



To: Scrutiny Co-ordination Committee

Date: 8th September 2021

Subject: Coventry UK City of Culture 2021 – Impact and Legacy Planning

1 Purpose of the Note

- 1.1 To update Members of the Board – with detailed presentations to the Board from the Coventry City of Culture Trust and Council officers – on progress in delivering impact and targeted outcomes for Coventry’s year as UK City of Culture 2021 (UKCOC), including plans to secure legacy for the city from hosting the title.

2 Recommendations

- 2.1 The Scrutiny Co-Ordination Committee is recommended:
- 1) To consider the content of the briefing note and presentations
 - 2) To make recommendations to the Cabinet Member for Policy and Leadership, in order to further support and secure delivery of a successful UK City of Culture 2021, including through generating enduring legacy for Coventry from the city’s title year.

3 Information/Background

The UK City of Culture Title

- 3.1 On 7th December 2017, Coventry was awarded the title of UK City of Culture 2021. The process of implementing and further developing planning for the title year (originally 1 January 2021 to 31 December 2021) commenced with immediate effect.
- 3.2 In Spring 2020, in recognition of the emerging impact of COVID on planning for delivery of UKCOC 2021, the Coventry City of Culture Trust (the Trust) worked with all its principle partners, including the Department for Digital Culture Media and Sport and the City Council, to agree revised dates for the title year. In July 2020, it was announced that Coventry’s year as UK City of Culture would run from May 2021 to May 2022.

Performance Measurement and Evaluation

- 3.3 To support delivery of the UK City of Culture 2021 in meeting local and regional needs, a strategy for performance measurement and evaluation was developed in partnership with Coventry University and the University of Warwick, the City Council and the Trust. At the centre of this strategy is a Theory of Change for evaluating the cultural, social, economic, health and wellbeing impacts of UK City of Culture 2021

programmes and activities on the city and for its people. Within this approach, there are 15 outcomes linked to four key impacts, focused on Coventry citizens positively influencing and shaping the city they want to live in; Coventry's culture contributing to the social and economic prosperity of the city and region; Coventry's place as a global and connected city; and Coventry being recognised as a future facing, pioneering city.

Economic Impacts

- 3.4 To date, the Coventry City of Culture Trust has secured £32m of income. This income includes £3.8m received from central government departments and bodies. New funding received in the current financial year includes awards from Esmée Fairbairn Foundation (£200k), the Foyle Foundation (£125k), the Backstage Trust (£100k) and Severn Trent (£67.5k), with £150k secured from Corporate Partners. Trust expenditure remains within budgeted levels for the financial year.
- 3.5 In addition to funding secured through the Trust, on the back of winning the City of Culture Title, the Council has directly managed a capital programme investing in the city's public realm, cultural venues, heritage buildings and creative production spaces. The financial value of this programme of direct investment currently exceeds £86m, but the impact of this investment will be felt for years to come – through a creative, transformative programme of investment in public realm; through improving and developing performance venues, gallery spaces and cultural destinations for the benefit of audiences and artists (e.g. the Belgrade Theatre; the Box at FarGo; Herbert Art Gallery and Museum; FarGo Village); by creating new and enhanced production and education spaces (e.g. the Daimler Powerhouse; Belgrade Jaguar facility; the Box at FarGo); and through restoring/renovating key heritage and cultural assets to celebrate and extend the city's cultural and heritage offer (e.g. Drapers' Hall; St. Mary's Guildhall; Coventry Cathedral; Unique Visitor Stay Places Accommodation; Anglican Chapel; Charterhouse).
- 3.6 The programme of cultural capital investment continues to grow, with further legacy capital projects and investment secured. These legacy projects include the Collections Centre – creating a nationally significant centre for the storage, care and management of cultural, arts and historical artefacts – and the further development of The Albany Theatre, creating new studio spaces and improving front of house facilities at the Theatre.
- 3.7 The economic impact of UK City of Culture 2021 is further extended by both the direct and aligned capital and revenue investment secured and managed through wider city partners.

Audiences, Programmes and Social Impacts

- 3.8 In the three and a half months since the UK City of Culture 2021 opened, in May 2021, the Trust's programme has engaged with audiences from all 18 Wards of the city, equating to 250,000 people with CV postcodes attending events. The Trust has also welcomed 329 delegates to the city, hosted by the Delegates Office. 40% of the City of Culture programme has been co-created with communities and 2,618 City Hosts have been recruited. Already, over 58,000 people have attended an event at the Assembly Festival Garden with events ranging from music, comedy, theatre and children's shows.
- 3.9 Across the month of August alone, a range of outdoor events brought local communities together to enjoy food, drink, activities, performances and art on a

summer's day. Party on the Green came to Jardine Crescent, Holbrooks Park and the John White Community Centre playing field, bringing music and walkabout performances to residents of all ages. In advance of the events, 653 tickets were reserved for Holbrooks, 1144 for Tile Hill and 667 for Binley. Just under 800 people attended the Eastern European HeARTS Festival at Riley Square with food, crafts and music from Coventry residents from backgrounds including Polish, Romanian, Bulgarian and Ukrainian. The Sound of Cov: Live in Assembly Festival Garden showcased an eclectic range of local music acts curated by seven of Coventry's community, student and hospital radio stations, selling out its free ticket allocation of 600 far in advance of the event. 500 wristbands for Pride and Joy at Assembly Festival Garden, part of Coventry Pride, also sold out in advance of the event.

Planning for Legacy

- 3.10 The Trust has appointed consultants Curium Solutions Ltd. to support the scoping and development of a City of Culture legacy plan on behalf of the Trust, working closely with the City Council and other stakeholders. To date, Curium have run workshops with partners and communities across the city and have been working closely with the Trust's Senior Management Team and Board of Trustees. Over 70 individual conversations have taken place and 5 workshops have been held in person and one on-line, with over 120 people attending. The workshop venues included the Muslim Resource Centre, Highlife Centre, Belgrade Theatre and FarGo Village, with the consultation process seeking to engage a wide range of participants in a variety of city locations. This consultation phase will further support and inform the process of reviewing and refreshing the city's Cultural Strategy.
- 3.11 The above, initial consultation phase completes at the end of August 2021. It is then planned that development work is progressed in parallel with work to review the Coventry Cultural Strategy, in order to develop a City of Culture legacy plan, with the legacy plan to be reviewed over the Autumn and confirmed in November 2021, for implementation from May 2022.

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