



# PERFORMANCE MEASUREMENT & EVALUATION

# EVALUATION OF THE GREEN FUTURES PROGRAMME

**PRODUCED – OCTOBER 2022**  
**PUBLISHED – JANUARY 2023**

An Evaluation Report by the University of Warwick and Coventry University in partnership with Coventry City Council





The Green Futures programme was primarily funded by the National Lottery Heritage Fund.

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## Acknowledgements

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- Tim Hammerton, Coventry University
- Dr Richard Tomlins, Coventry University
- Tim Healey, Coventry City Council
- Si Chun Lam, Coventry City Council

Administration and project support for the Monitoring and Evaluation programme has been provided by:

- Hayley Ruane, Warwick Business School
- Jo Truslove, Warwick Business School

The Core Monitoring and Evaluation Team wish to thank members of the external Technical Reference Group for their continuing support.

The authors of this report wish to acknowledge the following:

- Vashti Waite, former Senior Producer Green Futures, Coventry City of Culture Trust who provided detailed programme content and learning insights which have informed and shaped this report.
- Chenine Bhathena MBE, former Creative Director, Coventry City of Culture Trust.
- The entire Green Futures delivery team at Coventry City of Culture Trust, including Amber Merrick-Potter, Hannah Rouse, Alice Williams, Chloe French, and Amanda Roberts.
- The research team from Coventry University, Centre for Business in Society and Centre for Agroecology, Water and Resilience who undertook the Focus Study into the Green Futures programme and the environment including Dr David Bek, Dr Jordon Lazell, Dr Geraldine Brown, Dr Jennifer Ferreira, and Dr Margi Lennartsson-Turner. Research assistance for the conducting of the Focus Study was provided by Catherine Mazhandu, Nbuwak Yashim, Rudi Graham, and Diana Rodríguez Cala.
- The Monitoring and Evaluation team from Coventry City of Culture Trust including Jakub Jezierski, Daisy Edwards, and Baljit Sambhi.
- AMION Consulting, MB Associates, MEL Research, and Indigo Ltd for additional research and data contributing to this report.
- Dr Alison Milward for providing guidance throughout the planning stages and delivery period for the Green Futures programme.
- The National Lottery Heritage Fund for funding the Green Futures programme.
- All partners who have supplied data and information which has been included in this report, especially Warwickshire Wildlife Trust, Canal & River Trust, The Pod, and Coventry City Council.
- All of those involved in the shaping and delivery of the Green Futures programme.
- Coventry City of Culture Trust.

## Executive Summary, Key Findings and Headline Statistics for the Green Futures Programme

<p><b>Audience reach of over 150,000</b></p>	<p><b>78% of audiences and participants felt increase in civic pride</b></p>	<p><b>More than 170 partners, artists, and groups of artists delivering the Green Futures programme</b></p>
<p><b>Distribution of seeds to create 10,000 sqm of additional pollinator pathways in the city</b></p>	<p><b>Over 3,100 participations in workshops related to Green Futures</b></p>	<p><b>46 separate events were delivered as part of the Wildlife Gathering</b></p>
<p><b>27,700 watched Our Wilder Family live from War Memorial Park</b></p>	<p><b>74% increase in footfall along the Coventry Canal during the UK City of Culture year</b></p>	<p><b>60% of audiences reported having a positive perception of Coventry</b></p>

The Green Futures programme was a key programme strand for Coventry UK City of Culture 2021.

As a programme led by Coventry City of Culture Trust (the Trust), Green Futures has successfully laid the foundations for legacy from Coventry's time as UK City of Culture 2021. The Trust was able to adapt and react to ever-changing uncontrollable circumstances to develop and create a programme that allowed citizens to engage, pause, reflect, and act on green and environmental issues.

The Green Futures programme increased awareness of outdoor green, blue, and urban spaces. The Wildlife Gathering illustrated map showcased Coventry's outdoor spaces, enabling citizens to engage with the natural heritage that was either on or near their doorstep. Projects that had a focus on mental wellbeing had positive impacts for those involved. Responding to data and learnings, the Green Futures team were able to adapt the programme and outputs to ensure the programme reached the widest possible demographic. Events such as the Waterside Walk/Community Iftar with Muslim Hikers and Flock Together allowed a wide range of citizens to connect with their local green and blue spaces and engage with the programme. These groups also demonstrated higher levels of civic pride as a result of participating.

The programme's partners have also gained from increased awareness of their activities. For example, The Pod (a mental health service and plant-based café) has grown its membership base through delivering an ongoing arts programme that promoted health and wellbeing via access to locally grown food and sustainable models. As a result of Our Wilder

Family, Warwickshire Wildlife Trust has seen an increase in membership inquiries. Partners have also been able to see the value of using arts and culture to help promote their own agendas and work towards their own outcomes.

Forest Camps and the War Memorial Park Sound Seat facilitated spaces for previously seldom-heard groups to come together, share stories, and connect with their communities. Wildlife Gathering used community grants to generate huge impacts, creating an accessible programme that reached the widest possible range of demographics. The Days of Doing and Nature/Nurture projects gave Starfish Collaborative the opportunity to work year-round with people of all generations who have disabilities or long-term health conditions.

Warwickshire Wildlife Trust and Coventry City Council worked collaboratively to deliver transformational initiatives - Coventry Creature Count and City Nature Challenge - that engaged new audiences in gathering biodiversity data for national science citizen initiatives from which a Coventry State of Nature report was created.

Coventry hosted the UK City of Culture year during an extraordinarily difficult period in modern history. Responding to the citizens of the city, the need to include a Green Futures strand was identified in the spring and summer of 2018. The conception and delivery of the programme was not without challenge and there are important lessons that need to be taken forward.

Certain events within the Green Futures programme have had profound impact on the lives of the citizens who were involved. Some have experienced differences in their mental wellbeing, while others have enjoyed a renewed appreciation for the natural heritage of the city or a sense of connectedness to nature.



# SECTION ONE: INTRODUCTION TO THE GREEN FUTURES PROGRAMME

PHOTO CREDIT: JAMIE GRAY





## 1.0 Introduction to the Green Futures Programme

Inspired by Coventry's social, political, built, and natural heritage, the Trust sought to work with local and global partners to encourage social activism through environmental engagement, (re)connecting communities to nature and heritage, growing social connections, green knowledge, and skills, and building an appetite for shared stories, locally grown food, and sustainable culture as part of Coventry's year as UK City of Culture 2021.

The Trust worked closely in partnership with the National Lottery Heritage Fund and Warwickshire Wildlife Trust to ensure that the Green Futures programme built on the urgent objectives of nature and wildlife across the city and region. The Trust and its partners used data and action to highlight and tell the story of the issues facing Coventry's hidden nature. They built upon and deepened emotional connections to local nature by encouraging citizens to actively engage with local green spaces and promoting access to the natural heritage within and beyond their immediate environs.

Focusing on outcomes and legacy, the Trust invested in transformational initiatives to protect and develop the natural environment through arts and cultural initiatives. The diverse communities of the city were able to share their stories in green and blue spaces across the city.

Coventry UK City of Culture 2021 (UK CoC 2021) was the first example of a UK City of Culture programme of activities where there was an explicit focus upon the natural environment. The historic data around citizen engagement with green spaces indicated low levels of engagement, something that only emphasised the imperative for Coventry UK CoC 2021 to be a catalyst for change.

In the bid for the UK CoC 2021 title (submitted in Autumn 2017) and even in December 2017 when the title was awarded, the environment was not a feature of the envisaged programme. However, Green Futures was prioritised by the incoming Creative Director and Chief Executive as a creative response to the rising importance of the climate emergency and its associated recent activism. The Green Futures programme was envisioned as reflecting the city's history as the 1970s birthplace of a grass-roots organisation that would later become the Green Party.<sup>1</sup> In June 2019, leaders at Coventry City Council declared a climate change emergency, highlighting the importance and need for a programme like Green Futures.<sup>2</sup> When the Trust met with the National Lottery Heritage Fund, the Green Futures strand was greeted with enthusiasm, the Heritage Fund giving it support by adapting their funding pledge. The Trust are grateful to the Heritage Fund for their early enthusiasm and funding. They acknowledge that without this championship, the Trust would have been unable to deliver the Green Futures programme at its eventual scale.

When creating their manifesto and storyboard, the Trust determined that April 2022 would be the month when the Green Futures storytelling would crescendo. The COVID-19

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<sup>1</sup> The People Party was formed in 1972, created by citizens who worked in Coventry and were worried about the impact of people explosion on the planet. They would later develop into The Green Party as it is known today.

<sup>2</sup> Tom Davis, (2019) *Climate change emergency declared in Coventry* <<https://www.coventrutelegraph.net/news/local-news/climate-change-coventry-16454194>> [accessed 12 October 2022].

pandemic delayed the launch of the programme but in May 2022, a series of major events took place that had green futures, climate crisis, and sustainability as core themes.

### **1.1 Programme Context, Aims and Objectives**

In 2019 the National Lottery Heritage Fund awarded Coventry City of Culture Trust £3 million to deliver Green Futures over the period 2019-2022. The funding enabled the Trust to:

- Invest in initiatives that will protect and develop the city's natural environment
- Promote health and wellbeing
- Develop a programme of events and activities in green/blue/brown outdoor spaces and heritage locations
- Promote active engagement with nature
- Promote more sustainable practice across the sector

At the time of award, Ros Kerslake, the then CEO of the National Lottery Heritage Fund, said:

*“City of Culture status presents Coventry with an incredible opportunity to drive economic and social prosperity by putting heritage and culture at the centre of its place strategy. Our investment of funding from The National Lottery will ensure Coventry's nature is front and centre of Coventry 2021, creating a lasting connection with the natural world that future generations will benefit from.”<sup>3</sup>*

The Green Futures programme was designed and built on the ethos of co-creation. ‘The Coventry Model’ of programming and production presented opportunities to those who would typically be less likely to engage with culture by putting co-creation front and centre at hyper-local level and on a large scale. Utilising, equipping, and upskilling existing communities and organisations in the city to create the programme was key to ensuring a sustainable legacy beyond the UK CoC 2021 year.

The Green Futures programme was primarily funded by the National Lottery Heritage Fund. The Trust was able to lever further support and funding from the Department for Digital, Culture, Media and Sport (DCMS), the Severn Trent Community Fund, Garfield Weston Foundation, and the Foyle Foundation.

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<sup>3</sup> National Lottery Heritage Fund (2019) *‘Green legacy’ for Coventry UK City of Culture 2021* <<https://www.heritagefund.org.uk/news/green-legacy-coventry-uk-city-culture-2021>> [accessed 3 October 2022].

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## **The aim and vision of the Green Futures programme:**

**Back in the early 1970s, citizens in Coventry, concerned about the impact of population explosion on the planet, came together to create the People Party. From this evolved the Green Party, committed to creating a just, equitable, and sustainable society.**

**Inspired by the city's social, political, built, and natural heritage, we will work with local and global partners to ignite social activism, (re)connecting communities to nature and heritage, growing social connections, green knowledge and skills, and building an appetite for shared stories, locally grown food, and sustainable culture. We seek to put the environmental agenda at the centre of our approach and programmes.**

**Focused on key outcomes and a long-term vision across the city/region, we will invest in transformational initiatives to protect and develop our natural environment, creating sustainable spaces for our diverse citizens to share stories and resources with those seeking to make changes that will protect our heritage and promote health and wellbeing.**

**Green Futures will be divided into four year-long strands which seek to build a critical mass of human connectivity to nature. These are Growing Coventry, Forest, WILD-life, and Creative Impact: Coventry State of Nature & Coventry Nature Summit.**

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In the planning and design of the UK CoC 2021 year, the Trust utilised a Theory of Change (ToC) model; this later became known as the Story of Change (SoC) as the Trust moved from the planning stages to the delivery period. Within this model, which will be explained in greater detail in [Section 2](#) of this report, four impact areas and fifteen outcomes were identified. These impacts and outcomes were the direct response to views that were expressed during consultations with the citizens of the city, communities, and local organisations. These consultations took place not only during the UK CoC 2021 bidding process but also after the title had been awarded in December 2017, informing the early planning stages of Coventry UK CoC 2021.

The objective of the Green Futures programme was to contribute to the following impact areas (three of the four identified in the ToC):

- Coventry citizens positively influence and shape the city in which they want to live in

- Coventry's culture contributes to the social and economic prosperity of the city and region
- Coventry is recognised as a future facing pioneering city

During the planning stages for the programme, an exercise was undertaken that aligned the outcomes in the Coventry 2021 ToC with National Lottery Heritage Fund outcomes. These are clearly articulated in the [Green Futures Logic Model](#).

The Green Futures programme was co-created with partners from grass-roots organisations, international artists/collectives, and nature charities who worked towards delivering these outcomes in order that the programme could generate maximum impact.

Coventry's Green Futures programme was, and continues to be via the legacy commissioning model, all about building environmental awareness and the critical issue of sustainability.<sup>4</sup>

## 1.2 Coventry UK City of Culture 2021

Coventry's year as UK City of Culture 2021 ran from May 2021 to May 2022.

UK City of Culture is a competition run by the Department for Digital, Culture, Media and Sport (DCMS) every four years. The competition sees places from across the UK (outside of London) bid to be awarded the designation of 'UK City of Culture' for 1 year.

