



Share A Plate, Share A Story

Coventry Cultural Challenge - Data Slackers

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Research Context and Thematic Focus

The thematic question: To what extent do cultural activities enhance community cohesion?



Research Context and Thematic Focus


With the end of **Coventry's City of Culture 2021**, the city has become a cultural data-rich place

One of the priorities highlighted in the **One Coventry plan** - improving outcomes for people and communities in the city and addressing inequalities.

So in conjunction with the UN **2030 Agenda for Sustainable Development**, we answered our thematic question by trying to address the following questions :

1. How can culture be used to drive sustainable development to promote the social pillar of sustainable development (community cohesion)?
2. How can culture help achieve Sustainable Development Goal 2:

“By 2030, end hunger and ensure that all people, especially the poor and those in vulnerable situations, including infants, have access to safe, nutritious, and sufficient food all year round”




Research Context and Thematic Focus

The above questions are allowing us to:

- Focus on communities that did not engage with the city of culture, and suggest some reasons as to why
- Form an idea of how to engage these communities in future cultural events and activities.

The aims of the research :

1. To use culture to enhance community cohesion
 2. To better increase participation in cultural activities by collecting qualitative data surrounding reasons for non-participation
 3. Make life in Coventry better through food and data collection (meeting the needs of residents and the council)
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Research and Data Analysis

Main variables

- Community cohesion
- Sense of safety
- Deprivation (focus on food deprivation)
- Cultural participation

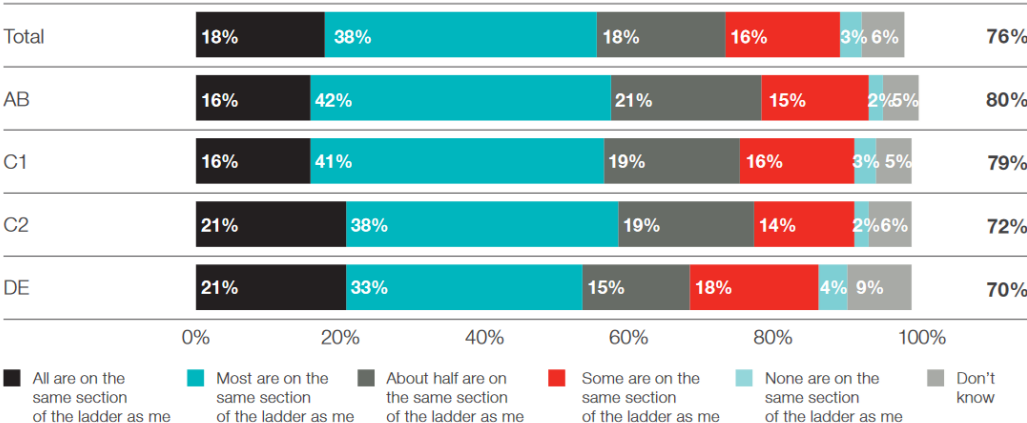


The UK has Poor mixing across social classes

Figure 1: Proportion of wider social network that are same place on the ladder, by respondent's social grade

Question: Thinking now about your wider social network (friends, colleagues, neighbours, etc.), what proportion is on the same section of this 'ladder' as you?

