

Coventry

2021 UK CITY OF CULTURE BID

Laura McMillan
Manager
Coventry City of
Culture Trust

David Nuttall
Head of Service -
Sports, Culture &
Destination
Coventry City Council





WE'VE BEEN SHORTLISTED!

#ThisIsCoventry



COVENTRY - CANDIDATE CITY



Current timeline

- Press and communications
- Final bid submitted by 29 September
- Panel and DCMS visit shortlisted cities in October
- Presentation to judges in early December
- Announcement of winning city in December

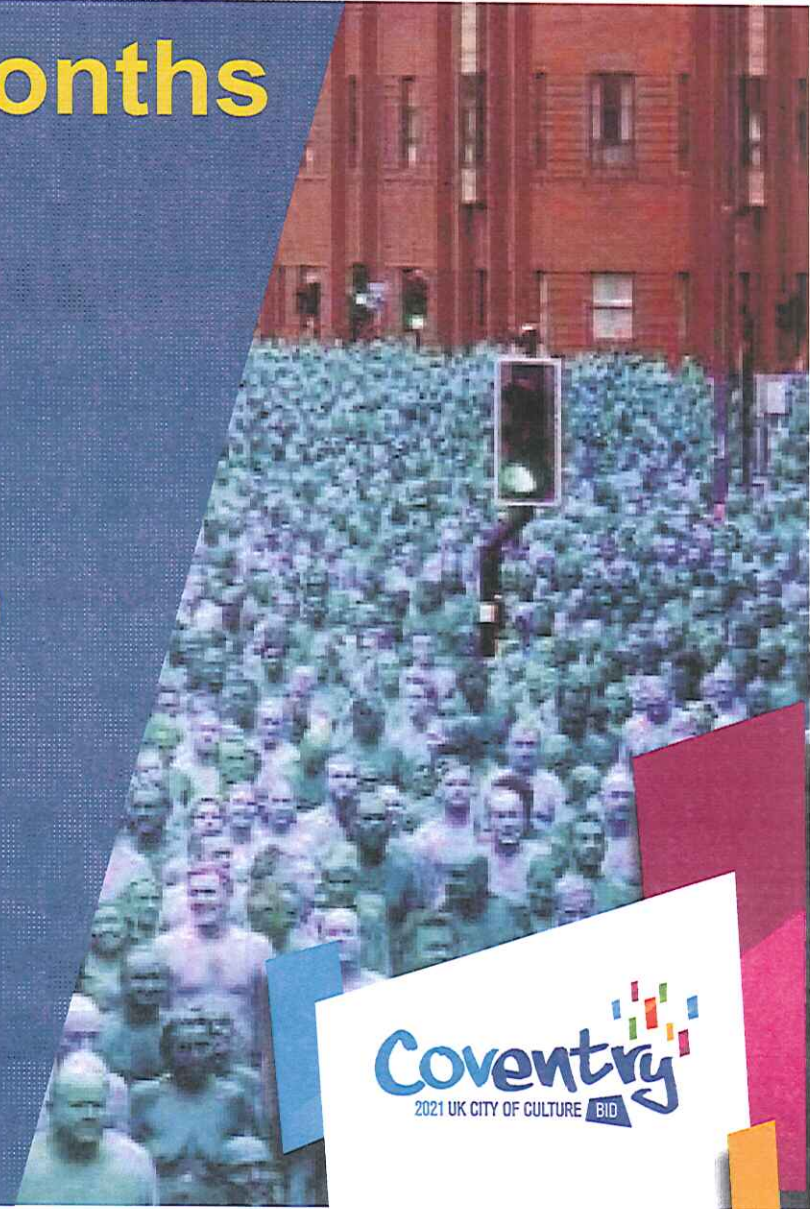


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2021 UK CITY OF CULTURE / BID



