



PERFORMANCE MEASUREMENT AND EVALUATION

PROGRESS REPORT

JANUARY 2018 – MARCH 2020

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INTRODUCTION

This initial headline Progress Report from the Core Monitoring and Evaluation Team for Coventry, UK City of Culture presents data and findings on activities and events during the period of 1 January 2018 until the 31 March 2020. It covers the two year period since Coventry won the UK City of Culture title and the first quarter of 2020. In the year 2018 -2019, alongside the build-up of engagement and post-bid activity, the Trust was supported in the development of monitoring and evaluation processes, including a Theory of Change model (see [Annex 1](#)). The majority of data and findings presented here are from 2019 -2020 and aligned to key outcomes in the Coventry, UK City of Culture 2021 Theory of Change that are relevant to this first phase of activity (detailed below).

Outcome	Impact
Cultural leadership and programming reflects and represents the citizens of the city	Coventry citizens positively influence and shape the city they want to live in
There is increased understanding, accessibility and provision of career routes into the cultural and creative sector	
Cultural engagement is geographically dispersed across the city	Coventry’s culture contributes to the social and economic prosperity of the city and region
Coordinated cultural sector capacity and infrastructure is building a sustainable and resilient sector	

The report highlights quantitative data collected to measure progress towards the outcomes in 2019-2020. A sample of events are described in more detail and are representative of the Trust’s activities during the reporting period. In 2018, alongside Trust development processes, [Great Places](#) demonstrates early pre-City of Culture 2021 activity following winning the bid.

A more detailed understanding of the Trust’s learning processes that lie behind the numbers is being gathered through the wider [Performance Measurement & Evaluation Strategy](#) and will be reported on at a later date.

We are mindful that this report does not include data from the Trust’s response to the Covid-19 pandemic which began towards the end of this reporting period. This will also be a driver of new learning to inform the uncertainties of the next phase of the Trust’s work. The Trust has commissioned additional monthly reporting on the outcomes of its responses to the pandemic period to inform next steps.

Due to the pandemic, we are aware that one of the challenges for the Trust is to maintain the momentum of work which has been generated in this reporting period. Some of the communities highlighted in this report are some of the most vulnerable within the city. It has taken a significant period of time to build up trust and access to these groups which has now paused or moved online. Moving online poses new problems around digital confidence and accessibility. Appropriate time will be needed to rebuild this trust and access and should be taken into consideration when evaluating potential timelines.

CULTURAL LEADERSHIP AND PROGRAMMING REFLECTS AND REPRESENTS THE CITIZENS OF THE CITY

From a base of 6 employees in December 2017, as of March 2020, the Trust now employs 45 members of staff. The surge in employment has provided the opportunity for the Trust to ensure its team is diverse and broadly representative of the city in terms of age, ethnicity, gender, abilities, sexual orientation and place of residence. There is no available data as yet to assess inclusive growth in terms of the socio-economic origins and status of the employees.

Of these 45 employees:

- **66% are under 40 years of age (UK median age - 40, Coventry median age - 32)**
- **71% identify as female**
- **75% in managerial roles, producing roles or above identify as female**
- **50% of the Senior Management Team are female**
- **25% of the Senior Management Team identify as BME**
- **27% identify as having a disability or limiting health condition (Coventry average - 18%)**
- **36% identify as BME (Coventry average - 26%*)**
- **38% identify as other than heterosexual**
- **40% of the team came from Coventry and a further 20% from the West Midlands area**

Demographic data reported in later sections is similarly representative of the City.



Image Credits: Coventry City of Culture Trust

* The 2011 Census showed that 33.4% of Coventry citizens identified as non-White British, of this 26.2% identified as BME.

CARING CITY – FEAST

FEAST – a celebration of the communities that the Caring City team work with took place at Coventry Cathedral in December 2019. The Trust invited organisations, their staff, volunteers, and service users related to the four host organisations the team work with to join for an evening of conversation, connection and entertainment.

Food was provided by local social enterprises, Arabian Bites, Mum’s Kitchen and Proof Bakery. This was the largest event they had catered for and the Trust put support in place to enable them to be able to achieve this. Entertainment was provided by local and regional artists connected to our areas including local pianist Adam Hibbert, Sebbie Mudhai, Sibby, Amerah, New Vibes DJ Collective (a movement seeking to create accessible nights out for people who have a physical or learning disability), Sahyadri Friends Group (a dance group that represents around 250 Indian Families in the city, who also run community workshops and dance sessions) and Kiriki Club.