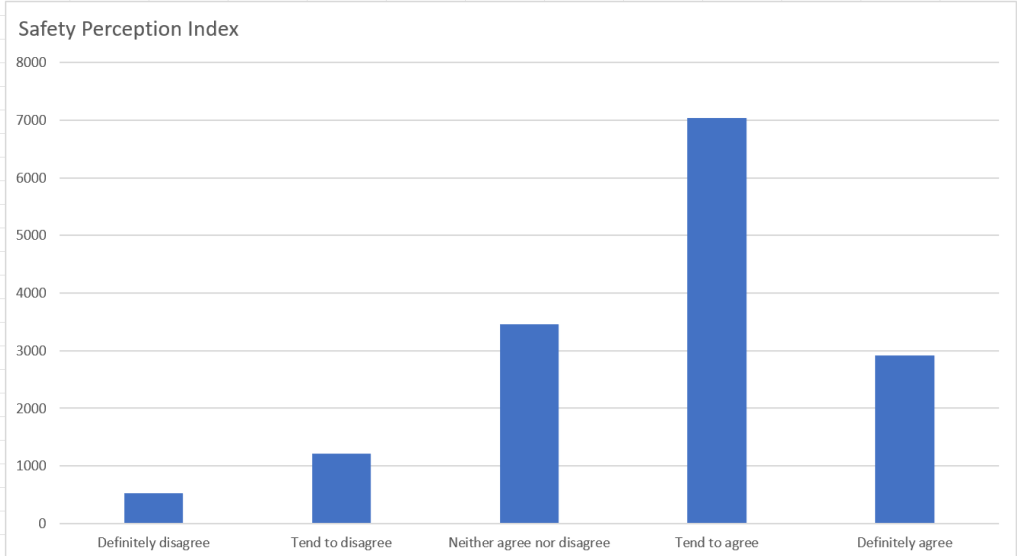
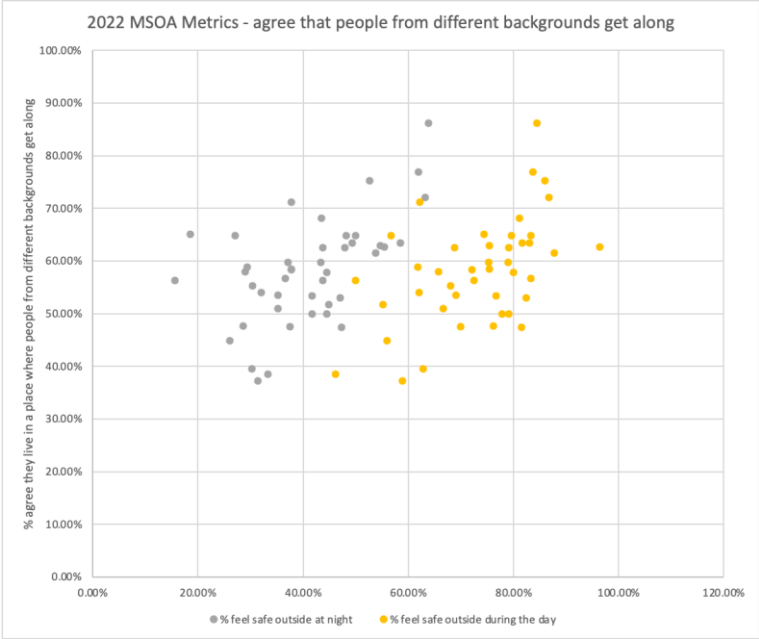
NET: At least some on a different section of the ladder from me



Baes: All respondents (n = 6562); AB (n=2025); C1 (n=1898); C2 (n=1211); DE (n=1428)

