

**Manuscript version: Published Version**

The version presented in WRAP is the published version (Version of Record).

**Persistent WRAP URL:**

<http://wrap.warwick.ac.uk/169625>

**How to cite:**

The repository item page linked to above, will contain details on accessing citation guidance from the publisher.

**Copyright and reuse:**

The Warwick Research Archive Portal (WRAP) makes this work by researchers of the University of Warwick available open access under the following conditions.

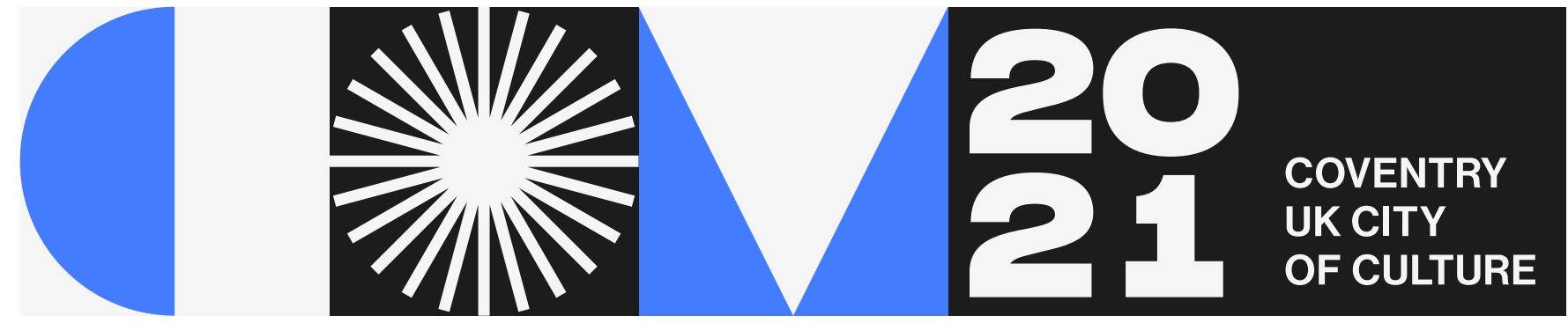
Copyright © and all moral rights to the version of the paper presented here belong to the individual author(s) and/or other copyright owners. To the extent reasonable and practicable the material made available in WRAP has been checked for eligibility before being made available.

Copies of full items can be used for personal research or study, educational, or not-for-profit purposes without prior permission or charge. Provided that the authors, title and full bibliographic details are credited, a hyperlink and/or URL is given for the original metadata page and the content is not changed in any way.

**Publisher's statement:**

Please refer to the repository item page, publisher's statement section, for further information.

For more information, please contact the WRAP Team at: [wrap@warwick.ac.uk](mailto:wrap@warwick.ac.uk)



# PERFORMANCE MEASUREMENT & EVALUATION SUPPLEMENTARY REPORT

**DEC 2021 – MAY 2022**

**PRODUCED – SEPTEMBER 2022  
PUBLISHED – SEPTEMBER 2022**



# CONTENTS

|                                   |    |                                |    |
|-----------------------------------|----|--------------------------------|----|
| EXECUTIVE SUMMARY                 | 03 | COVENTRY'S YEAR AS UK CoC 2021 | 18 |
| STORY OF CHANGE                   | 06 | PARTNERS AND SUPPORTERS        | 31 |
| HEADLINE STATISTICS               | 07 | ACKNOWLEDGEMENTS               | 32 |
| PARTICIPATION & ENGAGEMENT        | 08 | APPENDIX                       | 33 |
| ECONOMIC, SKILLS & PLACE MEASURES | 13 |                                |    |

## ACRONYMS AND ABBREVIATIONS

### CUSU

Coventry University Student's Union

### EIA

Economic Impact Assessment

### EnV

Events Training Volunteers - a Community Interest Company (C.I.C) managing and delivering a range of events, training and volunteer programmes

### FTE

Full-Time Equivalent – A measure of employment

### GVA

Gross Value Added

### HHS

Household Survey

### IMD

Index of Multiple Deprivation

### MSOA

Medium Super Output Areas. There are 42 MSOAs in Coventry equivalent to neighbourhoods of 5,000 - 7,000 residents

### PM&E

Strategy - Performance Measurement and Evaluation Strategy

### ONS

Office for National Statistics

### SIC

Standard Industrial Classification

### SoC

Story of Change

### (S)WEMWBS

The short version of the Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS), WEMWBS 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

### ToC

Theory of Change

### UK CoC

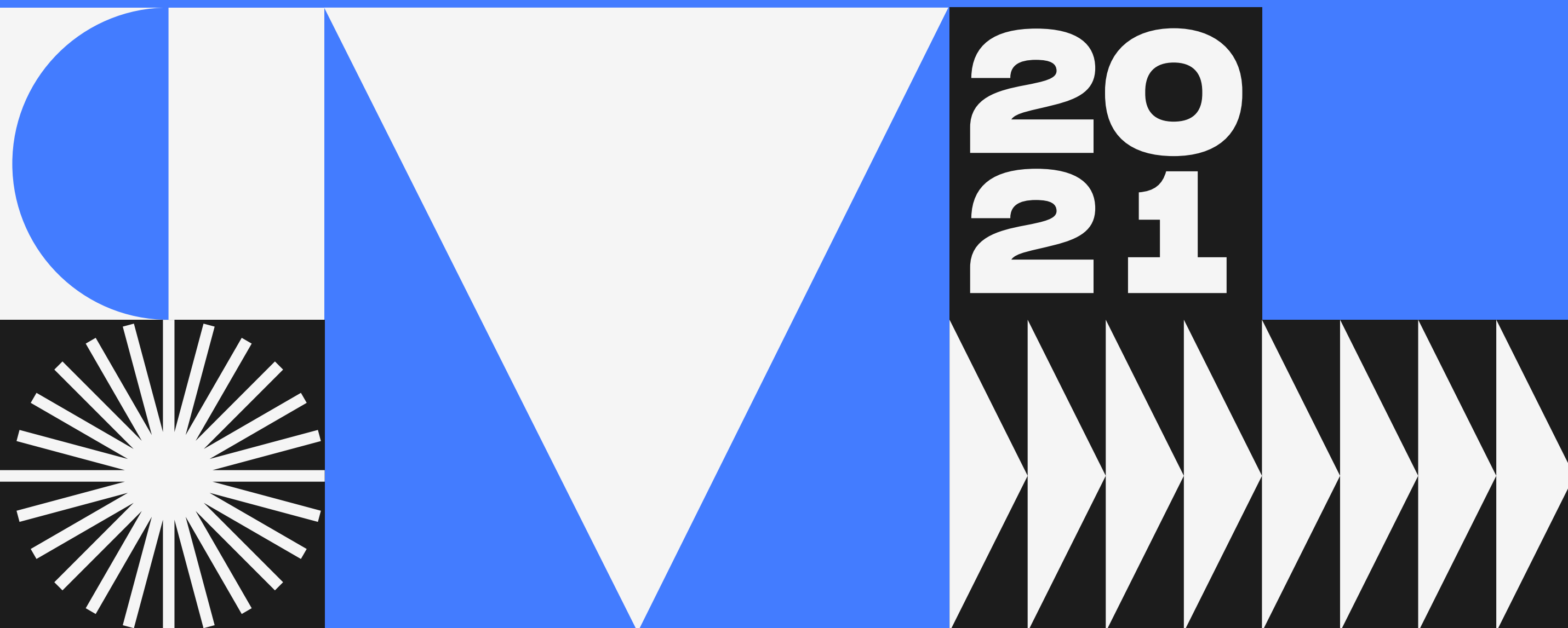
UK City of Culture

This report has been prepared and written by the Core Monitoring and Evaluation Team led by the University of Warwick and Coventry University.

Methodological/Technical points are covered in the Appendix and should be referred to for further understanding of the numbers provided in this report.

The data presented here supersedes data presented in early reporting, Progress Reports and the Interim Report and includes further development and validation of data. This report is intended to be read alongside the Interim Report, which covered the period up to November 2021.

Data correct at the time of publication.



# EXECUTIVE SUMMARY

This Supplementary Report should be read alongside the previously released Interim Report. The Interim Report covers the period from December 2017 until November 2021 – the point at which Coventry won the UK City of Culture title, until Coventry was six months into the title year. This report covers the final six months of the UK CoC 2021 year, December 2021 to May 2022, and brings the headline statistics up to date and provides a contextual overview of the UK CoC 2021 year.

This report provides an update to the headline statistics post the UK City of Culture 2021 year. The report is not intended to go into the full details of the year and is a brief supplementary update on previously released data. The Core Monitoring and

Evaluation Team will continue to evaluate the Coventry City of Culture Trust's Story of Change for the two-year legacy period, until 2024. Further evaluation reports and outputs will be released on a regular basis over the course of this period.



Learning Insights and Reflections from the year will be released in the first part of 2023. The evaluators are currently examining qualitative data including, interviews, social media, and survey responses, and to build on this work in the autumn there will be a series of focus studies from key stakeholders and citizens to further understand the impact of the UK CoC 2021 year.

Data for the year is still being validated and ticketing and attendance data in this report may be subject to further changes in the final reporting process. Additional data from the Household Survey 2022 and the final wave of the Sentiment Survey will provide a more granular analysis of total figures in terms of the underlying geo-demographic data. The data required for the Economic Impact Assessment takes time to capture and will not be reported in detail until March 2023. A round of focus



groups and other qualitative work this autumn will contribute to a better understanding of the stories behind the numbers and how different individuals, groups and neighbourhoods have experienced the year.

There have been live and online audiences of just over 1m and innovative partnerships with the BBC and Sky Arts produced an audience of 4.5m with an additional 6m iPlayer requests for UK City of Culture 2021 content.<sup>1</sup>

43% of tickets issued by the Trust went to residents on lower levels of income, living in majority-minority ethnic neighbourhoods with lower levels of historic engagement in publicly funded arts and culture. Over 1,200 artists or groups of artists, freelancers and organisations were directly engaged by the Trust in the delivery of the UK CoC 2021 programme. Over £7 million has been invested by the Trust into local artist-led projects since 2019.

<sup>1</sup> iPlayer and Sounds requests data was provided by the BBC to MTM, a consultancy who specialise in media, technology, entertainment and advertising MTM are undertaking a specific evaluation on the broadcast programme related to the UK CoC 2021. An iPlayer request is where content has been started (people who click play and start watching/listening to content).



Photo Credit: Jamie Gray

There were events in all 42 neighbourhoods in the city as well as in neighbouring Warwickshire. 77% of the programme, excluding commercial events was co-created with local residents and communities. Including the commercial programme, 64% of the whole programme was co-created.

Results from 85 surveys undertaken throughout the year suggest that 92% of survey respondents rated the quality of the events as 'very good' or 'good', based on 9,018 survey responses. 59% of survey respondents stated that their perception of Coventry has improved through attending or participating based on 8,994 survey responses and 74% of survey respondents strongly agreed or agreed that the event 'increased my pride in Coventry' based on 9,664 survey responses.

The next stage of evaluation will include investigating the

possible causal links between widening participation, hyper-local programming and co-creation. It will also include extensive data analysis across multiple data sources to better understand the links between participation, location, health and wellbeing and other geo-demographic variables.

In this report, we include an illustrative summary of activities related to the Trust's six programming principles of social action, co-creation, youthfulness, volunteering/ active citizenship, diversity, and being national and international. Their contribution to outcomes and impacts will be included in the next stages of evaluation.

As the Trust begins to activate its two-year Green Futures programme as a commissioning model for delivering the next stage of progress towards the impacts and outcomes of the Story of Change, the focus for evaluation now turns to learning from the experience of

being UK City of Culture 2021 to inform local and regional legacy planning and to benefit other places and projects including Bradford UK City of Culture 2025.

The Trust's two-year legacy programme will intersect with and support the development of the Coventry Cultural Strategy 2017-2027 and the establishment of Coventry Culture Change as a representative, informed and impactful governance model post-2024.

