

Bringing communities together

Culture As A Service



Coventry City Council

Pitch



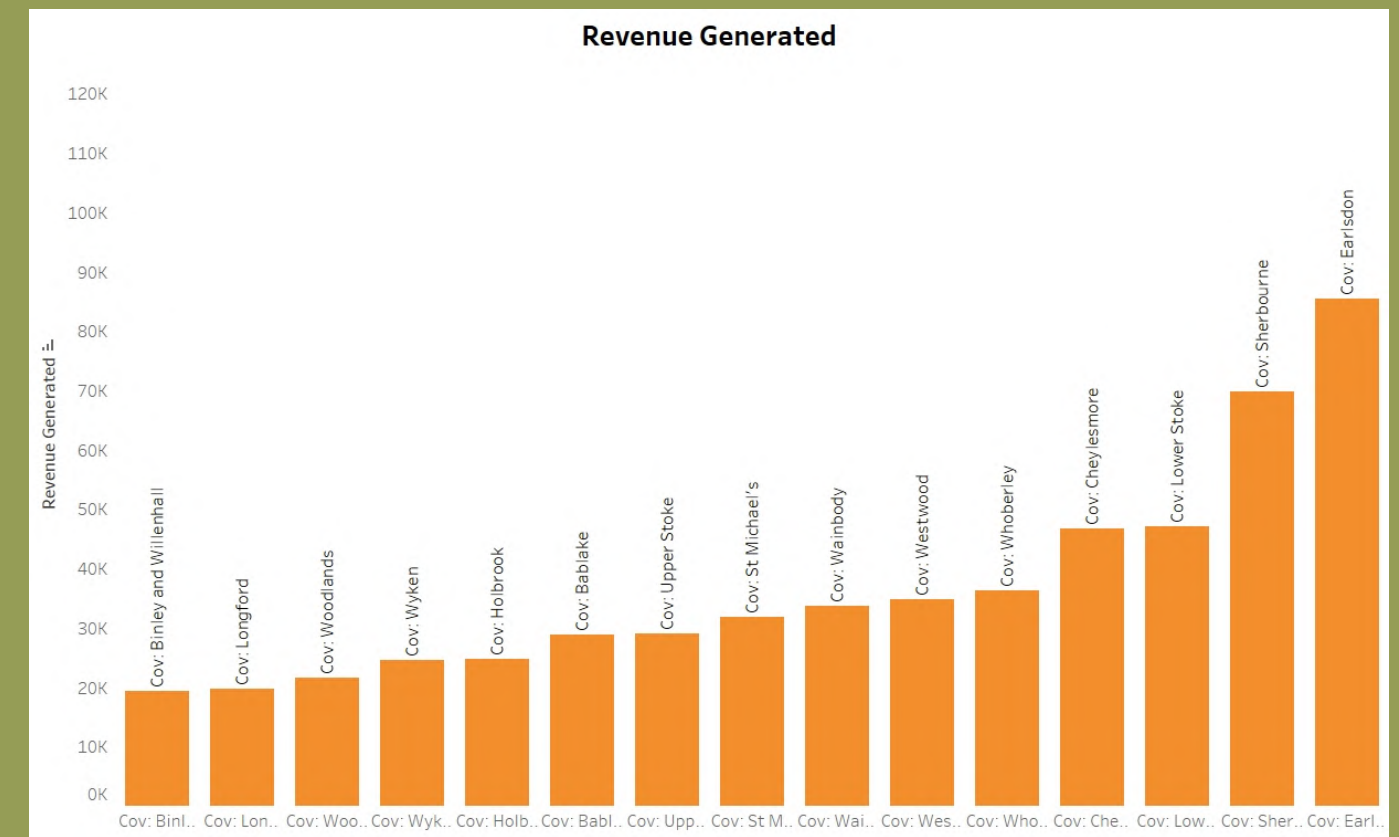
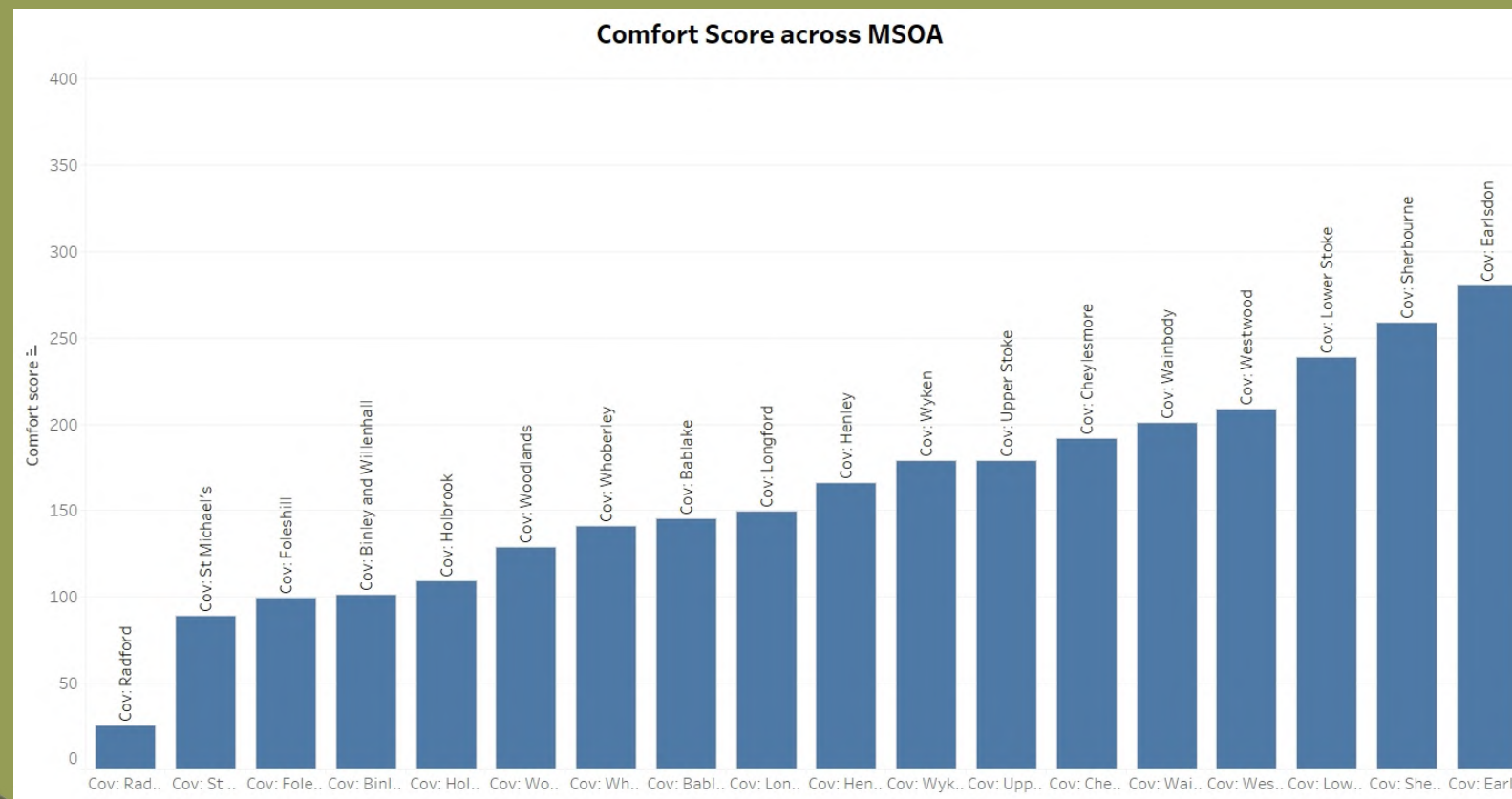
01