British Integration survey 2019

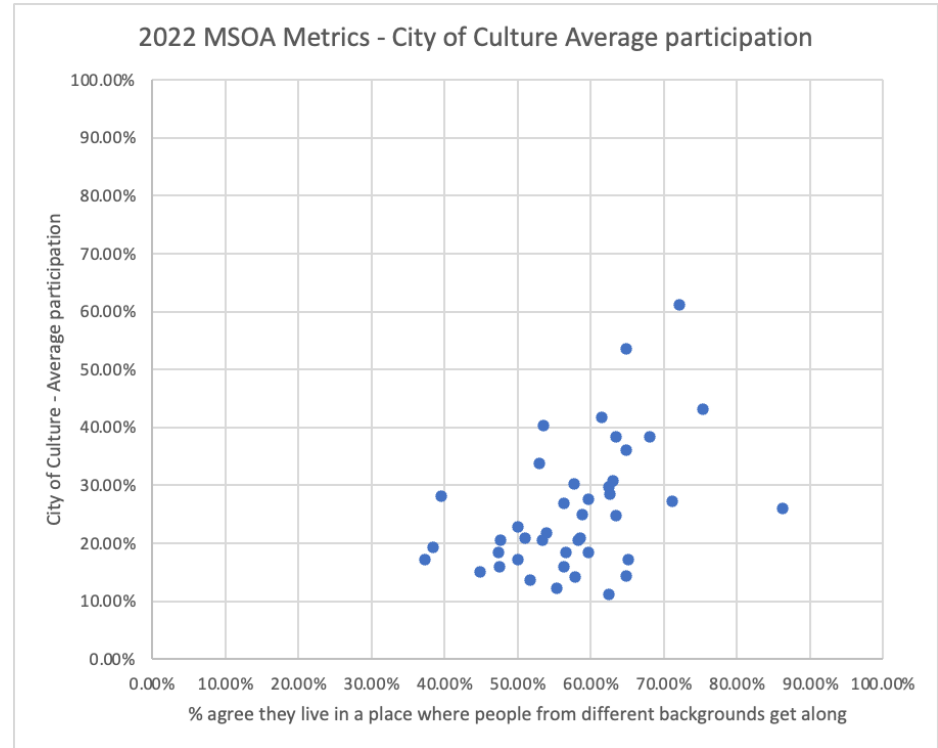
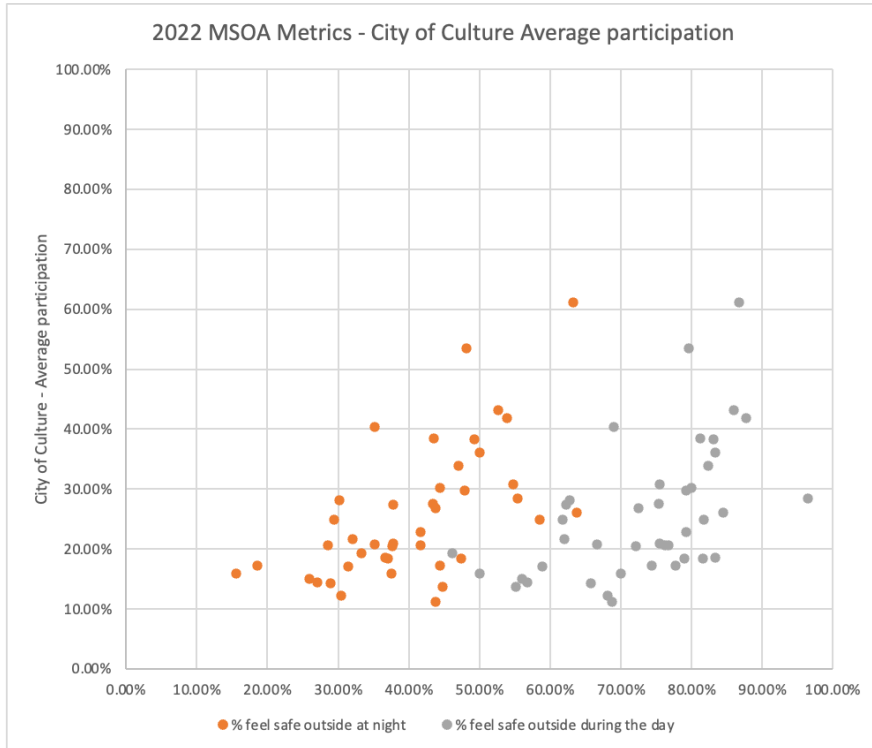
How does community cohesion improve sense of safety



People of different Backgrounds in my area get on well together

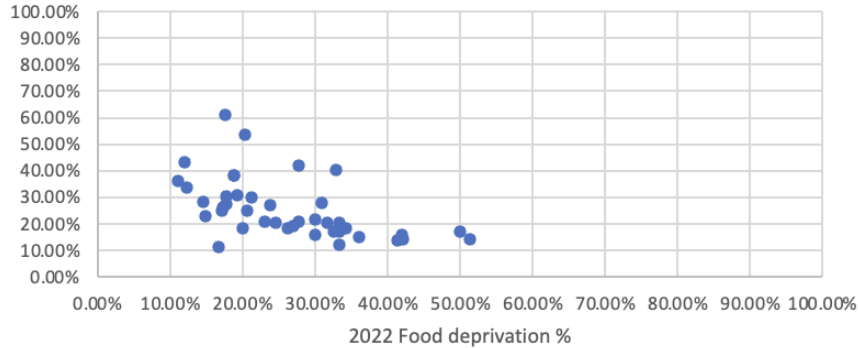


A positive link Between Cultural Participation and Sense of Safety, Community cohesion