# INVESTMENTS

PUBLIC AND PRIVATE INVESTMENTS

INFRASTRUCTURE

TECHNOLOGY

KEY PARTNERS

COMMUNITY AND PUBLIC STAKEHOLDERS

STAFF

VOLUNTEERS

# ACTIVITIES

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

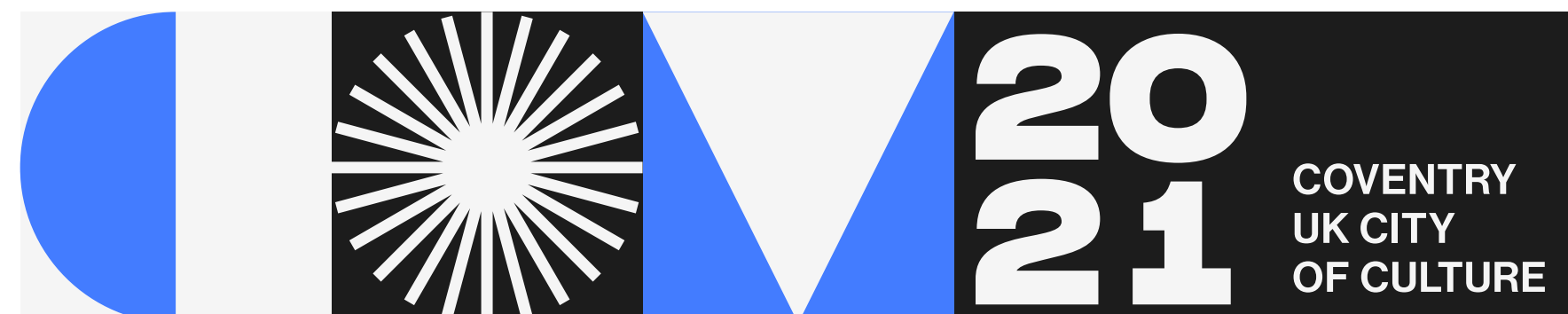
COVENTRY'S CULTURE CONTRIBUTES TO THE SOCIAL AND ECONOMIC PROSPERITY OF THE CITY AND REGION

COVENTRY IS A GLOBAL AND CONNECTED CITY

COVENTRY IS RECOGNISED AS A FUTURE FACING PIONEERING CITY

**VISION:** WE WILL REIMAGINE THE ROLE OF CULTURE IN A DIVERSE, MODERN BRITAIN, DEMONSTRATING THAT CULTURE IS A FORCE THAT CHANGES LIVES, MOVING COVENTRY AND THE REGION FORWARD

# STORY OF CHANGE



# HEADLINE STATISTICS

## FOR COVENTRY UK CITY OF CULTURE 2021 AS OF 30 JUNE 2022

**>37,000 HOURS**

across **14,000** volunteering shifts were undertaken by **1,515 fully trained volunteers**.

**OVER 3,000**

community dancers, musicians, poets and makers participated in Coventry's year. **Over 5,500 participations** in workshops during UK CoC 2021.

**77%**

of programme, excluding commercial events, co-created with local residents.

**ALL 42**

Coventry neighbourhoods hosted programme events.

**£172.6 MILLION INVESTMENT**

secured into the city as a result of Coventry being awarded the UK City of Culture.

**43% OF TICKETS ISSUED**

within Coventry were to citizens who are financially stretched/facing urban adversity.

**OVER £7 MILLION**

has been invested by the Trust into local artist-led projects since 2019.

**OVER 700 EVENTS**

formed the UK City of Culture 2021 programme.

**OVER 4.5 MILLION**

broadcast reach through the BBC and Sky Arts, with a further 6 million requests for UK CoC 2021 content on iPlayer.

**86% ENGAGEMENT**

with nurseries, schools, colleges, and further education establishments in the city.

**£500 MILLION**

city regeneration activity completed or underway linked to the investment generated by the City of Culture title.

**OVER 1,000,000**

live and online audiences.

**OVER 1,200**

artists, freelancers and organisations directly engaged by the Trust in the delivery of CoC 2021.

**>£127 MILLION**

media value generated.

**123 DIRECT JOBS**

created for the delivery of UK CoC 2021.

**15 NEW CULTURAL LEADERS**

trained through the City of Culture Leadership programme and **13 apprentices** trained.



# PARTICIPATION AND ENGAGEMENT MEASURES

## Tickets Issued/Engagement

More than 1 million audience members have engaged with Coventry City of Culture Trust activity between May 2021 and May 2022.<sup>2</sup>

Within the UK CoC 2021 year (May 2021 to May 2022), a total of 398,924 tickets were issued for events associated with the UK CoC 2021 programme. This figure includes:

- 187,772 tickets issued through the Trust's ticketing platform;
- 94,535 tickets issued through the box office at Assembly Festival Gardens (this figure includes 76,594 tickets from the 2021 season and 17,941 tickets issued for the 2022 season up to 31 May 2022);

- 32,617 tickets were issued through partners such as the Belgrade Theatre, Warwick Arts Centre and Compton Verney;
- 84,000 tickets were issued to the Radio 1 Big Weekend.<sup>3</sup>

There has been an estimated attendance at unticketed events and activities of over 137,000 since the UK CoC 2021 year began in May 2021.<sup>4</sup> These figures do not include engagements with the public realm art programme.

It is estimated that audiences for digital content (including Coventry Moves and other streamed events on YouTube and social media) are over 510,000 engagements.<sup>5</sup>

It is therefore estimated that there have been in excess of 1 million points of engagement with a City of Culture or City

of Culture - supported event during the UK CoC 2021 year. 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.<sup>6</sup>

In addition to the excess of 1 million points of engagement highlighted above, there was a further broadcast reach of over 4.5 million through broadcasts on the BBC and Sky Arts.<sup>7</sup> There were also an additional 6 million iPlayer requests for UK City of Culture 2021 content.<sup>8</sup>

<sup>2</sup> These figures do not include engagements with the public art programme within the public realm of the city. An estimation of awareness and perceptions will come through the Trust commissioned Sentiment Survey.

<sup>3</sup> See Technical Note 1, Technical Note 1 also details the validation of figures.

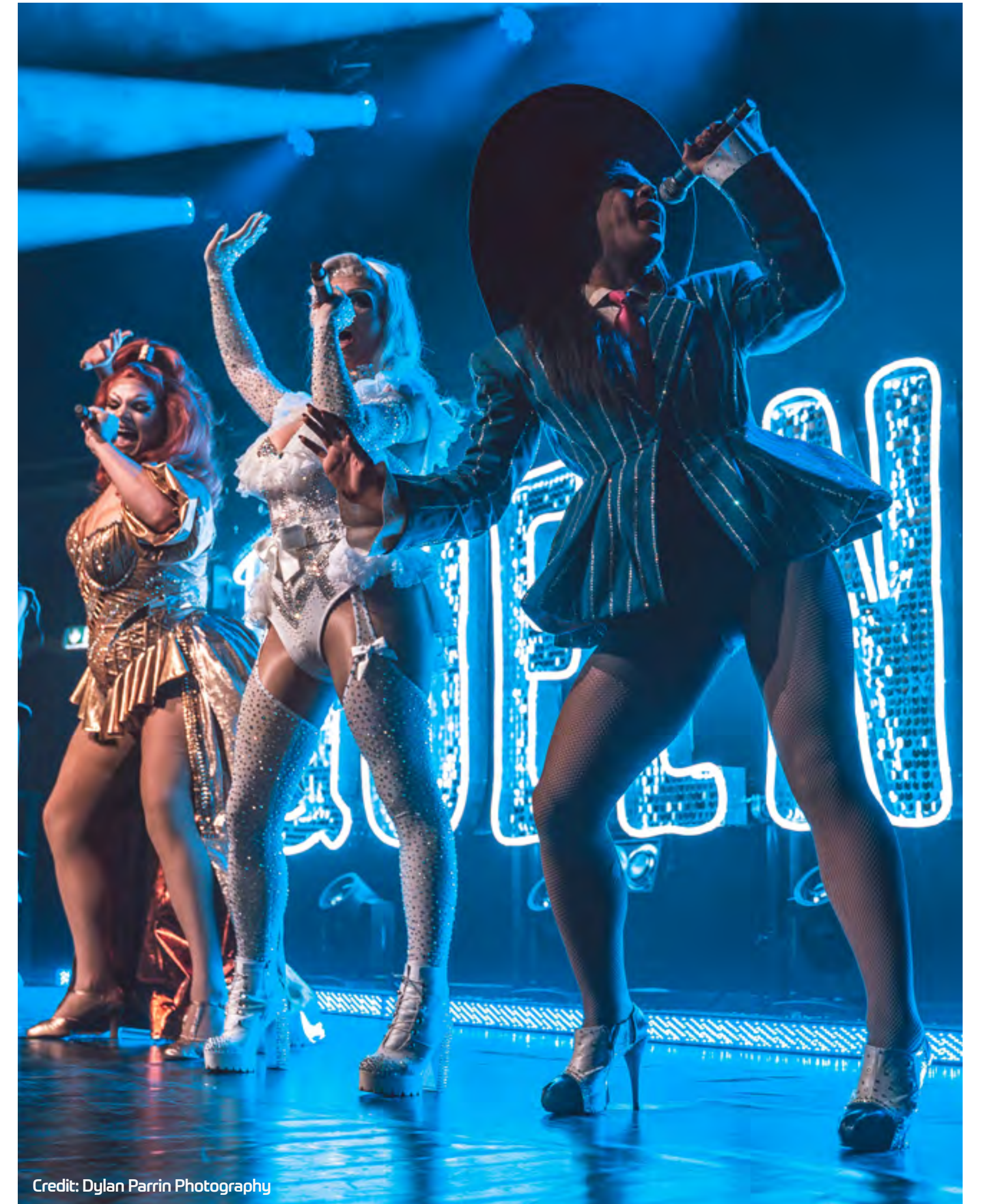
<sup>4</sup> See Technical Note 2

<sup>5</sup> See Technical Note 3

<sup>6</sup> See Technical Note 4

<sup>7</sup> See Technical Note 5

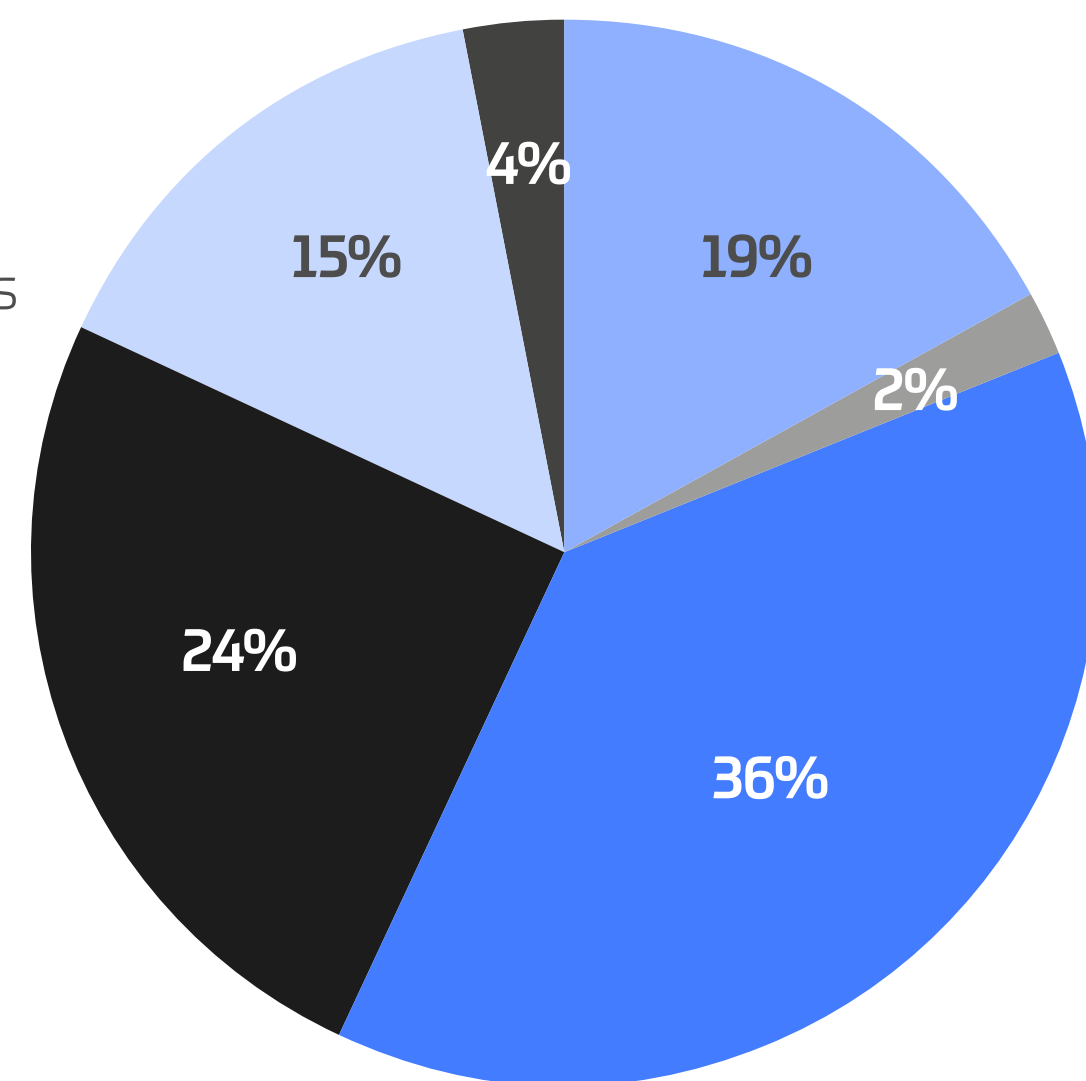
<sup>8</sup> iPlayer and Sounds requests data was provided by the BBC to MTM, a consultancy who specialise in media, technology, entertainment and advertising who are undertaking a specific evaluation on the broadcast programme related to the UK CoC 2021. An iPlayer request where content has been started (people who click play and start watching/listening to content).