Derry/Londonderry was the first city to hold the title in 2013, followed by Hull in 2017, and Coventry in 2021. Bradford is to be the UK City of Culture in 2025.

Coventry was awarded the status of UK City of Culture 2021 (UK CoC 2021) in December 2017 but saw its start delayed from January 2021 to May 2021 as a result of the COVID-19 pandemic. After that delayed start, a wide-ranging cultural programme reflected Coventry as a diverse, modern city, and demonstrated that culture is a force that changes lives.

Coventry is known internationally as a city of welcome, a city of activists and pioneers, peace and reconciliation, innovation and invention, and now as a City of Culture. For the whole year, Coventry celebrated with events, music, dance, theatre, digital experiences, and large-scale spectacles with numerous international partnerships.

With the vision of 'reimagining the role of culture in a diverse, modern Britain, demonstrating that culture is a force that changes lives, moving Coventry and the region forward', Coventry UK CoC 2021 put 'co-creation' at the centre of its programme, valuing local stories and the creativity that could be found throughout the city. This deeply rooted way of working, presented as 'The Coventry Model', delivered a range of both intimate events and high impact activities to deliver long-lasting social value. Embedding engagement at a hyper-local level, the 'co-creation' approach saw city communities including faith groups, community centres, libraries, schools, community radio stations, the police, and local arts organisations all help to shape and design the creative programme.

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<sup>4</sup> Coventry City of Culture Trust, (2022) *Coventry looks towards a greener future to secure a sustainable legacy for UK City of Culture* <<https://coventry2021.co.uk/news/coventry-looks-towards-a-greener-future-to-secure-a-sustainable-legacy-for-uk-city-of-culture>> [accessed 12 October 2022].

Audiences of over 1 million engaged with more than 700 events, which took place in every neighbourhood of the city as well as in Warwickshire.<sup>5</sup> Broadcasts by the BBC and Sky Arts that referenced Coventry UK CoC 2021 had a reach of over 100 million, of which 4.5 million was for UK CoC 2021 focused/commissioned programming. Overall, 77% of the programme, excluding commercial events, was co-created with local residents and communities. When the commercial programme is included, 64% of the programme was co-created. In terms of ticketing, 43% of tickets issued by the Trust went to residents on lower levels of income, living in majority-minority ethnic neighbourhoods with lower levels of historic engagement in publicly funded arts and culture.<sup>6</sup>

As part of the year's legacy, the Trust's future focus will be on commissioning arts events and supporting local cultural organisations with an emphasis on 'Green Futures'. It will also continue to run The Reel Store, the UK's first permanent immersive digital art gallery.

### **1.3 Contribution to Coventry 2021 Outcomes and Heritage Fund Outcomes**

[Section 4](#) of this report goes into further detail about how the Green Futures programme has contributed to the identified outcomes. Each outcome is individually broken down into further analysis, but here is a summary.

Through findings generated by evaluation activities and associated studies, it is clear that there have been positive contributions to the identified outcomes for the Green Futures programme. A number of the Green Futures events engaged communities and brought them into the green spaces of the city by animating these with art, performances, and events. Some attendees (identified through participatory projects such as Walking Forest, Forest Camps, and Nature/Nurture) developed a strong depth of engagement with the programme and nature. Within these individuals the programme fulfilled its aims by igniting their social activism. The breadth of engagement was less strong, with some events not achieving audience targets. However, this should be considered within the context of the pandemic which caused confidence to participate or attend to be relatively low at the time of programme delivery.

It is estimated that the Green Futures programme had an audience reach of just over 150,000 through in-person and online engagement. The programme involved 178 artists, groups of artists, partners, and community organisations. Over 3,100 participations were logged for workshops related to the programme. A list of partners and artists is available in the [Appendices](#) at the end of this report.

The Green Futures programme encouraged audiences to try something new and explore themes and experiences they may not have previously encountered. Qualitative evidence from post-event surveying has seen audiences make reference to the Green Futures events they had already attended and also to how they will continue to engage with initiatives that seek to address the climate emergency.

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<sup>5</sup> The term audiences relate to the number of points of engagement with the UK City of Culture 2021 programme.

<sup>6</sup> Neelands, Jonathan, Henry, Nick, De Souza, Valerie, Scott, Mark, Beer, Haley, Bharatan, Ila, Hammerton, Tim, Tomlins, Richard, Healey, Tim and Lam, Si Chun (2022) *Coventry UK City of Culture 2021 Performance Measurement & Evaluation – Supplementary Report*. Coventry: Core Monitoring and Evaluation Team <<http://wrap.warwick.ac.uk/169625>> [accessed 27 September 2022].

Data collected from participants is encouraging regarding the uplifts in mental wellbeing gained from connecting with and undertaking activities within green spaces and the natural heritage of the city. The overall UK CoC 2021 programme saw activities taking place across all neighbourhoods of the city while some Green Futures initiatives were citywide (e.g., Wildlife Gathering and Bee-Lines). All of these had the effect of instilling or improving perceptions of the city or civic pride.

Evidence from the Coventry Household Survey 2022 demonstrates a citywide shift into an awareness and consideration of environmental issues, with citizens planning to take more personal steps to reduce the impact of climate change.

#### **1.4 Meeting the Green Futures Objectives**

The commissioning model now in use by the Trust as a result of the legacy of Coventry UK CoC 2021 is focused on Green Futures.

Furthermore, as at the time of writing this final evaluation report, the [Coventry Cultural Strategy 2017-2027](#) is being refreshed. Originally containing five goals, a sixth goal has been added that focuses on Coventry's Green Future, embedding the ethos of the Green Futures programme in the city's cultural sector.

The Climate Change Strategy has also been developed during the period of the Green Futures programme. This sets out the framework of how the Coventry Partnership and One Coventry Plan can be used to tackle climate change by sharing policies, plans, good practice, innovation, and lobbying. The Trust is represented on the Board that is overseeing this work.

It can be seen then that the Green Futures programme has contributed to the objective of supporting the identified impact areas. There have been demonstrable increases in civic pride, positive changes in wellbeing, and more awareness of green issues. Organisations within the Nature Working Group clearly have an appetite to continue such work into the future; the question is how they might do that, and what support and resources are available for the task. It is clear however that impact has been, is being, and will continue to be achieved within the legacy period through the creation of new partnerships and identification of new ways of working for non-cultural nature organisations.



# SECTION TWO: EVALUATION OF THE GREEN FUTURES PROGRAMME

PHOTO CREDIT: MARK BLASZCZYSZYN



## 2.0 Evaluation of the Green Futures Programme

The evaluation of Coventry UK CoC 2021 is the responsibility of the University of Warwick and Coventry University, in partnership with Coventry City Council. Representatives from these organisations, together with the Trust, make up the Core Monitoring and Evaluation Group, which met fortnightly from late 2018 and into the evaluation period of the UK CoC 2021 year.

The Trust developed the evaluation framework and strategy for the UK CoC 2021 year in partnership with the University of Warwick, Coventry University, and the Insights Team from Coventry City Council. The framing of the strategy's outcomes and impacts were driven by extensive consultation during the bid phase. The Trust then developed these outcomes and impacts based on the key needs, challenges, and aspirations for the Coventry UK CoC 2021 year. The strategy identified that core data capture and performance monitoring would be the responsibility of the Trust, while the research and evaluation programme would fall under the remit of the universities.

### 2.1 Performance Measurement & Evaluation Strategy

Coventry UK CoC 2021 sought to engage the widest range of citizens in its cultural offer and shaping. To ensure the programme met local and regional needs, the Core Monitoring and Evaluation Group developed a proactive [Performance Measurement & Evaluation Strategy](#) (PM&E Strategy) based on a Theory of Change.

Initially released in the latter part of 2019 and revised at the beginning of 2020, the strategy guided the development, monitoring, and evaluation of the UK CoC 2021 programme by reference to planned outputs, outcomes, and impacts. It also aligned the guiding principles for the evaluation and the overarching research questions for the UK CoC 2021 year.

### 2.2 Green Futures Evaluation Framework

In April 2021, the Green Futures programme was nearing the conclusion of the planning stage and the overall Monitoring and Evaluation programme had continued to develop since the publication of the PM&E Strategy, at this time, a Green Futures specific evaluation framework was designed and created. The central part of this document was the [Green Futures Logic Model](#).

This logic model aligned the Coventry 2021 outcomes with those of the National Lottery Heritage Fund. The model was shared with partners and used as a tool for the further development and shaping of the programme content. The framework also outlined the high-level methodology for the evaluation of the programme.

### 2.3 Green Futures Evaluation Methodology

The evaluation utilises a mixed methods approach. Hence, this report makes use of the following data sources:

- Programme Data – Collected by Coventry City of Culture Trust
- Programme Data – Collected by project partners and supplied to the Coventry City of Culture Trust
- Ticketing Data – Collected by the Coventry City of Culture Trust and partners
- Focus Study Data – Collected by Coventry University

- Social Value Data – Collected by MB Associates as part of a wider social value assessment of the UK CoC 2021 programme

Surveys are the primary method of collecting the data used in this evaluation. The Trust surveyed event audiences and participants through an online post-event survey (the survey questions are in the [Appendices](#) at the end of this report). Surveys were sent to ticket bookers who had booked through the Trust’s ticketing platform. To strengthen data collection, in-person surveying also took place at events in order to capture the widest selection of attendees and participants.

For participatory activities undertaken over a period of time (e.g., workshops taking place weekly over six weeks), wellbeing questions were asked prior to the commencement of the project and then again afterwards. The shortened version of the Warwick-Edinburgh Mental Wellbeing Scale was used for this purpose as it allows data to be correlated with population data for Coventry collected through the Coventry Household Survey.<sup>7</sup>

The partners involved in Green Futures activities were encouraged to use the same survey questions as were used in the main surveys. Such partners include the Canal & River Trust and The Pod, who made use of the Trust’s survey platform for the administration of surveys.

Ticketing data collected by the Trust allows the evaluators to investigate who is booking and attending Green Futures events. Postcode data allows for the examination of which economic and societal groups are attending and to determine if the activity is reaching all neighbourhoods in the city.

To support the evaluation, an environmental and green Focus Study was commissioned by the Trust and undertaken by researchers from Coventry University. This has allowed for the collection of qualitative data from those involved with the programme whether as part of the Trust or its partners. Further qualitative data has been collected through debriefing sessions after the conclusion of projects and from observations made throughout the duration of the programme.

Two Green Futures projects, Animals by Dens & Signals and Pirates of the Canal Basin, have also been included as Social Return On Investment (SROI) projects that are being assessed as part of the wider evaluation of Coventry UK CoC 2021. Data relating to this study was collected by the Trust and MB Associates, and the results have fed into this report.

## 2.4 Independent Focus Study

To support the evaluation of the Green Futures programme, the Trust commissioned an independent Focus Study to answer the following research question:

*In what ways has cultural programming and other Trust activity increased awareness of environmental responsibility and increased engagement with the natural heritage and natural landscapes areas of the city?*

Led by the Centre for Business in Society and the Centre for Agroecology, Water and Resilience at Coventry University, the study will evaluate how environmental issues are

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<sup>7</sup> University of Warwick, (2020) *About WEMWBS*  
<https://warwick.ac.uk/fac/sci/med/research/platform/wemwbs/about/> [accessed 12 October 2022].

embedded within the overarching planning, governance, and organisational delivery of Coventry UK CoC 2021. The report has been designed as a tool to aid in the evaluation of the Green Futures programme, enhancing the primary data collected by the Trust. Within the study design, semi-structured interviews were undertaken with key programme personnel from both the Trust and its partners, as well as with Green Futures attendees and others involved with the Green Futures programme. This qualitative work and the findings of the study have contributed to and informed some of the findings of this final evaluation report.<sup>8</sup>

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<sup>8</sup> The Focus Study on Green Futures and the Environment will be available here once published - <https://coventry21evaluation.info/environmental-awareness/>

## 2.5 Green Futures Logic Model

### INVESTMENTS

PUBLIC AND PRIVATE INVESTMENTS  
 INFRASTRUCTURE  
 TECHNOLOGY  
 KEY PARTNERS  
 COMMUNITY AND PUBLIC  
 STAKEHOLDERS  
 STAFF  
 VOLUNTEERS

### ACTIVITIES

Developing arts and cultural initiatives that further social and economic key issues  
 Supporting young people and others to play an active role in governance and decision making  
 Developing strong working relationships with key partners and stakeholders  
 Developing initiatives targeted at specific protected groups  
 Working with communities and stakeholders to develop arts and culture events for UK CoC 2021  
 Employing professional artists to work with communities to co-create core elements of the programme  
 Developing initiatives that have influence beyond Coventry and UK CoC 2021

### OUTPUTS

Programmes, planning and production of events involving Coventry communities  
 Outreach activities in the community  
 Model of co-creation established  
 Participation by under-represented groups  
 Targeted representation of citizens of the city in cultural leadership and programming  
 Human resource capacity development in the cultural sector in Coventry  
 Distribution of 2021 events across Coventry  
 Increased investment in city projects as a result of UK CoC 2021 profile  
 Environmentally responsible programming  
 Combined arts and health initiatives developed in the city and region  
 Arts and cultural events involving physical activity and other health and wellbeing activities  
 International cultural exchanges and partnerships  
 Increased attraction as a destination choice  
 Coventry's CoC devolved and outcome lead model shapes local, regional and national cultural policy making and funding  
 Needs based model for cultural delivery and planning  
 Evidence based decision making  
 Use of 5G and immersive technology in cultural initiatives

