

# Headline Statistics for Coventry Cultural Strategy 2017 – 2.11.16

## Population and growth

Based on the latest estimates<sup>1</sup>, there are 345,400 residents in Coventry as of mid-2015. It is the 15<sup>th</sup> largest local authority.<sup>2</sup> The population rose 2.4% compared to mid-2014 and, when compared to the average population growth in England of 0.9%, this means that Coventry is the 9<sup>th</sup> fastest growing local authority in all of England.

- While the population growth can be attributed to several factors, the main reason for the rise (6,000 out of 8,000, or 75.0%) is net international immigration. This is partly due to the increase in the number of overseas students attending local universities.
- The total full-time student population at the Coventry University and the University of Warwick more than doubled between 2004/5 and 2014/15 as the number jumped from 25,659 to 52,230. The growth rate of overseas students from outside of the European Union (EU) is also higher than average. While less than 1 in 6 students was from outside the EU in 2004/5, this rose to 1 in 4 in 2014/15.<sup>3</sup>

## Age

The flow of overseas students has also contributed to Coventry's younger age profile - the average age of residents is 33 years old while the average age in England is 40. The student population (ages 18-24 years old) comprise 14.3% of Coventry, a significant group compared to the England average of 9.0%.<sup>4</sup> The proportion of residents of working age is also higher at 66.1%, compared to 63.3% in England.<sup>5</sup> (included in Cultural Strategy technical report Section 7).

## Ethnicity and country of origin

Coventry is home to a diverse population, with only 66.6% of residents classified as White British<sup>6</sup> compared to 79.8% in England. Other major ethnicities represented in Coventry include Indian (8.8% in Coventry vs. 2.6% in England) and Black African (4.0% vs. 1.8%). 6.9% of the city's residents were born in other European countries, compared to 5.0% of England's population.<sup>7</sup>

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<sup>1</sup> *Coventry's Population Estimate*, Insight Team, Coventry City Council, June 2016

<sup>2</sup> ONS 2016

<sup>3</sup> *Facts about Students and Universities in Coventry*, Insight Team, Coventry City Council, October 2016

<sup>4</sup> *Coventry's Population Estimate*, Insight Team, Coventry City Council, June 2016

<sup>5</sup> *Coventry Headline Statistics*, Insight Team, Coventry City Council, September 2016

<sup>6</sup> This does not include other ethnicities classified in the ONS Census as white such as White Irish, White Gypsy/Irish Traveller and Other White.

<sup>7</sup> Census 2011, ONS. Aside from the United Kingdom, this group excludes the Channel Islands and the Isle of Man.

- It is likely that Coventry will become even more diverse given the share of ethnic minority students in the city's schools. According to the January 2016 School Census, 48.7% of students in state-funded primary schools in Coventry are from ethnic minorities (vs. 31.4% in England).<sup>8</sup>
- Over 100 languages are spoken in Coventry, which is another indication of the wide range of ethnicities represented in the city. 9% of households in the city do not have any members whose first language is English.<sup>9</sup> Among primary school children, there is a larger share who speak English as an additional language compared to the England average (28.7% vs. 18.0%).<sup>10</sup>

## Religion

As expected, the extent of diversity in Coventry is also reflected in residents' religion. Relative to England, there is a lower proportion of residents in Coventry who are Christians (53.7% vs. 59.4%). Sikh (5.0% in Coventry vs. 0.8% in England), Muslim (7.5% vs. 5.0%), and Hindu (3.5% vs. 1.5%) are the other top religions in the city.<sup>11</sup>

## Economy

- **Business growth** - The number of firms in Coventry grew by 11% between March 2014 and 2015, a slightly higher rate compared to England (8.5%). This is largely attributed to the rise in microbusiness start-ups, which comprises 88% of all firms in Coventry. While promising, it has to be noted that this growth started from a lower base and if one looks at the number of business relative to the population size, Coventry is still underperforming (326.2 firms per 10,000 population vs. 480.8 in England).<sup>12</sup>
- **City centre and retail performance** - After declining in the recent years, footfall in the city centre rose by 1.3% between 2015 and 2016. This is particularly impressive considering UK city centre footfall fell by 1.0% over the same period. This rise can be traced to an increase in evening footfall by 17%, a result of the new restaurant quarter at the Cathedral Lanes. Coventry's retail footprint ranking (a measure of the size of UK shopping centres) also improved in 2015 as it now ranks 47<sup>th</sup>; however, there is still much room for improvement considering Coventry is the 9<sup>th</sup> largest city in the UK based on population. In terms of retail voids, the number of empty shop units in the city centre fell from 63 to 55 between January-March 2015 and 2016.<sup>13</sup>

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<sup>8</sup> The Department for Education statistics define ethnic minorities as those belonging to ethnic groups other than White British. See: Schools, Pupils and their Characteristics: January 2016 – Local Authority Tables, Available at: <https://www.gov.uk/government/statistics/schools-pupils-and-their-characteristics-january-2014>.