Credit: Dyjan Parrin Photography

### ACORN Segmentation

As of 31 May 2022, of the tickets issued to Coventry postcodes, 42.8% of tickets with a valid and complete Coventry postcode were issued to citizens who are financially stretched and facing urban adversity.<sup>9</sup>



### ACORN SEGMENTATION FOR TICKETS ISSUED TO COVENTRY POSTCODES

| ACORN Category            | % Share of Bookers with Valid Coventry Postcodes | % Share of All Coventry Households | Difference % |
|---------------------------|--|------------------------------------|--------------|
| 1 Affluent Achievers      | 18.85  | 11.00                              | 7.85         |
| 2 Rising Prosperity       | 2.24   | 1.60                               | 0.64         |
| 3 Comfortable Communities | 36.12  | 28.70                              | 7.42         |
| 4 Financially Stretched   | 23.95  | 33.20                              | -9.25        |
| 5 Urban Adversity         | 14.83  | 24.40                              | -9.57        |
| 6 Not Private Households  | 4.02   | 1.10                               | 2.92         |

Although the figure of 42.8% remains under-representative of the general Coventry population by 15.9%, it is a significant percentage of citizens who have historically participated in and benefited least from publicly invested culture and who are from majority-minority ethnic neighbourhoods.

The success in reaching low-income and majority-minority ethnic residents is a significant contrast with audience data from Arts Council England for 2020- 2021 which suggests that 8% of attendees for publicly funded cultural organisations in England identified as non-white and 31% were from the lowest income groups.

Co-created and hyper-local events were attended by those who are Financially Stretched and facing Urban Adversity at a higher rate than the programme overall. For example, Reform the Norm:

Story of Us Live had 49% of the tickets issued to a valid and complete Coventry postcode, issued to the lower economic groups of Financially Stretched/ Urban Adversity.

This is 6% more than the programme average. Similarly, for Can You Hear Me, Now?, an outdoor immersive theatre performance made with and for the people of Coventry with lived experience of being a refugee or migrant, 35% of the tickets issued to valid Coventry postcodes were in the Urban Adversity category. This is 10.5% more than the percentage share of Coventry households in this category.

The tickets issued to the Not Private Households category is 2.9% higher than the % share of all Coventry households. When looking into this further, this includes 4,208 tickets which have been issued directly to community centres and to those who are staying in hostels and in care homes.

This links to the Caring City and Love Coventry programmes, both of which featured work with citizens who are likely to live in this category of accommodation or be involved in activities at their local community centres.

Evidence from the Household Survey (HHS) 2018, which forms the baseline for the monitoring of UK CoC 2021, demonstrated that in some areas with the highest levels of multiple deprivations, participation was as low as 7% and 11%.

These figures did alter for the HHS 2021 that covered the pandemic and lockdown period. Areas with a higher deprivation score tended to see the biggest uplift in participation and those with lower deprivation scores saw participation go down. The pattern and correlation is relatively weak, however; it is difficult at this stage in the evaluation process to place reliance on these changes.

<sup>9</sup> See Technical Note 6



Credit: Graeme Braidwood Photography

There is little doubt that results related to cultural participation across the city were impacted by the pandemic and participation happening in different ways; for example, participating digitally with major cultural organisations who streamed content free of charge and participating in cultural activities at home such as crafts/learning new skills. Analysis of any further changes will happen following the HHS 2022.

### Residents Engaged in Co-Creation

Within the UK CoC 2021 'Coventry' Model, co-creation refers to the engagement and participation by residents in the design and delivery of a project or event.

77% of the programme, excluding commercial events was co-created with local residents and communities. Including the commercial programme, 64% of the whole programme was co-created.

The Trust has engaged in an estimated 16,300 hours of consultation and planning work since winning the UK City of Culture title in December 2017. This has taken place in all 18 wards of the city and with residents from all neighbourhoods in the city.<sup>10</sup>

As of 31 May 2022, over 3,000 community dancers, musicians, poets and makers participated in the UK CoC 2021 programme. In addition, there were over 5,500 participations in workshops throughout the UK CoC 2021 year.<sup>11</sup>

### Schools Engagement

There has been engagement with 111 out of 129 schools from across the city. In total, 86% of the nurseries, schools, academies, colleges, and further education establishments in the city engaged. Further engagement took place with schools in Warwickshire, who used the UK CoC 2021 programme as an opportunity to reflect on

a range of key societal issues and themes, their connection to the city and West Midlands region and their own wellbeing.<sup>12</sup>

In addition, through a partnership with the Coventry Cultural Education Partnership, 127 Schools Champions were identified and engaged.

This was against a target of identifying City of Culture Ambassadors/Champions within every school in Coventry, with at least 100 ambassadors in place by December 2020. The Trust exceeded this target in December 2020.

<sup>10</sup> See Technical Note 7

<sup>11</sup> See Technical Note 8

<sup>12</sup> See Technical Note 9

## Location of Activity

Activity related to the UK CoC 2021 programme took place across Coventry and into Warwickshire.<sup>13</sup>

Within Coventry there was activity in all 18 electoral wards of the city. The Trust had a target of undertaking activity in every ward of the city; and this was achieved within the first two months of the UK CoC 2021 year.

A similar target of activity in all 42 MSOAs in the city was also achieved.<sup>14</sup>

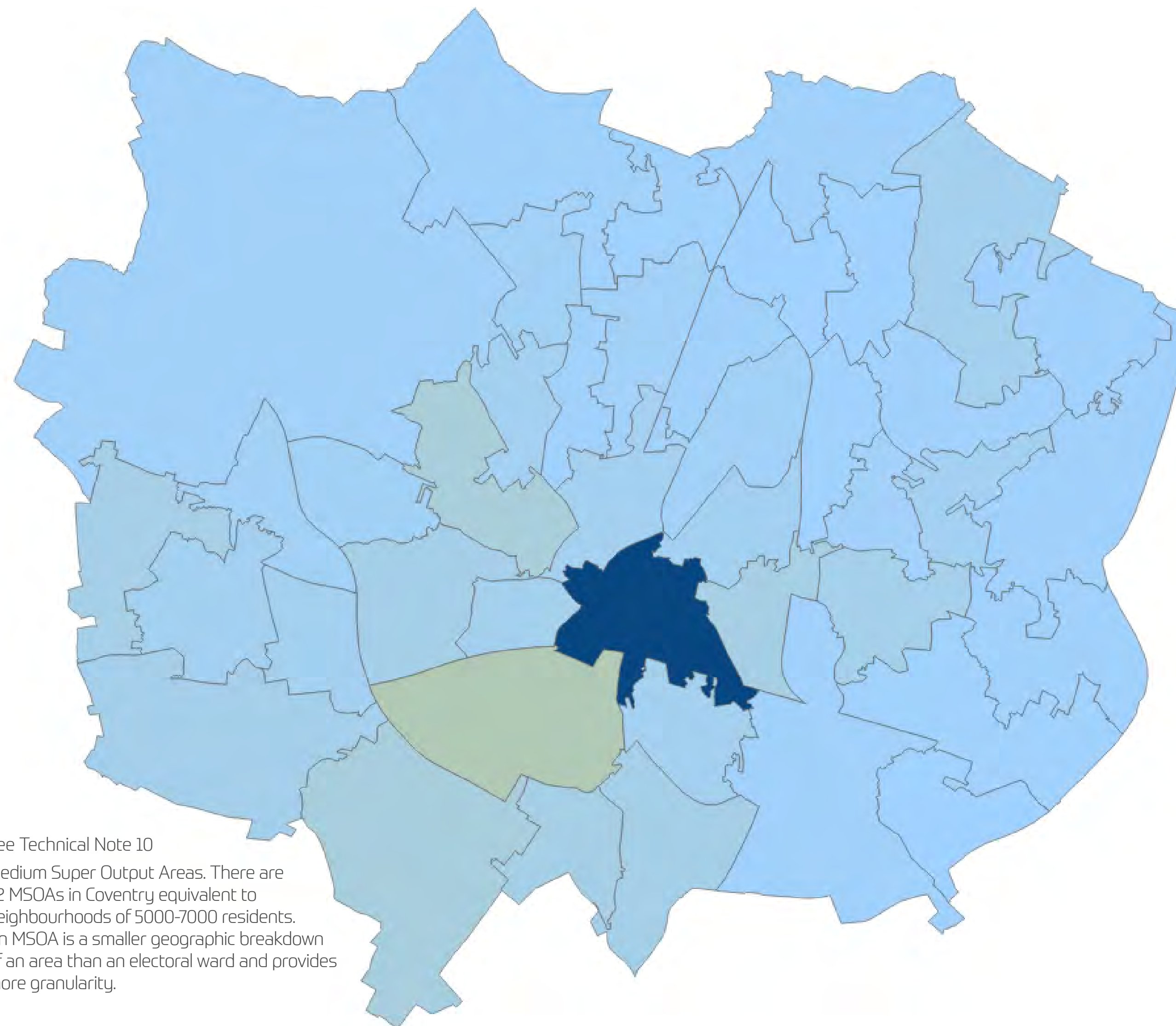
The map shows the density of physical activities which took place in the city. The City Centre in St Michael's ward saw 29% of the activity taking place in Coventry, due to Assembly Festival Garden opening within the ward and key cultural venues such as the Belgrade Theatre and Coventry Cathedral being located within the city centre. Beyond the city centre and by the end of the

UK CoC 2021 programme, there had been a fairly even distribution across all MSOAs in the city, ensuring activity took place across all communities and neighbourhoods in the city.

The Trust made a conscious effort in the presentation and delivery of events for them to be on the doorsteps of communities in the city.

Examples include Party on the Green events in Tile Hill, Holbrooks and Binley, targeted pop-up performances in every ward as part of Summer of Surprises, the procession elements of Coventry Moves taking place within neighbourhoods, and many aspects of the Love Coventry programme which focussed on co-creation with citizens where they live.

At the end of the UK CoC 2021 year, 91% of activity had taken place in Coventry and 9% had taken place in Warwickshire.



<sup>13</sup> See Technical Note 10

<sup>14</sup> Medium Super Output Areas. There are 42 MSOAs in Coventry equivalent to neighbourhoods of 5000-7000 residents. An MSOA is a smaller geographic breakdown of an area than an electoral ward and provides more granularity.

## Health and Wellbeing

As reported in the Interim Report, for projects involving participants taking part over a number of weeks, the average uplift in wellbeing scores remains +2 (5)WEMWBS points.

