SUSTAINABLE CITIES GRP:
CITY OF CULTURE 2021
Opportunities for Warwick researchers
PROGRAMME

- Welcome and introductions  Jon Coaffee
- Setting the context  Jonathan Neelands
- Research opportunities  Small group discussions
- Feedback and next steps  Jo Edwards
Welcome and introductions
Workshop objectives and outputs

- This event will explore potential opportunities for new research collaborations and projects. The workshop will:
  - provide information about potential research opportunities related to Coventry City of Culture
  - identify new research opportunities
  - contribute to shaping requests for UKRI funding
  - identify additional sources of funding
  - build a network of interested researchers
  - develop an initial list of potential areas for research and associated funding, and to develop the information to start to shape a joint research strategy with Coventry University
City of Culture 2021: Setting the context
We never had it so good!

British Science Association Festival – 2019
European City of Sport – 2019
City of Culture – 2021
Commonwealth Games – 2022
HS2 - 2025
Coventry 2021 will reimagine the place of culture in a modern diverse Britain

- Designed “to use culture as a catalyst for economic and social regeneration and raise the profile of arts and creativity locally and across the country.”
- Coventry’s winning bid focuses on five areas:
  - Driving the economy
  - Closing the gaps in participation and engagement
  - Building bridges: diversity and equality
  - Underpinning the health of the city
  - Creating a sustainable legacy and pride of place
monitoring*
evaluation*
place based research
+ impact
+ engagement
Vision:
By 2027 Coventry will be a culturally attractive, vibrant and prosperous city to live in, work in and enjoy. The city is now a dynamic place of invention, cultural diversity and youthful ambition and is proud to be a leading city of culture in modern Britain.
Both Universities committed to support evaluation and biennial research refresh. UKCC2021 evaluation aligned to the five goals and their objectives.

How will 2021 make a difference to the 10 year journey? How will we know?
Ambition through partnership

- Our ambition is to produce a comprehensive and deep inquiry into the cultural value and impact of 2021 and the associated 10 year Coventry Cultural Strategy.
  - Multidisciplinary, mixed methods
  - MoU between the Universities and City Council to maximise connectivity, encourage collaboration and avoid duplication and competition for funding resources.
  - Partnership research strategy later this year; comprehensive, strategic, cost effective and connected to a set of agreed themes.

The successful UK City of Culture campaign shows Coventry is stronger, more creative and has more impact when everyone within it comes together. We’re proud to be working with the University of Warwick, organisations from around the city and local people. – John Latham VC Coventry University.

The University of Warwick and our friends from Coventry University are already hard at work and looking forward to 2021 and what will be an exciting time for our region. – Stuart Croft VC University of Warwick
The Cultural Strategy and bidding process informed by deep demographic research:

How do we ‘measure’ the difference 2021 will make to key wards?

How do we track progress towards targets?

How do we establish longitudinal reporting processes?

### Postcode inequalities

<table>
<thead>
<tr>
<th>INDICATOR</th>
<th>FOLESHILL</th>
<th>WAINBODY</th>
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</thead>
<tbody>
<tr>
<td>Age - Median age (2011, ONS Census)</td>
<td>28 years old</td>
<td>36 years old</td>
</tr>
<tr>
<td>Non-White British</td>
<td>76.6%</td>
<td>37.1%</td>
</tr>
<tr>
<td>Born outside the UK</td>
<td>43.7%</td>
<td>22.4%</td>
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<tr>
<td>Income deprivation</td>
<td>34.1%</td>
<td>4.9%</td>
</tr>
<tr>
<td><em>People living in income-deprived households</em></td>
<td></td>
<td></td>
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<tr>
<td>Children in poverty</td>
<td>46.8%</td>
<td>10.9%</td>
</tr>
<tr>
<td>Life expectancy at birth</td>
<td>75.9 years</td>
<td>82.4 years</td>
</tr>
<tr>
<td>Qualifications <em>none</em></td>
<td>33.8%</td>
<td>11.5%</td>
</tr>
<tr>
<td>Crime rate <em>Per 1,000 residents</em></td>
<td>9.58%</td>
<td>2.37%</td>
</tr>
<tr>
<td>Perception of quality of life in neighbourhood <em>Very satisfied</em></td>
<td>12%</td>
<td>55%</td>
</tr>
<tr>
<td>Adult Participation in arts &amp; cultural activities in 2016</td>
<td>21%</td>
<td>40%</td>
</tr>
<tr>
<td>Dependent children’s participation</td>
<td>14%</td>
<td>57%</td>
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2021 Challenges for programming