Artwork was created at four workshops, set up and facilitated by the Caring City team, for young people from Positive Youth Foundation. This work was then displayed in the reception area of the event.

- **263 people attended the feast and connected with other individuals and communities - out of those surveyed on the night 90% agreed or strongly agreed with the statement 'I had a good time'**
- **There was increased conversation and the breaking down of barriers allowed for increased social cohesion - 76% of respondents either agreed or strongly agreed with the statement 'I had conversations with people I wouldn't normally'**
- **41% stated that they agreed with the statement 'Today's event increased my pride in Coventry' and a further 39% strongly agreed with the statement**



Image Credits: TV Trev Photography

CARING CITY – BROUGHT TO LIGHT

The Caring City team worked with Creatmosphere to deliver eight lantern making workshops across the city with people from the Caring City areas of focus including groups such as Steps for Change/Crisis, New Vibes, MIND, Voluntary Action Coventry, Menshed, Jesus Centre, Crafting for Hope, Coventry Refugee and Migrant Centre and Carriers of Hope. In addition there were public drop-in sessions.

Lanterns created in the workshops were displayed as part of the Festive Lights and were unveiled at the annual switch on in November 2019 – an event which in 2019 attracted over 8,000 people to the city centre.

- **Workshops were attended by 140 people from across Coventry's communities including 76 people related to the work of the Caring City team**
- **80% of surveyed workshop attendees either agreed or strongly agreed that the event had increased their pride in Coventry as an area**
- **84% reported having a good time at the workshops**



Image Credit: Dylan Parrin

CULTURAL ENGAGEMENT IS GEOGRAPHICALLY DISPERSED ACROSS THE CITY

The Trust has focussed in the pre-2021 period on building engagement across the city through targeted programming and geographically dispersed consultations, workshop and other events.

Over 80,000 people have attended a City of Culture event or City of Culture supported event such as the Godiva Festival or events by partners. 46,000 attended events in 2019 alone.

Of those surveyed:

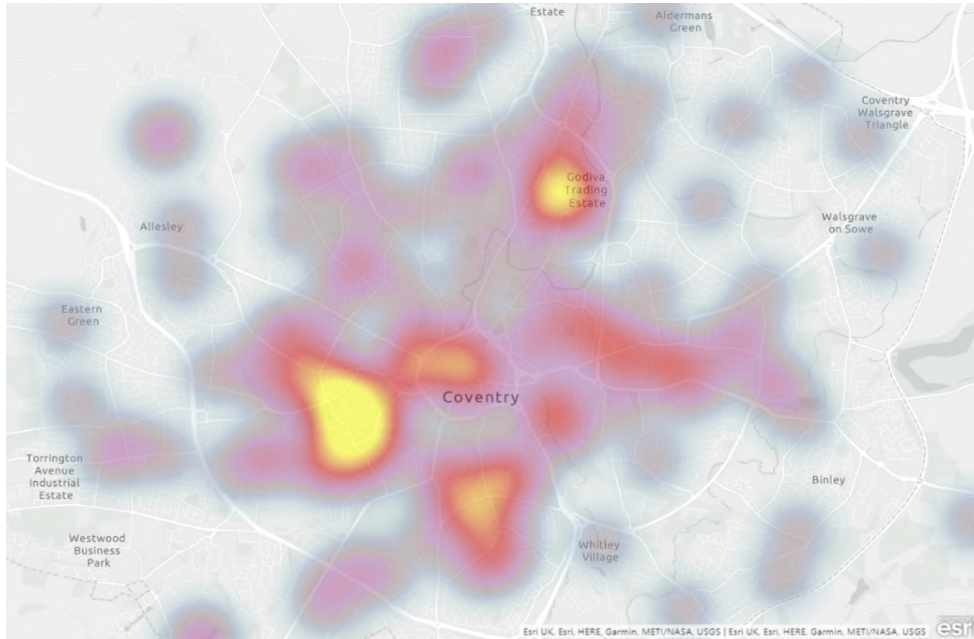
- **86% were residents from the CV1-CV6 postcode**
- **9% were residents from Warwickshire**
- **36% identified as BME (Coventry average - 26%)**
- **62% identified as female**
- **14% identified as having a disability or limiting health condition (Coventry average - 18%)**
- **41% are aged 35-49**
- **21% are aged 50-64**
- **53% strongly agreed that they had a good time**
- **63% rated the quality of event as very good**
- **71% reported that the event had improved their perception of Coventry**