In this sense, the evidence is that participation in UK CoC 2021 continues to positively contribute to the city's Wellbeing Strategy and targets.<sup>15</sup>

Full analysis of the beneficiaries for the Caring City programme continues with findings expected to be released in Autumn 2022; and early analysis suggests that there have been significant uplifts in subjective wellbeing through participating in the programme.<sup>16</sup>

## Sentiment

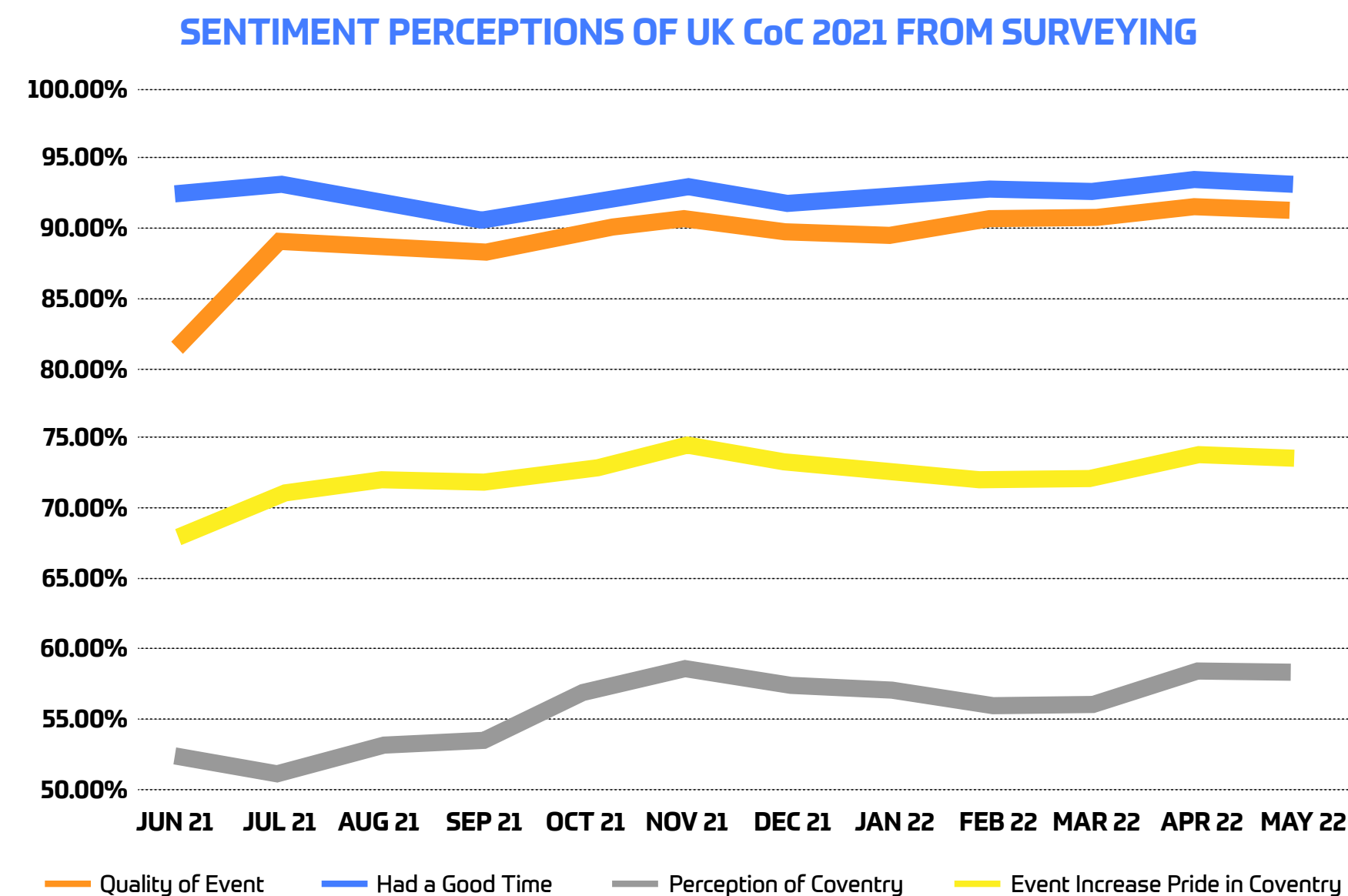
The Trust continued to undertake extensive post-event surveying as the year progressed. Within the survey, four key questions relating to an immediate sense of civic

pride, perception of Coventry, quality of the event and if the respondent had a good time, were asked.

As of 31 May 2022, for events which took place between May 2021 and May 2022 the aggregate sentiment was:

- 93% of survey respondents strongly agreed or agreed that 'I had a good time' (based on 9,554 responses)
- 92% of survey respondents rated the quality of the events as 'very good' or 'good' (based on 9,018 responses)
- 59% of survey respondents stated that their perception of Coventry has improved through attending or participating (based on 8,994 responses)
- 74% of survey respondents strongly agreed or agreed that the event 'increased my pride in Coventry' (based on 9,664 responses)<sup>17</sup>

The rolling average of sentiment perceptions across the UK CoC 2021 year can be seen below:



Within the first six months of the UK CoC 2021, there was a general rise in sentiment from attending events which peaked in November 2021, following a small decline during the earlier months of 2022 where there were slightly fewer events, the sentiment scores rose again.

Sentiment has remained relatively stable throughout the UK CoC 2021 year, only deviating

by +/- 4% once the peak was established in November 2021.

Further analysis of sentiment will occur later in 2022 following the results of the HHS 2022 and a further Trust commissioned Sentiment Survey.

<sup>15</sup> See Technical Note 11

<sup>16</sup> This Caring City programme makes use of the ONS Four Measures of Personal Wellbeing.

<sup>17</sup> See Technical Note 12



# ECONOMIC, SKILLS & PLACE MEASURES

## Media Value

Up to 30 June 2022 the cumulative media value related to Coventry UK City of Culture 2021 is £127,433,160.05.

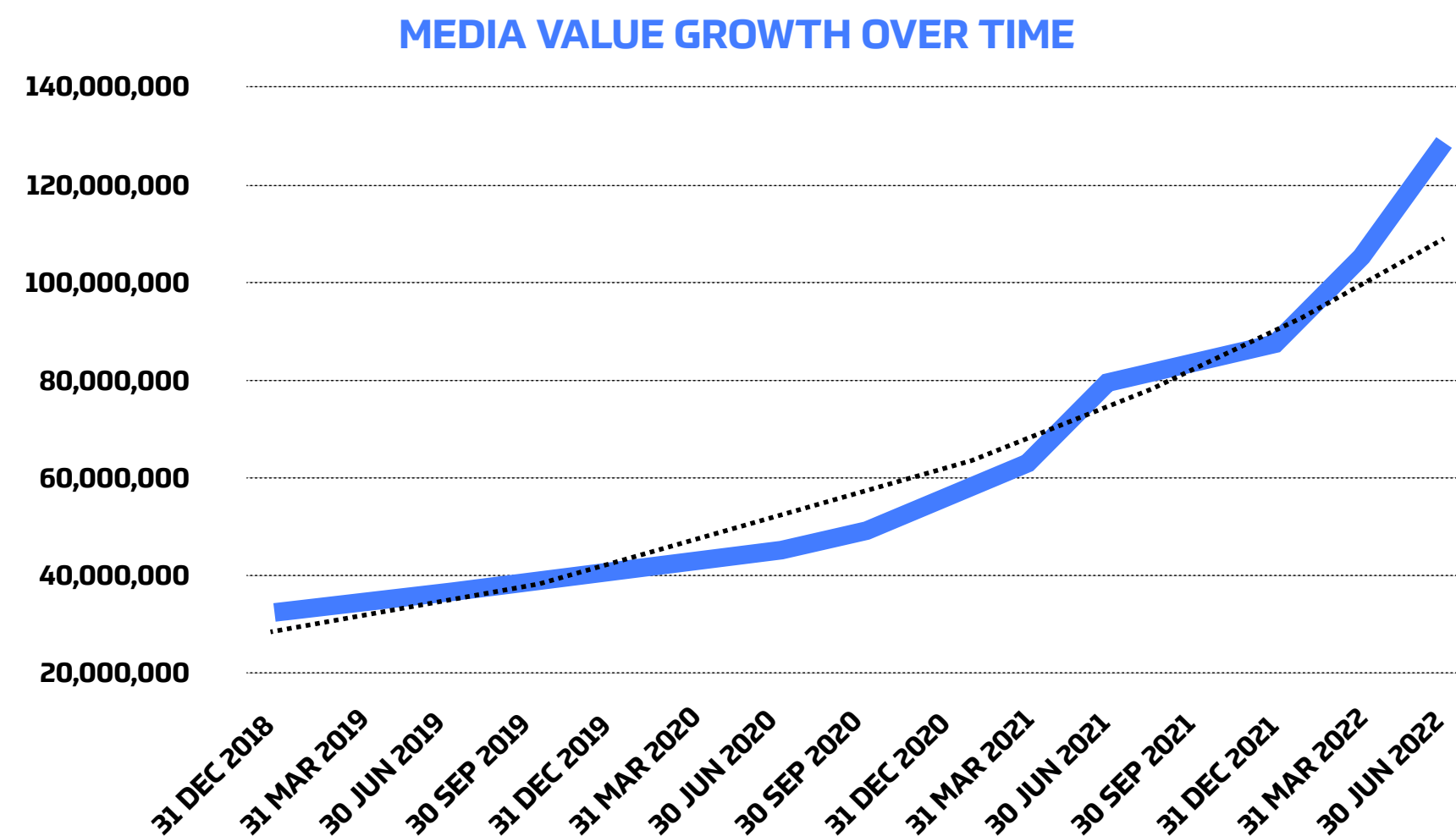
This figure covers the period from 1 November 2015 to 30 June 2022. Media value has been provided by Kantar Media who monitor media and press coverage on behalf of the Trust.<sup>18</sup>

The initial target was for the Trust to generate £50,000,000 in media value by December 2021; this was exceeded 12 months earlier, in December 2020.

Prior to the city winning the title of UK CoC 2021 in December 2017, £1,929,797 of media value was generated.<sup>19</sup> Since the UK CoC 2021 title was

awarded, media value grew steadily throughout the build-up period. The value saw increased growth during the final quarter of 2020 and the first quarter of 2021, which can be explained by the first major programme announcement taking place on 21 October 2020, and a subsequent announcement on 2 March 2021. Following this, there was exponential growth once the UK CoC 2021 programme began, which was initially followed by slow growth, before further exponential growth during the final six months of Coventry's time as UK CoC 2021.

This growth can be explained by a number of large scale projects taking place between January and the end of May.



## Inward Investment

As reported in the Interim Report, The Trust appointed AMION Consulting in April 2020 to undertake the Economic Impact Assessment (EIA) for UK CoC 2021. In July 2021, a baseline report was presented which detailed the economic activity and impact on the city region.

The report has been prepared to establish the baseline economic figures from which the economic impact of UK CoC 2021 will be measured. 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 Added (GVA) generated from capital works completed or underway through this investment.<sup>20</sup>

The report notes this investment sits alongside an additional £500m of city regeneration activity that has taken place

since the award of UK CoC 2021.

This investment is not directly attributable to the title. The Baseline Report is the first of three key deliverables.

The second deliverable – an Interim Economic Impact Report – will be completed in April 2023 following the delivery of the year-long CoC 2021 programme. A Final Economic Impact Assessment will be presented in September 2024.

While there are no specific targets related to inward investment, the EIA will focus on assessing whether the following key objectives were met through the delivery of UK CoC 2021:

- Uplifting the local economy
- Increasing tourism
- Growing and strengthening the cultural and creative sectors
- Attracting investment into the City and wider Coventry and Warwickshire area
- Promoting inclusive growth

<sup>18</sup> Media value was recorded quarterly. See Technical Note 13

<sup>19</sup> The £1,929,797 of media value generated prior to winning the UK CoC title was generated outside of Kantar Media, who were appointed later on.

<sup>20</sup> Gross Value Added (GVA), is the value generated by any unit engaged in the production of goods and services.

## Job Creation

At its peak in March 2022, when the Trust was at its largest, it had created 123 direct jobs in relation to the delivery of UK CoC 2021, of which 79 jobs were full-time and 44 were part-time. This includes the Trust's apprenticeship programme.<sup>21</sup>

This is against a target of 80 direct Full-Time Equivalent (FTE) jobs relating to the City of Culture.<sup>22</sup>

Through the Trust's UK CoC 2021 programme, a number of indirect jobs were supported. Measurement of this will be undertaken through the externally commissioned Economic Impact Assessment and will be reported in future evaluation outputs. There is a target of 2,035 indirect jobs supported through the delivery of the Trust's programme.

As reported in the Interim Report, the Economic Impact Assessment Baseline Report highlights that employment in

Coventry within the DCMS Creative Industries Standard Industrial Classification (SIC) Codes decreased by 720 between 2017 and 2019.

However, employment in the creative industries in Coventry increased by 325. Closer analysis of the figures for Warwick District Council (home to 'Silicon Spa' Leamington's game development hub 10 miles from Coventry City Centre) demonstrates that while employment in the digital industries has been shrinking within the City, there has been significant growth in jobs in the creative and cultural industries in Warwickshire, which increased by 1,380 (17.4%) over the period 2017-2019.

The report states that the capital expenditure works associated with the award of the UK CoC 2021 created and supported 149 FTE jobs in the construction sectors between December 2017 and January 2021.



Credit: FiveSix Photography

<sup>21</sup> Technical Note 14

<sup>22</sup> Full Time Equivalent, sometimes abbreviated as FTE, is a unit to measure employed persons or students in a way that makes them comparable although they may work or study a different number of hours per week.