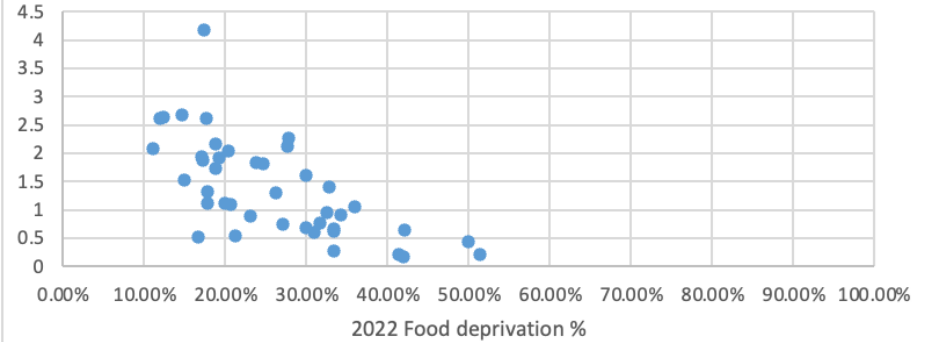


Effect of food security on attending cultural events

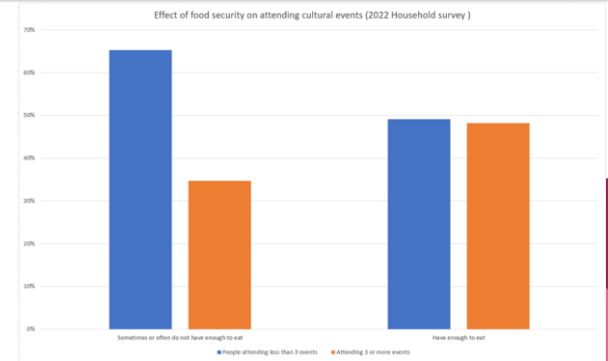
City of Culture average participation



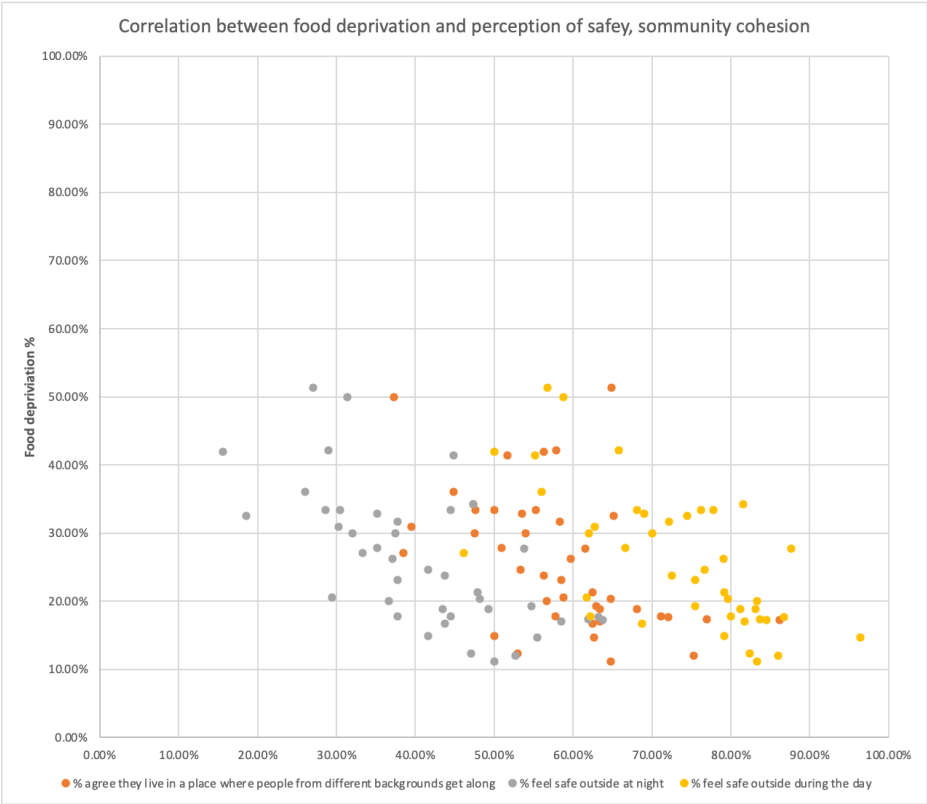
Ticket issued per capita (ticket issued/total population)