Image Credit: Jamie Gray

Within Coventry the MSOAs with the highest engagement with events and workshops were Chapelfields in Earlsdon and Upper Foleshill in Foleshill accounting for 31% and 27% of audiences who have a CV1-CV6 postcode respectively. In the 2018 Household Survey, 77% of Earlsdon residents participated in publicly invested cultural events whereas in Upper Foleshill there was 2% engagement. The Trust has undertaken a programme of targeted work in Upper Foleshill to encourage cultural engagement and participation and this is reflected in the increase in engagement.

CULTURAL ENGAGEMENT IS GEOGRAPHICALLY DISPERSED ACROSS THE CITY



Heat map of CoC 2021 audiences / participants up to 31 March 2020.

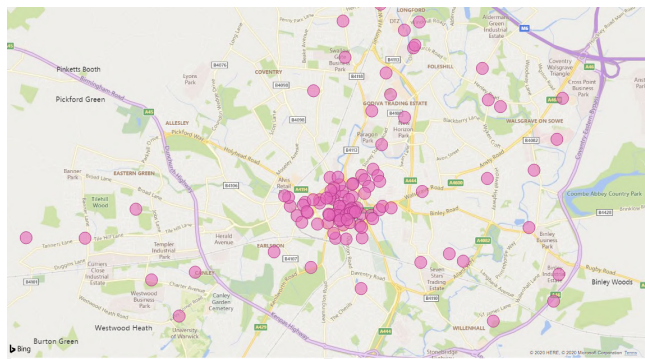
The heat map of audience / participant engagement across the city, reveals that audiences / participants have come from across all 18 wards, but with some wards significantly more engaged than others.

In the next phase of development, the Trust’s geographically embedded producers and community programming will need to address MSOAs with historical and current low levels of engagement with City of Culture.

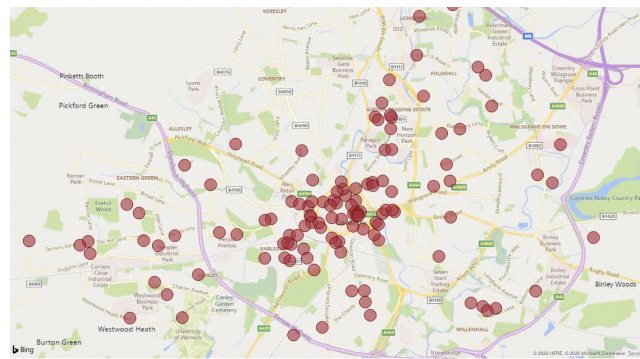
Priority MSOAs include:

- **North East:**
 - **Wood End, Henley & Manor Farm (WEHM) (Henley Ward)**
 - **Potters Green & Mount Pleasant (Henley Ward)**
 - **Longford Village (Longford Ward)**
- **South East:**
 - **Binley (Binley & Willenhall Ward)**
 - **Willenhall (Binley & Willenhall Ward)**
 - **Chelylesmore, Whitley (Cheylesmore Ward)**
- **South West:**
 - **Green Lane (Wainbody Ward)**
 - **Torrington & Canley (Westwood Ward)**

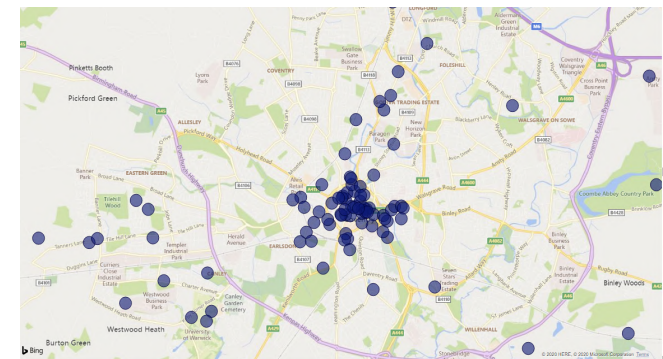
CULTURAL ENGAGEMENT IS GEOGRAPHICALLY DISPERSED ACROSS THE CITY



Caring City Meeting Locations within Coventry.



Collaborative City Meeting Locations within Coventry.



Dynamic City Meeting Locations within Coventry.

