating this the actual figure is estimated to be between 130,000 and 190,000. For transparency the lower threshold is the figure used here, however as this number can not be verified it is not included in the estimated points of engagement reported earlier.

Coventry Moves was included in 38 pieces of national broadcast coverage and 248 pieces of national and syndicated agency coverage, with a total value of £2.8million (Source: Four Communications). Broadcast highlights included segments on BBC's The One Show, BBC Breakfast and the Today programme. Print highlights included a feature in The Observer and the front page of the Sunday Times.

## The Observer

### Share vaccines or climate deal will fail, rich countries told

Coventry's culture carnival

Dancers perform alongside a parade of cars built in Coventry as the city begins its year of culture. Coventry's celebrations, designed by Civic, include a parade of (left) vintage Land Rovers. (Opposite page 13) Photo: © Paul Jones

### G7 nations agree landmark global tax plan

Phillip Inman & Michael Savage

The G7 group of wealthy nations have signed a landmark deal to tackle tax abuses by some of the world's biggest multinationals and establish a minimum global corporation tax for the first time.

Finance ministers from the group agreed the plan yesterday as part of talks held in London, the chancellors' summit, with the aim of...

### They're off... in our most eccentric election

NEWMAN'S VIEW

After a period of political uncertainty and a period of the Queen, an election was held in the United Kingdom on 12th December 2019. The election was held in the United Kingdom on 12th December 2019. The election was held in the United Kingdom on 12th December 2019.

### COVENTRY'S NEW FACE OF CULTURE

#### Let's jab the world by end of next year - PM

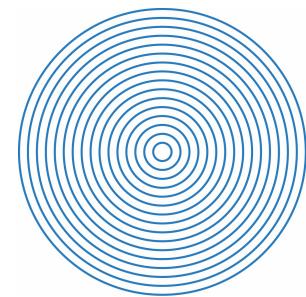
Coventry, an artist and designer, portraying the 'Beauty of Innovation' to celebrate the beginning of Coventry's year as the UK's city of culture. There were a series of performances across the city.

### AWESOME ANIMALS FUNDAY TIMES

FREE INSIDE



# ECONOMIC IMPACT ASSESSMENT (EIA)



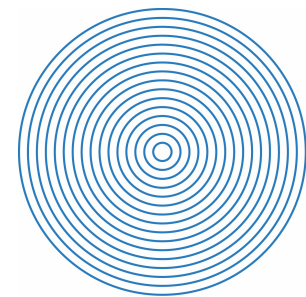
AMION Consulting, the contractors for the EIA, submitted their Baseline Report during this period. The report has been prepared to establish the baseline economic figures from which the economic impact of UK CoC 2021 will be measured. The Trust has a number of expected post-year economic outcomes related to uplifting the local economy, especially through strengthened and expanded contributions by the cultural and creative industries and tourism. Clearly, pre-event baseline and trend data has been impacted severely by the impact of COVID-19. The report sets out baseline and trend data across key indicators of economic change, taking into account different geographies of economic impact, timings of impact and data availability.

The Baseline Report provides an indication of the investment secured by June 2021 as a result of being awarded the UK CoC 2021 in December 2017. This equates to over £172m, with an estimated further £51m of gross value generated from capital works completed or underway through this investment. The report notes this investment sits alongside a broader array of over £500m of city regeneration activity that has taken place since the award.

The Baseline Report is the first of three key deliverables. The second deliverable - an Interim Economic Impact Report - will be completed in September 2022 following delivery of the year-long City of Culture 2021 programme. A Final Economic Impact Assessment will be presented in September 2024.

[The Baseline Report is available here.](#)

# SOCIAL VALUE ASSESSMENT (SVA)



MB Associates, the contractors for the SVA for UK CoC 2021 completed a pilot study of innovative SVA methods that focus on beneficiary owned stories of change and valuation techniques. The pilot study established the methodology for five SVA case studies that will be conducted from September 2021 through to May 2022 and expects to provide an economic equivalent for the aggregated Social Value of these projects.

The pilot studies were conducted with:

- *The Story of Us* - creative storytelling & media skills for social inclusion. 10 participants took part in Story of Us, who were neurodiverse, disabled, homeless, or suffered ill health or isolation; people whose stories are often not heard. There was an audience online
- *Unlimited* - Commissioning 10 Deaf, disabled and neurodiverse artists around Coventry
- *Coventry Moves* - 6 young people from a pool of 94 applicants (some linked to the Uni or theatre) worked with established creative practitioners, producers and the Show Directors. Host organisations, to devise the opening event.

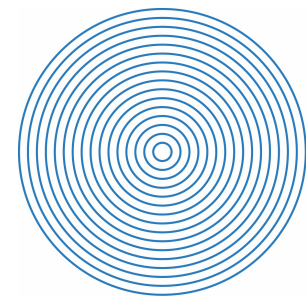
The pilot revealed the complexities of a beneficiary-focussed SVA in terms of access, time and conflicting commitments. There were considerable challenges resulting from the need for on-line partnerships and the inclusion of beneficiaries in developing their own 'stories of change'. The pilot confirmed the proposed methodology and methods for streamlining the SVA process. For example, the qualitative data collected about beneficiaries' perspectives on the value created by engaging and participating in UK CoC 2021 are demonstrating that UK CoC 2021 is generating early social value.

- The most valuable outcomes achieved for the *Story of Us* stakeholders - citizens who face a variety of life challenges - are about self-esteem – "belief in the value of my story and my unique voice",
- The most valuable outcomes realised for *Unlimited* beneficiaries - artists with disabilities - are about being part of the mainstream. They also value better understanding of the sector and a sense of "a right to access cultural collections".
- The most valuable outcomes found for *Coventry Moves* people - young creatives early in their career - are about relationships, confidence and empowerment to work locally in the cultural sector, and not have to move to London.

However, there are further concerns about operating the MBA methodology at scale to produce an overall SVA for UK CoC 2021. The process is time-intensive and costly but does provide an innovative means of capturing the value of participation and engagement from the beneficiaries' perspective. In response the M&E team have proposed limiting the number of case-studies to be undertaken from July 2021 - May 2022 to five, with the aim of experimenting with and validating the methodology and economic estimates for these projects. In so doing the Trust will have established a Coventry model for SVA for small scale projects in the City and beyond, that can demonstrate to potential funders the economic social value of participation and engagement in cultural projects.

AMION and MBA are working closely together to extend the economic assessment of social value in new directions. The orthodox cost-benefit economic approach to social value is data-driven and has the advantage of being less resource intensive, but often fails to capture the total differentiated value experienced by beneficiaries.

# FAMILY HUBS AND CITY OF CULTURE



There are eight [Family Hubs](#) distributed across Coventry that provide front line health and other services to communities challenged by multiple and intersecting needs. Dr Ila Bharatan from Warwick Business School (WBS) has been interviewing service providers located in the hub for a major Public Health research project. Because of the nature of the Family Hubs as service providers, they offer an insight into how well opportunities for engagement with UKCC21 are being communicated and picked up in priority areas and populations. The data presented below comes from interviews and observations conducted between March and June 2021. The aim of this round of data collection was to build on emerging findings of the previous data collection. The questions focused on significant changes in the Hubs since September 2020, understanding partnership working in the Hubs in more detail, and the changes and developments with relations of partnership working with the City of Culture 2021.

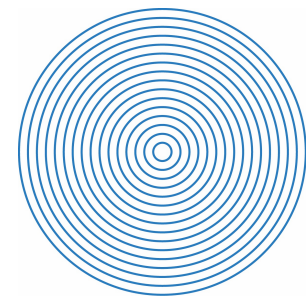
The key emerging themes developing from this around of data collection are as follows:

1. The Pandemic played an important role in both enabling and constraining relationship development for the family hubs generally. The pandemic served as a shared crisis experienced by multiple stakeholders. In certain areas of the city, the partnerships that emerged in the first lockdown have continued to work together through the pandemic. Meeting attendance and resource sharing across the hubs we interviewed and the meetings we observed was stated to be higher than usual. Nevertheless, the pandemic has also meant a shift in priorities for some of the hubs, which was cited as a reason for lack of engagement from the hubs with the City of Culture.
2. Variance in partnership working with the City of Culture 2021  
There seem to be variance in partnership working across the hubs. In some cases there is little to no engagement with the City of Culture 2021, while in others, hubs have some contact with the city of culture and the events. Finally, there are some hubs that have successfully engaged in partnership working with the City of Culture 2021.