Credit: Joe Bailey

Following the conclusion of the UK CoC 2021 year in May 2022, the Trust will continue with a two year legacy period beginning at the start of July 2022. The Trust, from this period onwards, was made up of 26 full-time and 9 part-time equivalent members of staff supported by a team of casual workers where appropriate.

The Trust's focus will shift from a producing model to a commissioning model and will concentrate on working with organisations and communities in the city on the delivery of cultural projects/commissions to support a revised SoC with a focus on Coventry's green future.

### Creative Freelancers

Since April 2019 and up to 30 June 2022, the Trust has directly engaged 388 artists or groups of artists, 533 freelancers and 282 organisations in the delivery of the UK CoC 2021 programme activity.<sup>23</sup>

Of those artists or groups of artists, freelancers and organisations who have provided their postcodes and who have been directly engaged by the Trust, 44% are from Coventry (CV1 to CV6 postcode), 11% are from Warwickshire, 10% are from the wider West Midlands, 34% from elsewhere in the UK and 1% from outside of the UK.<sup>24</sup>

The Trust had a preferred suppliers list in place which meant that those contracted to work on projects, worked across multiple projects, however, they are only counted once in the figure.

Through the Trust's devolved production model, since May 2021 it is estimated that a further 450 artists/groups of artists, freelancers and organisations have been involved in the delivery of the UK CoC 2021 programme activity, in addition to those directly engaged by the Trust.<sup>25</sup>

<sup>23</sup> Technical Note 15

<sup>24</sup> Technical Note 16

<sup>25</sup> Technical Note 17



## Apprenticeships and City of Culture Leadership Programme

To develop the skills and talent pipeline in the city, the Trust recruited 14 apprentices in November 2020. This is against a target of the Trust creating 15 apprenticeship opportunities, in areas including production, programme, marketing and fundraising by December 2020. This cohort also included two trainee accountants as apprentices.

Initially, 15 apprentices were recruited, however prior to starting in November 2020, one of the cohort decided to move into higher education.

Since starting, another member of the cohort left the apprenticeship to move into higher education, however before leaving they were able to achieve a qualification in marketing.

The remaining 13 apprentices finished their employment with the Trust, and the majority received qualifications including

industry relevant qualifications and the appropriate apprenticeship standards (level 2/3).

Since leaving the Trust, the majority have moved into employment in relevant fields, for example within production at the BBC, production management at Birmingham Hippodrome, delivering training activity within a prison setting, finance assistant within manufacturing, and data processing in the private sector.

Two apprentices secured full-time employment with the Trust in visitor experience and finance roles. Some of the cohorts are actively pursuing further qualifications using the apprenticeship as a base.

In addition to the apprenticeship programme, having secured additional funding from Arts Council England, the Trust launched the City of Culture Leadership Programme in early 2020 in partnership with

Beatfreaks Collective, Coventry University, Coventry University Social Enterprise CIC, People Make It Work, TRG Arts and Warwick Arts Centre.

Following a recruitment process which attracted 96 applicants, the Trust and partners recruited a cohort of 15 to the City of Culture Leadership Programme. The aim of the programme was to strengthen and diversify the next generation of leadership for Coventry's cultural and creative sector, and to reflect the diversity and cultural strengths of the city.

The programme was co-designed with the participants who have set and worked towards their individually identified outcomes.

The target was for the Trust to deliver a two-year leadership programme for a cohort of 15 current and potential future cultural sector leaders who are representative of Coventry's diverse communities; with the

target that up to 10 of this cohort will be supported to create new organisations or be in cultural leadership

positions by the end of May 2022. Details of the cohort can be found in the Interim Report.



### Working Internationally

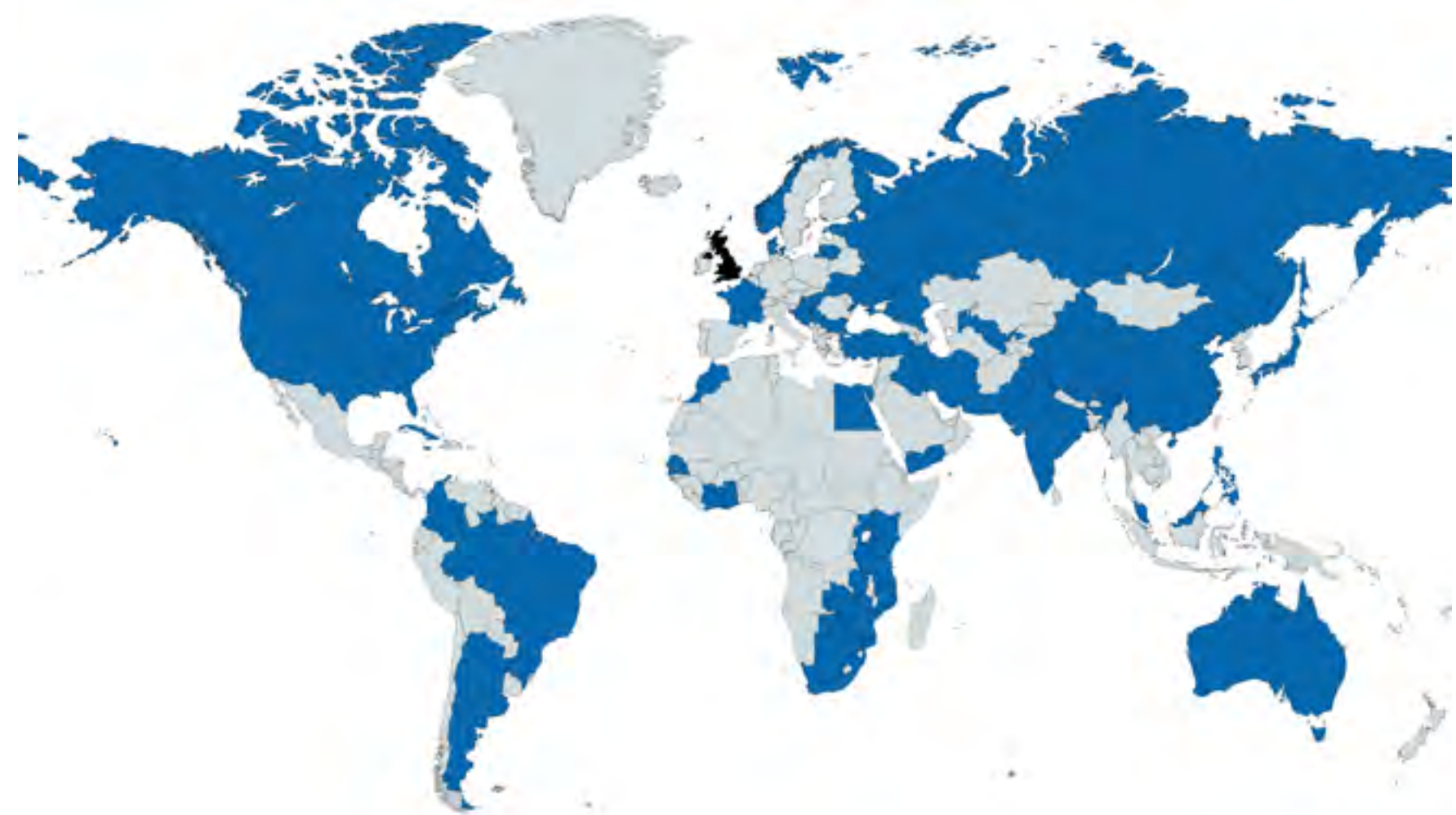
The Trust, in the delivery of the UK CoC 2021 programme, worked with artists from 48 countries, supporting international talent to be showcased in Coventry and local talent to be showcased on a global platform.

This equates to 25% of the countries in the world.<sup>26</sup>

Relationships and cultural exchanges with 41 of the 48 international countries were

a direct result of the Trust's relationship with the British Council, which facilitated introductions and new relationships.

Furthermore, the International Changemakers Bursary, supported by the British Council, enabled 31 projects in 21 countries led by Coventry artists to work internationally and create new cultural exchanges. The total value of this bursary was £89,162, given directly to local artists.<sup>27</sup>



### City Host Volunteering Programme

Based on monitoring data provided by EnV and CUSU, who are the delivery partners for the City Host programme, as of 30 June 2022 there had been 4,185 registrations of interest to become a City Host. Of the 4,185 registrations, 1,515 were fully trained and deployed and collectively had undertaken 37,901 hours of volunteering across 14,696 volunteering shifts and 262 events.<sup>28</sup>

80% of visitors either strongly agreed or agreed that the City Hosts improved their experience while attending or participating in events.<sup>29</sup>

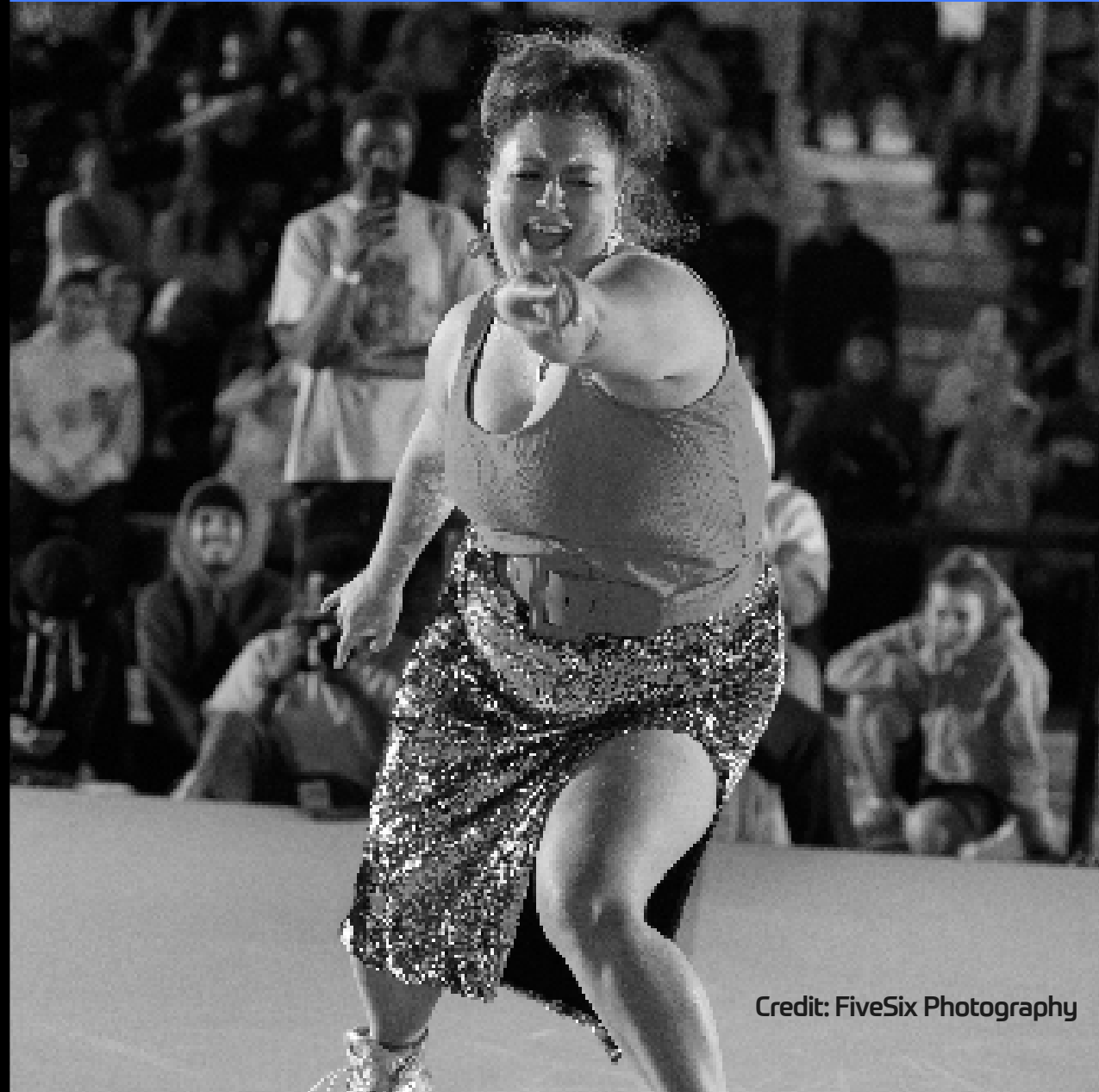
There was a target of attracting 3,000 fully trained volunteers by the end of UK CoC 2021.