### OUTCOMES

Increase in civic pride  
 • *The local area will be a better place to live, work or visit*  
 • *Citizens and visitors will feel an enhanced sense of pride in Coventry through participating in Green Futures*  
 Community led production and programming increases cultural participation and activism  
 • *A wider range of people will be involved in the heritage of the city and region*  
 • *People will have learnt about heritage, leading to a change in ideas and actions*  
 Cultural leadership and programming reflects and represents the citizens of the city  
 • *Green Futures will diversify the approach to engagement*  
 • *New audiences will be generated through the emotional connection to nature*  
 Cultural engagement is geographically dispersed across the city  
 • *Green Futures activity takes place widely across the city*  
 Cultural sector activity makes a significant contribution to the economic, environmental, social, health and wellbeing targets for the region  
 • *Through the Green Futures programme the local economy would be boosted*  
 • *People will have greater and improved wellbeing*  
 • *Heritage will be in a better condition*  
 Coordinated cultural sector capacity and infrastructure is building a sustainable and resilient sector  
 • *Coventry City of Culture Trust and partner organisations will be more resilient*  
 • *People will have developed skills*  
 Coventry is recognised as a pioneering model of culture-led inclusive growth  
 • *Heritage will be better explained through the Green Futures programme and models for culture-led inclusive growth developed*  
 Cultural programming is environmentally responsible and promotes environmental awareness  
 • *All work in the Green Futures programme will be environmentally responsible and promote awareness with partners*

### IMPACTS

COVENTRY CITIZENS POSITIVELY INFLUENCE AND SHAPE THE CITY THEY WANT TO LIVE IN

COVENTRY'S CULTURE CONTRIBUTES TO THE SOCIAL AND ECONOMIC PROSPERITY OF THE CITY AND REGION

COVENTRY IS RECOGNISED AS A FUTURE FACING PIONEERING CITY

GREEN FUTURES - including alignment to National Lottery Heritage Fund outcomes

# THEORY / STORY OF CHANGE





## 2.6 This Report

This report is the Final Evaluation Report for the Green Futures programme. It covers the period from the award of funding in late 2019 up to the end of June 2022; it thus encompasses the planning stages and delivery period of the programme. This report builds on findings identified in both the Coventry UK City of Culture 2021 Performance Measurement & Evaluation – Interim (January 2022) and Supplementary (September 2022) Reports. Both are available at <https://coventry21evaluation.info/monitoring-and-evaluation-reports/>

**The COVID-19 Pandemic:** Whilst the impact of the pandemic was varied and ever changing, it should be noted that the entire period of the planning and delivery of the Green Futures programme was heavily impacted by the pandemic. The various ‘lockdowns’ and Covid-related government restrictions impacted on how people lived and worked, especially if they already had health issues. Members of the delivery team, the partner organisations, and the co-creation communities suffered from Covid-related illnesses. Furloughing key staff within partner organisations had a detrimental effect on the planning stages of the Green Futures programme. The persistent and long-term uncertainty meant that plans had to be revisited and reshaped in response to situations that were not under the direct control of the Trust.

In short, COVID-19 meant that the planning stages for the Green Futures programme were elongated. While this was undeniably a challenge, it was also an opportunity. The Green Futures programme’s focus on green and blue spaces meant that the many events that were to be staged outside could go ahead even when indoor gatherings were either impossible or discouraged.

There is evidence that the programme was successfully adapted to meet the constraints imposed by the pandemic. Nevertheless, the challenges that the pandemic presented to the programme, the city, and the sector—and its wider impact as a driver of societal change and questioning—should be recognised as the context within which the Green Futures programme was delivered.

The remaining sections will cover:

- [Section 3](#) – Programme Highlights: highlights of key programme outputs and delivery
- [Section 4](#) – Progress Towards Aligned Outcome: examination of evidence/data collected during all stages of the programme to support progress made towards aligned outcomes
- [Section 5](#) – Learning and Recommendations: the identified learning insights and recommendations for the future
- [Section 6](#) – Conclusions: returning to the initial aims and objectives to draw conclusions and reflect on the programme and its outcomes.

The [appendices](#) provide additional supporting material.



# SECTION THREE: PROGRAMME HIGHLIGHTS

PHOTO CREDIT: ADELE REED



### 3.0 Programme Highlights

This section of the report features highlights of selected outputs from the Green Futures programme. It will not explore every individual project output in detail as they are extensive and wide-ranging. Instead, it will look in more detail at the intended impacts and the benefits for the natural heritage, volunteers, people who engaged with project activities or events, and the wider communities in Coventry.

The Green Futures programme was grouped under four year-long strands that sought to build a critical mass of human connectivity to nature and the natural heritage of the city. The four strands were:

- Growing – promoting and renewing guardianship of the city’s nature and natural heritage
- WILD-Life – exploring biodiversity and climate change
- Forest – exploring humanity’s relationship to the natural world
- State of Nature – revealing and discovering the hidden nature of the city

The following table shows the key outputs related to each programme strand:

Growing	WILD-Life	Forest	State of Nature
<p><i>Growing Coventry with The Pod</i></p> <ul style="list-style-type: none"> <li>• Alternative Arts Lab</li> <li>• Allotments</li> <li>• The Garden Zine</li> <li>• Spaces[in] BETWEEN</li> <li>• Un-earthed</li> </ul>	<ul style="list-style-type: none"> <li>• Our Wilder Family</li> <li>• Wildlife Gathering</li> </ul> <p><i>Coventry Canal Cultural Programme</i></p> <ul style="list-style-type: none"> <li>• Summer on the Canal</li> <li>• WaterWAYS</li> <li>• Pirates of the Canal Basin</li> <li>• Flow</li> <li>• Nest</li> <li>• Small Bells Ring</li> <li>• Highly Sprung’s CastAway</li> <li>• Random String</li> </ul>	<ul style="list-style-type: none"> <li>• Observations on Being</li> <li>• Flock Together</li> <li>• Soil to Plate</li> <li>• Charterhouse Reveals</li> <li>• Walking Forest</li> <li>• Forest Camps</li> <li>• Beneath the Trees</li> <li>• Days of Doing</li> <li>• Green Week</li> </ul>	<ul style="list-style-type: none"> <li>• Coventry Creature Count</li> <li>• Coventry State of Nature Report</li> <li>• Nature Summit</li> </ul>
<p><i>Growing Coventry in the Public Realm</i></p> <ul style="list-style-type: none"> <li>• Art can be rubbish too</li> <li>• becoming fungi, becoming forest</li> <li>• A Crash Course in Cloudspotting</li> </ul>	<p><i>Nature</i></p> <ul style="list-style-type: none"> <li>• Jack’s Frogs</li> <li>• Animals by Dens &amp; Signals</li> <li>• Talking Birds – Walk With Me</li> <li>• Haus of Kraft</li> </ul>		
<p><i>Growing in Green Space</i></p> <ul style="list-style-type: none"> <li>• Bee-Lines</li> <li>• Moss Murals</li> <li>• Future Time Tree</li> <li>• Sound Seat</li> <li>• Nature/Nurture</li> <li>• Team Wilder</li> </ul>			

Table – Key Programme Outputs by Strand (Source: Coventry City of Culture Trust)

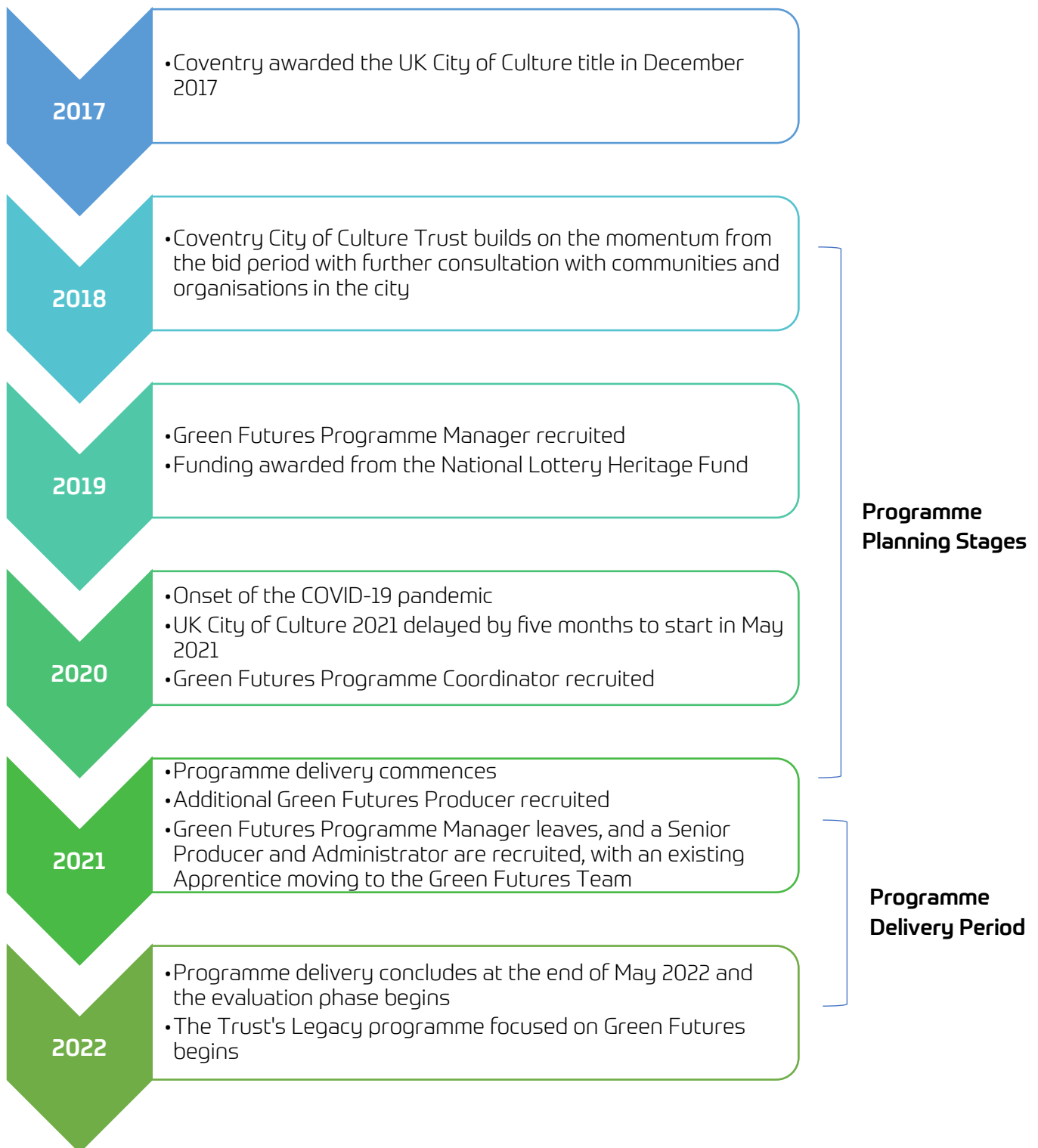
Like the overall Coventry UK CoC 2021 programme, the Green Futures programme was designed to support the outcomes and impacts identified within the [Logic Model](#). The programme was also designed using the six core programme principles, which were used to guide the planning and development of the programme. The six core principles were a direct response to discussions with communities in Coventry both during the bidding period and after the city had won the UK CoC 2021 title. They are also consistent with the outcomes and impacts of the Story of Change and the wider goals of the ten-year Coventry Cultural Strategy.



*Programme Principles (Source: Coventry City of Culture Trust)*

The programme was delivered by a Green Futures Programme Manager in the Dynamic City team, who was appointed in mid-2019. During the planning stages of the Green Futures programme, a Programme Coordinator was appointed as well as an additional Producer. Following the departure of the Green Futures Programme Manager in October 2021, a Senior Producer was brought in to oversee the delivery of the programme. To fully support the programme, an Administrator was recruited and an Apprentice already in post within the Trust moved to the Green Futures programme.

A timeline of the programme from planning stages to delivery, along with the key recruitment milestones is shown below:



*Table – Programme timeline including key recruitment milestones*

A calendar of Green Futures events is included in the [Appendices](#) at the end of this report.



### 3.1 Growing

#### Growing Coventry with The Pod

Allotments and allotment-use have a proud history in Coventry. The activities across this green patchwork celebrated the benefits of growing food and of being with nature.

Award-winning mental health service and plant-based café, The Pod, worked with artists, activists, and scientists to present a series of events designed to create a more embedded approach to the local food economy, and to consider new ways of creating access to healthy, sustainable food for all. The Pod is a unique Coventry City Council mental health service that was in place years before the UK CoC 2021 year. It is one of the UK's few community-based projects.

In 2014, The Pod founded Food Union. This is a citywide social activism programme that creates conversation and action around the common language of food. On The Pod's three-quarter acre plot of land, Food Union grows products for The Pod Cafe, holds a variety of 'soil to table' workshops, and hosts musical gatherings. Its emphasis is on seasonal activities. The Pod's aim is to build a sustainable vegetable garden that encourages the growth of food and biodiversity, and to foster skills that its members can take home and emulate.