- a. Where there has been no engagement between the hubs and the City of Culture 2021, the reasons stated include: pandemic related issues, lack of information about the city of culture programme, lack of communication from the city of culture side, lack of information about whom to contact. This was found in 3 out of the 7 hubs studied.
  - b. Where there has been some engagement, stakeholders noted information coming through city of culture social media platforms and emails and some awareness of other stakeholders being involved with the city of culture and family hub managers taking the initiative to reach out to the community about City of Culture events, but not much engagement apart from that. This was found in 2 out of the 7 hubs studied.
  - c. Where there has been significant engagement between the hubs and the City of Culture it has required (i) effortful relationship building from both the Trust and the Family Hubs where a dedicated person from both sides is responsible for relationship management. (ii) Transparency around the City of Culture operations, including funding and scope (iii) An understanding of the health needs of local participants as well as an understanding of how a cultural event can be tailored to those needs, this required engagement with a hub beyond just using their space. This was found in 2 out of the 7 hubs studied.
3. Sentiments about Family Hubs and City of Culture Partnerships include:
    - a. A belief that the culture has an important role to play in pandemic recovery
    - b. Concerns about the scope of what the City of Culture can deliver
    - c. A feeling of missed opportunity about lack of partnership development between the family hubs and the City of Culture

In summary, variance in partnership development between the Family Hubs and City of Culture 2021 is enabled and constrained through communication, information sharing and relationship building. Overall, there appears to be the desire and intention to get involved and collaborate.

# HEALTH AND WELLBEING DATA



For two of the projects within the Phase One period of the Love Coventry programme, managed by the Collaborative City team and funded by the National Lottery Heritage Fund, Community Connectors and Abundance, the wellbeing levels of participants were monitored. While both projects were not focussed specifically on health and wellbeing as a primary outcome, both involved cohorts of participants who would engage regularly over a sustained period.

Participants were asked to complete the (S)WEMWBS scale at the outset and at the end of the project.<sup>12</sup> Across both projects an uplift in median (S)WEMWBS scores for each cohort was noted.<sup>13</sup> The *Community Connector* programme took place over a six-month period and the *Abundance* programme was over ten weeks. While it is not directly possible to attribute this increase to participation in the project, qualitative data provided by participants does provide evidence that increases in confidence, wellbeing and being able to make their own decisions in the training they received as part of the respective projects.<sup>14</sup> Compared to data held at a city level, both cohorts on entering the project had a higher than the city average (S)WEMWBS score.<sup>15</sup> Where wellbeing is measured in projects across the City of Culture programme so far, the median (S)WEMWBS score of cohorts is higher than the city average – suggesting that those who are engaged in arts and culture already have higher levels of wellbeing than those who do not.

The higher the score, the higher the level of mental wellbeing. As such it is positive to see that through the course of both projects there has been a positive uplift. The data here suggests that participants have a higher level of mental wellbeing at the conclusion of the project.

The 2021 City Average comes from the 2021 Household Survey, a regular survey with a weighted sample of the population of Coventry. It should be noted that the score of 22 is lower than that of the previous Household Survey in 2018 which was 26. The survey also measures levels of community engagement and cohesion and across the city all of these levels have decreased as a result of the pandemic.

Taking the values of each participant and analysing in the context of HACT UK Social Value Bank, demonstrates that the increase in wellbeing scores across both projects has a combined overall social impact of £10,923.<sup>16</sup>

Project	2021 City Average (S)WEMWBS Score	(S)WEMWBS Score at Outset	(S)WEMWBS Score at End	Change
Community Connectors	22	26	29	+3
Abundance	22	26	28	+2

<sup>12</sup> The Warwick-Edinburgh Mental Wellbeing scale was developed to enable the monitoring of mental wellbeing in the general population and the evaluation of projects, programmes and policies which aim to improve mental wellbeing.

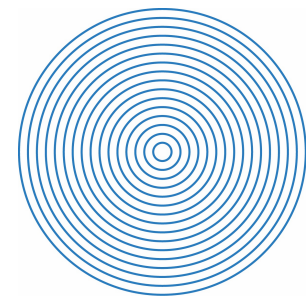
<sup>13</sup> Data was provided by 100% of the participants in full.

<sup>14</sup> It is important to note that both projects took place over the gradual easing of COVID-19 restrictions therefore changes to wellbeing are hard to attribute specifically to the project.

<sup>15</sup> 2021 Coventry Household Survey, fieldwork undertaken between February and March 2021. The score of 22 is a noticeable decrease of 4 (S)WEMWBS points from the city average of 26 in the 2018 Coventry Household Survey. This significant decrease is a result of the COVID-19 pandemic.

<sup>16</sup> Developed in 2014 by HACT and Simetrica, the UK Social Value Bank is the largest bank of methodologically consistent and robust social values ever produced. These values can provide a basic assessment of social impact, provide evidence of value for money, and compare the impact of different programmes. <https://www.hact.org.uk/uk-social-value-bank>

# HEALTH AND WELLBEING DATA



The monetary value indicated here is the value to the local economy and communities at validated market prices. The values only include the participants, however the social value would be increased if taking into account further participants, such as those benefiting from a community project led by one of the Community Connectors.<sup>17</sup>

Project	Overall Budget	No. of Participants	Overall Social Impact	Median Social Impact Per Person
Both Projects	£42,580	18	£10,923	£831
Community Connectors	£23,900	8	£3,629	£621
Abundance	£18,680	10	£7,294	£999

As the Love Coventry programme moves into Phase Two, wellbeing scores amongst participants who are engaging over a period of time in projects with regular touch points will continue to be monitored.

Coventry is a Marmot city with acknowledged health inequality. The 2019/2020 Director of Public Health Report<sup>18</sup> identified that wellbeing is the sum of many parts and participation in community and cultural activity has a positive impact on mental wellbeing, as demonstrated here.

In addition to the projects above and outside the Love Coventry programme, wellbeing data was also collected through (S)WEMWBS for other projects in this period, all of which showed an uplift in the participant's wellbeing.

Project	2021 City Average (S)WEMWBS Score	(S)WEMWBS Score at Outset	(S)WEMWBS Score at End	Change
Coventry Moves Community Participants	22	26	27	+1
Coventry Moves Creative Team	22	25	26	+1
Walking Forest	22	24	27	+3

Across all projects there is an average of +2 wellbeing points per participant, this is encouraging early data.

<sup>17</sup> Monetisation of changes in well-being is an established approach rooted in Social Return on Investment (SROI) practice which itself is used to provide measurement, comparison, and management of social impact. In this context, we have used data from the Housing Associations Charitable Trust (HACT) that has been one of the most high-profile commissioners and disseminators of social value data. It is particularly suited to the monetisation of (S)WEMWBS given its focus on “wellbeing” to identify social impact. HACT’s work follows the interest from HM Treasury in identifying the impact on well-being. It uses large national datasets to identify how people’s wellbeing correlates to other aspects of their life, including employment status, financial inclusion, health, and feelings about their neighbourhood. In essence it maps and matches the changes needed to achieve satisfaction not related to income with the changes in satisfaction as a result of additional income. The original HACT approach however whilst based in shifts in well-being was predominantly focused on the role of employment status, financial inclusion, health, and feelings about neighbourhood. It had relatively little focus on mental health per se until additional work by HACT using its well-being valuation method to identify the financial value represented by movements on the (S)WEMWBS scale.