Answers(from the 23rd question of 2022 Household Survey Data)	Count
Often you and other household members didn't have enough to eat	22
Sometimes you and other household members did not have enough to eat	63
You and other household members always had enough of the kinds of foods you wanted to eat	1667
You and other household members had enough to eat, but not always the kinds of food you wanted	453
Total	2205

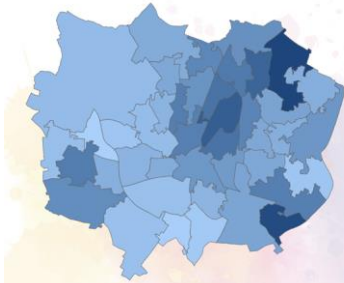


Does Deprivation Affect Community Cohesion and Sense of Safety?



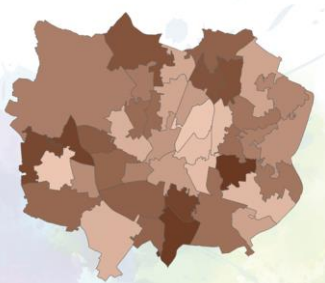
Index of Multiple Deprivation (IMD) Score

[Tell me more about this indicator](#)



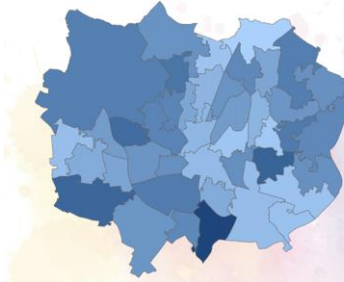
Feel Safe - Night Time

[Tell me more about this indicator](#)



Agree They Can Get Involved With The Community

[Tell me more about this indicator](#)



Feel Safe - Night Time

[Tell me more about this indicator](#)



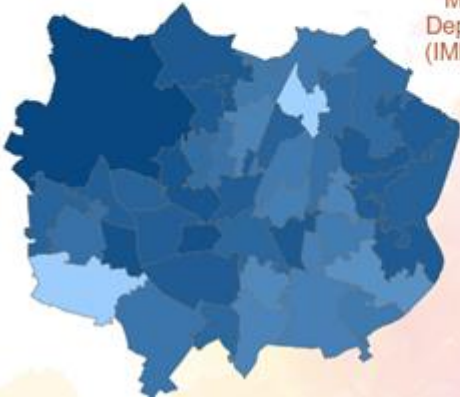
Targeting MSOA based on community cohesion

2022 Household survey data	MSOA	% agree they live in a place where people from different backgrounds get along	% feel they belong strongly to Coventry	% Likely to get involved in making improvements in their local community in next 12 months
	<i>Coventry average</i>	58.2%	56.4	45.3%
Longford	E02001958	44.9%	45.2%	44.0%
Keresley	E02001959	56.7%	53.6%	26.7%
Radford East	E02001968	38.5%	47.2%	41.0%
Hillfields	E02001981	56.3%	51.9%	38.7%
Tile Hill	E02001986	50.9%	45.8%	37.0%
Binley	E02001990	56.3%	42.9%	42.5%

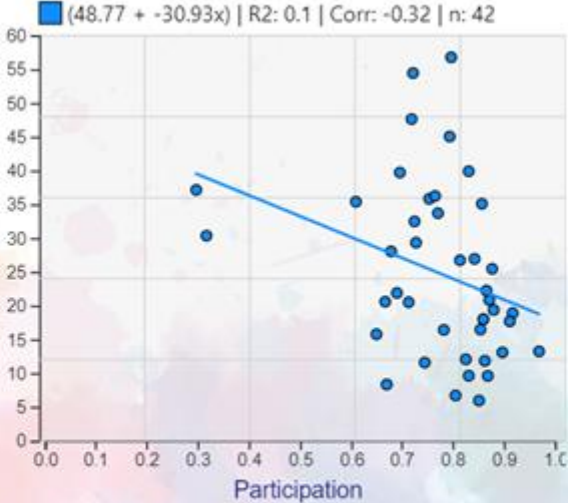
Does Deprivation Affect Cultural Event/Activity Participation?

Participation

 Tell me more about this indicator




Index of Multiple Deprivation (IMD) Score



The maths at the top of the chart describes the nature of the relationship between your chosen indicators.