Encourage more community interaction, activism and cultural understanding

Maximise the social value of the arts and culture to help those most in need

Close the gaps by increasing participation and enjoyment in the whole range of arts and cultural experiences on offer in Coventry

How to:
- Monitor
- Evaluate process and outcomes
- Develop interdisciplinary research
- Report and influence
### Three Degrees of Partnership Engagement

**Monitoring:**
- Designing a Theory of Change and a pro-active model for the collection, interpretation and analysis of data
- Agreeing methods of data collection, frequency and other agencies involved
- Providing training for student researchers
- Reporting on progress towards meeting step-change targets

**Evaluating:**
- Embedding evaluation in the monitoring processes
- Summative and longitudinal reporting on data
- Multi-disciplinary interrogation of data
- Innovative methods e.g. data science, social media tracking
- Reporting, disseminating findings

**Place based research:**
- Hi value research that impacts on and benefits the City and its peoples
- Maximizing partnership leverage to unlock funding
- Mapping expertise and research interests across CU/UoW/CCC
- Managing and connecting the flow of intel and proposals
- Using combined strengths to develop high quality research, impact and public engagement
Three research themes: city as laboratory and field

Cultural
Social
Economic

Cultural Value/s
Urban sciences
Health and Wellbeing
Digital creativity and design
Identity and Belonging
Distribution of social and cultural capital
Post - digital citizenship
Voice and agency
Economic impact and value
Evaluative methodologies
Etcetera

Researchers
PhD/Masters
UG/PG
What’s been done so far?

• Relationships:
  • **Building relationships** with teams from Hull City of Culture 2017 and Aarhus European Capital of Culture 2017
  • Developed new **Cultural Place Partnership**, bringing together representatives from Warwick, Coventry University, City of Culture Trust and Coventry City Council
  • **Developing an MoU** to ensure open data sharing, maximise collaboration, leverage funding and avoid duplication of initiatives
What’s been done so far?

• Research strategy:
  • Launched 13 **collaborative Open Call** small scale applied research projects, with outcomes to be showcased in July 2018
  • **Hosting events** at both Universities to identify collaborative research opportunities
  • **Mapping expertise** across both Universities to identify 2021-related research themes
  • Preparing a **joint Research Strategy** for publication in 2018
  • Appointing **0.5 Research Managers (TBC)** at CU/UoW to manage and maximise research interests
What’s been done so far?

• Evaluation:
  • Developing the **monitoring and evaluation framework** for 2021, in collaboration with the Cultural Place Partnership, DCMS, Nesta and ACE – towards a centre of excellence
  • **Identifying committed specialists:** Social Value, Economic growth, health and well-being, data and urban science, cultural value, process evaluation, smart cities
  • **Delivering a baseline data study** for British Council 2021 Internationalisation project
  • Aligning **PhD, MA and MSc** studies and interests
I will leave the city richer and more beautiful than I found it – citizenship oath Athens 550 BCE

• Bookmark Warwick’s City of Culture web pages to keep up to date with news: https://warwick.ac.uk/about/cityofculture/

• Carpe Diem! Don’t wait to be asked – imagine, design, propose, seek funding and support

• Connect with colleagues at Coventry University, and in organisations within and around the City to create new opportunities for research partnerships
Contacts

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