Insulated Communities

Communities are built on a set of shared attitudes and preferences.

People from integrated communities feel:

- comfortable living alongside and mixing with people from different backgrounds.
- empowered to play a part in their communities.
- shared spaces and shared activities help to foster local residents' pride.

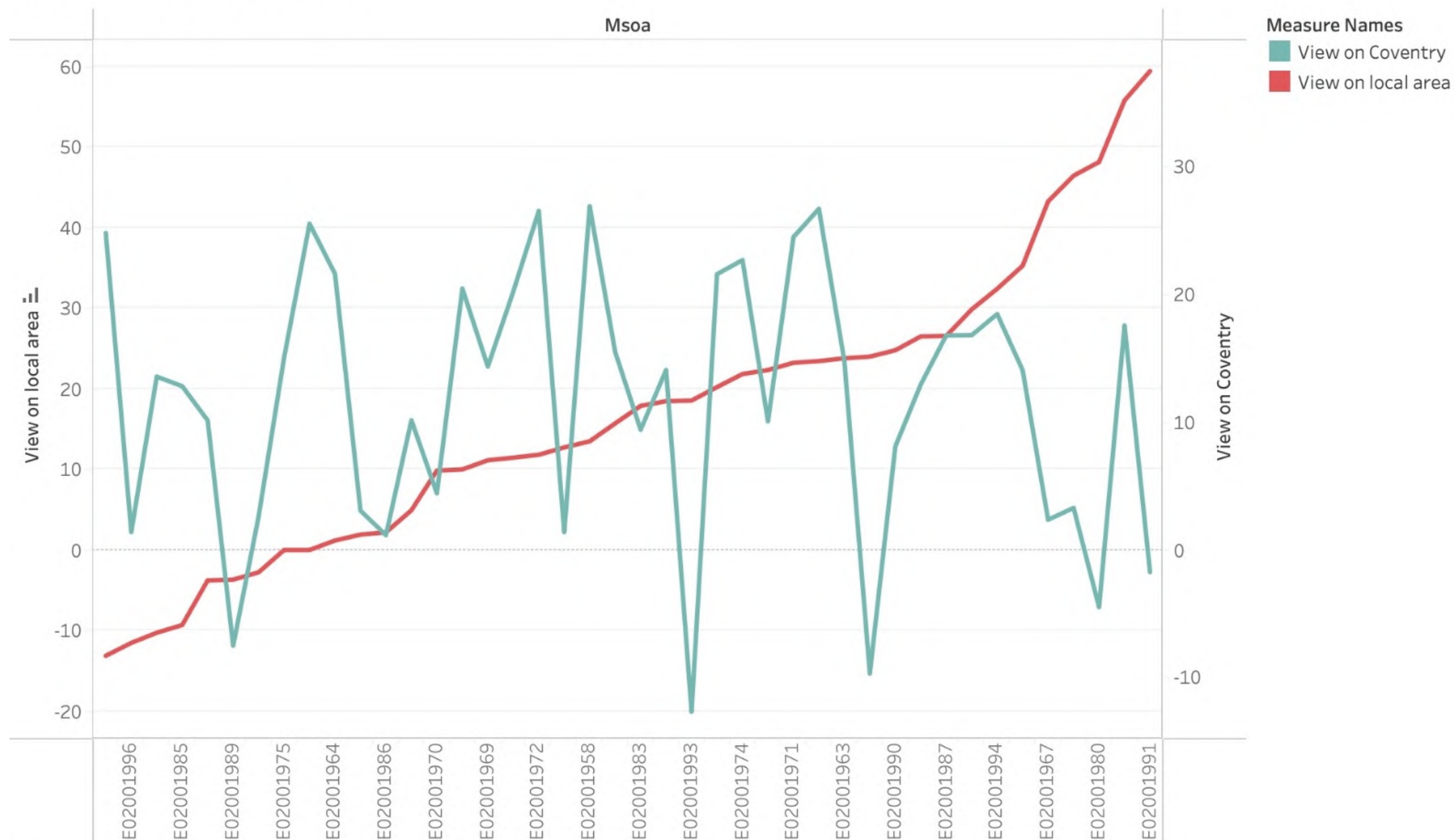


Sense of belonging analysis

The areas with highest revenue have on average high sense of belonging to local area and low sense of belonging to Coventry overall (Earlsdon Sherbourne and Woodsland).

The areas with lowest revenue have on average low sense of belonging to local area and high sense of belonging to Coventry (Radford Binley & Willenhall & Henley).