<sup>18</sup> [https://coventry.gov.uk/downloads/file/34232/director\\_of\\_public\\_healths\\_annual\\_report\\_20192020\\_-\\_resetting\\_our\\_wellbeing](https://coventry.gov.uk/downloads/file/34232/director_of_public_healths_annual_report_20192020_-_resetting_our_wellbeing)

# INTERNATIONAL PROGRAMMES/WORK

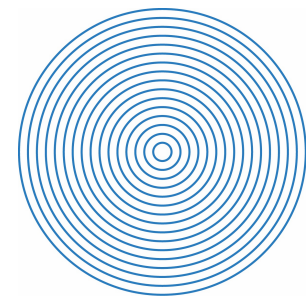
During this period, activity relating to the Trust's *Youthful Cities* programme began after being launched on 31 March 2021. The Youthful Cities programme, funded by the British Council, sees young people in Coventry join forces with global peers from Beirut (Lebanon), Bogotá (Colombia), Detroit (United States of America) and Nairobi (Kenya). The number of partnerships and details created through these exchanges will be reported in future reports as will details of participants.

In addition, in this period in partnership with the British Council, 11 changemakers from the city were selected to work on the creation and development of new online projects that will link them with international counterparts as part of the *International Changemakers Digital Collaboration Bursary*. Bursaries of up to £4,000 were made available for new or existing projects that demonstrated how the changemakers could bring global communities together digitally for a shared international goal. The outputs and contribution to the outcomes will be detailed in further reports.

As well as driving projects with an international reach as part of the creative process, the Trust is also reaching international audiences through online events and broadcast, a notable example is *Coventry Moves* being watched by viewers from 88 countries.



# APPENDIX ONE – SUMMARY OF PRODUCING TEAM QUARTERLY REPORTS



## **Caring City Team funded by Spirit 2012**

Jacqui Gavin, Senior Producer moved on to a new role in Bristol in early July, so in this period, Josie Bamford was recruited to the role of Senior Producer for the Caring City team. At the beginning of the reporting period, Elizabeth Lawal left her role of Associate Producer for Vulnerable Young People and those at Risk of Exploitation for a role away from the arts. Consequently, in this period recruitment also took place for producers who will oversee projects previously held by Elizabeth and Jacqui. Sophie George and Anne-Marie Leighton will begin in the next quarter and join the team. As these new roles come into place Josie planned a team away day for the end of July to embed the ethos of the programme and spend some time as a team thinking about the theory of change and the ambitions of the programme for social justice. Josie is also thinking about how strands within Caring City can share best practices and opportunities as the year progresses. It's important that those who are some of the most seldom heard in our society understand that they are an important part of the whole programme.

## **Vulnerable Young People and those at Risk of Exploitation**

In light of continuing covid restrictions and staff changes, restructuring of the CVX Festival has been taking place. This will enable the Trust to have deeper and more meaningful engagements with young people at risk. Following consultation with partners and stakeholders including Positive Youth Foundation, Birmingham Hippodrome, Warts and All, One Wave / Jay1, In Paint We Trust, The Belgrade Theatre, Fridays, West Midlands Police, Maokwo, and Coventry City Council it has been decided that CVX will now be a 10-month long programme of activity with three key public moments and sharing. The Artists in Residence programme has been ongoing. Kay Rufai has been in residence with West Midlands Police, exploring the relationship between young people and the police. He will develop a creative response, probably

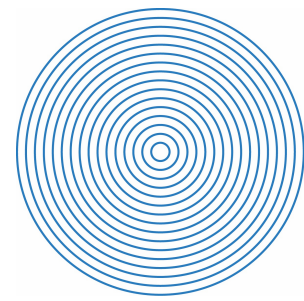
film or photography. This is the first time an artist has been in residence with police. It is expected that police forces from across the country will be interested in sharing learning.

Dom (filmmaker) and Tarju (rapper and illustrator) have been working with young people at two different Family Hubs to explore, through film, music and illustration, how they feel about their community and how they would like their community to grow. The output is likely to be a documentary style film featuring music created by the young people.

Finally, Joe Cook is a poet and rapper who has been working with young people in an extended learning centre (with young people who have been excluded from school). He has been working with young people to create music tracks that use lyrics to explore their feelings about their experiences and their communities. These will be performed live or played at CVX x B-Side in August. Joe will also develop his own creative response to this project and residency.

A slight rescoping of the Forest Camp has also taken place in this reporting period. Forest Camp will now take place between September 2021 and May 2022. Partners will work with young people at risk to explore what their city spaces mean to them, particularly green spaces – this programme will see young people work in nature to rethink how they want to experience the green spaces within their city. There will be a public moment in May 2022.

# APPENDIX ONE – SUMMARY OF PRODUCING TEAM QUARTERLY REPORTS



## Isolation and Mental Health

Hannah Graham has been working with the Curious Boys and Girls Club in this reporting period, supporting them in the creation of their first docuwalk which will take place in early July. It will feature six local artists leading a walk in Canley Ford. 24 men from across the city signed up ahead of the event. On the day the groups will explore photography, sport, music, spoken word and storytelling. Each attendee will also be given links to connect to the Curious Club app, which will support their connection as a group and be a place to share inspiration, upcoming events, stories.

The second 'Story of Us' event was held online, for the participants of Reform The Norm who have again undergone storytelling and journalism training with facilitator Jude Habib. Many powerful stories were shared, including the changes people with lived experience want to see in Coventry. The group led the entire evening online and hosted each other, introducing the stories and pieces which included song, poetry, monologues, and interviews. The event was joined by guests from Coventry City Council, City of Culture Trustees, allies in the third sector, family, and friends. This second round of training concludes this period of work, which will now move into bringing the group together to create a public facing Reform The Norm festival in November and an Action Steering group, who will work together to pick one key issue and policy they want to create a campaign for and drive throughout 2021 and 2022. Quotes from participants include:

*"I recognised a lot more of myself through other people"*

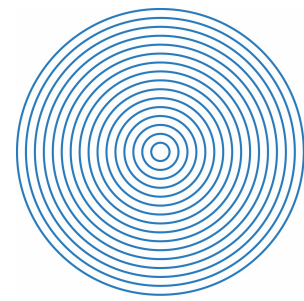
*"There is beauty in learning a new way of seeing things"*

*"I am fighting isolation and loneliness and I want this to end for everyone"*

The sharing of the 'Story of Us' was initially planned to be a public, outdoor event in collaboration with an architect who would build a structure for forum discussions, performances and demonstrations. However, whilst the facilitator of the group followed the same programme as she had with cohort one, this group were much earlier on in their storytelling for change journey. This meant more time had to be spent coaching, building confidence, bringing in special guests who are life experts in all areas of social issues and nurturing the groups dynamic. Within the ten-week programme, it was clear by week six that this group would not be ready to share their stories for change in a public way. Following consultation the Trust removed the pressure of doing the event in the summer and instead asked them how they would like to be represented and to whom. From there, they were able to focus on the craft of telling their stories through creative outputs and inviting guests they wanted to be at an online event.

For the Theatre of Wandering project, Hannah has in this period completed the sound commission for the final show. The school's work was completed (with 60 year 5 children involved) and the schools made puppetry show and films about what they understood about dementia and care for elders in the community. These will now form the basis of characters and stories which will be taken into the over 50's theatre group at The Belgrade, so that the work continues to grow and develop. With the Japanese team 'zooming in' Hannah has also led in deciding the route for the performance throughout the city, including how this will be shot and broadcast directly into Care Homes and local schools as a special performance. The project has also connected with the policing team and have started to secure the involvement from local shopkeepers.

# APPENDIX ONE – SUMMARY OF PRODUCING TEAM QUARTERLY REPORTS



This has not been without challenge, explaining the creative process of Theatre Of Wandering to group leaders, health workers and organisations who have shown an interest has required sensitivity and time. The preconception that they would be told there were i.e. 'x10 weekly sessions, pre-decided and prearranged with expected outputs leading to the performance' was very much present. The approach of the project has been to champion authentic co-authorship with the community. This has meant many conversations have been about listening and understanding how people want to be engaged.

## **Newly Arrived Communities**

The Trust has appointed producer Harriet Usher to oversee The Walk project and during this reporting period she has been finalising the creative narrative of Little Amal's visit to Coventry. In turn, this informs the structure of the event day, ensuring that city wide partners are consulted and included throughout this process, in order to ensure the most meaningful messaging and advocacy is communicated on delivery of the project. This has involved appointing Director Sita Thomas to shape the story, narrative of the day and to direct the evening production. In addition, work has been ongoing in consulting with Coventry stakeholders and working with Good Chance Theatre to ensure that the Coventry event fits in with the overall narrative of The Walk, whilst simultaneously delivering original content for Coventry.

