

Coventry City of Culture Trust – Scrutiny Coordination Committee October 2019

As requested, the senior team from the Trust will be attending the committee meeting on 16th October 2019. The team will present a more comprehensive verbal report, expanding on the details below.

GOVERNANCE

The Trust team continues to take an active role in all the City Readiness committees established by the City Council as well as engaging with the Place Board, the Destination Management Partnership and Cultural Education Partnership.

FUNDING

The Trust has recently confirmed funding from WMCA (£4m), from National Lottery Heritage Fund (£3m) and an additional £450k from Arts Council England. It anticipates receiving positive news with regards funding from DCMS (£6.5m) within the next two months. An application to the National Lottery Community Fund (£2.2m) will be submitted this month.

The Trust is now working to secure additional corporate and Trust and Foundation support and has recently appointed a new Head of Sponsorship to assist with this task.

PROGRAMME & COMMUNITY INVOLVEMENT

The Trust has been delivering a build-up programme and building community partnerships during this period. We are now working on a series of activities for late 2019.

All the Trust's Producers have been working within their host organisations and within their wards to co-create programme ideas for 2021.

The Trust has continued to invest in capacity building and sector development programmes, to support individuals, artists and organisations get ready for 2021. This has been possible through our grants programme, delivered by the Heart of England Community Foundation, and through direct investment from the Trust into four community organisations as well as into several arts organisations across the city.

The Trust's Creative Director and Producers have been working closely with organisations involved in developing the bid as well as several other local, regional and national partners to develop the shape of the programme for 2021. This will be presented at the Trust's Board meeting in October, with the expectation that from November 2019 onwards the key elements of the programme will be confirmed.

The Trust has been working with a consortium of partners, including the BBC, to devise the plans for the Opening event for 2021. This consortium has been working very effectively to ensure that the impact of these events is felt locally, engaging multiple communities across the city, as well as showcasing Coventry to the world through multiple broadcast opportunities.

The Trust, working with City Council partners, is developing a culture clash diary - to ensure that all events planned for 2021 (particularly those not delivered by the Trust) are recorded to ensure good

communication and coordination and to minimise travel disruption while maximising visitor accommodation levels.

In the last month we have confirmed that we will be co-funding a new Chief Inspector to support the collaboration between the police and the City of Culture Trust. Additionally, we are now working on a broader package, which should result in the Trust also co-funding a new cohort of PCSOs and Special Constables from 2020 onwards. Investing in police capacity in this way enables the Trust to build stronger connections with the city's communities while also creating a safer experience for the 2.5m additional visitors to the city in 2021.

MARKETING AND COMMUNICATIONS

The Trust has been working with its Creative Agency to develop the marketing and communications campaign plan for 2021 and are now working towards a February 2020 deadline to launch the refreshed brand and the new website.

This website will incorporate the new ticketing system that will link up all the existing ticketing providers across the city as well as providing a cost-effective ticketing solution for all events promoters involved in 2021.

The Trust has begun to expand its marketing and comms team with a new Head of Communications, joining the Trust this week. He will be followed by a new Head of Ticketing as well as an in-house graphic designer, who will support the work of the campaign's agency.

We have commissioned TRG Arts to deliver a six-month programme for the cultural sector, to support them to develop greater levels of loyalty and support from audiences in advance of 2021.

The marketing team has continued to support our public meetings programme – including promoting our Meet the Funder events, our Cultural Conversations programme and our sector specific roundtable events.

Additionally, they continue to assist other organisations to promote their activities through our social media channels.

LEGACY

Working with our university and city council partners, we have developed our Monitoring and Evaluation Framework which identifies 15 outcomes that we expect to achieve by the end of 2021. Additionally, we have developed four longer term impacts which our activities should assist in achieving. These are closely aligned to the priorities of the local authority, with the expectation that the legacy will be delivered through a strong partnership.

While we are not anticipating that legacy will be manifested in the development of a single new cultural facility, we continue to support the city council and cultural partners with their capital programmes. We also continue to develop initiatives that are intended to strengthen the cultural sector and grassroots community organisations – acknowledging that a more resilient voluntary sector should be a key feature of the legacy of 2021.

In the next few months we will be announcing details of our apprenticeships programme through which we expect to support at least 20 young people over an 18-month period. Additionally, we will

be launching our volunteering programme, through which we expect to support more than 10,000 individuals to develop new skills for 2021.

We have been working with Equity and the Musician's Union to develop a Memorandum of Understanding, to agree working practices for artists engaged in the City of Culture. Through this work and that which we have also been doing to develop a Sustainable Production Code, we seek to ensure that Coventry is one of the fairest and greenest cities for artists to work in the UK, during and after 2021.

We have begun working with the University of Coventry as they develop a Digital Archive for the City. From early 2020 we will be contributing digital content to this new online resource, ensuring that all our activities are documented.

Having secured an additional £450k from Arts Council England, the Trust will be co-delivering a cultural leadership programme for 15 future cultural leaders over the next two years. This diverse cohort will be supported by a consortium that includes Warwick Arts Centre, Beatfreaks, University of Coventry Social Enterprise Unit and People Make it Work to develop new skills and create new cultural businesses, responsive to the opportunities presented by 2021.