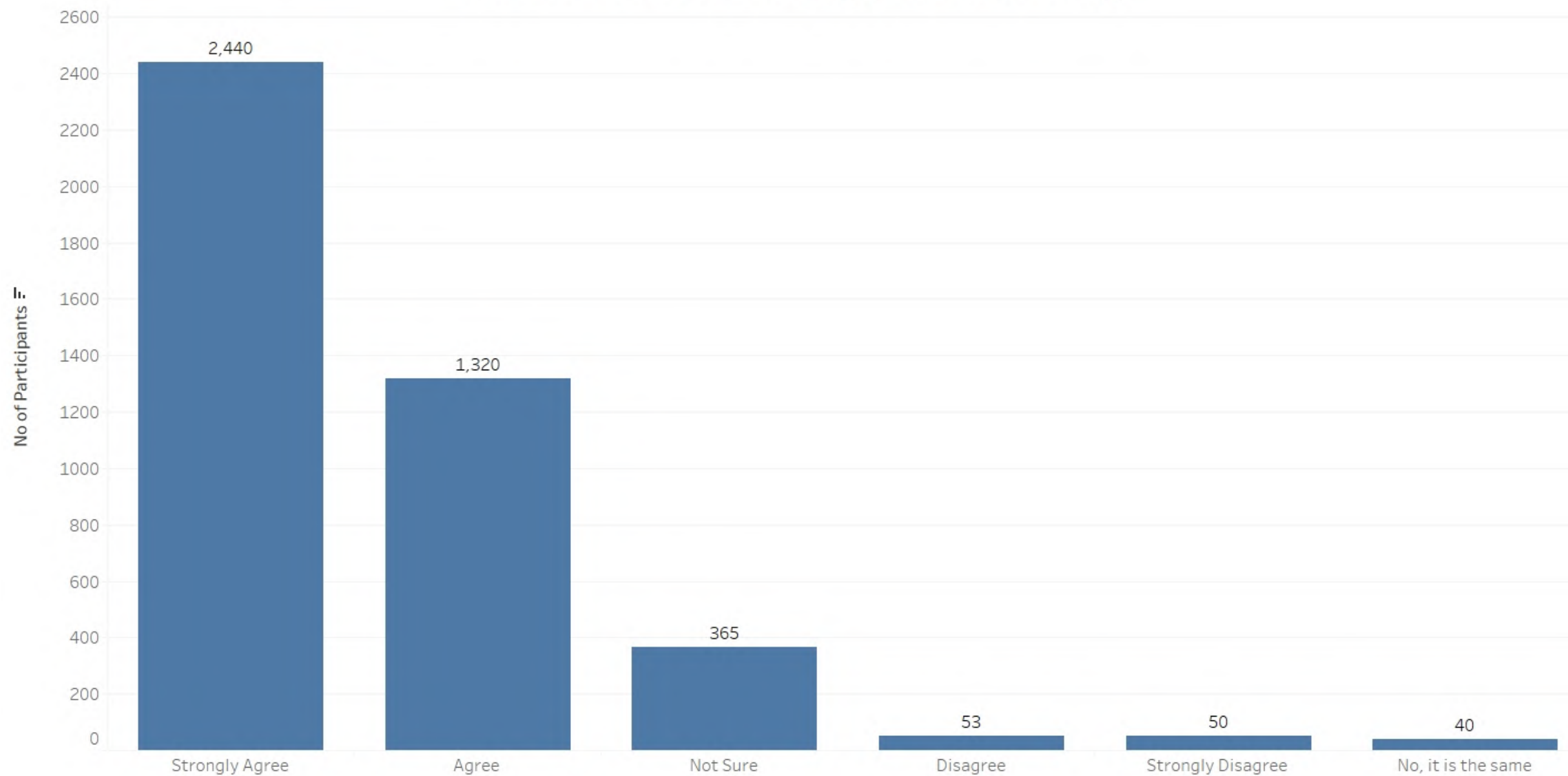
Q 10- Sense of belonging



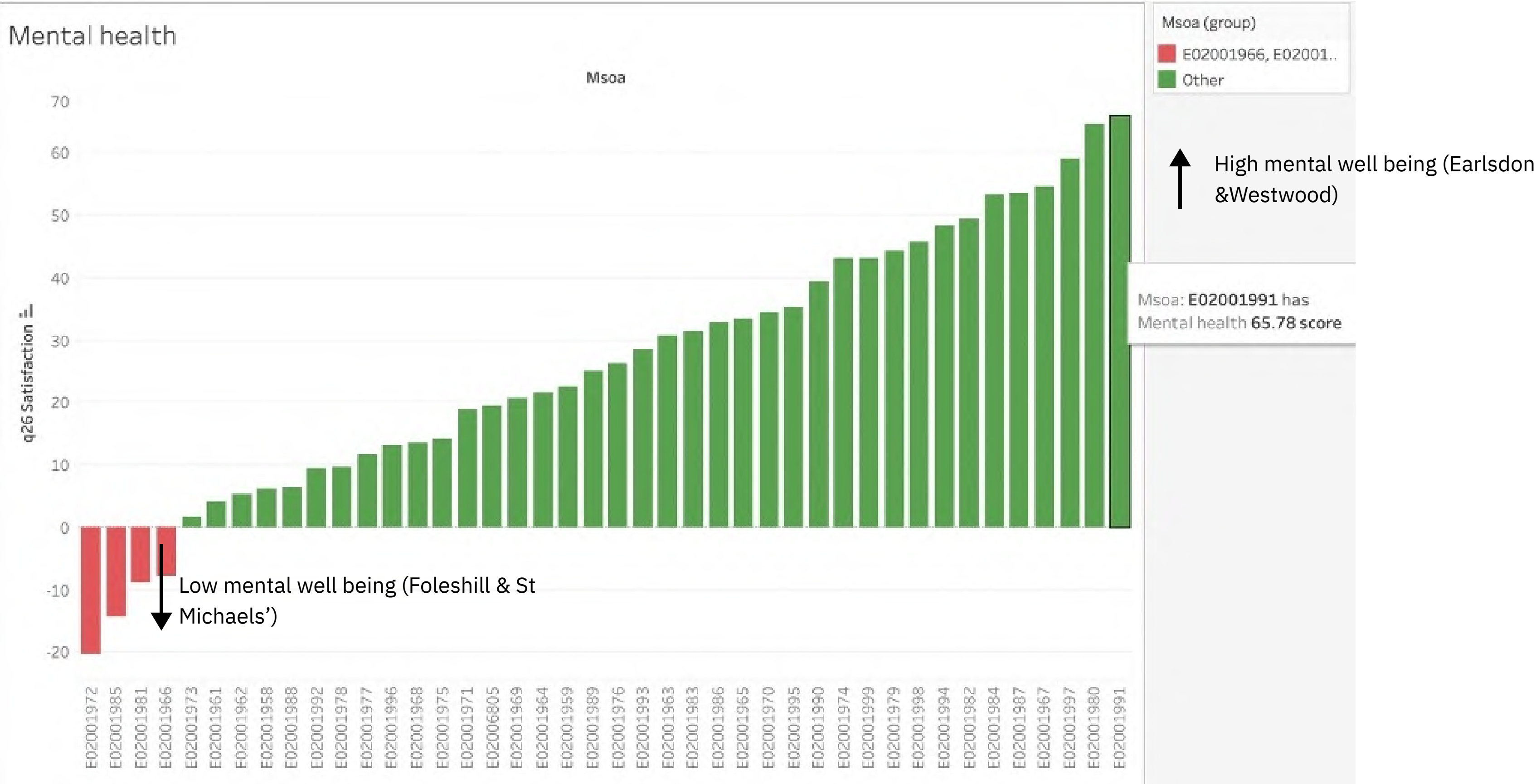
Sense of belonging analysis

The graph below shows that cultural events positively affected increasing sense of belonging . Around 3760 people agreed that their association with the city and pride for the city increased. Therefore, concluding the fact that culture helps binding Coventry together.