The main output during this period at the end of June was the Coventry Welcomes festival. Running from 14 to 20 June and working with over thirty partners, a programme of over forty events including shop window displays, zine launches, live podcasts, live stream conversations and sharing, comedy, short films, audio soundscapes, conversations, and discussions online, film screenings, and theatre performances. At the time of writing this report, the data for audiences and attendees is still being collated with further detail due to be shared in the Trust's next Progress Report. However, out of 100 survey responses received from audiences, 78% rated the event they attended as very good, 69% strongly agreed that they had a good time and there was a strong indication that from attending the events that attendees feel greater

connection to their communities more so than in previous years of the festival. The festival saw a number of projects reaching culmination including Stand and Be Counted Theatre and No Direction Home, work is now ongoing

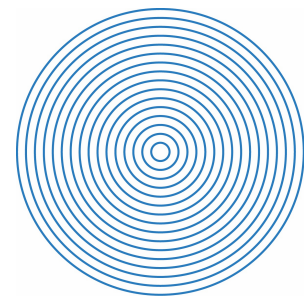
## **Homelessness and Poverty**

Sue Bent from the Central England Law Centre featured in the Trust's signature event Coventry Moves representing the energy of social justice. A number of other participants from the Caring City were involved in the event. The Arts and Homelessness Forum continues to meet monthly with approximately 18 regular members. In addition, the Home festival steering group with 10 regular members who take core decision making on the festival (a mix of people with lived experience of homelessness and individuals working in homelessness/arts space), continue to meet monthly to discuss everything relating to the festival. Participants are much more confident in sessions and are starting to take on more leadership with ideas and contributions.

Anthony Luvera has started to meet participants outside on a Wednesday to engage in the photography project (assisted self-portraits). He has given out disposable cameras and started to work with participants in understanding the project.

Outreach activity, to encourage organisations and individuals to participate in the Cardboard Citizens project took place. Information went to homelessness services across the city, including visits to services (26 organisations contacted). Due to covid-19 it was more challenging to undertake the outreach workshops at services, so more were held at Belgrade than initially planned. Seven tastings took place at Belgrade, one at Harnall Lifehouse Hostel, one at Change, Grow, Live event and one at Coventry's Men Shed. Engaging 39 people in total.

# APPENDIX ONE – SUMMARY OF PRODUCING TEAM QUARTERLY REPORTS



## Collaborative City Team funded by the National Lottery Community Fund

The Trust presented a final report relating to Phase One of the Love Coventry programme to the National Lottery Community Fund. The report sets out the work achieved to date by the Coventry City of Culture Trust's Collaborative City team through the embedded work within communities.

Originally called 21 Streets of Culture, Love Coventry has continued to evolve and adapt to the needs of communities since the work began. All of this was strengthened through investment into a first phase of work by the National Lottery Community Fund and subsequent investment into a second phase.

The work up until the end of this first phase has achieved much, including the building of trust and continued engagement from community groups across all eighteen wards of Coventry; delivering mentoring and training to artists and community members who were seldom heard in the city; delivering large scale initiatives engaging families from across the city and beyond in creative activities; and working with established networks and groups to build a sustainable ecosystem.

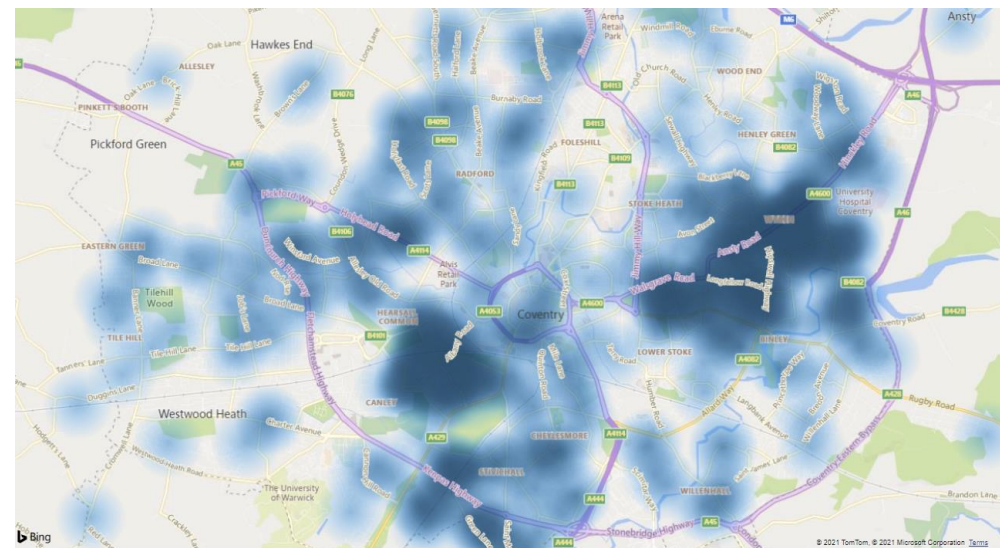
A significant challenge has been the COVID-19 pandemic. However, the Trust's Collaborative City team have been able to continue to work with communities and develop programme ideas despite this challenge. Some projects for Phase Two have been entirely developed through the medium of Zoom with no in person contact; the team has adapted and worked with networks in the city to reach the widest range of stakeholders possible.

In the reporting period for the first phase (1 April 2021 to 30 June 2021), the Collaborative City team and the Love Coventry programme have engaged with approximately 1,500 members of Coventry's communities. While this is lower

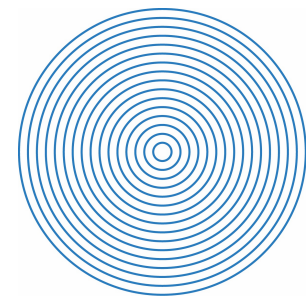
than the previous reporting period it is still significant.

Cumulatively at the conclusion of Phase One, the Collaborative City team have reached over 10,000 people through online events, in person events and digital content.

The geographical focus of producers has been successful as there has been engagement from all 18 wards in the city as well as neighbouring Warwickshire. When plotted on a map of Coventry, the postcode of participants is fairly well distributed, however cold spots remain in Stoke Aldermoor and Willenhall in the south east of the city as well as Foleshill and Wood End towards the north of the city.



# APPENDIX ONE – SUMMARY OF PRODUCING TEAM QUARTERLY REPORTS



Within this final reporting period, the Collaborative City team undertook 425 hours of online consultation and planning work with individuals and communities in Coventry.

This is not dissimilar to the last reporting period of January to March 2021 and is a marginal increase (418 to 425).

At the conclusion of Phase One, the Collaborative City team have undertaken a cumulative 1,769 hours of online consultation and planning work with individuals and communities in Coventry.

Cumulatively throughout the programme to end of the first phase, from the 929 survey responses received<sup>19</sup>:

- 76% of respondents rated the quality of the workshop or event they took part in as very good and an additional 19% rating the quality as good.
- 88% agreed that they had a good time.
- 71% stated that taking part in the workshop or event had improved their perception of Coventry.
- 88% either strongly agreed or agreed that the workshop or event increased their pride in Coventry as an area.
- This is encouraging data as it shows that the projects are landing well with communities in the city. It is important to note that the Trust has stringent debrief processes which do involve stakeholders and community members. Learnings are fed into the Collaborative City team throughout the process and these learnings have informed the second phase.

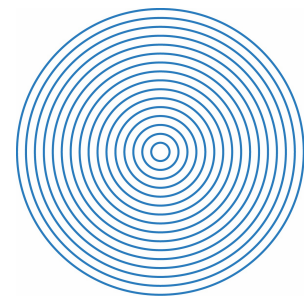
Of the sample of 929 at the end of Phase One:

- 76% identified as female, 18% as male and 6% as non-binary.
- 19% identified as having a disability or long-term health condition (Coventry Average – 18%).
- 16% were aged 34 or younger, 45% were aged between 35 and 49, 28% were aged between 50 and 64, and 9% were aged over the age of 65.