Impact on Hull – First 3 months

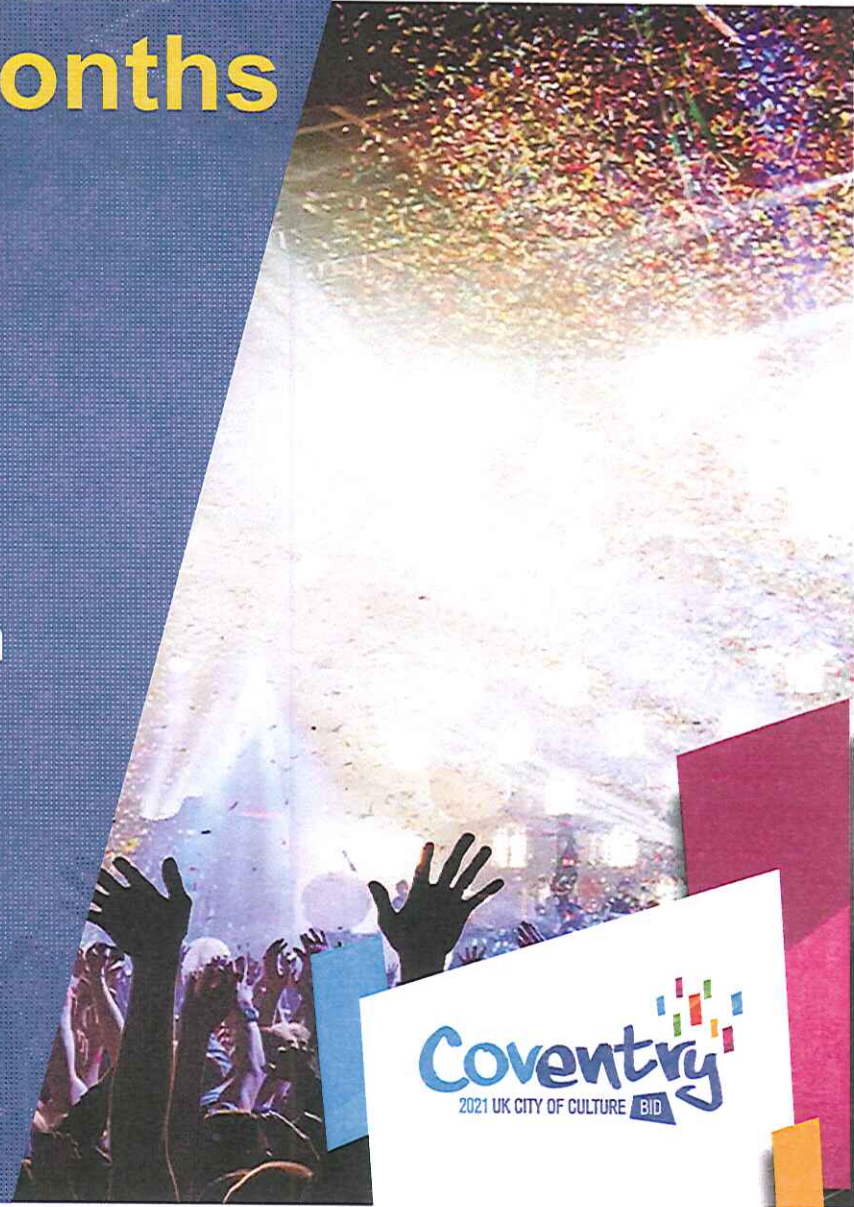
- 90% of residents have experienced a cultural event
- 1.4m visits to cultural events in the first season
- Media coverage generated 4,221 pieces in the first three months including five BBC documentaries
- 70% of residents agree UK City of Culture is having a positive impact on the lives of local people



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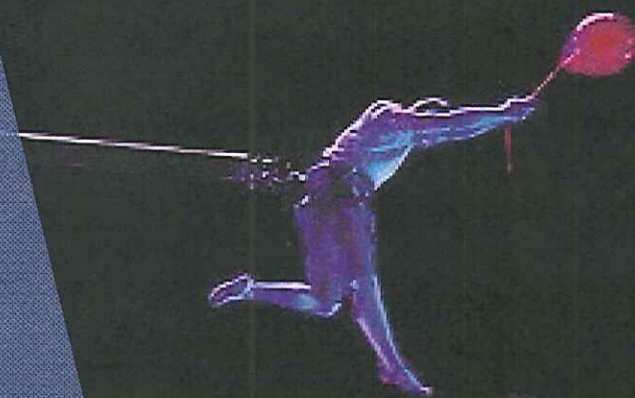
Impact on Hull – First 3 months