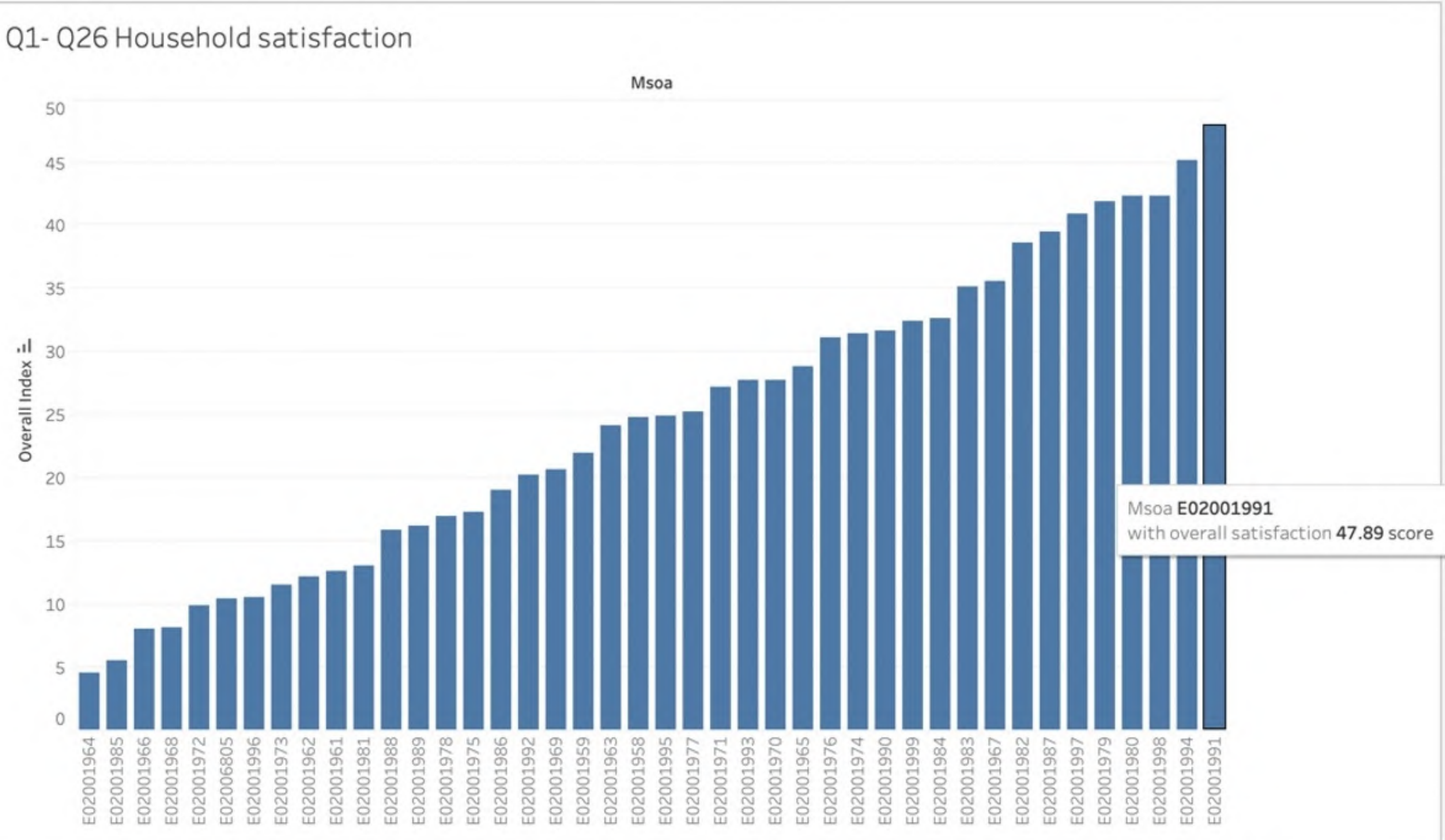
Increase in Sense of Belonging (Pride for Coventry)



Poor Mental Wellbeing



Lower satisfaction with Council's performance



↑ Earlsdon, Cheylemore, Wainbody

↓ Henley & Longford, St Michaels', Foleshill

Tokenised Voting



- Government distributes tokens to the citizens
- They are proportionately divided among them based on their lack of privileges, socio-economic criteria, lack of representation etc.
- They get a **proportionate vote** in all hyperlocal decisions pertaining to the development, events, etc.

WHY?