<sup>9</sup> Coventry Joint Strategic Needs Assessment 2016

<sup>10</sup> *Inspection of Services for Children in Need of Help and Protection, Children Looked After and Care Leavers*, Ofsted, 2014

<sup>11</sup> Census 2011, ONS

<sup>12</sup> Council Plan 2015/16 End of Year Performance Report, Insight Team, Coventry City Council, July 2016

<sup>13</sup> *ibid.*

## Business attitudes to creativity and innovation<sup>14</sup>

- A majority of firms see Coventry as having strong broadband access, an effective transport system and being a 'creative and innovative city'. Around half of firms see the universities as providing strong support for local businesses, are able to find skilled employees locally and can access high quality business services
- Sentiment in terms of the availability of suitable premises, business networking and the attractiveness of the Coventry to high quality employees is markedly less strong. Firms also take a less positive view both of the external image of the city and the support provided to businesses by the City Council. Notably, however, larger firms take a more positive view of City Council support for businesses
- 36.9 per cent of firms indicated that they were engaged in social or community engagement within Coventry. The most common benefits noted were to the community or to the image of the firm. Significant proportions of firms also reported 'bottom line' benefits, however, including increasing sales (42.9 per cent), retaining employees (41.5 per cent) or helping to develop new products or services (29.2 per cent)
- The most frequently cited barrier to innovation (28.7) was the ability to recruit new staff or talent. Followed by a lack of finance and the intensity of competition. Levels of collaboration beyond the supply chain remain relatively modest with only a fifth of innovating firms collaborating with universities or research institutes as part of their innovation activity

## Employment and skills

- **Employment** – The employment rate is 66% (April 2015-March 2016), lower than the equivalent figure for England at 74%.<sup>15</sup> However, this is already an improvement as Coventry employment levels over 2012-2015 are moving closer to national levels. The proportion of JSA claimants declined slightly to 1.9% and is now closer to the UK rate of 1.7% (July 2016). The rate of economic inactivity is much higher in Coventry compared to England (32% vs. 22%, April 2015-March 2016)<sup>16</sup>
  - It is also important to contextualise the employment data given job opportunities. Based on survey conducted among employers in Coventry and Warwickshire, 25% of establishments indicated that they have vacancies (vs. 20% in England). Of these vacancies, 26% are due to skills shortage or lack of relevant experience<sup>17</sup>
- **Skills** – Building a pool of skilled workers remains a critical problem in Coventry as only a third of the working age population (16-64 years old) is qualified to NVQ level 4+ (30% in Coventry vs. 37% in England, January-December 2015)<sup>18</sup>. The Centre for Cities reports that Coventry has the 5<sup>th</sup> highest (out of 63) share of the working age population with no formal qualifications.<sup>19</sup> While 15% of Coventry's residents of working age have no qualifications, only 8% of the working age population of England have the same educational attainment<sup>20</sup>

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<sup>14</sup> *Creative Coventry Business Survey 2016*, Stephen Roper, Dawn Eubanks, Tamara Friedrich, WBS

<sup>15</sup> Coventry Headline Statistics

<sup>16</sup> *ibid.*

<sup>17</sup> *Coventry and Warwickshire Employer Skills Survey 2015*, UK Commission for Employment and Skills

<sup>18</sup> *ibid.*

<sup>19</sup> Coventry Factsheet, Centre for Cities

<sup>20</sup> Coventry Headline Statistics

- **Youth** – In terms of 16-18 year olds not in education, employment, or training, there is some improvement as the rate fell from 6.8% to 4.7%. This is close to the equivalent figure for England at 4.2%<sup>21</sup>

## Demographic segmentation

Coventry has a significant number of residents in the lower market segments of the ACORN profile compared to the national average. The demographic categorisation of Coventry's residents is as follows (figures in parentheses are for UK):<sup>22</sup>