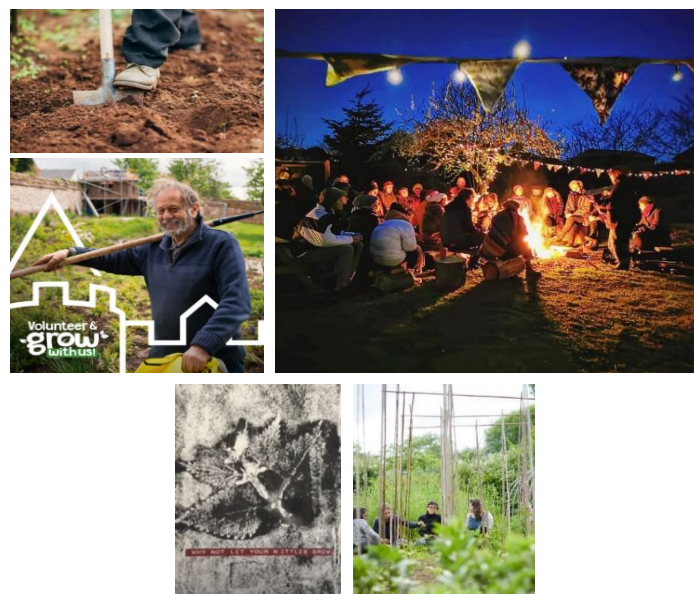
The strand Growing Coventry with The Pod was co-delivered with nature, wellbeing, and horticultural partners. It aimed to connect local artists and hyper-local communities, who reimagined creative ways to connect to seasonal produce, flora, and fauna, while also cultivating new skills, sharing knowledge, and exchanging stories.

The Pod delivered 47 activities for Green Futures, including Song and Soil supper clubs.

Food Union had 100 members prior to Green Futures. That number has now increased to 250 due to the increased exposure Food Union gained from being part of the programme.

*"Gardens are the meeting point for human and 'nature' to co-create."*

– Alix Villanueva, The Garden Zine



*Images: The Pod*

Project Description from Planning Phase	Theory of Change Outcomes	What change will this project create?	What was delivered?
<p><b>Growing Coventry - with The Pod</b></p> <p><i>The Garden Project:</i> facilitated by artist Alix Villenau via the 18-month underGROWTH residency). Project created a Zine capturing local and national response to 'gardens'. Also commissioned composer Tim Seeley to create <i>CV5 Birdsong</i> for Solstice 2020 and 2021. Its project website is a living nature archive for the remainder of the project.</p> <p><b>Growing Coventry Artist Lab:</b> artists matched with local community groups to co-design future activity.</p> <p>Propagating creative people: using The Pod's horticultural team to support artist and growers to enable their own activity.</p> <p>Co-support to host Talking Bird's NEST Residency at Holyhead Allotments.</p>	<p>Community led production and programming increases cultural participation and activism.</p> <p>Cultural leadership and programming reflects and represents the citizens of the city.</p> <p>Cultural programming is environmentally responsible and promotes environmental awareness.</p> <p>Cultural sector activity makes a significant contribution to the economic, environmental, social, health, and wellbeing targets for the region.</p>	<p>Increased membership of The Pod's Time Union and Food Bank. Wider community representation within Feeding Coventry's network.</p> <p>Increased volunteering within the city's food systems, including Food Banks, Grub Hubs, and Social Supermarkets.</p> <p>Self-sustaining cross-ward peer-to-peer and co-coaching between artists, growers, and activists/participants.</p> <p>Increased community capacity and confidence for local people to directly access green space and fresh produce.</p> <p>Innovates a new collaborative model and evidence base to support longer-term Social Prescribing potential.</p> <p>Widening uptake of the arts' role in allotment spaces, with potential for wider city/region network being formed.</p>	<p><b>Song and Soil</b> A series of sold-out song and soil supper clubs that created a network to share skills, expertise, knowledge, and seeds. Resulting in 2 new growing areas, 20 tonnes of grown food, food awards, and acclaim from all generations.</p> <p><b>Un-earthed</b> The Live &amp; Dye Garden is a newly established walled garden built by Food Union within the grounds of Coventry Cathedral. It hosts workshops, grows plants, and attracts new volunteers to a place of solitude within Coventry's busy city centre.</p> <p><b>Alternative Arts Lab</b> Rebecca Taylor (silversmith), Sophia Moffa (ceramicist), and Tom Jennings (wood carver) ran Tools of Appreciation in which crafts people and artists collaborate to develop an imagined tool inspired by the stories of the city's food growers. Over 80 applicants applied for the 15 spaces available.</p> <p><b>Allotments</b> Breaking Ground events grew on the common ground between 3 allotment associations less than one mile apart, to create corridors of civic and eco care between/within the spaces.</p> <p><b>Spaces[in]BETWEEN</b> This artist in residence and Film Screening created an interface between artists, writer, and film makers to provoke comparisons between incidental and cultivated space. The audience engaged in Civic Care and Land Rights.</p> <p><b>becoming fungi; becoming forest</b> The Pod developed a space for dedicated mushroom growth in consultation with sirencrossing.</p> <p><b>Garden Zine</b> curated by Alix Villanueva, a document collating over 40 people's multifaceted relationships with gardens and gardening. The idea for The Garden Zine emerged from a residency at The Pod for the Coventry Biennial 2019.</p>



## Growing Coventry in the Public Realm

Project Description from Planning Phase	Theory of Change Outcomes	What change will this project create?	What was delivered?
<p><b>Growing Coventry in the Public Realm</b></p> <p><i>Art can be rubbish too.</i> led by artist Rob Hampton. Co-commissioned with Coventry Biennial.</p> <p>Grains of sand represent citizens generally and collaborators specifically. Glass house represents Coventry's unique modernist architecture. Barrels and machinery represent the city's manufacturing heritage. Collages of litter (and online video content) provide evidence of the collaborative process.</p> <p><i>becoming fungi</i> <i>becoming forest</i> led by artist Carolyn Deby (sirencrossing). Commissioned with Coventry Biennial and supported by The Pod. A new city walk, with performance set within an immersive fungi-infused community venue. Supporting workshop on art of fermentation, including joint workshops.</p> <p><i>Cloudspotting</i>, a commissioned series of short stories reflecting personal stories of rest in public and natural heritage spaces.</p>	<p>Community-led production and programming increases cultural participation and activism.</p> <p>Cultural programming is environmentally responsible and promotes environmental awareness.</p> <p>Cultural sector activity makes a significant contribution to the economic, environmental, social, health, and wellbeing targets for the region.</p>	<p>Increase visibility of nature and natural heritage within the urban built environment.</p> <p>Widen opportunities for young people to take ownership and potential for leadership in 'tending' their local environment.</p> <p>Scope for positive behavioural change by recognising the indivisibility of human connectivity to nature and natural systems.</p> <p>Models of co-collaboration to innovate within Social Prescribing programmes.</p>	<p>Artist Rob Hampton and youth groups travelled to the UK's busiest coastal locations to collect litter and sand to inform <b>Art can be rubbish too</b> presented at Coventry Biennial 2021. The artist connected Coventry youth groups to nature and provided opportunities for leadership in caring for the environment, whilst highlighting our throwaway society.</p> <p><b>becoming fungi, becoming forest</b> site-specific audience experience (performances) by sirencrossing, talks with Merlin Sheldrake, and growing workshops with Lisa Franklin. Audiences explored the mycelial connections that exist under the surface of the city. Revealing human entanglements in this shimmering 'biome' of interacting beings and systems (humans, fungi, trees, microbes, and other life). Of those surveyed, 63% of survey respondents agreed or strongly agreed they had a good time.</p> <p><b>A Crash Course in Cloudspotting</b> led by artist Raquel Meseguer Zafe, who lives with chronic pain. It explored the 'practice' of public rest for those who need to navigate the world differently. Online and in-person events invited audiences to consider cities as designed for movement rather than rest. A model of how a national artist worked with a local artist (Grapevine) to evolve a legacy of environmental connectedness, and shape playful cities and safe spaces.</p> <p><b>Resting Spaces</b> by Grapevine supported the community's mental wellbeing and social isolation through a series of artist-led walking projects based around the city's rivers and park spaces in collaboration with Coventry City Council's Parks Department. Aimed at restoring planting heritage and offering creative interpretation and engagement activities for local families and young people.</p>



*Images: Coventry Biennial*



*Images: Adele Reed*

## Growing Coventry in Green Space

Project Description from Planning Phase	Theory of Change Outcomes	What change will this project create?	What was delivered?
<p><b>Growing Coventry in Green Space</b></p> <p>Creative Residency Projects</p> <p>Juneau Projects with Spon End Residents Association</p> <p>Foleshill Creates at Coventry Peace Orchard</p> <p>Hillfields 'Green' Square with the Watch Library and local women's groups</p> <p>21 Streets' pop-up planting workshop series</p>	<p>Community-led production and programming increases cultural participation and activism.</p> <p>Cultural programming is environmentally responsible and promotes environmental awareness.</p> <p>Cultural sector activity makes a significant contribution to the economic, environmental, social, health, and wellbeing targets for the region.</p> <p>Increase in civic pride.</p> <p>Cultural engagement is geographically dispersed across the city.</p>	<p>Increased community volunteering for nature and conservation projects, ensuring its resilience by diversifying representation.</p> <p>Increased stewardship of green and public space. Scope is left for a new Friends of Park group to be shaped through this programme and its focus on the less-engaged green space.</p> <p>Build capacity and skills for our nature partner to integrate and deepen the arts and/or creativity in approach within their environmental education.</p> <p>Shifting the dial for civic planning to recognise the value of and increase the opportunities for improved wellbeing through public arts and green immersion.</p>	<p><b>Time for Nature</b> Artists Juneau Projects, Spon End Residents Association, and Warwickshire Wildlife Trust (WWF)'s Sherbourne Valley Project explored nature and co-created new work. The outcome was not set, allowing the collaboration to be driven by local people. The artworks are installed in urban nature and will be in situ for 12 months. The WWF Sherbourne Valley Project, seeing the work's successful creation of stewards for the environment, has written the model into future work plans.</p> <p><b>Bee-Lines</b> Buglife research that shows that bees avoid Coventry due to the lack of pollen in the city. Lots of small growing projects outlined in the funding bid were brought together to create a city-wide planting programme to create beautiful floral pathways for pollinating bees and insects. Since the second world war, the UK has lost 90% of its wildflower meadows. Bee-Lines increased pollinator pathways in the city by over 10,000 sqm. Artists delivered sessions in schools, a community call-out inspired resident planting, and cultural partners revitalised urban spaces across the city.</p> <p><b>Moss Murals</b> 10 living moss murals featuring animals and the UK's rarest plants brought to life the State of Nature report and Coventry sightings. Created by Mostika (founded by artist Edina Tokodi) the moss murals depict some of Coventry's hidden wildlife and created a fun way to explore the city, learn more, and act on biodiversity.</p>





*Images: Juneau Projects*



*Images: Warwickshire Wildlife Trust*

Project Description from Planning Phase	Theory of Change Outcomes	What change will this project create?	What was delivered?
<p><b>Growing Coventry in Green Space</b></p> <p>The War Memorial Park celebrates its 100th Birthday in 2021. We will support the Birthday Weekend with self-guided activity using mobile phone interaction, <i>The Time Tree</i> with engagement/arts workshops, and the CineCov pop-up on August bank holiday weekend.</p> <p>A new dance performance by the local skating community. Commission a sound installation for the new Sensory Garden co-created with Mind, Grapevine, and the Friends of War Memorial Park</p> <p><i>Nature/Nurture</i> led by the Starfish Collective with the aim of engaging families with local nature across Henley Green/ Wyken/Wood End /Walsgrave woodlands and wild spaces.</p> <p>Community tree planting action embedded in the forest by This is Coventry/21 Streets. <i>Coventry Tree Trail</i> creative action co-developed with Coventry Tree Wardens, Coventry Heritage, and the Friends of Parks network.</p>	<p>Community-led production and programming increases cultural participation and activism.</p> <p>Cultural programming is environmentally responsible and promotes environmental awareness.</p> <p>Cultural sector activity makes a significant contribution to the economic, environmental, social, health, and wellbeing targets for the region.</p> <p>Increase in civic pride.</p> <p>Cultural engagement is geographically dispersed across the city.</p>	<p>Building greater diversity and connectivity to a wider range of the city's green spaces (including premier spaces, independent spaces, and less formal designated green space), gaining increased public awareness.</p> <p>Build creative capacity for the War Memorial sound installation to succeed by 2022/23.</p> <p>Increase stewardship of green and public space, leaving scope for a new Friends of Park group to be shaped through this programme and its focus on less-engaged green space.</p>	<p><b>The Time Tree</b> by artists Dens &amp; Signals was an interactive story adventure for 8–12-year-olds and their families at War Memorial Park (WMP). Interactive experience, encouraging connection to nature and imagining the future through story telling. Using a mobile phone, participants exchanged messages and calls with a character from the story—creating a strong sense that the story is happening around them in real time—while exploring the outdoors. Programme had to be revised to work with small audiences because large gathering were prohibited during the pandemic, so the event did not highlight WMP's 100th birthday. WMP Friends of Park (FOP) experimented with socially distanced engagement and relationship building, and 500 books were used over the bank holiday weekend/nature film screening. Nearly 200 participants completed the story (based on mobile phone data).</p> <p><b>Sound Seat</b> was created by Rosie Tee and Bryony with Friends of War Memorial Park (FOP). An immersive sound art installation that brought communities together to combat loneliness and produce a vibrant, valuable space. A collaborative consultation journey with artists, WMP FOP, and the public to scope the appropriate permanent installation for a WMP sensory garden. Due to the pandemic, the artist brief was adapted. Originally, a play piece celebrating WMP's 100th birthday, it became a piece for reflection. The final sound installation includes playable recycled instruments and a soundscape made up of natural field recordings from the city. The sculpture's modular design and flexible nature allows it to be reconfigured for other spaces, which presents exciting opportunities for other public spaces.</p> <p><i>"Seeing the install for the first time, I am very impressed with the sound installation and the benches &amp; planters it will be an asset to the garden &amp; park. It looks fantastic!!!"</i> – Tim Fox, City Centre and War Memorial Park Manager</p>