<sup>27</sup> Technical Note 19

<sup>28</sup> Technical Note 20

<sup>29</sup> Technical Note 21

# COVENTRY'S YEAR AS UK CITY OF CULTURE 2021



Credit: FiveSix Photography



Credit: Garry Jones Photography



Credit: Doug Peters

# ACTIVATING THE PROGRAMME PRINCIPLES

To guide the planning and development of the programme, the Creative Director and Senior Producing Team at the Trust established six core principles which were a direct response to discussions with communities in Coventry, and from the bidding period. These principles were consistent with the outcomes and impacts of the Story of Change and the goals of the ten-year Cultural Strategy.

# CO-CREATION - THE COVENTRY MODEL

The Trust put processes of 'co-creation' at the centre of its programme, surfacing local stories and the latent creativity across the city. This way of working, recently presented as 'The Coventry Model', delivered a range of both intimate events and high-impact activities intended to generate sustainable social value and locally-led cultural production capabilities.

Through engagement at a hyper-local level, the 'co-creation' approach has seen city communities including faith groups, community centres, libraries, schools, community radio stations, the police, and local arts organisations engaging in shaping and designing the creative

programme. This approach was showcased at the opening of the UK CoC 2021 programme, with Coventry Moves having an audience of over 200,000 people online during the weekend the event took place.

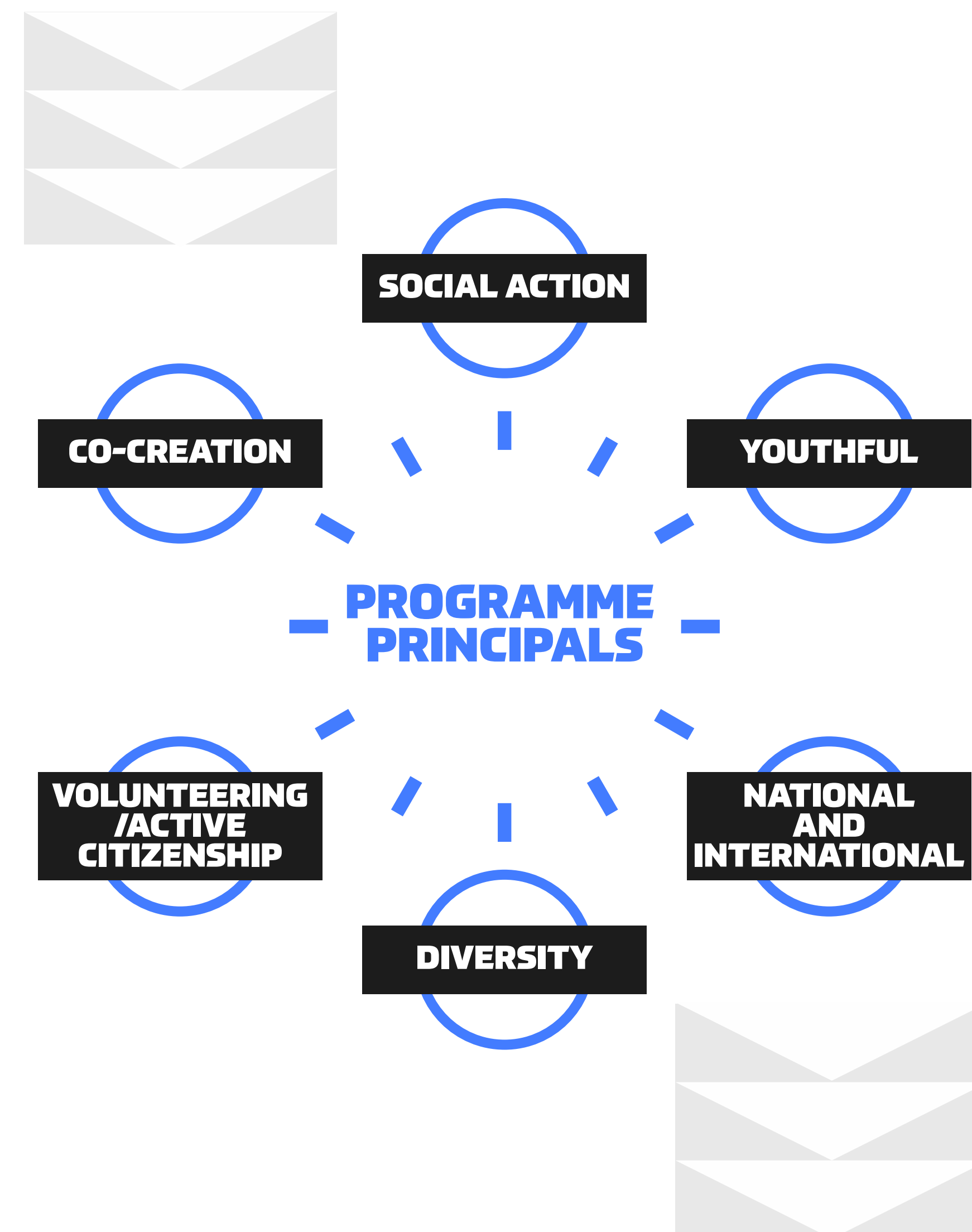
A significant objective of the programme was to train and support citizens to shape, design and deliver activities, enabling their experiences and stories to take centre stage. Examples of this include the City of Culture Leadership Programme, Community Connectors, CVX Young Producers Programme and Community Training sessions.

Working with community centres from across the city, the Theatre Next Door programme, for instance, saw

16 community centre leaders across 11 community centres train as promoters and programmers in order to bring professional theatre to neighbourhoods across the city, supporting citizens to engage with theatre on their doorstep and have an active say in what is being programmed.

*“Community centres were supported in all aspects of delivery including, choosing and booking shows from the Black Country Touring menu, marketing each of the shows to their communities and operating the front of house functions. They had the flexibility to choose dates that fitted within their communities' schedule and had the opportunity to plan the day based on what they felt would work best (for example, some centres chose to offer food to audiences after the show).”*

Theatre Next Door Partner, April 2022



## SUMMARY EXAMPLES OF THE PROGRAMME PRINCIPLES IN PRACTICE

A more detailed review of the UK CoC programme and associated activity, which identifies progression towards outcomes and impacts, will be released in due course as longitudinal data, such as the HHS 2022, becomes available.

### Co-creation

Supporting the impact “Coventry citizens positively influence and shape the city they want to live in”, through co-creation the Trust aimed to unlock civic pride and increase cultural participation through community-led projects.

This approach supported the Trust to ensure that the UK CoC was reflective and representative of the citizens of

the city and provided opportunities for highlighted career routes in the cultural sector.

The Trust’s co-creation model invited participation from citizens of Coventry who might not otherwise engage with publicly funded arts and culture to produce, create, and deliver their stories and distinctive heritages. Mapping of activity from the UK CoC 2021 shows that this work has been taking place in communities across every neighbourhood in all eighteen wards of the city.

Projects such as Hungry Nation and Reform the Norm afforded seldom-heard communities the opportunities to tell their own story in creative ways.

Through the Trust’s Love Coventry programme, 18 Community Connectors from across the city received training, mentorship and guidance on the creation of events and projects within their immediate communities and with those communities.

Looking ahead to Coventry’s green future, Juneau Projects co-created an art trail with local groups which combines the clock-making heritage of the Spon End area with the wildlife connected to the Sherbourne River.

The Green Futures programme also saw communities, school children and writers from the city shape the narrative for Our Wilder Family, a major drone show taking place in May 2022, and writers from the city were able to undertake writing residences when the research vessel RV Furor Scribendi held residence in Coventry Canal Basin as part of Small Bells Ring.



Credit: Dylan Parrin Photography

Building on the principles of co-creation and social action, HOME: Arts and Homelessness Festival was led by a steering group of local citizens who have lived experience of being homeless. Working with Arts and Homelessness International, the festival intended to challenge local and international perceptions of what it is like to be homeless.

On a local level, the festival has influenced policy change at the City Council through their commitment to more co-creation work with homeless people that will inform policy and provide more employment opportunities for people with lived experience.<sup>30</sup>

***“I think the way policy co-creation has worked with getting people with lived experience, getting people who work in the service and policy decision makers like myself in the same room. We’ve managed through co-creation to take down the barriers, were able to explore the issues and find solutions that work for everybody. I think that’s the real strength of policy co-creation, projects have connected for the first time and are now working together and sharing practice.”***  
Councillor David Welsh,  
October 2022 - Arts and Homelessness International Retrospective Video

Major artists and companies were also involved in the co-creation process. In partnership with the Royal Shakespeare Company, Faith, was a 24-hour event which explored themes of connection and community across live theatre, openhouses, and a shared moment of reflection.

Through engaging with faith organisations of all denominations from across the city, local communities were represented in performances of the work of local playwrights and the City Voices writing project.

Ghosts In The Ruins, with a creative team led by Nitin Sawhney CBE, engaged with community performers and local communities for a major performance which marked sixty years since the new Coventry Cathedral was consecrated.



Credit: Robert Day



Credit: Jamie Gray Photography

<sup>30</sup> The commitments made by Coventry City Council feature in a post-event video from Arts and Homelessness International

## Social action and active citizenship

The City Host volunteering programme saw 4,185 citizens from Coventry, the surrounding area and further afield, register an interest in volunteering during Coventry's year as UK CoC 2021.

Of the citizens registering an interest, 1,515 became fully trained volunteers who then supported 262 events across 14,696 volunteering shifts equating to 37,901 hours of volunteering.

The City Hosts played a central role in helping deliver events throughout the year.

A full evaluation of the City Host programme is ongoing and will be released in Autumn 2022 and will look at subjective wellbeing, prospects and perceptions of the City Host programme.

***“An exhilarating experience. So glad I did it. Increased my confidence and gained training in leadership skills. I met and made loads of friends, for life I like to believe. Wonderful management made it a sheer joy to be a City Host. Sliced bread is the next best thing after being a City Host.”*** City Host, April 2022

Monthly Community Training sessions were delivered to over 200 community groups, community champions and partners in total.

Participants learned more about event management, fundraising, and audience development to help with their own programming and production in their local communities.

The City of Culture Leadership Programme saw 15 cultural leaders from across Coventry and Warwickshire embark on a programme of mentorship and training allowing them to develop leadership skills.







Credit: Dylan Parrin Photography

The Trust were keen to ensure that communities were represented in the production and delivery of the UK CoC 2021 programme, and in partnership with 64 Million Artists, the Trust engaged and trained 18 Community Connectors.

Representing all areas of the city, the Connectors were given support in the devising and creation of community projects which have had a beneficial change to the wellbeing of citizens in the community.

Through increased live streaming of events, and carefully planned and well executed accessibility plans, it is acknowledged from audiences who identify as having a disability or access requirement that the Trust's active plans to make events as accessible as possible was welcomed. This helped increase participation and engagement.

***“Simply wonderful, what a joy to behold, well thought out and so accessible as someone with a disability it was nice to be able to join in online – in the normal world I wouldn't have been able to participate.”***  
Audience Feedback, Coventry Moves, June 2021

The Trust formed an Access Forum which actively fed back experiences which were

taken on board in the planning and execution of UK CoC 2021 activities.

A notable example is the revision of the booking process for access tickets, which saw the removal of additional steps and requirements directly based on the feedback of members of the Access Forum.



Credit: Andrew Moore

## Youthful

Coventry is a youthful city. In 2019 the median age in the city was 32, compared to a national average of 40, according to ONS Population Estimates.

By placing youthfulness at the heart of the programme, the Trust did not just look at programmes for young people but also looked at the inter-generational concept of youthfulness.

Within the UK CoC 2021 year, the Trust engaged with 86% of nurseries, schools and colleges in the city with the UK CoC 2021 programme.

In partnership with Positive Youth Foundation, the Young Producers programme invested in opportunities for eight young people to work as stage managers, curators, gallery assistants, artist liaison, marketers, amongst others and led to the creation of the [CVX Festival](#) which surfaced local talent in the Midlands



Giving young people a platform to find their voices, explore identity and stand up against violence through a creative lens.

To facilitate engagement with nature and green spaces, Forest Camps saw young people who are at risk of exclusion participate in activities in the city's green spaces to explore the impact which the environment has on the citizens of the city. Working with professional artists and trainers, the young people learned about music production, photography, filmmaking and bushcraft.

Haus of Kraft and Theatre of Wandering promoted intergenerational relationships, connecting the older generations with the younger, through making and sharing stories.

Through the [This is the City](#) parade in May 2022, over 1,000 participants of all ages

got to experience the joyful fun of processing through the city as part of the final celebration weekend.