The meetings and activity plotted on the maps range from consulting with communities, organisations and individuals on projects for 2021, undertaking workshop activities and events and working on projects with some of the most vulnerable members of Coventry’s communities.

The Trust has engaged with communities, artists and charities in over 240 locations across Coventry and Warwickshire, primarily this work has been undertaken by the Trust’s three producing teams. As the maps above show there is a wide geographical spread of meetings and activity taking place, this is most notable in the work of the Collaborative City team who have been working in all wards in the city and in areas of Warwickshire. The work of the Caring City team who have been supporting some of the cities most vulnerable citizens through working with their host community organisations, Central England Law Centre, Grapevine, Coventry Refugee and Migrant Centre and Positive Youth Foundation has been dispersed across the city.

While, the majority of the work of the Dynamic City team is concentrated in the city centre and immediate areas, they have been working and developing projects with freelance and independent artists across Coventry and Warwickshire.

COLLABORATIVE CITY – FLY THE FLAG

To mark the 70th anniversary of the Universal Declaration of Human Rights, artist Ai Weiwei created a flag to celebrate universal human rights. Arts organisations and human rights charities invited residents to Fly the Flag for human rights between 24 and 30 June 2019.

In support of the initiative, the Trust made the following pledge:

Coventry, UK City of Culture 2021 will spotlight the everyday heroism and grassroots activism of the city's communities as part of the year-long #HumansOfCov programme. During Fly the Flag week, Coventry 2021 are inviting Humans of Cov to 'Walk A Mile' in other people's footsteps and will be bringing together activists, artists and academics in an open conversation around equality and human rights. Commissions produced by Coventry-based artists in response to the individual articles of the Universal Declaration of Human Rights will be brought to life across the city, and an education programme about human rights will be running in the city's schools.

Coventry City of Culture will Fly The Flag across all major activities during their campaign year, continuing to highlight the city's activism, pioneering spirit and welcome, and telling the stories of everyday people across the city.

During this week in June, the Trust presented A Mile in my Shoes, an interactive experience allowing visitors to walk a mile in someone else's shoes while listening to them tell their story as well as Our Place at the Table event focussed around an open conversation exploring equalities and human rights in Coventry and the Midlands' premiere of Ai Weiwei's 2019 film *The Rest*. Due to the popularity of Our Place at the Table, the event was repeated in September 2019.

- **46% of attendees surveyed across Fly the Flag events stated the events had improved their perception of Coventry**
- **64% either strongly agreed or agreed that the events had increased their pride in Coventry as an area**



Image Credit: Coventry City of Culture Trust

THERE IS INCREASED UNDERSTANDING, ACCESSIBILITY AND PROVISION OF CAREER ROUTES INTO THE CULTURAL AND CREATIVE SECTOR

In January 2020, the Trust invited Coventry people of all ages and experience levels to take part in the City of Culture Leadership Programme. Following three taster sessions, the scheme attracted 96 applicants.

Of the applicants who completed the monitoring form:

- **70% identify as female**
- **42% identify as BME (Coventry average - 26%)**
- **25% identify as having a disability or limiting health condition (Coventry average - 18%)**
- **47% were aged between 20-34**
- **34% were aged between 35-49**
- **23% identified as being other than heterosexual**

In response to the Covid-19 pandemic, the Trust awarded each shortlisted applicant £500. The money is awarded to allow all shortlisted applicants to undertake further research, exploring and producing. This scheme has a collective value of £43,000.

The City of Culture Leadership Programme is funded by Coventry City of Culture Trust and Arts Council England through the Transforming Leadership programme.

Project partners are Beatfreeks Collective, Coventry University, Coventry University Social Enterprise CIC, People Make It Work, TRG Arts and Warwick Arts Centre.

Details of the successful cohort will be included in the next progress report, due to the recruitment process still being in process at the time of writing.

In partnership with the Coventry Cultural Education Partnership, the Collaborative City team **have engaged 88 Schools Champions in Coventry's 127 schools.**

The Trust has shown commitment to working with artists and young people from Coventry and Warwickshire in order to develop skills and demonstrate careers in the cultural and creative sector. One such example is *Take the Square* during Music Month in 2019, local young artists Sibby and Skatta were mentored by the Trust in a curatorial role for the event learning valuable production and programming skills, in addition event roles were undertaken by young people in partnership with Positive Youth Foundation.