- (Coventry Median Age – 32). 2% preferred not to say.
- 6% identified as being LGBTQIA (UK Average – 5.4%).
- Reflecting the diversity of the city and region:
  - 67% White British (Coventry – 66.6%)
  - 8% White Other, White Irish, or White Gypsy or Irish Traveller (Coventry – 7.2%)
  - 8% Black, African, Caribbean, or Black British (Coventry – 5.6%)
  - 11% Asian or Asian British (Coventry – 16.3%)
  - 3% 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.

<sup>19</sup> At a confidence level of 95%, the figures presented here have a 3.1% 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 and fully representative at the end of Phase One.

# APPENDIX ONE – SUMMARY OF PRODUCING TEAM QUARTERLY REPORTS



Throughout the course of the first phase, there has been a noticeable shift in the way communities are engaging with projects and activities. Initially communities and groups were more passive, perhaps keen to participate and engage but not taking the lead or working on the creation and planning. This has shifted to a state where groups of community organisers are forming and taking the lead in the delivery of activity for example in Window Wanderland. While some groups are more confident and experienced doing this, one of the unintended but positive outcomes which has occurred is that these organisers are working with others from different areas of the city, to support and develop the work in the community.

Organisers from the Earlsdon Window Wanderland team spent time helping and developing the window displays in Kenilworth, as the organising group there had less experience in running a community project at this scale demonstrating the ripple effects of the work of the programme.

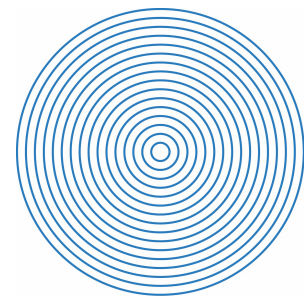
*“This was the best activity for me and our street. Everyone who participated, and there were many of my neighbours who did, took the time to think about how their window and art could link with our street theme. I only wish that the theme had been decided by a neighbourly vote or similar, unfortunately it was decided by two people who put in the proposal to take part in the first place. That was okay, it was an amazing turnout, and it was wonderful to hear people have something in common to talk about that wasn’t the pandemic. It was good for my mental well-being too because I love making my art for our window.”*  
Community Organiser, March 2021

*“We were grateful for the help of the team in Earlsdon, we have never run something like this, and we have learnt a great deal from their support. What we have learned will help us in the future and maybe our own community projects outside of City of Culture.”* Community Organiser, March 2021

In addition to the above there has been an increase in popularity with community organisations and groups wishing to get involved with the programme. The call out for the Generate Festival, will see 1,200 individuals from across 53 community arts organisations performing across July and August 2021. Organisations are taking the lead on marketing the festival on social media and to their followers, giving them ownership.

Through the dedicated training and mentoring opportunities, community groups are also beginning to feel a greater sense of agency to create and deliver their own projects without the need to ask permission of anybody. The Theatre Next Door project has been embraced by community centres and some centres are now looking to put on events beyond the project with City of Culture. Further the Event Organiser Training which has taken place has enabled communities to understand the best practices around putting on events, from surveying pre and post training there is a clear increase in confidence around putting on events.

# APPENDIX ONE – SUMMARY OF PRODUCING TEAM QUARTERLY REPORTS



## Dynamic City Team

### Green Futures funded by the National Lottery Heritage Fund

Within this reporting period, there has been a noticeable shift from planning of activity to the delivery of outputs. Observations on Being, an immersive journey through seven artworks challenging ideas of life, death and nature, opened at the London Road Cemetery towards the end of the period where it will run until August. Initial feedback and audience reactions is positive. In addition, activity has begun to take place at the Canal Basin with Ludic Rooms inviting audiences to Roam + Dwell where they will offer inspiration and ideas for new ways to experience life by the water. Finally, Walking Forest saw 26 females participate in a non-residential camp exploring their connections to nature.

Monitoring data coming through in this period is also establishing the clear need for a programme of this type and that the outputs are being well received by audiences and participants. The data does suggest that at this early stage in the delivery, the reach in terms of demographics is not particularly reflective or representative of the city, however this is being addressed through targeted work such as Flock Together. Positively, health and wellbeing data collected as part of Walking Forest demonstrates an uplift in both wellbeing scores and participant connection to nature.

This period has not been without its challenges. COVID continues to cause an impact, however proactive planning in previous reporting periods meant that activity was able to take place in a COVID-secure way ensuring work could continue.

As lockdown across England has lifted, major milestones began to be reached in the delivery of the Green Futures programme. Most noticeably the launch of Observations on Being at London Road Cemetery, where audiences have been immersed in seven artworks challenging ideas of life, death, and nature.

In addition, the Canal Basin has come to life ahead of the main canal programme starting there in the summer months with Small Bells Ring. The RV Furor Scribendi, a floating library crammed full of short stories is currently travelling down the canal network from Lancashire to Coventry and will be in situ over the duration of the next reporting period.

Due to robust planning for various scenarios relating to COVID-19, activity was able to continue uninterrupted and for the programme to keep moving forward. The hard work of the Green Futures team and the Trust's Production team who have planned and led conversations with partners to facilitate the various scenarios has paid off.

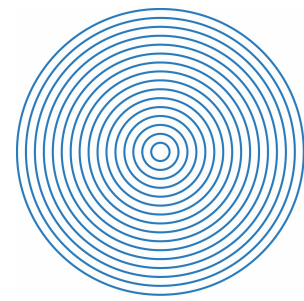
While activity is now being delivered, planning continues for the elements of the programme which will take place later in the year with a push to get all contracting work done over the summer to facilitate this.

### The Growing Coventry Programme

During this period the Green Futures team have met with the team at The Pod to discuss and sign off the contractual details for both the partnership between the Trust and The Pod but also the partnership with Sirens Crossing. Various meetings have been taking place in the community relating to Growing Food & Flora in the Community – Creative Projects. These include a meeting between Juneau Projects with the Spon End Residents Association, Foleshill Creates and Hillfields Residents Association. Meetings have focussed on the projects and finding the focus and intentions for each group. Research and development will commence during the next reporting period.

A day of site scoping on took place in May with Carolyn Deby, Coventry BID, Coombe Abeey, Foleshill Social Supermarket and The POD to find suitable locations and to discuss content for the Growing in the Public Realm projects.

# APPENDIX ONE – SUMMARY OF PRODUCING TEAM QUARTERLY REPORTS



## **WILDLIFE Programme**

During this reporting period, the Trust and the Green Futures team have been focussed on developing proposals for the WILD-Life Gathering and understanding what could be done to achieve the creative vision in the best way for all the stakeholders involved. This planning work continues into the next reporting period. The WILD-Life Gathering will form one of the Trust's five Social Return On Investment studies which is being undertaken by MB Associates. Work for this will commence in September with an initial inception meeting before undertaking stakeholder workshops.

For Haus of Kraft, research and development with Chrysalis Craft Coventry had been taking place and they have been working with the Let's Play Group from Carriers of Hope and Appledore Lodge residents – Appledore lodge is a home office support accommodation for women either pregnant or with young children. They have been working on craft workshops, purchasing a range of materials for mother and their children to make plus sewing kits to allow for extra activity to continue in their spare time. Initial workshops finished in mid-June.

Timelines and budgets have been updated for Dens & Signals; activity related to schools is currently being planned and they are currently awaiting the outcome of an Arts Council England National Lottery Project Grant. Work on Charity Shop Action has stalled, and the Green Futures team are awaiting updates on the sustainable fashion thread of Haus of Kraft to inform the next steps and focus of this project.

## **Coventry Canal Cultural Programme**

The Canal Programme was announced during this reporting period including the various events which are supporting the Small Bells Ring project. Regular production meetings which have been attended by Marketing and Communications teams have continued to take place with the teams from

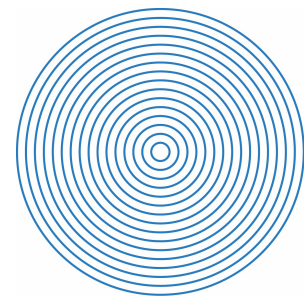
Super Slow Way, Canal and Rivers Trust, Lancashire Libraries, and the Coventry Library Service. Contact between staff from Lancashire Libraries and Coventry Libraries continues around the development of the project, as well as working towards fully aligning Small Bells Ring with the One Million Reads project taking place in the city throughout the City of Culture year. In addition, community engagement meetings have been taking place with the Coventry Canal Society.