## National and International

Despite the impacts of the pandemic on international programming, there have been innovative projects and international engagement.

Through international elements to projects and grants to artists in the city, the Trust has worked with artists from 48 countries enabling international talent to be showcased in Coventry and local talent to be put onto a global platform.

In partnership with the British Council, the Trust's Youthful Cities programme convened young people from Coventry and four international partner cities – Beirut, Bogotá, Detroit, and Nairobi – to collaborate and creatively respond to significant youth-focused issues in their cities through music, poetry, street art and digital storytelling.

Building on research and data the programme has allowed for the global cohort of 45 young

people to actively participate in civic matters and understand how they can help shape the cities in which they live.

The International Changemakers Bursary, in partnership with the British Council, has enabled 31 projects led by local artists who collaborated with artists and practitioners from countries around the world to promote greater understanding, create new connections and produce meaningful and lasting cultural exchanges.

Theatre of Wandering enabled cultural exchanges between Coventry and Japan and touched upon the different ways and experiences people have with dementia in their lives.

***"I was deeply touched (near tears) at certain parts of this performance. Quite surprisingly so! Still processing why this is... Directly brings back memories of similar events/vulnerable***

***loved ones. Feelings of care and concern and wanting to help. I'm now regretting not having invited key family members who I would dearly love to share my experience with. The performance makes for a very strong workshop, a conversation starter in addressing so many complex emotions... Even the sense of burden and guilt that I know exists around this subject. Thank you so much!"*** Theatre of Wandering Audience Member, September 2021

International artists have been showcased to Coventry audiences including The Awakening by French company Gratte Ciel, Circolombia – who originate from Colombia – first at the Assembly Festival Garden and later at the CVX Festival, and Circus Raj from India.

International artist Refik Anadol created the first exhibition at The Reel Store, a new digital immersive gallery for the city.





Credit: Dylan Parrin Photography

Major cultural events were hosted in Coventry during the UK CoC year as part of the programme supported by the Trust. The Turner Prize 2021 was hosted at the Herbert Art Gallery and Museum in a refurbished gallery space, which has strengthened the museum's ability to host new exhibitions in the future.

Over 84,000 music fans filled the War Memorial Park for the BBC Radio 1 Big Weekend.

The Walk, featuring the 3.5 metre-tall puppet of young refugee Little Amal, arrived in Coventry in October 2021.

Travelling from Syria, and across Turkey, Greece, Italy, France, Switzerland, Germany, Belgium, the UK, the Netherlands, Poland and Ukraine, Little Amal was an artistic response to displaced children and refugees.

During Little Amal's visit to Coventry, the city hosted the first-ever children's citizenship ceremony.

***"Today's event was very moving. I didn't know what to expect but I feel as though Coventry did us proud with the welcome that we gave her. I hope it increases people's awareness of refugee rights."***  
The Walk Audience Member, October 2021

In order to reach a national and wider audience, the Trust partnered with the BBC and Sky Arts on a number of new commissions and broadcasts of events from the UK CoC programme.

Broadcasts on the BBC and Sky Arts had a TV audience of over 4.5 million upon transmission.

The edition of The One Show featuring Coventry Moves in June 2021 was watched by 3.7 million on BBC One and The One Show outside broadcast from Coventry, revealing Bradford as the UK CoC 2025, in May 2022 had a live audience of 2.2 million.

In addition, there have been more than 6 million BBC iPlayer

requests for UK CoC 2021 content.<sup>30</sup> Examples include SKINT which features seven darkly comic, poignant and sometimes devastating monologues about life in poverty, in the city.

SKINT was built on collaborations which championed the region's creative sector, for example Artistic Director of the Belgrade Theatre, Corey Campbell made his BBC debut as a director.

Local talent was engaged in the production of a state of the nation series which ensured local issues had a national resonance. 2 Tone: The Sound of Coventry explores the history of the 2 Tone movement in Coventry and The Specials, who raised awareness of the issues of racism at a time when racial tensions were very high in England.

<sup>31</sup> Data provided by the BBC. TV figures are from BARB and based on 15 minute reach amongst all individuals (aged 4+). iPlayer and Sounds requests provided by the BBC and are for starts (people who click play and start watching/listening).

## Ethnic, economic and identity diversity

At the 2011 Census, Coventry was home to a multi-ethnic population, with 33.4% of residents classifying themselves as non-white British compared to 20.2% in England. There are over 120 languages spoken in the city.

The average IMD score for Coventry in 2019 was 24.9, but there are significant differences between areas with the least deprivation and those with the most.<sup>32</sup>

The neighbourhood (MSOA) with least deprivation has an IMD score of 5.95 while the most deprived has a score of 56.79. 14% of Coventry neighbourhoods are among the 10% most deprived neighbourhoods in England.

Historically, these neighbourhoods have the lowest rates of cultural participation and life expectancy. HHS data from

2018, show there are stark inequalities in cultural access between areas of the city from as high as 86% to as low as 11%.<sup>33</sup>

Working with communities, the Trust produced events including Love Coventry: Caribbean Reggae Fever, the Eastern European HeARTS Festival, Abundance and Unapologetic.

All of these events involved working hyper-locally with the communities in neighbourhoods across the city and highlighted the stories and voices from within those communities.

Through the Black Artists Fund setup by the Trust and administrated by the Heart of England Community Fund, saw four projects receiving £10,000 each.

<sup>32</sup> IMD stands for Index of Multiple Deprivation, the higher the score the more deprived an area is. The average for the UK as of 2019 is 21.67.

<sup>33</sup> Warwick UK Cities of Culture Project: Towards A Research-Informed Approach, page 19.





Credit: FiveSix Photography

Each project supported the development of Black artists in the city.

This investment reinforced the Trust's commitment to the More Than A Moment pledge – the West Midlands arts sector's promise to take radical, bold and immediate action to dismantle the systems that have kept Black artists and creatives from achieving their potential in the arts and cultural industries.

The Trust has also funded the Belgrade Theatre to support three co-artistic directors for the theatre during the UK CoC 2021 – backing the theatre's vision to diversify its leadership and develop new ways of working.

The 2011 Census highlighted that 18% of citizens in the city identify as having a disability or long-term health condition.

The Trust supported local organisation, EGO Performance Company on the development

and production of Pirates of the Canal Basin. EGO provides high-quality theatre workshops for people of all ages and abilities including several members who identify as disabled. The Reform the Norm collective focussed on giving voices to those who are marginalised in society and in association with Unlimited, the Trust supported ten artists identifying as having a disability through micro-commissions.

A Crash Course in Cloudspotting, an immersive installation ran at the Herbert Art Gallery and Museum in October 2021 and gave those taking part the opportunity to experience an intimate audio journey which explored the depths of human connection and the subversive act of lying down.

Based on over 250 stories about people's attempts to rest in public who live with hidden disabilities and chronic illnesses around the country, the piece was made in collaboration with Coventry Youth Activists and

connected with many audiences who share the experience of needing to rest in the city.

42.8% of all tickets issued to Coventry postcodes go to citizens who are financially stretched and facing adversity. Data suggests that these are the citizens from neighbourhoods, who historically have participated and benefited least from publicly invested culture, and with a majority from minority ethnic identities.

Celebrating the LGBTQI+ community, the Pride and Joy festival in association with Coventry Pride took place in the summer of 2021. The Trust commissioned Pride – Classically Queer which gave local LGBTQI+ musicians a platform to share their stories and some incredible classical and contemporary music within the ruins of Coventry Cathedral.

## Digital innovation

Establishing Coventry as a future facing city, the Trust embraced digital technology within the UK CoC 2021 programme.

Our Wilder Family, was the UK's longest drone show and highlighted the beauty of nature which is all around us, and featured the City Voices writing programme. School children from across the city featured prominently and the score was created in collaboration with local communities. Utilising 5G technology for broadcast, the drone show was viewed by over 50,000 people online within 7 days of the event, in addition to the 27,700 who watched the experience live in War Memorial Park.

Celebrating rave culture, In Pursuit of Repetitive Beats was an immersive Virtual Reality experience and had its world premiere in Coventry and will now tour internationally.

The Trust opened The Reel Store in May 2022. As the UK's first permanent immersive digital art gallery, it is hoped that the new gallery can boost the visitor economy, showcase and support local and regional digital talent and be a part of the legacy of UK CoC 2021.

Featuring an 800m<sup>2</sup> exhibition space, the first exhibit Machine Memoirs: Space by international artist Refik Anadol makes use of AI to reimagine more than two million publicly available images taken by satellite and telescopes through a long-term collaboration with NASA.

<sup>34</sup> Please note, due to data limitations with the various streaming platforms for Our Wilder Family, this figure is made up of total views and not unique views.



Credit: Garry Jones Photography

# PARTNERS AND SUPPORTERS

## Principal Partners



## Delivery Partners



## 2021 Club

- A.G.G
- Adient
- Advent Communications
- AJA Architects
- Amico
- Angels Solicitors
- Aquarius Interiors
- Archer Bassett
- Arden Estate Partnerships
- Askews
- Astleys
- Aubrey Allen
- Azets
- Band Hatton Button
- Bansal Estates
- Barberry
- Bhandal Dental Practice
- BHB Law
- Birmingham Airport
- Bludog
- Bluemark Projects
- Brett Martin Daylight Systems Ltd.
- Brilliant Machine Co
- Brindley Twist Tafft and James
- Broadway Malyan
- Bromwich Hardy
- Builders Supply Stores
- Burbidge
- Cadent
- The Camping and Caravanning Club
- Capital FM
- Carwood
- CEF
- Central Hall
- Citizen
- CityFibre
- Clear Insurance Management
- Coachbuilt G.B.
- Contechs
- Coombe Abbey Hotel
- Corrigans
- Coventry & Warwickshire Aerospace Forum
- Coventry Building Employers' Charity
- Coventry City Football Club
- Coventry Plumbing and Heating Supplies
- Coventry Rugby FC
- Coventry Scale Company
- Coventry School Foundation
- CS Clean Systems (UK) Ltd CU
- Coventry
- Dafferns LLP
- Dains LLP
- Deeley Group

- Dhillons Brewery
- EDG Property
- Envisage Group
- Envisage Sales & Lettings
- Fanuc
- FarGo
- Fraikin
- Free Radio
- Friargate Coventry
- Gallagher
- Galliford Try
- George Pragnell
- Get Solutions
- GL Events
- Godiva Harriers
- GOM
- Hall Brothers
- Hammons Solicitors
- Harrabin Construction
- Harrison Beale & Owen
- Headred
- Heart of England
- Co-operative
- Hutt Professional Financial Planning
- IDP Group
- Image+
- Jade Brand Agency
- Jaguar Land Rover
- K B Benfield Group
- KB Transport Solution
- Lakeside Landscapes
- Leadec
- Leap IT
- Loveitts
- Lower Precinct Shopping Centre
- Mander Hadley
- McDonald's Coventry
- mCreat
- MDG Architects
- Medwell Hyde
- Mirius
- Morelli Group
- Moseley Signs
- Net Visibility
- Nimbus
- Objectivity
- OCR
- Osbornes
- Payne Associates
- Pargetters Funeral Service
- Peacock Insurance Peugeot
- Power Torque Engineering
- Premier Health Products
- Prime Accountants

- Prontaprint Coventry
- Protel Fieldwork
- Quaker Houghton
- Ramada Hotel & Suites Coventry
- RDM Group
- Resorts World Birmingham
- Rowley Auto
- Rotary Clubs of Coventry
- Shakespeare Martineau
- Shawmind
- Shearer Property Associates
- Shergill Dental Implants
- Skydome Coventry
- Spencer Gardner Dickens
- State Bank of India
- Study Inn Group
- Subway
- T Five Properties Limited
- Telegraph Hotel
- Telent
- The Box Factory
- The Iliffe Family Charitable Trust
- The Manufacturing Technology Centre
- The NEC Group
- The Wigley Group
- Tom White Waste
- Twycross Zoo
- UK Mail
- UNINN
- Upper Precinct
- Utility Team
- Warwick Independent Schools Foundation
- WCG
- West Orchards Shopping Centre
- Whiteley Brooks Engineering
- Wilson's Funfair
- Wright Hassall
- XL Motors

## Major Partners



## International Partner



## Honorary Partner



## Regional Partner



## Transport Partners



## City Champions



## Other Partners



## Founding Presidents

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



## ACKNOWLEDGEMENTS

### Core Monitoring and Evaluation Team

**Prof. Jonothan Neelands** | Warwick Business School

**Prof. Nick Henry** | Coventry University

**Valerie De Souza** | Coventry City Council

**Mark Scott** | Coventry City of Culture Trust/  
Warwick Business School

**Dr Haley Beer** | Warwick Business School

**Dr Ila Bharatan** | Warwick Business School

**Tim Hammerton** | Coventry University

**Dr Richard Tomlins** | Coventry University

**Tim Healey** | Coventry City Council

**Si Chun Lam** | Coventry City Council

### Previous Core Membership

**Dr Rebecca Johnson** | Coventry University

**Andrew Anzel** | Warwick Business School

**Dr Samantha Evans** | Warwick Business School

### Monitoring and Evaluation Support

**Hayley Ruane** | Warwick Business School

**Jo Truslove** | Warwick Business School

The Monitoring and Evaluation was also supported by the work of the Monitoring and Data team within the Coventry City of Culture Trust.