- Affluent achievers – 11.7% (22.7%)
- Rising prosperity – 1.4% (9.4%)
- Comfortable communities – 27.6% (26.7%)
- Financially stretched – 32.4% (22.4%)
- Urban adversity – 26.4% (17.9%)
- Not private households – 0.5% (0.9%)

## Deprivation

- The relative improvements in business growth and employment have yet to reduce the levels of deprivation in Coventry. Based on the 2015 Index of Multiple Deprivations, 18.5% of Coventry residents live in neighbourhoods amongst the 10% most deprived in England (vs. 10.0% in England). Those in vulnerable situations are worse off: the Council notes that although fewer households are identified as statutory homeless, the number with pregnant women and/or children rose and is twice the national average.<sup>23</sup> The rate of homelessness per 1,000 households is 4.1; it is only 2.5 in England (April 2015-March 2016)<sup>24</sup>
- The extent of deprivation varies significantly across wards. While 1 in 4 children residing in the city are living in relative poverty, ten of Coventry's wards<sup>25</sup> are in the bottom 20% of all wards in England when ranked based on this indicator.<sup>26</sup> Two wards<sup>27</sup> are in the top 20%

## Health

- **Life expectancy** at birth in Coventry is slightly lower than in England as a whole—for males it is 78.6 years (vs. 79.5 years in England) while for females it is 82.3 years (vs. 83.2).<sup>28</sup> However, what is more

<sup>21</sup> Council Plan 2015/16 End of Year Performance Report

<sup>22</sup> ACORN Profile Report, 2016

<sup>23</sup> *ibid.*

<sup>24</sup> Coventry Headline Statistics

<sup>25</sup> These are St Michael's, Foleshill, Henley, Binley and Willenhall, Longford, Radford, Upper Stoke, Holbrook, Lower Stoke and Westwood.

<sup>26</sup> Coventry: The Challenge of Creating a Health, Liveable City for Everyone, presentation by Dr Jane Moore, Coventry City Council Director of Public Health, 21 April 2016

<sup>27</sup> These wards are Earlsdon and Wainbody.

<sup>28</sup> *ibid.*

worrying is the wide inequality gap as a man from the most deprived area is likely to die 9.4 years earlier than one from the least deprived area. The difference for a woman is 8.7 years<sup>29</sup>

- **Adults' health and lifestyle** – The percentage of physically active adults in Coventry is not significantly different compared to England (52.0% in Coventry vs. 56.0% in England). The same can be said in terms of obese adults (26.2% in Coventry vs. 23.0%)<sup>30</sup> and smoking prevalence (16.6% vs. 16.9%)<sup>31</sup>. The percentage of adults reporting a limiting long-term health problem or disability is also similar to England (17.7% vs. 17.6%).<sup>32</sup> There is also no significant difference in terms of the prevalence of long-term mental health problems (4.2% vs. 4.5%, although the former figure covers both Coventry and Rugby).<sup>33</sup> However, these figures mask disparities in terms of deprivation. For example, the proportion of residents who are current smokers rises by 11 percentage points when looking at those living in deprived areas.<sup>34</sup> The incidence of obesity also increases with deprivation. The proportion of obese adults ranges from 17% in Wainbody (where the rate of children in poverty is only 5.0%) to 30% in Longford (where the same rate is 29.4%)<sup>35</sup>
- Alcohol consumption (both in terms of frequency and levels) is better in Coventry compared to England. Although the years are not directly comparable, 14% of males in England were classified as frequent drinkers in 2012; only 6% of males in Coventry were classified as such in 2013. Thirty per cent of males in England did not exceed 4 units of alcohol on the day they consumed alcohol; 45% of males in Coventry drank the same level of alcohol
- However, general health indicators such as those estimating lifestyle risks give some cause for concern. Two thirds of the city's residents display two or more of such risks, which include smoking at least one cigarette a day, being physically inactive, excessive consumption of alcohol, or consuming less than five portions of fruit or vegetables a day<sup>36</sup>
- **Children and young people's health and lifestyle** – While there are a number of indicators wherein Coventry is better or not significantly different compared to the England average, teenage conception is one area where the city's performance is significantly worse. For every 1,000 females aged 15-17 years old, 39.5 girls in Coventry get pregnant compared to 24.3 in England<sup>37</sup>
- **Childhood obesity** is a particular problem in Coventry. In 2013/14 one in four Coventry children in reception class (ages 4 and 5) at primary school are overweight or obese and one in three children in Year 6 (aged 10 and 11) are overweight or obese<sup>38</sup>. This is a slightly higher rate of obesity than either the regional or national average. Childhood obesity doesn't affect all of society equally, it is affected by the conditions in which people are born and grow. There is a strong relationship between deprivation

