



To: Scrutiny Co-ordination Committee

Date: 16th March 2022

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

1 Purpose of the Note

- 1.1 To update Members of the Scrutiny Co-ordination Committee – with a presentation 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, including plans to secure legacy for the city from hosting the title.

2 Recommendations

- 2.1 Scrutiny Co-ordination Committee is recommended to:

- 1) Consider the content of this briefing note, the presentation and the recently published Performance Measurement and Evaluation Interim Report.
- 2) Make recommendations to the Cabinet Member for Policy and Leadership to further support and secure ongoing delivery of a successful UK City of Culture 2021, including through generating enduring legacy for Coventry from the city’s title year.

3 Background and Information

The UK City of Culture Title

- 3.1 On 7th December 2017, Coventry was awarded the title of UK City of Culture 2021 (UKCOC2021). The process of implementing and further developing planning for the title year commenced with immediate effect.
- 3.2 In Spring 2020, in recognition of the emerging impact of Covid on planning for the delivery of the year, the Coventry City of Culture Trust (the Trust) worked with all its principal partners, including the Department for Digital Culture Media and Sport (DCMS) and the City Council, to agree revised dates for the title year.
- 3.3 Originally set for January to December 2021, in July 2020, it was announced that Coventry’s year as UK City of Culture would run from May 2021 to May 2022.
- 3.4 Coventry launched its UK City of Culture year on 15th May 2021, with the release of a George Eliot-inspired film – Timeless Words Made New, featuring a new track by Coolie.

Performance Measurement and Evaluation

- 3.5 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 the University of Warwick and Coventry University, 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, focussed 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

- 3.6 For the period 1st April 2019 to 31st March 2022, excluding income from ticket sales, food and beverage, and merchandise, the Trust has to date secured £32.66m of income. Revenue funders (Department for Digital, Culture Media and Sport; West Midlands Combined Authority; Coventry City Council; Warwickshire County Council; British Council; and the University of Warwick) have provided £16.74m of revenue income. Lottery funders (Arts Council England; National Lottery Heritage Fund; National Lottery Community Fund; Spirit of 2012 and the British Film Institute) have provided £11.16m. Other income sources (private sector, Trusts and Foundations and philanthropy) have provided £4.76m. Trust expenditure remains within budgeted levels for the current financial year.
- 3.7 In addition to funding secured through the Trust, on the back of winning the City of Culture title, the City Council has directly managed a capital programme investing over £90m in the city's public realm, cultural venues, heritage buildings and creative production spaces.
- 3.8 A baseline Economic Impact Assessment for the period 8th December 2017 to 31st January 2021, commissioned by the Trust and undertaken independently by AMION Consulting puts a value of over £172m on the inward investment already secured on the back of the City of Culture title, with an estimated further £51m of GVA generated from capital works completed or underway through this investment. The report notes this investment sits alongside an additional £500m of planned city regeneration activity in the reporting period since the award of the UKCOC2021 title. A link to this report is included in at the end of this document.
- 3.9 Further analysis of the economic impact for Coventry of UK City of Culture will be undertaken in the Interim and Final Economic Impact Assessments, planned for 2023 and 2024.

Audiences, Programmes and Social Impacts

- 3.10 The most recently published Performance Measurement and Evaluation Interim Report shows that in the period to 30th November 2021 the Trust's programme has engaged with audiences from all 18 Wards of the city. The report also notes that

since the launch of the Trust's ticketing platform in November 2020 up to 30 November 2021, 84,961 tickets were issued for City of Culture Trust ticketed events and activities which took place. In addition, 76,594 tickets were issued for the Assembly Festival Gardens through a separate box office system. Therefore, as of 30 November 2021, 161,555 tickets have been issued for City of Culture Trust ticketed events and activities since November 2020. Between May 2021 and November 2021, the first six months of Coventry UKCOC2021, 141,000 tickets were issued for Trust ticketed events.