### Technical Reference Group

**Harman Sagger** | Group Chair | DCMS

**Mark Abram** | DCMS

**Andrew Mowlah** | Arts Council England

**Sophia Ronketti** | Arts Council England

**Eliza Easton** | Policy and Evidence Centre, NESTA

**Eibhlis Fleming** | Spirit of 2012

**Margherita Musella** | What Works Centre Wellbeing

**Ian Thomas** | British Council

**Dr Alex Nunn** | University of Derby

**Andy Morgan** | West Midlands Combined Authority

**Vishal Kumar** | Freelance Data Scientist

**Muskeen Liddar** | Freelance Data Visualisation

The Technical Reference Group is also attended by members of the Core M&E Team

### Previous Technical Reference Group Membership

**Ingrid Abreu-Scherer** | What Works Centre Wellbeing

**Becky Loftus** | Royal Shakespeare Company

**Val Birchall** | Coventry City Council

### Additional Research and Data Provided by

**AMION Consulting**

**MB Associates**

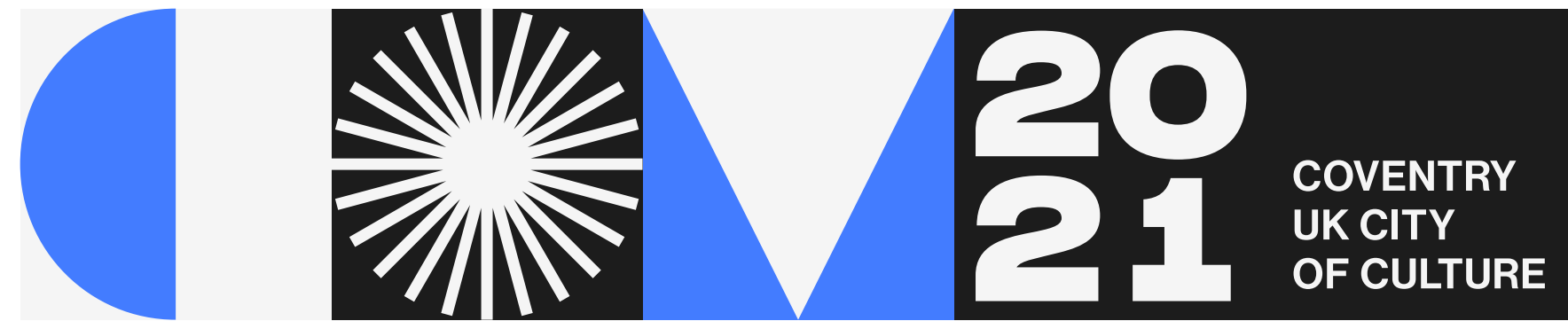
**MEL Research**

**Indigo Ltd**

### Advisors

**Katy Raines** | Indigo Ltd

**Professor Stephen Roper** | Warwick Business School



# PERFORMANCE MEASUREMENT & EVALUATION SUPPLEMENTARY REPORT

**APPENDIX: METHODOLOGICAL/  
TECHNICAL NOTES**

**DEC 2021 – MAY 2022**

**PRODUCED – JULY 2022  
PUBLISHED – JULY 2022**



# INTRODUCTION

The Performance Measurement & Evaluation (PM&E) Strategy when published initially in October 2019 and then revised in January 2020, laid out several guiding principles for the evaluation of the UK CoC 2021.

These included the need to be transparent, the need to not over-claim and to be compliant with the HM Treasury's Green and Magenta Books.

This document details the methodological and technical detail behind the calculation of the key statistics and data and provides understanding into how these figures have been established.

The evaluation of the UK CoC 2021 is an organic process, and the methodology relating to the presentation of key statistics has and continues to evolve. The evaluators are continuously reviewing, interrogating,

validating and if required revising figures in line with this evolved methodology.

To date, the evaluators have published six progress reports relating to activity up to 30 June 2021 and an Interim Report which covers activity up to the end of November 2021.

This section allows the evaluators to present some of the technical details behind how the numbers have been validated and presented.

Further technical papers will be released alongside further evaluation outputs.



# METHODOLOGICAL/ TECHNICAL NOTES

## Technical Note 1

Through the Trust's ticketing partner, The Ticket Factory, 187,772 tickets were issued to City of Culture and City of Culture Associated Activities. This figure does not include 'Taking Place In' events and relates only directly to City of Culture events and activities.

The figure relates to events which took place between 15 May 2021 and 31 May 2022. The only exceptions to this are tickets for Daniel Lismore's exhibition at the Herbert Art Gallery and Museum, as this ran until 26 June 2022 and Machine Memoirs at The Reel Store where the ticket issued number is up until 30 June 2022.

The figure of 187,772 is only tickets issued and does not include unticketed events. Raw data relating to tickets has been provided to the evaluators and has been validated. This process of validation has led to the

identification of a small minority of events where tickets issued were previously over reported due to technical issues with the reporting platform related to the ticketing system. These figures have now been corrected as of July 2022.

The ticketing number of 94,535 for tickets issued at Assembly Festival Gardens has been provided through reporting from Assembly Festival Gardens. The evaluators have validated the 76,594 tickets issued from the 2021 season, however as the 2022 season is still taking place at the time of writing it has not been possible to validate the remaining 17,941.

The figure of 32,617 tickets from partners has been calculated by the Trust and the evaluators based on sales reports provided.

The final figure of 84,000 has been provided by the BBC and Coventry City Council.

## Technical Note 2

The figure of 137,000 has been calculated through clicker counts of attendance at unticketed events and from data supplied to the Trust from events which have been produced and delivered by partners through the Trust's devolved production model.

## Technical Note 3

The figure of 510,000 has been calculated through the analysis of analytics data from YouTube and social media.

Where possible only unique views have been counted, however due to reporting limitations on the various platforms used reporting of unique views is not always possible.

## Technical Note 4

This figure covers the period of 15 May 2021 and 31 May 2022 and includes:

- Ticketing data
- Clicker counts at unticketed events
- Attendance data from Partners (this data does go through a

process of scrutiny to ensure the most accurate figures are reported, scrutiny remains ongoing for data presented by partners)

- Where possible unique viewers of Online/ Digital Content (N.B. unique viewers are counted where possible not the higher figure of total views)

## Technical Note 5

Broadcast data has been collected on behalf of the Trust by MTM, a consultancy that specialises in research/evaluation of digital media and broadcast. Data has been provided to them and the Trust by the BBC and Sky Arts in relation to the broadcast element of the UK CoC 2021 programme. TV figures are from BARB and based on 15 minute reach amongst all individuals (aged 4+). iPlayer and Sounds requests provided by the BBC and are for starts (people who click play and start watching/listening).

## Technical Note 6

This breakdown of segmentation has been calculated through analysis of valid and complete postcodes collected through the booking process with the Trust's box office or Assembly Festival Gardens. Data relates to tickets issued to Coventry residents. Only postcodes which are complete and valid are used in the analysis (n: 104,728 tickets). ACORN Segmentation is provided through the Insights Team at Coventry City Council.

## Technical Note 7

Engagement and Consultation data is captured through the 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 in regard to co-creation.

**Technical Note 8**

The Trust commissioned AMION The number of community performances is calculated through the analysis of programme data.

This figure of participations at workshops has been calculated using tickets issued data, registration data, clicker counts and sign in/out sheets at workshops.

**Technical Note 9**

Records maintained by the Trust's Arts Education Manager show there has been engagement from 111 of the 129 nurseries, schools, academies, colleges, and further education establishments in the city.

This equates to 86% of nurseries, schools, academies, colleges, and further education establishments in the city.

In the Interim Report it was reported that there had been activity from 106 of the 127 nurseries, schools, academies, colleges, and further education establishments in the city.

Since the publication of that report the School Census data for Coventry was subsequently published for the 2021/22 academic year which indicated that there were 129 establishments in the city as opposed to 127 which had been the previous number and was correct at the time of publication, therefore 129 is the correct number for the basis of the calculation.

**Technical Note 10**

Public events and activities are logged by postcode to allow the Trust to understand where activity is taking place and to ensure cultural activity is geographically dispersed across the city. These postcodes are then converted to MSOA and Ward against the geospatial coding used by the Office for National Statistics, this allows for data to be compared to other national and local datasets for deeper analysis post UK CoC 2021.

**Technical Note 11**

Wellbeing data is collected through surveys of participants who are engaged with projects which are taking place over a period of time for example a series of workshops taking place over ten weeks with the same cohort throughout. The Trust makes use of the Warwick and Edinburgh Mental Wellbeing Scale, which has been used in Coventry for many years. (S)WEMWBS data is collected at the beginning of the intervention and two weeks at the conclusion of the intervention to really understand the changes in mental wellbeing for those participants.

The Caring City programme made use of the ONS Four Measures of Personal Wellbeing, at the time of publication of this report the findings are still being analysed.

**Technical Note 12**

Between May 2021 and May 2022, 85 surveys were issued across the UK CoC 2021 programme. Responses were collected through online surveys issued to

ticket bookers and also through in person surveying/ interviewing.

- 93% of survey respondents strongly agreed or agreed that they had a good time (n: 9,554 responses, therefore a 0.99% margin of error at a 95% confidence level calculated against a 401,366 population (264,366 tickets issued plus 137,000 attendance at unticketed events)).
- 92% of survey respondents rated the quality of the events as very good or good (n: 9,018 responses, therefore a 1.02% margin of error at a 95% confidence level calculated against a 401,366 population).
- 59% of survey respondents stated that their perception of Coventry had improved through attending or participating (n: 8,994 responses, therefore a 1.02% margin of error at a 95% confidence level calculated against a 401,366 population).
- 74% of survey respondents strongly agreed or agreed that the event increased their pride

in Coventry (n: 9,664 responses, therefore a 0.98% margin of error at a 95% confidence level calculated against a 401,366 population).

**Technical Note 13**

Media value is reported quarterly. The following is methodology provided by Kantar Media who undertake the media monitoring on behalf of the Trust:

Advertising Value Equivalent (AVE) 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.

**Technical Note 14**

This is based on HR data held by the Trust.

**Technical Note 15**

These figures have been calculated through the Trust's financial system. The figures relate specifically to the delivery of programme activity and only completed purchase orders (where the supplier has been paid) are counted. Transactions are coded against specific programme activity. The number of artists also includes groups of artists for example a band of six may perform at an event but as there is one supplier in the finance system only one is counted.

**Technical Note 16**

Postcodes relate to the records directly in the Trust's financial systems. Monitoring data in relation to freelancers has been collected and will be analysed as part of the Economic Impact Assessment.

**Technical Note 17**

Through co-creation, working directly with communities or through supporting local arts organisations in the city

through grants and financial support there has been a devolved system of production in place. Further contracting of artists/groups of artists, freelancers and organisations has been undertaken by external production companies, community groups and external producers. One such example is the three Party on the Green events where the Trust commissioned an external production company who were then responsible for engaging a further 75 performers – therefore the 75 performers are included in this estimated figure.

These figures do not include those involved in the production and performances at Assembly Festival Garden.

**Technical Note 18**

International projects have been mapped in order to show the reach of the UK CoC 2021 programme.

**Technical Note 19**

A further evaluation will be released relating to the British

Council's investment and international reach of the UK CoC 2021 programme.

Bursary details have been taken from agreements between artists and the Trust relating to the grants.

**Technical Note 20**

EnV and CUSU, delivery partners of the City Host programme submit monthly monitoring reports in relation to all registered users in the volunteering programme. The data presented here was submitted to the Trust in May 2022. The data submitted is an extract from the volunteering management software which is used to manage the delivery of the City Host programme.

**Technical Note 21**

1,865 responses, at a confidence level of 95% the figure of 80% has a 2.3% margin of error against tickets issued of 264,366 (Ticket Factory and Assembly Gardens 2021) which covers the events where the question was asked.