- Hotel occupancy up by 14%
- Hull Trains reported a 17% increase in passengers
- Since winning, 89 new businesses within the city centre and 550 new jobs - including new roles within the cultural sector



Coventry story so far

- Council gave initial support £250,000
- £2 million secured as part of Great Places and Cultural Destinations
- Growth of £3.4million in Arts Council England Funding
- Over 80 businesses backing the bid
- Close relationship with Business Improvement District
- Support from WMCA and LEP



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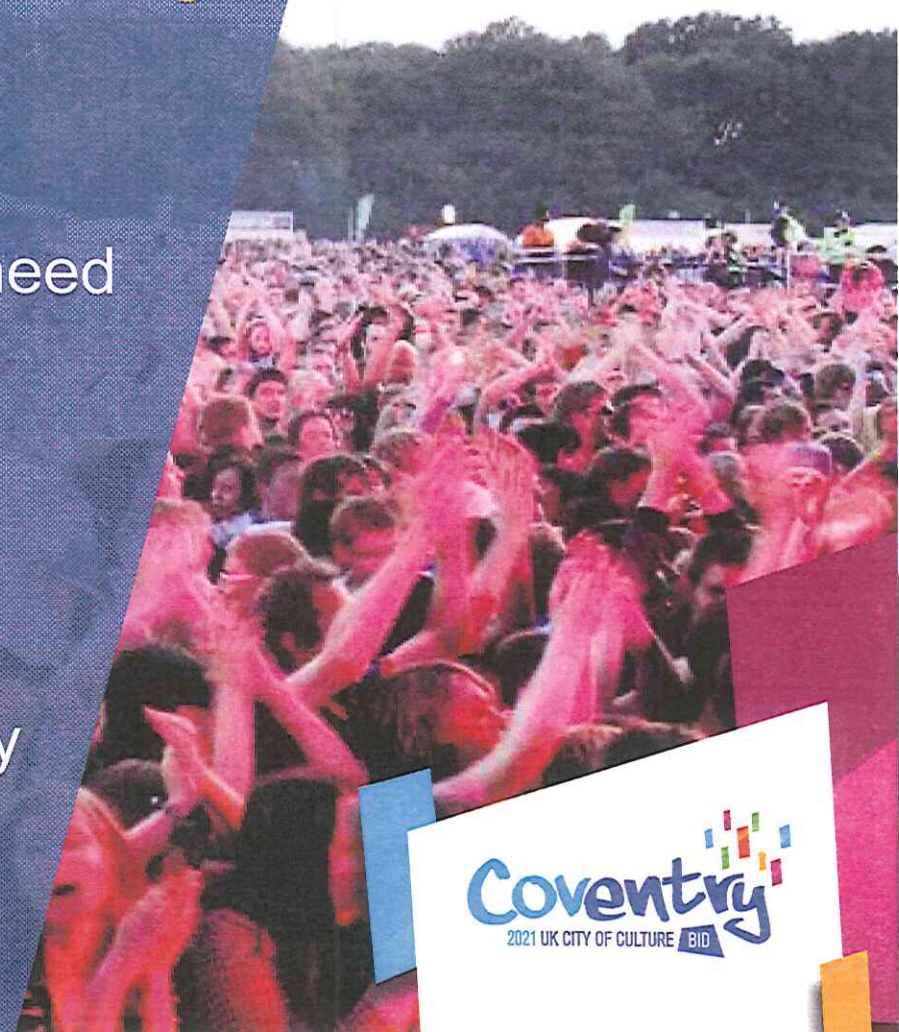
Media Coverage

- Over £7.9 million in media coverage since January 2015
- Masterji story on regional, national and worldwide BBC news
- Shortlisting coverage in national newspapers and regional television