Index of Multiple Deprivation (IMD) Score

 Tell me more about this indicator



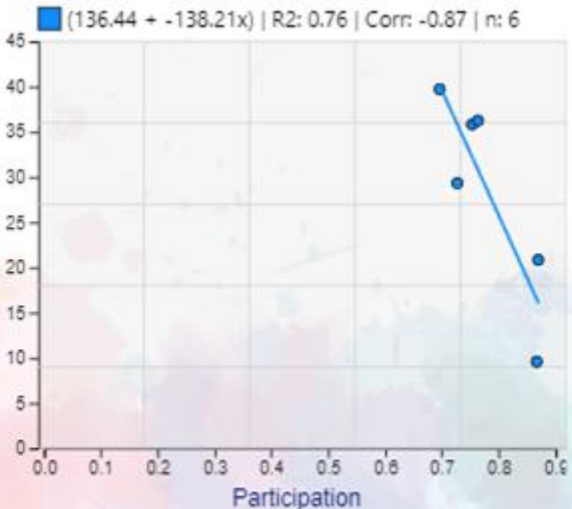
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Index of Multiple Deprivation (IMD) Score



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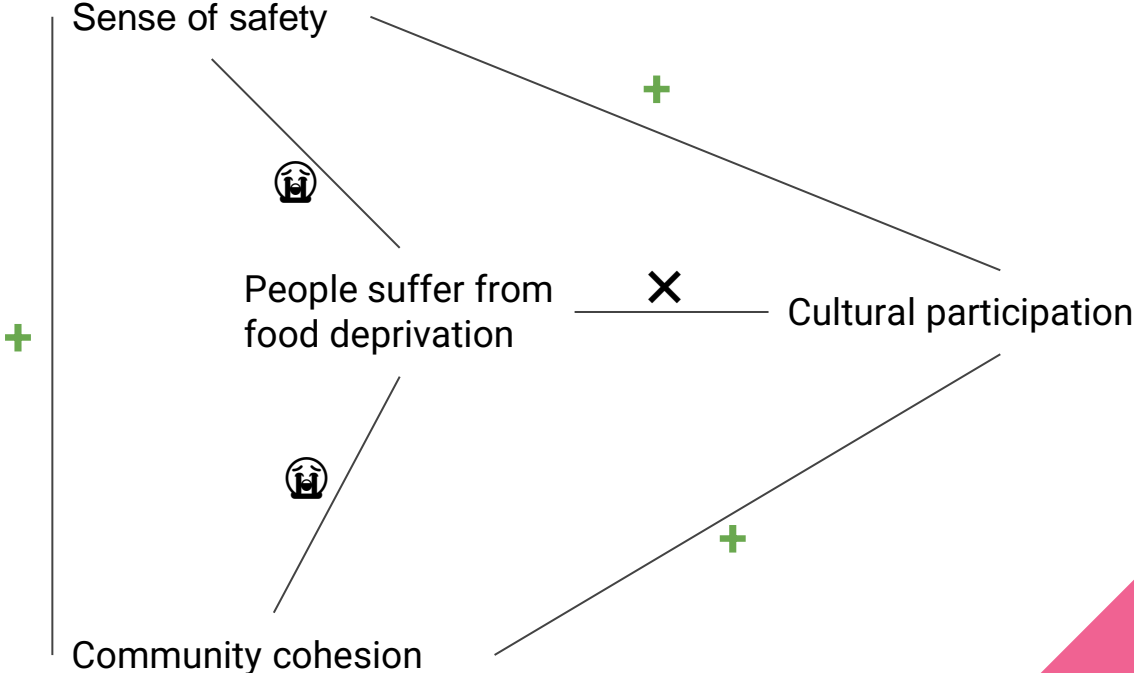
Index of Multiple Deprivation (IMD) Score