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<sup>29</sup> Council Plan 2015/6 End of Year Performance Report

<sup>30</sup> Coventry Health Profile, Public Health England, 2015

<sup>31</sup> Coventry Local Tobacco Control Profile, Public Health England, 2016

<sup>32</sup> Coventry Headline Statistics

<sup>33</sup> Coventry and Rugby Community Mental Health Profile, Public Health England, 2014

<sup>34</sup> Council Plan 2015/6 End of Year Performance Report

<sup>35</sup> Figures on obesity are from the Coventry Joint Strategic Needs Assessment 2016. Figures on deprivations are available from the Coventry City Council Economic Ward Profiles (August 2013).

<sup>36</sup> Coventry Joint Strategic Needs Assessment 2016.

<sup>37</sup> Coventry Child Health Profile, Public Health England, March 2016

<sup>38</sup> Health and Social Care Information Centre. The National Child Measurement Programme – England 2013-14. 2014.

<http://digital.nhs.uk/catalogue/PUB16070>

and childhood obesity. This means that children from the poorest backgrounds are most likely to be obese.<sup>39</sup> (included in Cultural strategy technical report Section 7)

## Community cohesion and engagement

- Although 80% of hate crime incidents in Coventry were due towards a person's actual/perceived ethnicity<sup>40</sup>, the 2016 Coventry Household Survey suggests that the general attitude towards diversity is much more positive. Most of the residents felt that their respective neighbourhoods are a place where people from different backgrounds get on well together. Of the residents surveyed, 88.8% indicated that they agree with the aforementioned statement.
- However, there is less certainty in terms of community engagement. Residents expressed some ambivalence in their belief that they can influence decisions affecting their neighbourhood (34.3% tend to agree, 37.8% tend to disagree). It is also not clear that residents see opportunities for involvement (36.8% tend to agree, 34.1% tend to disagree). Even when informed that there will be more opportunities in the future, residents are somewhat cautious about the likelihood that they will get involved (31.7% fairly likely, 34.9% not very likely).<sup>41</sup>
- Crime – Coventry fares better than the England average in terms of recorded crime. For every 1,000 of the city's residents, 61.6 people reported a crime (vs. 66.7 in England, April 2015-March 2016).<sup>42</sup> However, the city has the highest number of reported sexual assault offences per person in the West Midlands, 8.5% more than Birmingham which has the second highest number of reported incidents in the region.<sup>43</sup>

## Participation in arts and culture

- The latest household survey also looks at the level of participation in various arts and cultural activities. When asked if adults attended cultural events at least three times in the last 12 months, 73% indicated that they did; 69% of households with children aged 18 years old or younger also indicated that their children attended cultural events at least three times in the last 12 months. However, if we only consider residents who participate in at least one other arts and cultural activity in addition to going to the cinema or pub, clubs, and bars, participation drops to 67% for adults and 64% for children. Around 20% of respondents count the cinema or going to pubs, clubs, and bars as their only arts and cultural activity.<sup>44</sup>
- It is difficult to compare this to national levels as the Taking Part Survey focuses more on getting more information about specific art forms rather than getting local level data on general participation. The latest available survey which looks at local level data is the 2008-2010 Active People Survey. Based on this survey, Coventry ranked 250<sup>th</sup> out of 355 local authorities in terms of participation in arts and culture.

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<sup>39</sup> Ng Fat L. Children's body mass index, overweight and obesity. Chapter 10 in Craig R, Mindell J (eds). Health Survey for England 2014. Health and Social Care Information Centre, Leeds, 2015.

<http://digital.nhs.uk/catalogue/PUB19295/HSE2014-ch10-child-obe.pdf>

<sup>40</sup> Council Plan 2015/6 End of Year Performance Report

<sup>41</sup> Coventry Household Survey 2016

<sup>42</sup> Coventry Headline Statistics

<sup>43</sup> Coventry Joint Strategic Needs Assessment 2016

<sup>44</sup> Coventry Household Survey 2016

New audience research shows that<sup>45</sup>:

- 1 in 3 households in Coventry attended at least one cultural event last year
- Wainbody and Earlsdon have the highest levels of engagement – consistent across performing arts, museums & galleries,
- Foleshill and St. Michael's consistently have the lowest levels of engagement
- Over half the attenders come from outside Coventry, with Museums and Galleries doing a better job at pulling people in from a wider geographical area
- There are 'hotspots' outside Coventry, which include Kenilworth, Leamington Spa, Knowle, Hampton in Arden and Solihull