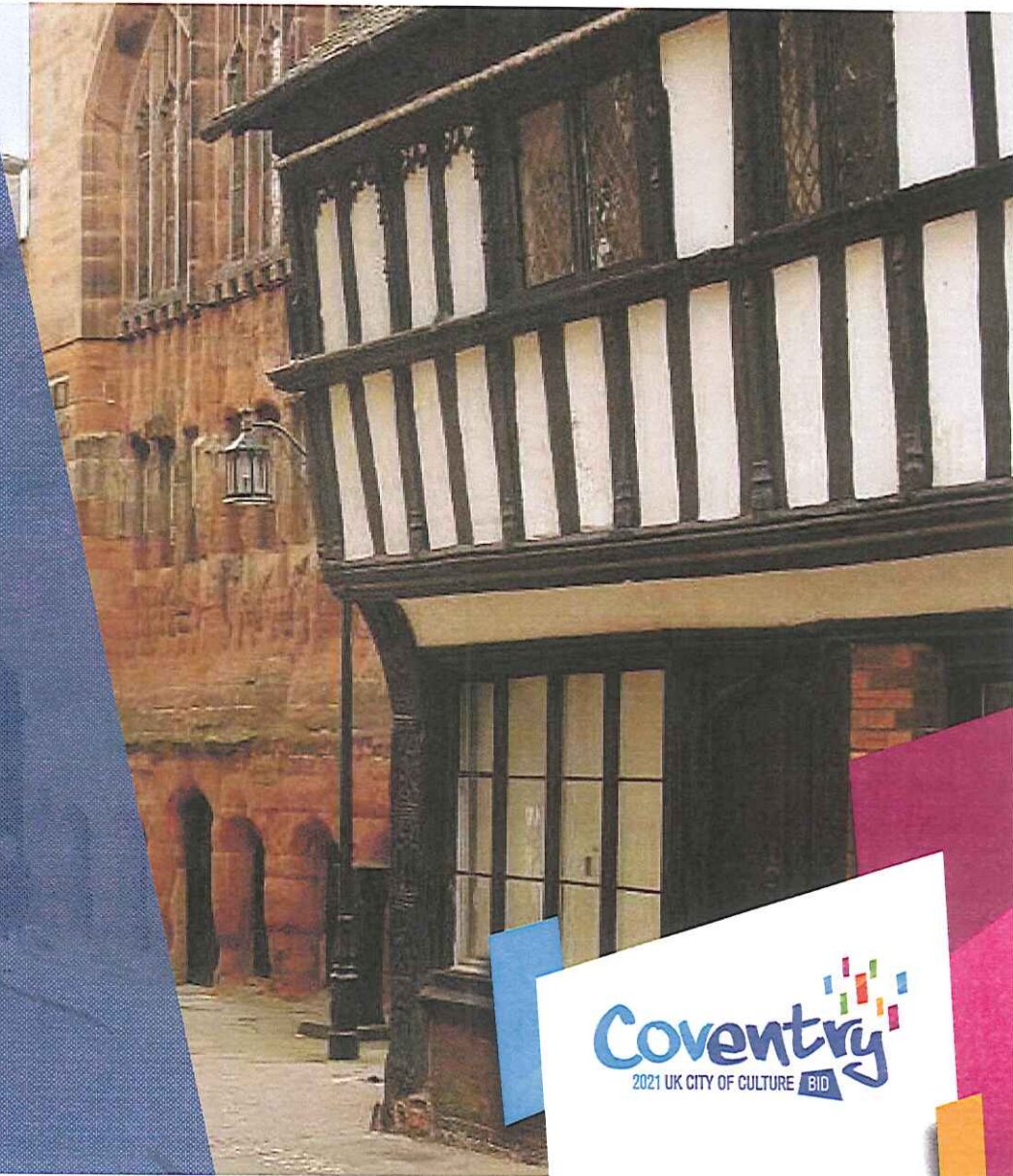
Projected impact on Coventry

- £80 million tourism benefit in 2021
- City has 4,700 hotel beds – but would need more
- Create arts and culture in streets and communities across the city
- National and international interest in city
- Transformation of awareness