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Variable correlations

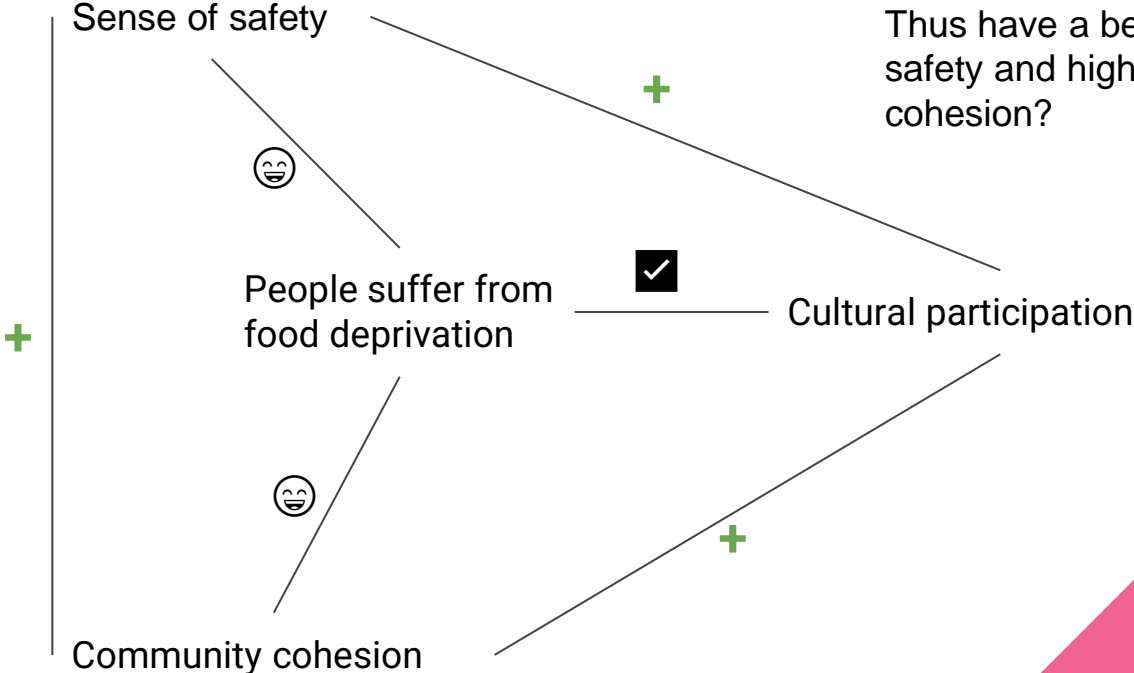
What we can do to encourage their cultural participation?



Variable correlations

What we can do to encourage their cultural participation?

Thus have a better sense of safety and higher community cohesion?




Defining Culture

We looked at many different definitions of culture and five key aspects seemed to show up over and over:

1. Food
2. Music, Performance, and Art
3. Traditions and Mythologies
4. Language
5. Clothing

The most easily shareable and interactive aspect here is food,
So we are focusing on this as the basis of our cultural events.



Proposed Activity

Share a plate, share a story

A series of community engaged, artist-led events that bring different groups together, sharing food and cultural traditions to cross boundaries.



Who's invited

Pilot in MSOA of Coventry that are lower than average in terms of community cohesion metrics: Longford, Keresley, Radford East, Hillfields, Tile Hill, Binley.

Groups might be based on ethnicity or migration – Keresley (35%), Tile Hill (32%), Longford (32%) and Hillfields (31%) ethnic minority populations.

Hillfields (27.7%) and Radford East (10.8%) have higher than Coventry average percentages on 'no-one in household with English as main language'.

They could incorporate class, gender identity, faith groups, age or disability.



Case Study: Maison Foo (Derby)



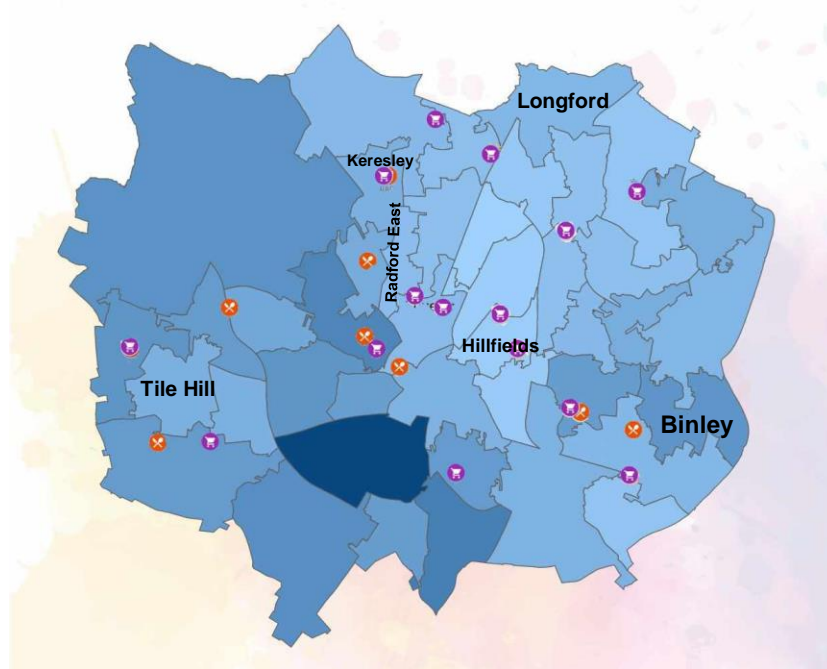
- Theatre of Sanctuary that run “A Seat At Our Table”
- Audiences at the dining table, to listen to personal and intimate stories
- Have been running for 14 years
- Have had 2500+ participants