## Cultural and heritage assets

- There are only 3 National Portfolio Organisations (NPOs) that receive regular 3 year ACE funding. This does not compare well with cities of a similar size like Leicester that has 9.<sup>46</sup> The NPOs represent 85% of the cultural turnover in the City and 44% of their funding comes from earned income and they remain vulnerable to fluctuations in public investment from national and local sources which provides 56% of their funding.
- Of 308 arts and cultural organisations in the City only 15% are professional and the remaining 85% community and amateur group. This sample includes a number of professional arts organisations that rely on short term project funding from ACE and public investment from the city and other sources.
- There is a significant and lively community and independent professional artistic and cultural life in the city and they make up for 65% of youth reach. 28% of the sample are Dance groups and Dance also accounts for 69% of groups dedicated to youth work and 68% of ethnic heritage arts and cultural groups.
- The City has an impressive number of heritage assets including listed buildings, museums, archaeological finds and parks and ranks 205 overall of 325 local authorities surveyed in the Heritage England Index. The ranking varies between 273 for historic built environment to 85 for museums, archives and artefacts and 95 for landscape and natural heritage. There is no doubt that there is considerably under-developed potential for the City to make its medieval and post-war historical built environment more visible and valued. The Heritage Index indicates that Coventry scores very well when it comes to activities related to heritage with an overall ranking of 141 and 31 for activities related to museums, archives and artefacts.<sup>47</sup>

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<sup>45</sup> *Coventry 2021 Audience Mapping - Indigo*

<sup>46</sup> *National Portfolio Organisations and Major Partner Museum, 2015-18*, Arts Council England, Available at: [http://www.artscouncil.org.uk/sites/default/files/download-file/National-portfolio\\_Major-partner-museums\\_2015-18\\_investment\\_0.xlsx](http://www.artscouncil.org.uk/sites/default/files/download-file/National-portfolio_Major-partner-museums_2015-18_investment_0.xlsx)

<sup>47</sup> Heritage England Index 2015, Royal Society for the Encouragement of Arts, Manufacturers, and Commerce in collaboration with the Heritage Lottery Fund

# Tourism

- Visitors to Coventry tend to come in groups of 2 (45%) with (22%) travelling alone
- The age profile of visitors is young with 18% being 18 to 24 and a further 25% 25 to 35.
- 65% of visitors use no public transport once they are in the city. 9% use taxis.
- Only 8% of visitors get their information from web sites or social media in advance compared to 78% nationally highlighting a major deficit in curated visitor information
- Advice from friends and relatives is the single most influential factor in people visiting Coventry
- Day visitor spend rates are below the national average. The average out of Coventry day visitor spends £22.15 on their visit (compared to circa £32 Newcastle)
- The average spend for overnight visitors is £149.02 and for international visitors £251.31 for their trip (This includes those visiting friends and relatives as well as those staying in hotel accommodation)
- The average overnight stay is 3 days (including visiting friends and relatives data)
- There are approximately 4700 bed spaces in the city of which 3500 are hotels. Approximately 48% of visitor stayed in hotels and 33% with Family and friends. 3% of visitors used self-catering accommodation
- There is currently poor visitor information in hotels and at attractions, with only 8% of visitors accessing information in this way
- In total 51% of current visitors main reason for a visit is cultural to an arts event, exhibition, or heritage attraction
- The highest level of awareness is for the Cathedral and Transport Museum
- Less than 4% of visitors used the Tourist Information Centre

## On line survey

- A national survey (sample 459) of city break visitors showed only 28% had visited Coventry compared to 52% Newcastle, 48% Birmingham, and 84% London
- Only 20% of those surveyed said that they wouldn't consider visiting Coventry, leaving an untapped market of 52%
- The main reason for not considering was a lack of knowledge or information on what's there (77%)
- National awareness of arts venues was low 11% Warwick Arts Centre, 8% Herbert Art Gallery and 7% Belgrade Theatre but there was 83% awareness of Coventry Cathedral and 19% awareness of the Coventry Transport Museum
- National visitor data showed that Coventry had a 74% increase in international visitors in 2015 reflecting a growing trend for coach parties to use the city as a base or stopping point. (Though often they pass through and don't access local arts and cultural attractions)