Libraries have also compiled and confirmed the list and details of the collection of short stories which will be used in Coventry libraries along the route of the canal. The Library Working Group has also been asked to suggest local writers for residencies and staff will run family sessions from the boat each Saturday in the Summer which the Trust will help facilitate. A scoping visit by the artists and other members of the project team took place to the Coventry Canal and Libraries. The school offer for visits and rides to the narrowboat has been finalised and will be issued in the next reporting period for schools to engage after the summer holidays.

During this reporting period, Ludic Rooms began Random String: Roam + Dwell, a project which invited audiences to come and spend time at the Coventry Canal Basin on Fridays between June and August offering the chance to explore different activities. Supported by the Green Futures programme and working towards a large-scale commission in the latter part of 2021, the sessions have proved successful in encouraging audiences to visit the Canal Basin. Sessions in this reporting period were well attended and a future update will be issued in the next report.

Finally in this period, further rehearsals and development work has taken place for Highly Sprung's CastAway, which will be performed at the Canal Basin over the August bank holiday. CastAway looks at the impact of today's throwaway society on our waterways.

# APPENDIX ONE – SUMMARY OF PRODUCING TEAM QUARTERLY REPORTS



## **The Forest Programme**

The major output in this reporting period is the opening of Observation on Being at the end of June. The immersive experience will now run until mid-August and evaluation will take place in the next report. A soft launch provided useful learnings and feedback to the production team which enabled them to make changes prior to opening to the public.

Following the opening of Observations on Being, we received confirmation that the Heritage Park will be part of the Heritage Open Days in September. Activity programmed by the Trust in partnership with Historic Coventry Trust includes James Bull and Carolyn Deby (Sirens). The open days will also see the soft opening of Drapers Hall.

Also, during this period was Walking Forest, a non-residential camp exploring the ideas of biodiversity and connections to nature. 28 women were selected through a panel to attend the camp. These 28 women represent all eighteen wards of the city but also neighbouring Royal Leamington Spa, Nuneaton, Birmingham and also an exchange student from the Glasgow School of Art. They ranged from 19 - 70 in age and are from a diverse mix of backgrounds covering ethnicity, educational attainment, identifying as having a disability and skills.

The camp was very well received with nearly all participants stating through surveys and feedback that it had made them feel more connected to nature and more confident in themselves. This was measured through the Nature Connection Index and WEMWBS, more information can be found in the Monitoring Data section, however with both measures all participants demonstrated an increase in the connection they felt to nature and wellbeing.

*“Before the camp, I felt very out of place. I had been surrounded by people that made me feel like I was wrong or odd to care about things to feel deeply. It made me feel isolated, and like I didn’t belong, there was no place for someone like me. Meeting and speaking to people, connecting, and learning from them has made me realise that there is a place for me in the world. I was just in the wrong place, with the wrong people. I feel empowered. I feel safe to be myself. I feel loved and cared for, and it’s driven me to make more of those and to carry on caring and fighting.”* Walking Forest Participant, June 2021

Of the 28 women who attended the camp, 19 will continue with the programme and attend online workshops, talks and in person workshops throughout the summer.

Work and planning have been taking place for the Coventry Almanac which will be a limited edition digital ‘book’ sharing the story of Coventry nature. The Almanac will be ready in November 2021 where it will be launched ahead of the WILD-Life Gathering.

## **We Are Green – Climate Action**

The Trust application to attend COP26 in Glasgow in November 2021 was unsuccessful. We had intended to take several participants from the Walking Forest project to repeat part of the performance they will give in Coventry in October in order to amplify the role of art in activism. Whilst the Walking Forest project is the lead creative driver for change through direct action within the COP26 timeframe, the Trust recognises that there is wider scope to draw upon the Trust’s own and other city/region and national/international connectivity. This includes a major exhibition within the Coventry Biennial, Exploring the Anthropocene.

Follow up meetings with Change Festival and UK Green Film Festival to look at COP26 links at Warwick Arts Centre and how these resonate with Walking Forest.

## 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 PROGRAMMME 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	Notes
01/04/2021	Her Day Opera	Public Event	Caring City	Inclusion	Spirit of 2012 / Road to 2021 Fund	29	18	62	Coventry citizens positively influence and shape the city they want to live in	Increase in civic pride	Event supported by Coventry City of Culture Trust.
03/04/2021	Coudon's Hot Talent Show	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	N/A	103	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	YouTube online stream - this is the number which watched live provided by Coventry Arts Collective.
05/04/2021	Theatre Next Door Presents The Anarchist's Mobile Library Audio Adventure	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	7	4	57	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism	Does not include tickets issued through the community centres.
06/04/2021	Stand & Be Counted Theatre	Workshop	Caring City	Inclusion	Spirit of 2012	12	11	92	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	
07/04/2021	Theatre Next Door Presents The Anarchist's Mobile Library Audio Adventure	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	1	1	100	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism	Does not include tickets issued through the community centres.
09/04/2021	Theatre Next Door Presents The Anarchist's Mobile Library Audio Adventure	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	2	2	100	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism	Does not include tickets issued through the community centres.
10/04/2021	Theatre Next Door Presents The Anarchist's Mobile Library Audio Adventure	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	2	1	50	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism	Does not include tickets issued through the community centres.
14/04/2021	Theatre Next Door Presents The Selfish Giant	Workshop	Collaborative City	Love Coventry	National Lottery Community Fund	15	6	40	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism	Does not include tickets issued through the community centres.
15/04/2021	Community Connectors Training	Workshop	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	Cultural leadership and programming reflects and represents the citizens of the city	
20/04/2021	Stand & Be Counted Theatre	Workshop	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	
20/04/2021	Cariba Dance	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	65	15	23	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	
21/04/2021	Dancehall Kings and Queens	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	79	38	48	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	
21/04/2021	Event Organiser Training	Workshop	Collaborative City	Love Coventry	National Lottery Community Fund	N/A	16	N/A	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	
22/04/2021	Theatre Next Door Presents Three Little Pig Tails	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	25	12	48	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism	Does not include tickets issued through the community centres.

# 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	Notes
22/04/2021	HOME Steering Committee Meetings	Planning / Consultation	Caring City	Inclusion	Spirit of 2012	N/A	11	N/A	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
23/04/2021	Theatre Next Door Presents Three Little Pig Tails	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	19	17	89	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism	Does not include tickets issued through the community centres.
24/04/2021	Theatre Next Door Presents A Circus Zoom with Lucas Jet	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	11	6	55	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism	Does not include tickets issued through the community centres.
25/04/2021	Theatre Next Door Presents A Circus Zoom with Lucas Jet	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	12	6	50	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism	Does not include tickets issued through the community centres.
27/04/2021	Stand & Be Counted Theatre	Workshop	Caring City	Inclusion	Spirit of 2012	12	8	67	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	
27/04/2021	Story of Us Workshop	Planning / Consultation	Caring City	Inclusion	Spirit of 2012	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	
27/04/2021	Cariba Dance	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	13	10	77	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	
28/04/2021	Dancehall Kings and Queens	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	14	13	93	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	
29/04/2021	Art and Homelessness Forum	Planning / Consultation	Caring City	Inclusion	Spirit of 2012	N/A	22	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	
29/04/2021	Culture Conversations - Green Code	Public Event	Dynamic City	Green Futures	National Lottery Heritage Fund	30	24	80	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	
01/05/2021	The Sanctuary of our City - Welcome Event	Public Event	Caring City	Inclusion	Spirit of 2012	N/A	17	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	
04/05/2021	Stand & Be Counted Theatre	Workshop	Caring City	Inclusion	Spirit of 2012	12	10	83	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	
04/05/2021	Story of Us Workshop	Planning / Consultation	Caring City	Inclusion	Spirit of 2012	N/A	10	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	