Case Study: Hungry nation



- *Hungry Nation* ran as a similar project during Coventry City of Culture 2021
- Linked with social supermarket in Foleshill.
- In the exit survey, 100% agreed they had enjoyed the event.

Cultural Participation vs Food Bank/Social Supermarket Locations



Benefits of Suggested Event

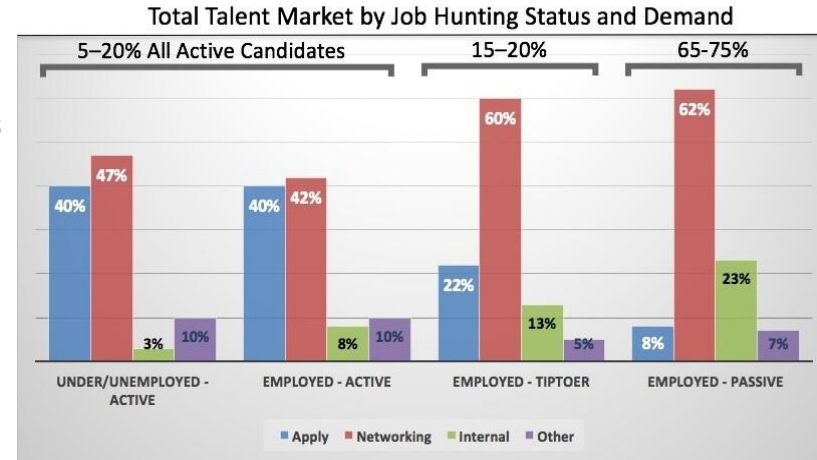
- Council

- Data collection - feedback to implement in future events
 - Meeting multiple goals from different councils
- Creating more culturally rooted art and experiences that contribute to Coventry Cultural Strategy - Diverse City

- Residents

- Addressing food poverty and public health and partnering with local food banks/ soup kitchens
- Increasing cohesion and sense of safety within communities
- Providing accessible experiences targeting residents' specific interests that allow them to make their opinions on the city heard
- Increasing networking and job opportunities

How People Get Jobs – 2015 & 2016




(Adler 2016-2016)

Using Art and Cultural Events as a Further Data Collection Method

- Can expand to 'Coventry Shares'
 - including more aspects of culture (language, performance, myths and folklore)
 - involving more minority communities and intersections in identity (queer/ disabled/ traveller communities).
 - Communities can commission or request an event
- Putting these recordings together and working with local artists to create an interactive walk-through static art exhibition telling the story of Coventry through the eyes and experiences of its residents.
 - Ways to increase engagement with exhibition may include app or travelling version of physical exhibition.



Making The Event Happen

- Funding
 - Public health funding
 - Coventry art and history trusts - Herbert, Transport Museum, Belgrade
 - Arts Council England - Talking Birds, Maison Foo, Hungry Nation
 - Venues
 - Local community centres/ faith venues/ Food Banks/ Supermarkets
 - Venues that have physical access aids such as ramps, lifts, etc and that are easily accessed via public transport to limit barriers to entry as much as possible.
 - Marketing
 - Channels preferred by these communities - website, email, mail, telephone
 - Focusing in on a blend of digital and traditional channels to mitigate barriers to entry caused by digital deprivation
- 



Thank you for Listening

Any Questions?