			<p><b>Nature/Nurture:</b> Coventry-based Community Interest Company Starfish Collaborative delivered a year-round programme for people to access creativity, culture, and nature to encourage long lasting positive mental and physical health, and social change in Coventry. Participants interacted over several projects to co-design creative habitats and wild spaces whilst supporting wider green education (e.g., citizen science discovering beasts and bugs in their backyards, pop-up parklets at the bus stop). Weekly sessions of <b>Into the woods</b> community film saw improved engagement in nature.</p> <p><b>Team Wilder:</b> Two projects (21 Streets and Coventry Tree Trial) were unable to deliver all their outcomes, largely due to the impact of Covid restrictions which forced the cancellation of gatherings. Coventry Tree Trial had been envisaged as a seasonal activity but the pandemic meant the timings were uncoordinated, so the project was rescoped to deliver Team Wilder; a programme to increase green stewardship. The science shows that if one in every four people act, this can be enough to change the behaviour of the majority. The Wildlife Trust aimed to achieve this by building a huge connected and collaborative community: Team Wilder. Warwickshire Wildlife Trust (WWT) awarded 9 #TeamWilder community grants to be used as a catalyst for change in the community across Coventry and Warwickshire. The projects, which were delivered in 2022, allowed grassroots organisations to deliver creative sessions that inspired engagement in nature.</p>
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*Images: Jamie Gray*

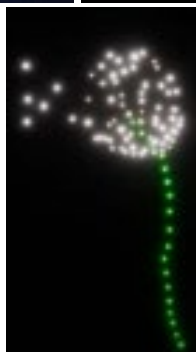
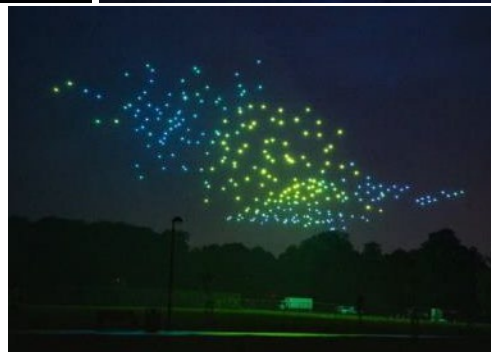


### 3.2 WILD-Life

The WILD-Life programme creatively explored the city’s biodiversity, embracing the green, grey, brown, blue, and white (for sky) environs, and built new multi artform stories revealing Coventry’s Hidden Nature. WILD-Life investigated Coventry’s current state of nature, commissioning artists to reflect the diversity of its wildlife and echo the loss of our local species or habitats. It asked the questions, what could be different and how can we change?

Project Description from Planning Phase	Theory of Change Outcomes	What change will this project create?	What was delivered?
<p>Telling the Story of Coventry’s Hidden Nature</p> <p>Large scale project.</p> <p>Currently developing proposals for either a new live outdoor production and/or a new commission at CET (<i>Rewild the City</i>).</p> <p>Will also connect with other nature charities such as RSPB and Woodland Trust.</p>	<p>Cultural programming is environmentally responsible and promotes environmental awareness.</p> <p>Coventry citizens positively influence and shape the city they want to live in.</p>	<p>Increases in data generation and capture lead to well informed civic and cultural planning and decision making.</p> <p>The city makes and develops creative cultural and civic uses of 5G and immersive technologies. Coventry is recognised as a future facing, pioneering city.</p> <p>Coventry citizens positively influence and shape the city they want to live in.</p> <p>Encourage hyper-local communities to access green space within 15 minutes of their home.</p>	<p>The large-scale Wildlife project reviewed various proposals, including an art performance and a folk music festival. The midpoint review of the Green Futures programme considered The Wildlife Trust’s ambition to motivate one in every four people to support nature and its drive to reach new audiences. The programme was rescoped and delivered the <b>Our Wilder Family</b> and <b>Wildlife Gathering</b> events that reached new audiences across different platforms (in-person or online) at home and at mass gatherings, in local parks, allotments, and other green and blue spaces. Matched funding was secured from DCMS for innovative digital engagement.</p> <p>MB Associates facilitated a Story for Change workshop with partners to consider how <b>Our Wilder Family</b>, <b>Wildlife Gathering</b>, and <b>Team Wilder</b> were curated to encourage the audience to go on a journey towards nature stewardship and encourage engagement in the <b>Team Wilder</b> campaign.</p> <p><b>Our Wilder Family</b> This once in a lifetime, nature inspired, free event was a record-breaking 16-minute-long visual display that used 360 drones as pixels to create a spectacular light show, which surprised and delighted audiences around the world. Coventry, known as the 'Phoenix City', is proud to rise against climate change and raise awareness to encourage action. A stunning sound score was created by musicians, with environmentalists’ narration and recordings from school engagement featuring biodiversity data. The event was delivered in line with the Trust’s Green Code and the cutting-edge drone fleet was green-powered using low carbon technologies.</p>

			<p>The event took place in the city's War Memorial Park on Sunday 15 May 2022. One of four big celebration weekends to mark the end of Coventry's tenure as UK City of Culture 2021, this event saw a live audience of over 27,000, which was an incredible turnout given the rain. It was also possible to hear the sound score on radio with a simulcast led by BBC CWR and other local community stations, and watch the display from people's gardens. The show was visible from up to 2.5km, allowing those who were unable to attend in person to see it in the sky. For others who lived further away, Limitless Broadcast live streamed it to over 13,000 people on any device with an internet connection.</p> <p><b>Wildlife Gathering</b> celebrated national days of significance: World Bee Day (Friday 20 May 2022), International Tea Day (Saturday, 21 May 2022), and International Day for Biological Diversity (Sunday 22 May 2022). This 3-day programme was animated by 66 artists, delivered 46 individual events, and increased access to green space across Coventry to over 7,500 people.</p> <p>An artist illustrated a map of Coventry to show the event locations and increase awareness of how green spaces connect with local urban areas. The maps were distributed city-wide and shared widely on media platforms.</p> <p><b>Wildlife Gathering</b> was an inclusive framework that enabled artists, grass-roots organisations, and charities to deliver a range of arts interventions at the hearts of their communities. Coventry's green spaces were activated with 6 walking trails (including living walls, and foraging and audio guides), 7 performances (about caring for bees and the Coventry river ecosystems), 15 creative nature workshops (making bug hotels, conversing with experts about environmental science, companion planting or beekeeping), 6 art exhibitions (including an interactive audio show about listening to what is underground), and 12 community open days (with activities such as litter picking urban spaces, eco gardening, food growing, relaxation, and cultural food gatherings).</p>
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*Images: Jamie Gray and Coventry Observer*





*Images: Jamie Gray*

## Coventry Canal Cultural Programme

Project Description from Planning Phase	Theory of Change Outcomes	What change will this project create?	What was delivered?
<p><b>Coventry Canal Cultural Programme</b></p> <p>A year-long programme produced independently and in collaboration with the Canals &amp; Rivers Trust. Activities include creative programming, participatory activity, arts, and conservation volunteering.</p> <p>A programme led by the Coventry Canal Residents, including some joint and supported work that sits outside of the Green Futures investment but was negotiated within the overarching partnership arrangement with C&amp;RT, comprised Ego Theatre's <i>Pirates of the Canal Basin</i>, and <i>FLOW</i>, a Floating Market co-curated by Tin Arts &amp; C&amp;RT with support from Flatpack (Midlands Film Hub).</p>	<p>Cultural Sector activity makes a significant contribution to the economic, environmental, social, health, and wellbeing targets for the city and region.</p>	<p>Shifting the Coventry Canal's place as a more significant part of the city's destination marketing and tourism strategy, and the wider regional Canal and Waterways destination marketing profile.</p> <p>Coventry 2021 programme will feed the long-term arts and cultural strategy at Local Authority and WMCA level.</p> <p>Coventry Canals elevated placement within C&amp;RT 10-year cultural strategy as a beacon of good practice - Arts on the Waterway.</p> <p>Our 2021 programme tests a diversity of inclusive arts and audience development which will be evaluated and included as a long-term development priority.</p> <p>Build campaign drivers that embrace arts, conservation, and wellbeing to inspire sustained engagement in the waterways.</p>	<p>Through co-creation, outcomes included maps, improved pathways and trails, installed interventions and signage, and a year-round programme of events from <b>Summer on the Canal</b> to artist residences and circus shows. The Trust facilitated the monthly-meeting Coventry Canal Cultural group to support shared practical planning, resources, and expertise.</p> <p><b>WaterWAYS</b>, city-wide celebration of Coventry's often hidden blue spaces provided free family-friendly activities to over 2,000 people over 3 days. Along the water edges of the Sherbourne, Sowe, and Coventry Canal, diverse activities included guided walks, kayaking, cycle tours, poetry readings, and storytelling. A floating venue, the Village Butty hosted musicians. Artist-led projects included: <b>Walk with Me</b> audio tour from Talking Birds, which provided insight into the vibrancy of Coventry's heritage; <b>Roam+Dwell</b> by Ludic Rooms offered inspiration, with invitations to play and make things afloat; <b>Jack's Frogs</b> environmental art trail; <b>Muslim Hikers</b> and Active Inclusion welcomed people of all faiths and none (many of whom had never visited the canal before while others did not even know it existed) to join a 2.5-mile waterside walk and community Iftar and Ramadan celebration (the walk sold out at 90 people with a further 30 people joining for <b>Iftar by the water</b>). Ego Theatre staged live music and aerial acrobatics on a stranded ship. Part promenade, part static spectacle, Coventry Canal Basin was transformed into a lively pirate harbour town full of strange and wonderful characters and stories.</p>





Images: EGO Performance Company

Project Description from Planning Phase	Theory of Change Outcomes	What change will this project create?	What was delivered?
<p><b>Small Bells Ring</b> Taking place throughout the year, this project is co-commissioned with Super Slow Way in collaboration with Coventry Libraries and Lancashire Libraries, supported by C&amp;RT, BBC C&amp;W, &amp; Coventry City Council.</p> <p>Celebrating short stories and the arts of writing, reading, and being read to, <b>Small Bells Ring</b> works with community and statutory libraries in the North East and North West to create a new Short Story Collection co-curated with emerging, community and established writers. Joint Librarian Groups between Coventry and Lancashire co-curate a short story library collection which will be housed in the commission's 'floating library': a 57ft barge beautifully restored and crafted by Studio Morison.</p>	<p>Community-led production and programming increases cultural participation and activism.</p> <p>Cultural Sector activity makes a significant contribution to the economic, environmental, social, health, and wellbeing targets for the city and region.</p> <p>Cultural leadership and programming reflects and represents the citizens of the city.</p> <p>Cultural programming is environmentally responsible and promotes environmental awareness.</p>	<p>Influence Librarian CPD practice and peer-to-peer learning approaches.</p> <p>Shape new narratives for the Canal and Waterways that are formed by lived experience and diverse perspectives from a range of community heritages.</p> <p>Attract new visual arts attendees to natural heritage.</p> <p>Diversify and increase membership for Coventry Library Service and widen access to short stories (in English and other languages reflecting city's migration).</p>	<p><b>Small Bells Ring</b> is an artwork created by artists Heather Peak and Ivan Morison of Studio Morison, centred on The RV Furor Scribendi, a fully functioning sculptural narrowboat that operates as a living research vessel, housing a floating library of short stories and a retreat for writers and readers.</p> <p>Whilst moored up in Coventry's Canal, Studio Morison delivered a literary programme of short stories read, performed, and discussed on the boat. Visitors enjoyed the galley kitchen, children's library, and writers' room. They could also explore the UK's first national collection of short stories in the reading salons.</p> <p><b>Small Bells Ring</b> is not just about books. It is about people and their stories in a diversity of languages, and about the places the boat travels through. The stylishly restored boat and its welcoming environment created a community hub of engagement, hosting libraries at the canal side in deprived and multicultural parts of the city.</p> <p>Coventry City Council and its partners delivered <b>Library Service's One Million Reads</b> project throughout Coventry City of Culture. HRH Duchess of Cornwall launched the project and submitted the 'first read' back in May 2021. Readers of all ages got behind the challenge, submitting their reads either in libraries or online. In May 2022, the figure stood at a staggering 1,262,798.</p>