COORDINATED CULTURAL SECTOR CAPACITY AND INFRASTRUCTURE IS BUILDING A SUSTAINABLE AND RESILIENT SECTOR

Of the 66 freelancers employed by the Trust during the reporting period up to 31 March 2020:

- 74% have a CV1-CV6 postcode
- 64% identify as BME (Coventry average - 26%)
- 35% are under 35 years of age

Of the 152 artists or performance based organisations commissioned by the Trust during the reporting period up to 31 March 2020:

- 72% are from Coventry and Warwickshire
- 63% identify as female
- 41% identify as BME (Coventry average - 26%)



The Trust has signed the Keychange pledge, an initiative from PRS for Music. Coventry 2021 is committed to providing a 50:50 gender balance within music programming during the city's time as City of Culture in 2021. Research has shown that those who identify as female, non-binary or other as opposed to male are underrepresented in the music sector. **To date the Trust has worked with 64% of freelancers and performers who identify as female.**

Artists, creatives and organisations from across Coventry and Warwickshire attended a series of four Meet the Funder events. In total 475 different artists or organisations attended. **The primary reason for attendance was to learn about the types of funding available with 56% of surveyed attendees stating this.**

Of all the surveyed attendees, 78% had never submitted a funding application prior to attending. The main challenge for completing a funding application is tailoring a submission to the requirements of the funder with 56% stating this, 22% also struggled with the length of submission and the time required.



Image Credit: Coventry City of Culture Trust

COORDINATED CULTURAL SECTOR CAPACITY AND INFRASTRUCTURE IS BUILDING A SUSTAINABLE AND RESILIENT SECTOR

A total of £568,264 has been invested by the Trust into the local cultural sector in the 2019/20 financial year. A sample of the investments are detailed below.

The Trust has invested 134 days of consultation and workshop events with communities, artists and charities during the reporting period. 747 of Coventry's cultural sector workers have attended Artist Surgeries, Roundtables, Forum Meetings or Sector Update sessions. **71% of attendees rated one of these events as good or very good.**

In partnership with The Results Group for the Arts (TRG Arts), the Trust has funded training programmes for five organisations in Coventry and Warwickshire to reach new audiences and develop new funding streams to increase their reach and sustainable growth. The value of the investment from the Trust totals £50,000.

In partnership with the British Council, the Trust established the International Changemakers Programme to fund 21 local artists to attend, learn from and make connections with international festivals, conferences and opportunities for collaboration in 2021 and beyond. This programme has been disrupted by the pandemic and is on hold. This is an investment of £50,000 to local artists.

In partnership with the Heart of England Community Foundation, by 31 March 2020, the Trust has invested in 44 projects through the Road to 2021 and Get Ready funds. This is a total value of just under £250,000 going into projects in Coventry and Warwickshire.

To date the Trust has raised over £30 million in either confirmed or pledged support for the delivery of the 2021 programme from private and corporate donors as well as public funds through trusts and foundations.



Image Credit: Andrew Moore

DYNAMIC CITY – CARNIVAL OF LIGHTS

Taking place on Sunday 3 November 2019, a spectacular procession that started on Foleshill Road and ended with a live performance in Broadgate. Inspired by Diwali, the event aimed to connect with areas of the city with low cultural participation and those who may not participate in a cultural event. Lanterns within the parade were made by members of the community through a series of workshops.

- **84% of surveyed attendees either agreed or strongly agreed that the event increased their pride in Coventry as an area**
- **88% of surveyed attendees either agreed or strongly agreed that they had a good time at the event**
- **Audiences also discussed the positive way in which the event had brought communities together**



Image Credit: Jamie Gray

DYNAMIC CITY – KNIFE ANGEL



Image Credit: Coventry City of Culture Trust

During Spring 2019, the Knife Angel, a national monument against violence and aggression visited Coventry between 14 March and 7 May 2019. The sculpture was created by artist Alfie Bradley and commissioned by the British Ironwork Centre in Shropshire. Situated at Coventry Cathedral, it is estimated that over 100,000 people came to visit the sculpture while it was in Coventry.

- **13% of respondents who visited the Knife Angel had not attended any cultural event (excluding pubs, clubs and cinema) in the previous 12 months**
- **97% of all respondents were aware that the sculpture was in response to knife crime and violence prior to visiting**
- **Respondents also stated that the primary reason for visiting the sculpture was because they were interested in viewing the artwork and secondly to pay respects to the victims of knife crime**

ANNEX 1 – THEORY OF CHANGE MODEL