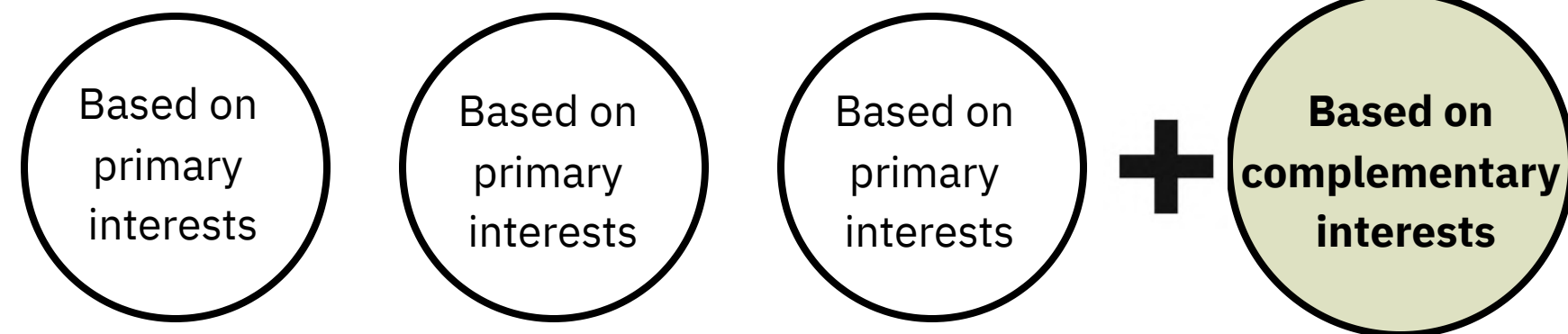
- By including them in the decision making, we are making them felt as an integral part of our society.
- It will also give us a way to understand what they need from the council.
- The objective is to uplift those who have not had a voice in the system.

Culture-As-A-Service



Recommendations for events:

1. Event 1 - Based on primary interests
2. Event 2 - Based on primary interests
3. Event 3 - Based on primary interests
4. Event 4 - Based on complementary interests

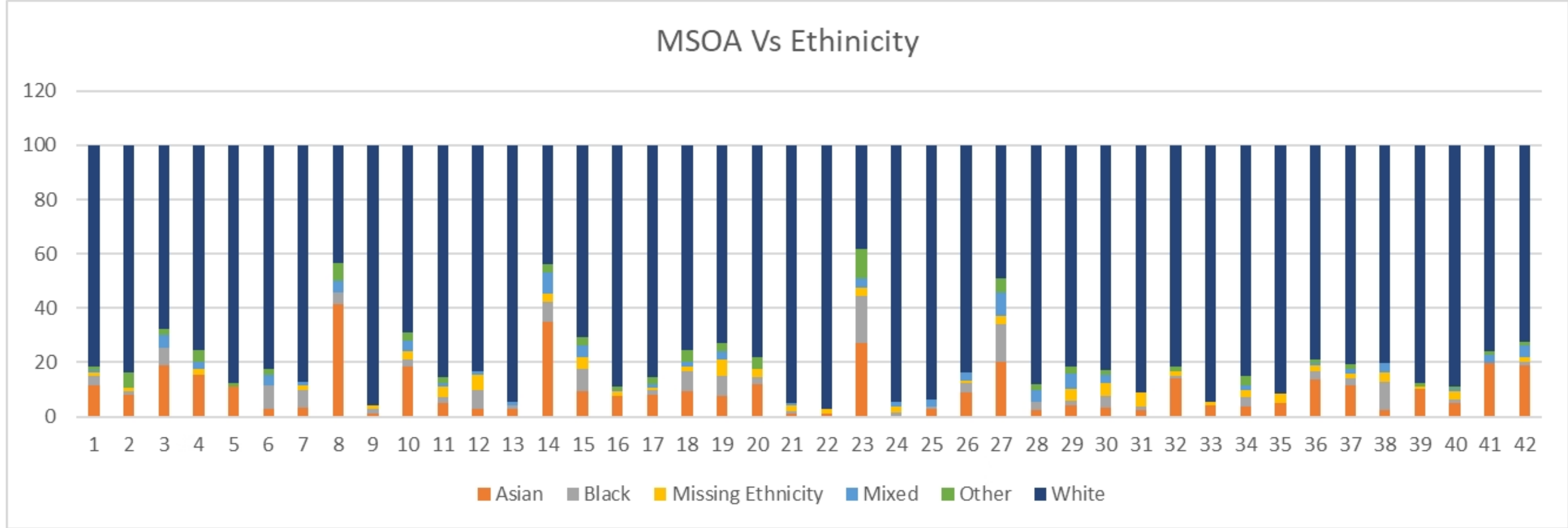


Complementary event suggestions:

1. Based on what they might be interested in
2. Intercultural event visits will bring the community closer
3. Encourage an expansion of interests

Subscription Model:

1. Have the people invest in an initiative that is geared towards improving Coventry? Adding to their individual motivation.
2. Bolster the economy by gaining more revenue.



8, 23 - Foleshill & St Michael's
 21, 22 - Sherbourne & Woodland

Employability vs MSOA