Images: Small Bells Ring

Project Description from Planning Phase	Theory of Change Outcomes	What change will this project create?	What was delivered?
<p><i>CastAway.</i> A new outdoor show based on ancient and epic water myths set against a backdrop of the modern-day's throwaway culture. Accompanied by a digital app to widen inclusion for those with hearing or visual impairments.</p>	<p>Cultural programming is environmentally responsible and promotes environmental awareness.</p> <p>Increase in civic pride.</p>	<p>Encourage pro-environmental behaviour to reduce litter and fly tipping along the Canal Route.</p> <p>Diversify and increase new audiences and visitor numbers attending the Coventry Canal.</p>	<p>Highly Sprung's <b>CastAway</b> was a stunning outdoor performance that explored the impact of today's throwaway society on our waterways. The all-female cast immersed audiences in an underwater world where performers dived, twisted, and floated over 26 feet in the air to delight, inspire, and captivate audiences of all ages.</p> <p><i>"I will never use single-use plastics again. Well done for putting art at the heart at the heart of social change."</i></p>



Image: Andrew Moore

Project Description from Planning Phase	Theory of Change Outcomes	What change will this project create?	What was delivered?
<p>Green Futures and Digital Futures jointly support the production <i>Random String</i>, the city's biannual festival of art, technology, and play. This year exploring the local environment and the future of folk. Our investment includes a new commission for artist Bishi plus interventions, workshops and residency sharings, including Nest and Unlimited Artists to increase inclusion of local artists with a disability.</p>	<p>Cultural leadership and programming reflect and represent the citizens of the city.</p> <p>Cultural sector capacity and infrastructure is building a sustainable and resilient sector.</p>	<p>To diversify and increase new audiences and visitor numbers attending the Coventry Canal.</p> <p>Increase potential for visually- and hearing-impaired audiences to access outdoor work in natural environments (i.e., not green space or civic space).</p>	<p><b>Random String</b> is Ludic Rooms's biennial festival of arts and technology, following a 1km trail that ends in the Canal Basin. Audiences ventured along the waterside and explored light and sound artworks that transformed the waterway. The festival focused on the local environment and the future of people's attitudes towards natural heritage.</p> <p><b>Nest Residencies</b>, designed by artists for artists, explored the concept of 'Future Folk and Nature' at the canal. The project included Nest and Unlimited Artists with the aim of increasing the inclusion of local disabled artists.</p>



*Images: Andrew Moore*



Project Description from Planning Phase	Theory of Change Outcomes	What change will this project create?	What was delivered?
<p><b>WILD-Life Nature Programme</b></p> <p><i>Jack's Frogs</i> Jack is a local learning-disabled artist, co-supported by Imagineer and Open Theatre to evolve a new project fuelled by his obsession with frogs.</p> <p>Lucy Haywood's <i>Coventry Chaotic Canal</i> is a new and inclusive family theatre show inspired by heritage places and contemporary places at the canal and waterways.</p> <p>Katie Walters presents <i>Butterflies</i>, a new micro commission co-supported by Unlimited.</p>	<p>Cultural leadership and programming reflect and represent the citizens of the city.</p> <p>Cultural programming is environmentally responsible and promotes environmental awareness.</p> <p>Community-led production and programming increases cultural participation and activism.</p>	<p>Shape environmental education to embrace the potential for STEAM.</p> <p>Increase potential for disabled artists to get commissions to develop their arts practice.</p>	<p><b>Jack's Frogs</b> was presented in Coventry Windows, an educational activity featured in the Uncover Discover schools project supported by WWT, and co-supported by Green Futures and Unlimited. This is Jack's first residency on the C&amp;RT Education Boat.</p> <p>The leadership programme included local arts company Open Theatre and Imagineer who provided support to Jack, a Coventry-based artist with a learning disability.</p> <p>Coventry SEND schools provided an inclusive opportunity to connect with the Coventry Canal and access natural heritage. It supported more inclusive practice within C&amp;RT Education's offer and approach to engaging those with learning disabilities on more equitable terms</p> <p><b>Coventry Chaotic Canal</b> was presented in the Canal Basin. The show was suitable for those with a hearing and/or visual impairment, including those with multi-sensory disabilities</p> <p>Supported by Coventry 2021, Commonwealth Games, and C&amp;RT, a model was produced for supporting a local disabled artist to work at a larger project scale and to make the step change towards national touring in 2022/23 and onwards.</p> <p><b>Butterflies</b> was aimed at developing a disabled artist's creative practice to embrace hybrid forms of storytelling and challenge museums' approach to collection practice for natural heritage R&amp;D. The intent was to explore the collection practices and ethics of a butterfly collection held by the Herbert Art Gallery &amp; Museum (October – April 2021). This project did not develop, as match funding was not secured.</p>



Images: Maria Raluca

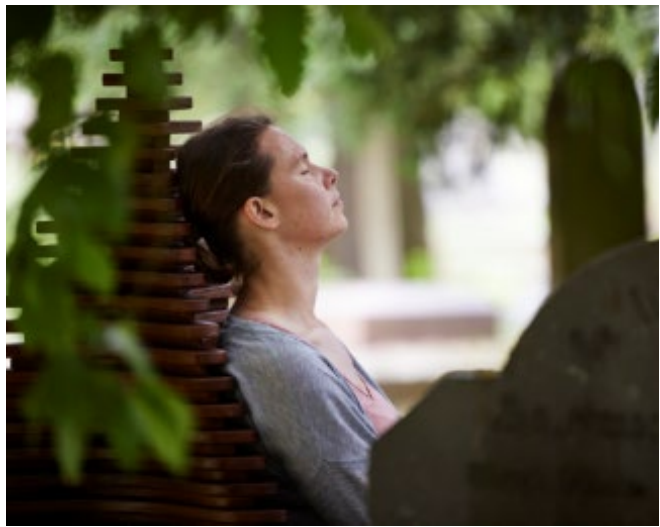
Project Description from Planning Phase	Theory of Change Outcomes	What change will this project create?	What was delivered?
<p><i>Animals</i> by Dens &amp; Signals (R&amp;D October 2021, presenting March/April 2022)</p> <p>A small-scale dance theatre show for children and their families celebrating the richness of nature on our doorstep and its need for stewardship.</p> <p>Originally developed with Sussex Wildlife Trust, artists will host exploration days during July/August across a host of habitats, shaping a week-long residency in 2 Coventry schools (NW/NE) co-designing new material. A 1–2 week tour will take place in local schools and the new Heritage Park. WWT will deliver complementary nature education surrounding the tour.</p>	<p>Community-led production and programming increases cultural participation and activism.</p> <p>Increase in civic pride.</p>	<p>Diversify children's voices in nature-centred storytelling.</p> <p>Build new collaborative models between arts, cultural education, and nature-based activity, increasing quality and relevance.</p> <p>Use theatre as a medium to advocate for pro-environmental behaviour (children and their families).</p>	<p><b>Animals</b>, a small-scale dance theatre show for children and their families celebrating the richness of the nature on our doorstep and its need for stewardship. Learning about the amazing wildlife around us explores the connections between humans and animals, and makes massive things feel possible.</p> <p>Artists spent time developing the piece in schools, bringing people together to create connections, shared moments, and future possibilities. Eight schools took part in WWT educational sessions, engaging with 434 pupils overall. A total of 14 schools started using the educational resources, with steadily increasing numbers of pupils making use of the materials with some additional teaching support from Project Leaders. There was consistent engagement and development with schools. The project will form one of the Trust's SROI projects. The project brought theatre to community centres and library settings, increasing interaction with cultural activity.</p> <p><i>"Animals! takes on big problems with a powerful gentleness and humour. My children were mesmerised, and so was I... We loved it."</i> – Audience Member, 2022</p>



### 3.3 Forest

The Forest Programme explored the city as a ‘forest’, taking a creative perspective of its formal and less formal green and wild spaces.

Project Description from Planning Phase	Theory of Change Outcomes	What change will this project create?	What was delivered?
<p><b><i>Observations on Being:</i></b> A major world premiere of outdoor storytelling experience by MLF, exploring human connections to the natural world. A curated public engagement programme in collaboration with site partners, inspiring additional activity to increase longer-term stewardship and connection to invest in the park's future.</p> <p><b><i>Flock Together:</i></b> A series of scouted bird watching walks. <b><i>Flock Together</i></b> will explore the themes in <b><i>Observations on Being</i></b> to challenge the underrepresentation of people of colour in nature and encourage local communities to reclaim green spaces. It highlights how connecting with nature can enable a sense of peace, presence, and belonging. Led by Flock Together founders, Ollie Olanipekun and Nadeem Perera, these walks are designed to be accessible, full of birds, and something in which locals, young and old, can take pride while reclaiming green spaces and rebuilding relationships with nature.</p>	<p>Cultural programming is environmentally responsible and promotes environmental awareness.</p> <p>The city makes and develops creative cultural and civic uses of 5G and immersive technologies.</p> <p>Increase in civic pride.</p>	<p>Coventry's diverse cultural life increases local, national, and international tourism to the region.</p> <p>Building greater diversity and connectivity to a wider range of the city's green spaces (from cemeteries to heritage spaces), increasing public awareness of them.</p>	<p><b>Observations on Being</b> was a series of thought-provoking and immersive audio-visual art installations and soundscapes, which challenge our ideas of life and death and examine our symbiotic relationship with nature. Mapping the journey of breath from different scientific and cultural perspectives, this multisensory narrative of epic proportions uncovered the living worlds both beyond and within us. Commissioned by Coventry City of Culture Trust and produced in partnership with York Mediale, who worked closely with the Friends of London Road Cemetery and Historic Coventry Trust, Warwickshire Wildlife Trust, and Coventry City Council. Event aimed to create long-term connection to Coventry's natural heritage through partnership. Invited audiences attended London Road Cemetery, the beautiful Charterhouse Heritage Park (Joseph Paxton's Grade I listed cemetery) and its arboretum. Raised public awareness and raised awareness of London Road Cemetery so that it can host more public events.</p> <p><b>Flock Together</b> hosted guided (live spoken word) birdwatching walks in community spaces in Charterhouse and London Road Cemetery. Flock Together aimed to remove barriers to green space, particularly for young people/young adults, people from global majority communities, and people with a range of disabilities, including those who want to enjoy nature but are affected by poor mental wellbeing and social isolation.</p> <p>Increased opportunities for young people to shape a deeper connection and commitment to engage with Coventry's natural heritage in the long term through recruitment of a new hyper-local group who co-designed new wetland proposals for Sherbourne Valley.</p>



*Images: David Levene*



*Images: Kevin Mujunga*

Project Description from Planning Phase	Theory of Change Outcomes	What change will this project create?	What was delivered?
<p><b>Heritage Park</b> programming with Historic Coventry Trust</p> <p><i>Harvest Moon</i>: a long table event with The Pod celebrating the opening of Charterhouse Allotment (September 2021).</p> <p>The Heritage Park, supported by Coventry CoC2021, will host Brazilian artist Neve Azvedo's immersive outdoor work <i>Suspended State</i> (Jan/Feb 2022).</p> <p><i>Walking Trees</i> is an action research project co-designed by Historic Coventry Trust and Friends of London Road Cemetery. It explores the heritage of the original Paxton Arboretum design</p> <p>Other programming at the site: <i>River Sherbourne</i> (Over Here) and <i>The Protected Poet</i> (as part of BBC Contains Strong Language)</p>	<p>Increase in Civic Pride.</p> <p>Community-led production and programming increases cultural participation and activism.</p> <p>Cultural programming is environmentally responsible and promotes environmental awareness.</p>	<p>Integrate contemporary arts and education with the city's lead heritage organisation.</p> <p>Increased community capacity and confidence for local people to access green space and gardening skills, resulting in increased stewardship.</p> <p>Innovates a new collaborative model and evidence base to support longer-term Social Prescribing potential.</p>	<p>Historic Coventry Trust (HCT) did not get the matched funding from ACE to deliver Neve Azvedo. The pandemic added building delays to the renovation of Charterhouse. Therefore, the proposed plans in the grant bid were reviewed and the following projects were delivered.</p> <p><b>Observation of Being</b> was delivered with support from HCT, who worked with local groups (Green Space Forum, FOP, London Road Cemetery) to develop the capacity and confidence to embrace the arts as integral to their interpretation of a heritage organisation.</p> <p><b>Soil to supper</b>: the kitchen garden was the heart of monastic life. This was reimaged as a new focus for community food production by The Pod, which worked to run a supper event geared towards planting raised beds for growing food in the garden.</p> <p><b>Charterhouse Reveals</b> invited over 750 visitors behind the garden wall of Coventry's stunning 14th Century Charterhouse, one of only nine Carthusian monasteries in the country. The Charterhouse was open to visitors for the first time after an extensive restoration.</p> <p>Audiences enjoyed a collection of fun-filled activities, from watching live theatre performances to making seed bombs. Attendees could step into the history of the monastery by viewing the diary excerpts and reflections of those who lived there from the 14th century.</p> <ul style="list-style-type: none"> <li>• Notably more families attended, there were more new visitors to the Charterhouse, and the visitors were more diverse; hence, the events achieved the desired aims of HCT.</li> <li>• Estimated dwell time of 3hrs with most of the visitors staying over this time.</li> <li>• 20 expressions of interest to volunteer were made.</li> <li>• A team of 46 worked on the event including city hosts, contributors, artists, volunteers, and the staff event team.</li> </ul>