# APPENDIX THREE – PUBLIC AND PROGRAMMME 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	Notes
04/05/2021	Cariba Dance	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	18	12	67	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	
05/05/2021	Dancehall Kings and Queens	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	27	17	63	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	
06/05/2021	Walking Forest Information Session	Planning / Consultation	Dynamic City	Green Futures	National Lottery Heritage Fund	N/A	18	N/A	Coventry is recognised as a future facing pioneering city	Cultural programming is environmentally responsible and promotes environmental awareness	
11/05/2021	Stand & Be Counted Theatre	Workshop	Caring City	Inclusion	Spirit of 2012	12	10	83	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	
11/05/2021	Story of Us Workshop	Planning / Consultation	Caring City	Inclusion	Spirit of 2012	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	
11/05/2021	Cariba Dance	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	13	9	69	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	
11/05/2021	Generate Festival Application Surgery	Planning / Consultation	Collaborative City	Love Coventry	National Lottery Community Fund	18	15	83	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	
12/05/2021	Dancehall Kings and Queens	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	19	11	58	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	
13/05/2021	Walking Forest Information Session	Planning / Consultation	Dynamic City	Green Futures	National Lottery Heritage Fund	N/A	15	N/A	Coventry is recognised as a future facing pioneering city	Cultural programming is environmentally responsible and promotes environmental awareness	
15/05/2021	Coventry Moves - Banner Making Project	Public Event	Dynamic City	Coventry Moves	N/A	N/A	36	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	
17/05/2021	Community Connectors Training	Workshop	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	Cultural leadership and programming reflects and represents the citizens of the city	
18/05/2021	Stand & Be Counted Theatre	Workshop	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	
18/05/2021	Story of Us Workshop	Planning / Consultation	Caring City	Inclusion	Spirit of 2012	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	

# 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	Notes
18/05/2021	Cariba Dance	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	25	13	52	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	
19/05/2021	Dancehall Kings and Queens	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	22	15	68	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	
20/05/2021	HOME Steering Committee Meetings	Planning / Consultation	Caring City	Inclusion	Spirit of 2012	N/A	11	N/A	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
20/05/2021	Generate Festival Application Surgery	Planning / Consultation	Collaborative City	Love Coventry	National Lottery Community Fund	11	11	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	
23/05/2021	Awaaz Spoken Word Poetry Workshop with Jaspreet Kaur	Workshop	Collaborative City	Love Coventry	National Lottery Community Fund	N/A	8	N/A	Coventry citizens positively influence and shape the city	Cultural leadership and programming reflects and	
25/05/2021	Stand & Be Counted Theatre	Workshop	Caring City	Inclusion	Spirit of 2012	12	8	67	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	
25/05/2021	Cariba Dance	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	15	13	87	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	
26/05/2021	Dancehall Kings and Queens	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	17	11	65	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	
27/05/2021	Walking Forest Camps	Public Event	Dynamic City	Green Futures	National Lottery Heritage Fund	28	28	100	Coventry is recognised as a future facing pioneering city	Cultural programming is environmentally responsible and promotes environmental awareness	
28/05/2021	Art and Homelessness Forum	Planning / Consultation	Caring City	Inclusion	Spirit of 2012	N/A	16	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	
29/05/2021	Coventry Young Poet Laureate Scheme: Be Inspired to Write and Apply with Liz Berry	Public Event	Dynamic City	BBC Contains Strong Language	N/A	18	14	78	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	
01/06/2021	Stand & Be Counted Theatre	Workshop	Caring City	Inclusion	Spirit of 2012	12	10	83	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	
01/06/2021	Story of Us Workshop	Planning / Consultation	Caring City	Inclusion	Spirit of 2012	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	

# APPENDIX THREE – PUBLIC AND PROGRAMMME 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	Notes
01/06/2021	Cariba Dance	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	12	9	75	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	
02/06/2021	Stand & Be Counted Theatre	Workshop	Caring City	Inclusion	Spirit of 2012	12	3	25	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	
02/06/2021	Dancehall Kings and Queens	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	11	8	73	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	
02/06/2021	Awaaz Spoken Word Poetry Workshop with Jaspreet Kaur	Workshop	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	Cultural leadership and programming reflects and represents the citizens of the city	
03/06/2021	Stand & Be Counted Theatre	Workshop	Caring City	Inclusion	Spirit of 2012	12	3	25	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	
03/06/2021	Community Connectors Training	Workshop	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	Cultural leadership and programming reflects and represents the citizens of the city	
04/06/2021	Stand & Be Counted Theatre	Workshop	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	
05/06/2021	Stand & Be Counted Theatre	Workshop	Caring City	Inclusion	Spirit of 2012	12	10	83	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	
05/06/2021	Coventry Moves	Public Event	Dynamic City	Major Events	N/A	N/A	208216	N/A	Coventry citizens positively influence and shape the city they want to live in	Increase in civic pride	Calculated through analytics data and external surveying. Only covers 5 and 6 June. See Coventry Moves section for more information. Potential for additional circa 130,000 who participated in Coventry Moves Together, however as these numbers are not robust they are not included.
07/06/2021	Stand & Be Counted Theatre	Workshop	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	
08/06/2021	Stand & Be Counted Theatre	Workshop	Caring City	Inclusion	Spirit of 2012	12	14	117	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	

# APPENDIX THREE – PUBLIC AND PROGRAMMME 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	Notes
08/06/2021	Cariba Dance	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	41	32	78	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	
09/06/2021	Stand & Be Counted Theatre	Workshop	Caring City	Inclusion	Spirit of 2012	12	13	108	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	
09/06/2021	Dancehall Kings and Queens	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	28	11	39	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	
09/06/2021	Awaaz Spoken Word Poetry Workshop with Jaspreet Kaur	Workshop	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	Cultural leadership and programming reflects and represents the citizens of the city	
10/06/2021	Stand & Be Counted Theatre	Workshop	Caring City	Inclusion	Spirit of 2012	12	12	100	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	
11/06/2021	Stand & Be Counted Theatre	Workshop	Caring City	Inclusion	Spirit of 2012	12	11	92	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	
11/06/2021	Local Sector Event	Planning / Consultation	Dynamic City	Sector Development	N/A	57	43	75	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	
11/06/2021	Roam and Dwell	Public Event	Dynamic City	Green Futures	National Lottery Heritage Fund	N/A	48	N/A	Coventry is recognised as a future facing pioneering city	Cultural programming is environmentally responsible and promotes environmental awareness	Figure provided by Ludic Rooms.
12/06/2021	Stand & Be Counted Theatre	Workshop	Caring City	Inclusion	Spirit of 2012	24	9	38	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	
12/06/2021	Coventry Poet Laureate: Be Inspired to Write and Apply with Roy McFarlane	Public Event	Dynamic City	BBC Contains Strong Language	N/A	6	3	50	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	
14/06/2021	Cooking With Mona	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	15	8	53	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
14/06/2021	No Direction Home	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	35	28	80	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	

# APPENDIX THREE – PUBLIC AND PROGRAMMME 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	Notes
14/06/2021	Stand & Be Counted Theatre	Workshop	Caring City	Inclusion	Spirit of 2012	24	16	67	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	
15/06/2021	Stand & Be Counted Theatre	Workshop	Caring City	Inclusion	Spirit of 2012	24	23	96	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	
15/06/2021	Still We Rise Podcast Live: Episode 11	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	20	19	95	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
15/06/2021	What Is Hate Crime?	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	3	2	67	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
16/06/2021	Stand & Be Counted Theatre	Workshop	Caring City	Inclusion	Spirit of 2012	24	15	63	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	
16/06/2021	Nanjing - Performing Forgiveness	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	60	46	77	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
16/06/2021	Putting the Flags Out for Coventry Welcomes - Adult session	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	8	6	75	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
16/06/2021	Spotting the Signs of Youth Exploitation	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	8	6	75	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
16/06/2021	Radford Bubbles Training Sessions	Workshop	Collaborative City	Great Places	National Lottery Heritage Fund, Arts Council England	12	10	83	Coventry's culture contributes to the social and economic prosperity of the city and region	Cultural engagement is geographically dispersed across the city	
16/06/2021	Awaaz Spoken Word Poetry Workshop with Jaspreet Kaur	Workshop	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	Cultural leadership and programming reflects and represents the citizens of the city	
17/06/2021	Stand & Be Counted Theatre	Workshop	Caring City	Inclusion	Spirit of 2012	24	15	63	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	
17/06/2021	Blackout Poetry	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	12	11	92	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
17/06/2021	Health Champions in Conversation	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	4	4	100	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	