- 3.11 Subsequent analysis of ticketing data since the publication of the Interim Report shows that 53% of tickets were issued to postcodes in Coventry, 19% to postcodes in Warwickshire and 8% to postcodes in the West Midlands (excluding Coventry and Warwickshire).
- 3.12 As of 30th September 2021, of the tickets issued to Coventry postcodes, 43.3% of tickets with a valid and complete Coventry postcode were issued to citizens who are financially stretched and facing adversity based on Acorn segmentation. This is still under-representative of the Coventry population by 15.4%, but significant as these are the citizens who historically have participated and benefitted least from publicly invested culture, and with a majority from minority ethnic identities.
- 3.13 The Trust has also facilitated visits by 120 delegates to the city, hosted by the Delegates Office, with 350 delegates in total having expressed interest in visiting. Between 30 and 40% percent of the City of Culture Trust's programme has been co-created with communities and based on monitoring data provided by EnV and CUSU, who are the delivery partners for the City Host programme, as of 3rd November 2021 there had been more than 3,000 registrations of interest to be a City Host. Of these 3,000 registrations, 1,101 had been fully trained and deployed and collectively had undertaken over 12,000 hours of volunteering.
- 3.14 As referenced above, 76,594 tickets were issued to events at the Assembly Festival Gardens in its first season, encouraging its return in April 2022.
- 3.15 The Trust, as of 30 November 2021 has created 111 direct jobs of which 73 are full time and 38 are part time. These figures include the Trust's apprenticeship programme. This is against a target of 80 direct full time equivalent jobs relating to the City of Culture.
- 3.16 A link to the Performance Measurement and Evaluation Interim Report (referenced above) is provided at the end of this Briefing Note.

Progress Against Cultural Strategy 2017-2022

- 3.17 Since the adoption of the ten-year Coventry Cultural Strategy 2017-2027, Coventry has celebrated the successful bid to become the UK City of Culture 2021, as well as experienced the economic and social impact of the Covid pandemic. Through the first five years of Cultural Strategy delivery, therefore, the impact of winning the City of Culture title and its contribution to transforming the cultural sector in the city must be considered whilst recognising also how the pandemic has created challenges for individuals, groups, communities, organisations and institutions, including across the cultural and creative sectors.
- 3.18 Culture Change Coventry is a new partnership between the cultural sector and key partners in the city. Its purpose and ambition are to support and drive investment in

Coventry's vibrant and diverse cultural sector and the sector's key role in delivering outcomes and leading change in the city

- 3.19 With the support of key city partners, Culture Change Coventry has commenced a refresh of the Cultural Strategy – through tracking progress to date towards the ten-year Cultural Strategy goals, then with engagement underway and further engagement planned around the development of a 2022-2025 Action Plan. It is intended that this Action Plan will drive partnerships and progress in the coming years towards an environment that facilitates and supports a local cultural sector that is reflective, receptive, and responsive towards our community.

Programme to May 2022

- 3.20 The presentation that will be shared with Members of the Scrutiny Coordination Committee by officers from the Trust and City Council outlines the events planned for the remainder of the City of Culture year to May 2022 and provides details of the Green Futures programme plans, which it is intended will form the basis for key elements of the Trust's legacy plan.

Planning for Legacy

- 3.21 A City of Culture legacy plan has been developed by the Trust, working closely with the City Council and other stakeholders. Workshops with partners and communities across the city have helped to inform the development of this plan, which has been approved by the Trust's Board of Trustees. Delivery of this legacy plan will commence at the conclusion of the UK City of Culture year in May 2022.
- 3.22 Recruitment to the Trust's posts required to support the legacy plan is currently underway internally, from within the existing staff team. Once this exercise has concluded, external recruitment will be undertaken as appropriate to fill the required roles ahead of May 2022.

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Appendices – Links to Study Reports

Link to AMION Economic Impact Baseline Study:
<https://coventry2021.co.uk/media/stuavxvu/economic-impact-assessment-baseline-report.pdf>

Link to Performance Measurement and Evaluation Interim Report:
<https://coventry2021.co.uk/media/e5dhs0kn/uk-coc-2021-interim-report-january-2022-web.pdf>