Project Description from Planning Phase	Theory of Change Outcomes	What change will this project create?	What was delivered?
<p><b><i>Walking Forest:</i></b> supported by Season of Change and the British Council.</p> <p>Inspired by the seed planting activism of the Suffragette movement, the <b><i>Walking Forest</i></b> ignites and emboldens 30 young Coventry women to release their own climate action to inspire other earth defenders through civic debate, creative exchange, and performative action.</p> <p>Nurturing international digital taproots, the <b><i>Walking Forest</i></b> joins cultural activists at Cop 26 in Glasgow, fuelling their call for change, both within Coventry and globally.</p> <p>Propagation Camp (3 days) in May/June 2021</p> <p>Civic Creative Action September 2021</p> <p>Cop 26 and Global Youth Summit November 2021</p>	<p>Cultural programming is environmentally responsible and promotes environmental awareness.</p> <p>Community-led production and programming increases cultural participation and activism.</p>	<p>Innovates a new collaborative model and evidence base to support longer-term Social Prescribing potential.</p> <p>Coventry citizens positively influence and shape the city they want to live in.</p> <p>Address the gender and age bias within climate representation in the city.</p>	<p><b>Walking Forest</b> is a 10-year artwork taking place in sites across the UK, exploring links with activism, natural forest networks, and communities. Awakening a collective sense of what it is to feel responsible for and to be able to respond to the natural world, <b>Walking Forest</b> creates an international web of women Earth activists of all ages, exploring links between the local and global, natural forest networks, artists, and communities. The Green Futures commission involved a camp for Coventry women to learn from women earth defenders globally. Led by local female change-makers, <b>Walking Forest</b> provided a creative space for environmental activists, bridging performance and social action as women carried a felled tree through the streets of Coventry, creating a mobile artwork seen by thousands of people.</p> <p>Inspired by the seed planting activism of the Suffragette movement, the <b>Walking Forest</b> participants released their own climate action through civic debate, creative exchange, and performative action. Participant engagement was on a variety of levels:</p> <ul style="list-style-type: none"> <li>• as cultural activists, fuelling a call for Coventry and global change at Cop 26 in Glasgow</li> <li>• attending the Propagation Camp (3 days) in May/June 2021, showing Coventry CoC 2021 as a partner in the city's networks, looking at promoting a call for action and highlighting how pro-environmental behaviour change could be widened by future tree planting by the urban tree department and local community networks. Saplings were planted in Floyd's Field.</li> <li>• addressing the gender bias within climate representation in the city; promoting Coventry Women's role in Coventry's social and political heritage</li> </ul> <p><i>"It has given me a sense of community, it has helped me be more confident, find a voice, speak publicly."</i> – Participant</p>





*Images: Adele Reed*



Project Description from Planning Phase	Theory of Change Outcomes	What change will this project create?	What was delivered?
<p><b>Forest Camps:</b> As part of CVX Festival. The Producer for Young People &amp; Exploitation leads a Green Futures initiative in collaboration with community police and eco-arts company Wild Earth to co-develop an environmental project connecting with young people's emotional experience of being in nature. Providing the opportunity to build vocational conservation experience. The final install site to be Lady Herbert's Garden.</p> <p><b>Beneath the Trees:</b> Commissioning an arts partner to work with Heart of England Forest and walking network Steppers to address the barriers to young BAME people experiencing the outdoors.</p>	<p>Community-led production and programming increases cultural participation and activism.</p> <p>Cultural programming is environmentally responsible and promotes environmental awareness.</p> <p>Increase in civic pride.</p>	<p>Coventry citizens positively influence and shape the city they want to live in.</p> <p>Diversify young people's voices in nature-centred storytelling.</p> <p>Build new collaborative models between arts, statutory institutions, and cultural education partners for nature-based activity.</p>	<p><b>Forest Camps</b> The project took young people (24 in total, including 10 who are at risk of exclusion from 2 schools) out into green spaces to explore the impact our environment has on us. They worked with professional artists and trainers to learn music production, photography, film, cooking, and bush craft.</p> <p>Young people from Coventry (Lake View Park, Rough Close, and Urban G) attended a series of workshops, with local artist Auden Allen, Warwickshire Wildlife Trust, West Midlands Police, Ludic Rooms, and ARUP, to discover new ways to engage with natural spaces in the city, exploring the idea of safety in our green spaces and hearing beats made from natural sounds. Young people were immersed in their local landscapes, in forests and wilderness that, although on their doorstep, may feel inaccessible.</p> <p>Challenged the community police and BID perspective of young people in public/green space. Gained insight into the potential barriers for young people to engage with nature/outdoor and shifted the dial in collaborative approaches within environmental and/or forest education.</p> <p>Strategic step change in forming collective action between stakeholders, policy makers, and communities to shape future climate and green space strategy. Shifted the dial to embed artists' vital role in the interpretation of biodiversity data and the city's natural heritage.</p> <p><i>"When I think of a city, I always think of people stressing, people trying to get to places. Whilst nature is so free, so beautiful you got so much space for yourself, for your mind"</i> – Young Participant</p> <p><b>Beneath the Trees:</b> A one day event in Naul's Mill Park featured micro commissions, bespoke workshops, and installations, all inspired by the park's natural and social heritage. Delivered by a co-working wider August Bank Holiday group, and delivered by Local Artists Coventry Arts Collective.</p>

### 3.4 State of Nature

A strategic and creative staging post that invites the city to reflect and shape its call to action to secure our green futures locally and globally.

Project Description from Planning Phase	Theory of Change Outcomes	What change will this project create?	What was delivered?
<p><b>Coventry State of Nature Report</b> offers potential to creatively gamify citizen engagement in local wildlife. Intended functionality is to both collect data and encourage wider exploration of the city's ecosystem. Supported by Digital Futures, Wellbeing, and Green Futures.</p>	<p>Coventry is recognised as a pioneering model of culture-led inclusive growth.</p> <p>Cultural programming is environmentally responsible and promotes environmental awareness.</p> <p>Coordinates cultural sector capacity and infrastructure to build a sustainable and resilient sector.</p>	<p>Improve biodiversity data capture through a range of new eco recordings gained from creative engagement and citizen science activations.</p> <p>Encourage hyper-local communities to access green space located within a 15-minute radius of their home.</p> <p>There is longer-term potential for a relationship with Social Prescribing.</p>	<p>The <b>2019 State of Nature Report</b> (a health check of the UK's wildlife) reports the devastating effects of human impact on our wildlife. Of the 8,418 species assessed, 15% are now at risk of extinction. Nature Working Group partners agreed that collective counting will provide vital information about the natural state of Coventry, enabling us to better support, protect, and enhance our wildlife and wild places.</p> <p>Rather than create a new app, existing platforms were utilised to grow partnerships in the city and with national partners. The Nature Working Group fed into and developed the project. Partners collaborated, aligned, and joined projects. For the first time, Coventry City Council took part in the global "City Nature Challenge". Green Futures commissioned WWT to deliver <b>Coventry Creature Count</b> by Warwickshire Wildlife Trust. WWT collated the captured data into the <b>Coventry State of Nature report</b> and shared it with policy makers. The report outlines the aims that were learned from the pilot and makes suggestions for how to increase the impact of the event and build on the foundation of the 2022 project's success. The aim is to continue to develop collective action.</p> <p>An unprecedented city-wide wildlife census took place, where invited adults and children joined together to create a snapshot of all life in the city, creating a benchmark for measuring the success of biodiversity initiatives. To ensure the count was accessible to all, people could record information on mobile phone app, web pages, on paper, etc. The breadth of biodiversity data and species monitored in the city increased and residents learned about the wildlife in the area. In Coventry 2022 1,400 observations were submitted in total, including: 448 species recorded, 202 plants, 74 insects, 52 birds, and many others.</p>

Project Description	Theory of Change Outcomes	What change will this project create?	What was delivered?
<p><i>Nature Summit</i> curated content from across the Green Futures programme and wider nature programme. Where relevant, it will feature diverse and authentic voices to reflect the city's nature.</p> <p>A strategic and creative staging post that collates outputs across the breadth of the Green Futures programme and invites the city to reflect and shape its call to action to secure our green futures locally and globally.</p> <p>Coventry Almanac 2021. This is a limited edition and digital 'book' that shares the story of Coventry Nature (ready in November 2021)</p>	<p>Cultural sector activity makes a significant contribution to the economic, environmental, social, health, and wellbeing targets for the region.</p> <p>Cultural engagement is geographically dispersed across the city.</p> <p>Cultural programming is environmentally responsible and promotes environmental awareness.</p>	<p>Strategic step change in forming collective action between stakeholders, policy makers, and communities to shape future climate and green space strategy.</p> <p>Shift the dial to embed artists' vital role in the interpretation of biodiversity data and the city's natural heritage.</p>	<p><b>Nature Summit</b> became <b>Nature: Now &amp; Next</b>, an online event that took place in November 2022. The event included speakers who were part of the Nature Working Group and it explored the role that arts and culture plays in our connectedness to nature.</p> <p>The programme for the day included a thematic keynote about why nature is critical to the survival of humanity. It looked at how arts and culture can play a key part in delivering the city's Climate Strategy. There were panel discussions exploring how creative engagement with nature can create ownership and access to green spaces.</p> <p>Following the <b>Nature: Now &amp; Next</b> event, the Trust ran drop-in sessions for local artists in London Road Cemetery to share more about the commissioning model and how the Trust is building on the legacy of the Green Futures programme and City of Culture to deliver a legacy programme.</p>



# SECTION FOUR: PROGRESS TOWARDS ALIGNED OUTCOMES

PHOTO CREDIT: KEVIN MUJINGA





## 4.0 Progress Towards Aligned Outcomes

This section details the evidence that demonstrates progress towards the aligned outcomes for the programme as set out in the [Green Futures Logic Model](#). The overall heading of each sub-section is the Coventry CoC 2021 outcome, underneath which are listed the National Lottery Heritage Fund outcomes. The Heritage Fund outcomes are articulated in the aligned Logic Model, and sit under the Coventry UK CoC 2021 outcomes.

### 4.1 Increase in civic pride

National Lottery Heritage Fund Outcomes:

- **The local area will be a better place to live, work or visit**
- **Citizens and visitors will feel an enhanced sense of pride in Coventry through participating in Green Futures**

The Green Futures programme has increased participants' and attendees' pride in Coventry as an area, as well as improving their perception of the city.

The Green Futures programme was focused on the hyper-local. Part of the programme's aim was to (re)connect citizens to local natural heritage and green spaces, to share local stories, and grow social connections, green knowledge, and skills.

78% of survey respondents for Green Futures activity either agreed or strongly agreed that the event they attended or participated in increased their pride in Coventry as an area.<sup>9</sup> This is 4% higher than the average for the overall UK CoC 2021 programme.<sup>10</sup>

*"Absolutely amazing. A beautiful mix of the aerial formations with the soundtrack, poetry and spoken word. Stirred many emotions about our planet, the state of our wildlife and the future of the planet as well as instilling a sense of pride in our city."* – Audience Member, Our Wilder Family, May 2022

Breaking this down, it is clear that community-driven events that promote the natural heritage and green spaces that lie on a citizen's doorstep were more likely to instil increased pride in Coventry as an area. Indeed, 90% of survey respondents from Wildlife Gathering either agreed or strongly agreed that the event they attended or participated in increased their pride in Coventry as an area. For events associated with Growing Coventry with The Pod, 93% of survey respondents agreed or strongly agreed, and for the Juneau Projects in Spon End, 86% of respondents agreed or strongly agreed. All these projects had a participatory element rather than being an event that participants simply watched or experienced. These events were also co-created within the communities in which they were rooted.<sup>11</sup>

Similarly, 93% of survey respondents from WaterWAYS—which invited citizens to discover, explore, and celebrate Coventry's hidden blue spaces and waterways—either agreed or

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<sup>9</sup> Based on 1,402 valid responses, which at a 95% confidence level provides a +/- 2.61% margin of error.

<sup>10</sup> Neelands, Jonothan, Henry, Nick, De Souza, Valerie, Scott, Mark, Beer, Haley, Bharatan, Ila, Hammerton, Tim, Tomlins, Richard, Healey, Tim and Lam, Si Chun (2022) *Coventry UK City of Culture 2021 Performance Measurement & Evaluation – Supplementary Report*. Coventry: Core Monitoring and Evaluation Team <<http://wrap.warwick.ac.uk/169625>> [accessed 27 September 2022].

<sup>11</sup> A Summary Table of Survey Data is available in the [Appendices](#). Data at event level is indicative because of the smaller sample sizes; however, there is a strong pattern within the data.

strongly agreed that the event they attended or participated in had increased their pride in Coventry as an area. Again, activities during this weekend were co-created with communities and involved a more participatory role as opposed to merely observing an event.

Indeed, in contrast to such events where the attendees were involved in the co-creation process or enjoyed participation that was otherwise more in-depth, the events where attendees had only an audience role or where their participation was fairly superficial had fewer respondents agreeing or strongly agreeing that participation or attendance had increased their pride in Coventry as an area. That being said, this was still higher than the average for the whole UK CoC 2021 programme: 77% of respondents from Our Wilder Family and 79% of respondents from Observations On Being either agreed or strongly agreed that attending had increased their pride in Coventry as an area.