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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	Notes
17/06/2021	Re/Making Home	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	34	31	91	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
17/06/2021	Still We Rise Podcast - Episode 12	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	22	19	86	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
17/06/2021	HOME Steering Committee Meetings	Planning / Consultation	Caring City	Inclusion	Spirit of 2012	N/A	15	N/A	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
18/06/2021	Stand & Be Counted Theatre	Workshop	Caring City	Inclusion	Spirit of 2012	24	16	67	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	
18/06/2021	Coventry as Global: Rethinking Migration, Belonging and Sanctuary	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	39	31	79	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
18/06/2021	Home is... Open Mic Live Stream	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	17	15	88	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
18/06/2021	Inini & CARAG Zine - The Launch	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	18	16	89	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
19/06/2021	REWIND	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	60	43	72	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
19/06/2021	The Bundle	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	53	43	81	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
20/06/2021	Can You Hear Me, Now?	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	81	73	90	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
20/06/2021	I am Kalam: An Evening of Film, Food and Talk	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	30	18	60	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
20/06/2021	She Cannot Walk Alone	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	23	21	91	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
21/06/2021	We Are Searching For Life	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	15	11	73	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
21/06/2021	Radford Bubbles Training Sessions	Workshop	Collaborative City	Great Places	National Lottery Heritage Fund, Arts Council England	14	9	64	Coventry's culture contributes to the social and economic prosperity of the city and region	Cultural engagement is geographically dispersed across 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	Notes
22/06/2021	Story of Us Workshop	Planning / Consultation	Caring City	Inclusion	Spirit of 2012	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	
22/06/2021	Observations on Being	Public Event	Dynamic City	Green Futures	National Lottery Heritage Fund	53	45	85	Coventry is recognised as a future facing pioneering city	Cultural programming is environmentally responsible and promotes environmental awareness	
22/06/2021	Building Community Resilience Amid the Pandemic: A Research-art Response	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	21	12	57	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
23/06/2021	Observations on Being	Public Event	Dynamic City	Green Futures	National Lottery Heritage Fund	54	42	78	Coventry is recognised as a future facing pioneering city	Cultural programming is environmentally responsible and promotes environmental awareness	
23/06/2021	Awaaz Spoken Word Poetry Workshop with Jaspreet Kaur	Workshop	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	Cultural leadership and programming reflects and represents the citizens of the city	
23/06/2021	Awaaz Spoken Word Poetry Workshop with Jaspreet Kaur	Workshop	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	Cultural leadership and programming reflects and represents the citizens of the city	
24/06/2021	Radford Bubbles Training Sessions	Workshop	Collaborative City	Great Places	National Lottery Heritage Fund, Arts Council England	12	10	83	Coventry's culture contributes to the social and economic prosperity of the city and region	Cultural engagement is geographically dispersed across the city	
24/06/2021	Observations on Being	Public Event	Dynamic City	Green Futures	National Lottery Heritage Fund	59	51	86	Coventry is recognised as a future facing pioneering city	Cultural programming is environmentally responsible and promotes environmental awareness	
24/06/2021	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	
25/06/2021	No Direction Home: Coventry Showcase	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	42	36	86	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
25/06/2021	Feile 2021 Concert	Public Event	Collaborative City	Love Coventry	National Lottery Community Fund	N/A	593	N/A	Coventry is a global and connected city	Collaborative national and international cultural programming increases Coventry and the region's global presence	Online stream, figure provided by partner organisation.
25/06/2021	Midsummer Fire Gardens	Public Event	Dynamic City	Summer of Surprises	DCMS	2678	2400	90	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism	Based on clicker counts at the event.
25/06/2021	Observations on Being	Public Event	Dynamic City	Green Futures	National Lottery Heritage Fund	64	55	86	Coventry is recognised as a future facing pioneering city	Cultural programming is environmentally responsible and promotes environmental awareness	
25/06/2021	Conversation Café	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	3	3	100	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	

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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	Notes
25/06/2021	Exploring Coventry's Linguistic Landscape	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	31	29	94	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
25/06/2021	We are Warriors – African Cultural Night	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	7	6	86	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
25/06/2021	Roam and Dwell	Public Event	Dynamic City	Green Futures	National Lottery Heritage Fund	N/A	55	N/A	Coventry is recognised as a future facing pioneering city	Cultural programming is environmentally responsible and promotes environmental awareness	Figure provided by Ludic Rooms.
26/06/2021	No Direction Home: Coventry Showcase	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	50	42	84	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
26/06/2021	Midsummer Fire Gardens	Public Event	Dynamic City	Summer of Surprises	DCMS	3468	3150	91	Coventry citizens positively influence and shape the city they want to live in	Community led production and programming increases cultural participation and activism	Based on clicker counts at the event.
26/06/2021	Observations on Being	Public Event	Dynamic City	Green Futures	National Lottery Heritage Fund	179	138	77	Coventry is recognised as a future facing pioneering city	Cultural programming is environmentally responsible and promotes environmental awareness	
27/06/2021	No Direction Home: Coventry Showcase	Public Event	Caring City	Coventry Welcomes	Spirit of 2012	77	71	92	Coventry is a global and connected city	Coventry's model of culture led placemaking influences regional and national policymaking	
27/06/2021	Observations on Being	Public Event	Dynamic City	Green Futures	National Lottery Heritage Fund	145	123	85	Coventry is recognised as a future facing pioneering city	Cultural programming is environmentally responsible and promotes environmental awareness	
28/06/2021	Into the Woods - Young Adults with Autism/Neurodiversity	Workshop	Collaborative City	Green Futures, Love Coventry	National Lottery Community Fund, National Lottery Heritage Fund	N/A	20	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	Managed externally to the Trust.
28/06/2021	Into the Woods- Migrant and Asylum Seeking Women	Workshop	Collaborative City	Green Futures, Love Coventry	National Lottery Community Fund, National Lottery Heritage Fund	N/A	21	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	Managed externally to the Trust.
29/06/2021	Story of Us Workshop	Planning / Consultation	Caring City	Inclusion	Spirit of 2012	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	
29/06/2021	Observations on Being	Public Event	Dynamic City	Green Futures	National Lottery Heritage Fund	39	21	54	Coventry is recognised as a future facing pioneering city	Cultural programming is environmentally responsible and promotes environmental awareness	
29/06/2021	Art and Homelessness Inspirational Session	Planning / Consultation	Caring City	Inclusion	Spirit of 2012	N/A	26	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	Event had an open invitation, no. of attendees is the number of people who turned up.
30/06/2021	Radford Bubbles Training Sessions	Workshop	Collaborative City	Great Places	National Lottery Heritage Fund, Arts Council England	12	10	83	Coventry's culture contributes to the social and economic prosperity of the city and region	Cultural engagement is geographically dispersed across 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	Notes
30/06/2021	Into the Woods - Mental Health	Workshop	Collaborative City	Green Futures, Love Coventry	National Lottery Community Fund, National Lottery Heritage Fund	N/A	19	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	Managed externally to the Trust.
30/06/2021	Into the Woods - Young Adults with Autism/Neurodiversity	Workshop	Collaborative City	Green Futures, Love Coventry	National Lottery Community Fund, National Lottery Heritage Fund	N/A	25	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	Managed externally to the Trust.
30/06/2021	Observations on Being	Public Event	Dynamic City	Green Futures	National Lottery Heritage Fund	71	65	92	Coventry is recognised as a future facing pioneering city	Cultural programming is environmentally responsible and promotes environmental awareness	
30/06/2021	Awaaz Spoken Word Poetry Workshop with Jaspreet Kaur	Workshop	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	Cultural leadership and programming reflects and represents the citizens of the city	

# PARTNERS AND SPONSORS

## Principal Partners



## Major Partners



## International Partners



## Regional - City Champions



## 2021 Club

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ANGRY DAN

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PERFORMANCE MEASUREMENT AND EVALUATION

# PROGRESS REPORT SIX

APRIL 2021 – JUNE 2021

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COVENTRY  
UK CITY  
OF CULTURE