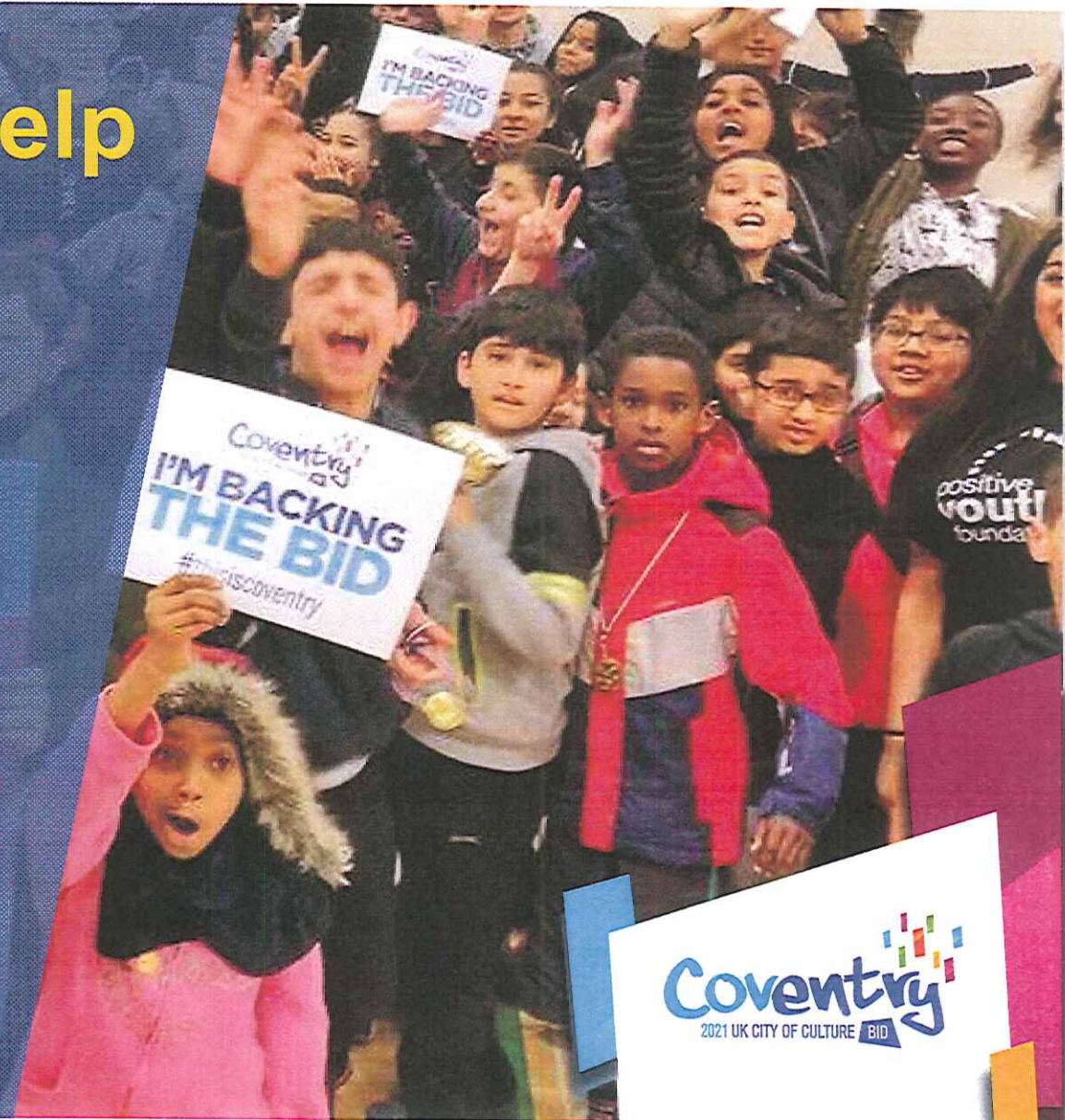
Upcoming plans

- A web audit of city and Destination Management Plan
- New visitor what's on information
- Programme of city animation
- Creative industries research



How Council can help

- Further support in marketing/communications
- Help promote bid at every opportunity



Principal Partners



Bid Sponsor



Bid Development Sponsors



Regional Partners

COVENTRY
Business Improvement District
Enhancing your city centre



Coventry & Warwickshire
Local Enterprise Partnership



Current 2021 Club Members

WRIGHT
HASSALL



Burbidge
The difference is in the detail



Hammons Solicitors

LISTERS



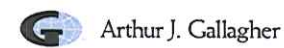
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Current 2021 Club Members



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UK CITY OF CULTURES **S** 2021 BID

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COVENTRY - CANDIDATE CITY