Across the Green Futures programme, 60% of survey respondents stated that what they had attended or participated in had a positive impact on their perception of Coventry. This is against the average of 59% for the overall programme.<sup>12</sup>

*“It was breath taking, and conveyed the message of caring for the environment and wildlife very effectively. I felt inspired and empowered to do more for the environment and wildlife in Coventry.”* – Audience Member, Our Wilder Family, May 2022

Evidence from the independently undertaken Focus Study into Green Futures and the Environment shows that some Coventry citizens highlighted how events in the programme had helped draw attention to local environmental issues, and that they were considering changing behaviours to include more ‘green actions’.

Early data from the Social Return On Investment study for Coventry UK CoC 2021 demonstrates that participants in Green Futures projects have seen a positive change in how they feel they are valued and viewed by society as a result of their participation. This is often related to an increase in civic pride.

A summary table of survey data from Green Futures events is included in the [Appendices](#) at the end of this report.

## **4.2 Community led production and programming increases cultural participation and activism**

### **National Lottery Heritage Fund Outcomes:**

- **A wider range of people will be involved in the heritage of the city and region**
- **People will have learnt about heritage, leading to a change in ideas and actions**

Co-creation was important to the Coventry UK CoC 2021 programme, with 77% of the overall programme, excluding commercial events, being co-created with local residents and

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<sup>12</sup> Based on 816 valid responses, which at a 95% confidence level provides a +/- 3.42% margin of error.

communities. Including the commercial programme, 64% of the whole programme was co-created.<sup>13</sup>

The Green Futures programme was heavily rooted in the communities of the city. Early on in the programme's development, grass-roots community organisations were invited to join the Nature Working Group alongside larger organisations to have input into and shape the Green Futures programme. These grass-roots organisations had direct links with the city's communities, many of which could be described as seldom heard. The Starfish Collaborative is a Coventry-based community interest company with a focus on enabling people to access, explore, and experience creativity, culture, and nature for positive mental and physical health and social/environmental change in Coventry. Through being part of the Nature Working Group, they have been able to develop their practice through increased connections with other organisations in the city. Further, through the investment made by the Green Futures programme, they have been able to lever further funding to continue the work originally developed in the Green Futures programme until October 2023.

Wildlife Gathering was a celebration of Coventry's green spaces that focused on grass-roots community organisations and the work they were already doing in the city. This presented an opportunity for new audiences and families to see the benefit of engaging with natural heritage and green spaces. The community-led focus saw citizens participating for the first time and becoming more active in championing green spaces. Activities included community clean-ups, planting, growing food, and simply using the natural heritage of the city as a starting point for creativity.

*"We enjoyed our time at the allotment. We made seed bombs that we brought home with us and used in our alleyway. We planted sunflowers and pumpkins. Also learnt a lot about bees which was really interesting."* – Audience Member, Wildlife Gathering, May 2022

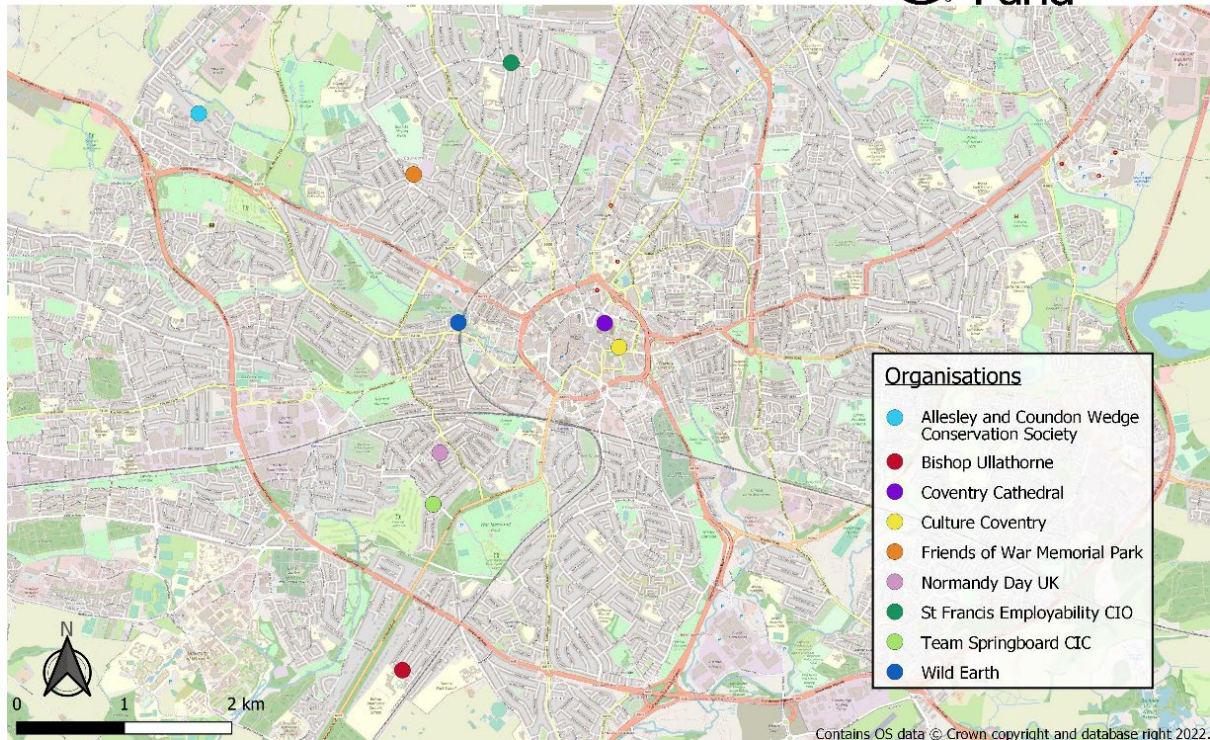
Team Wilder Grants awarded by the Warwickshire Wildlife Trust went to nine community groups with the intent of using the funding as a catalyst for change in communities across Coventry and Warwickshire. The projects, which will be delivered between late 2022 and early 2023, feature grass-root organisations delivering creative sessions to engage in nature. The projects are:

1. Pool planting and photography sessions at North Brook Pool nature recovery project
2. Eco-therapy workshops, artist workshops, and native planting at Peace Orchard
3. Green Buzz workshops delivered by Springboard CIC
4. Live & Dye educational workshops to eco-map plants at Coventry Cathedral
5. 100 illustrations of ways people can enjoy being in the parks by Friends of Parks
6. Development of the urban outdoor space at the Herbert Art Gallery & Museum
7. Daily wildlife activities and trips during Wildlife and Conservation Week
8. Moat and Forest School renovation

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<sup>13</sup> Co-creation refers to the engagement and participation by residents in the design and delivery of a project or event - Neelands, Jonothan, Henry, Nick, De Souza, Valerie, Scott, Mark, Beer, Haley, Bharatan, Ila, Hammerton, Tim, Tomlins, Richard, Healey, Tim and Lam, Si Chun (2022) *Coventry UK City of Culture 2021 Performance Measurement & Evaluation – Supplementary Report*. Coventry: Core Monitoring and Evaluation Team <<http://wrap.warwick.ac.uk/169625>> [accessed 27 September 2022], p. 10.

9. Setting up a 'Nature Zone' that is open to projects for younger children (0-10 years), new parents, and the wider community, and targeted to increase individuals' connection with nature, especially if they have no access to a garden themselves



*Map of Team Wilder grant recipients. (Source: Warwickshire Wildlife Trust)*

Each of these projects aims to increase participation and engagement with Green Spaces, in the hope of developing citizen activism by supporting citizens to see the benefits of the natural heritage and green spaces in the city.

Some local projects will continue to build on the model of community-led production and programming, albeit at an initially lower level of activity as they will be reliant on obtaining funding from other sources.

Warwickshire Wildlife Trust (WWT) will continue to build on Team Wilder and oversee the grant applicants' projects.

The key partners in Bee-Lines are looking forward to a future of rewilding.

The Pod will continue to develop the new herbal garden with Coventry Cathedral and widen their work with allotments. This work brings great benefit to the citizens of Coventry and its surrounding areas.

The Time Tree, an interactive storytelling adventure which took place in the War Memorial Park, led to 500 maps and books being distributed and the QR code being accessed 100 times.



The Green Futures team and the Trust were responsive to the audience data collected through surveying and were flexible in their approach. This ensured that communities from across the city were able to engage and participate with the Green Futures programme, which increased cultural participation. The introduction of events aimed at a targeted audience, such as Flock Together and Muslim Hikers, increased cultural participation within these groups. Findings from both the Coventry Household Survey 2022 and the final wave of a Trust-commissioned Sentiment Survey demonstrate an increased likelihood to participate in cultural activity, especially from previously underserved groups in the city.

Survey data from audiences show that 91% of those surveyed rated the quality of experience of the event they attended or participated in as good or very good.<sup>14</sup> Further, 91% either agreed or strongly agreed that they had had a good time at the event they had attended or participated in.<sup>15</sup>

The data is therefore illustrative that community-led production and programming is linked to increased levels of civic pride and positive perceptions of Coventry. Furthermore, targeting specific demographics makes positive steps to increasing cultural engagement and the engagement with the natural heritage and green spaces of the city.

### **4.3 Cultural leadership and programming reflects and represents the citizens of the city**

#### **National Lottery Heritage Fund Outcomes:**

- **Green Futures will diversify the approach to engagement**
- **New audiences will be generated through the emotional connection to nature**

Green Futures activity engaged the widest possible demographic of citizens from across the city. The Trust and the Green Futures team ensured the programme was as accessible as possible.

In total, it is estimated that the Green Futures programme had an audience reach of just over 150,000 through in-person and online activity.<sup>16</sup>

The majority of events were free of charge, which dismantled cost barriers.

In relation to reflecting and representing the citizens of the city, the Green Futures audience breaks down as:

- 71.2% of the Green Futures audience identified as female as opposed to 51% of the Coventry population at the 2011 Census. 26.7% identified as male, 1.1% as non-binary, 0.5% as other, and 0.5% preferred not to say.<sup>17</sup>

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<sup>14</sup> Based on 1,412 valid responses, which at a 95% confidence level provides a +/- 2.60% margin of error.

<sup>15</sup> Based on 1,411 valid responses, which at a 95% confidence level provides a +/- 2.60% margin of error.

<sup>16</sup> This includes tickets issued, clicker counts at events, and online audiences via appropriate metrics.

<sup>17</sup> Based on 1,314 valid responses, which at a 95% confidence level provides a +/- 2.69% margin of error.

- 11.7% of Green Futures audiences identified as having a disability or long-term health condition against a city average of 18%.<sup>18</sup>
- 36.5% of the Green Futures audience were aged 50 to 64, 31.6% were aged 35 to 49, 15.3% were aged 65 or over, 14.8% were aged 20 to 34 and 1.8% were aged 19 or under.<sup>19</sup>
- Cultural identity/ethnicity:<sup>20</sup>
  - 78.3% identified as White British (Coventry – 66.6%<sup>21</sup>)
  - 8.1% identified as White Other, White Irish, or White Gypsy or Irish Traveller (Coventry – 7.2%)
  - 1.3% identified as Black, African, Caribbean, or Black British (Coventry – 5.6%)
  - 7.1% identified as Asian or Asian British (Coventry – 16.3%)
  - 2.5 % identified as Mixed or multiple ethnic group (Coventry – 2.6%)
  - 0.5% identified as being from any other ethnic group (Coventry – 1.7%)
  - 2.2% preferred not to say

There are some limitations to this data in that it is based on survey data. The invitations to complete surveys were sent out digitally to the ticket booker or filled in at events. This gives a good representation but cannot present the full picture.

Responding to data and the learnings from it, the Green Futures team were able to adapt the programme and outputs to ensure the programme reached the widest possible demographic. The inclusion of events such as the Waterside Walk/Community Iftar with Muslim Hikers and Flock Together allowed groups revealed by post-event survey responses as feeling excluded from the UK CoC 2021 programme to connect with their local green and blue spaces and engage with the programme (and it is true that major Green Futures events at the beginning of the programme, such as Observations on Being, attracted a majority White British audience). These groups also demonstrated higher levels of civic pride as a result of participating.

Interestingly, the age profile of the Green Futures attendees changed over the course of the programme. In the programme's early stages, the majority of the Green Futures audience were aged 20 to 34; over time this fluctuated such that the final majority was aged 50 to 64. Later events in the Green Futures programme focused more on engaging families, who had become the target audience for events. The change in age profile demonstrates the shift that the programme made to reach families, such that by the end of the delivery period the 50 to 64 age bracket aligns with parents and grandparents filling in audience surveys.

New and diverse audiences were engaged through a range of creative and interactive events hosted in nearby green and blue spaces. By understanding and removing the barriers that hinder communities, the programme enabled new audiences to connect with

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<sup>18</sup> Based on 1,304 valid responses, which at a 95% confidence level provides a +/- 2.70% margin of error.

It was identified in the 2011 Census that approximately 18% of the Coventry population identified as disabled or as having a long-term health condition.

<sup>19</sup> Based on 1,312 valid responses, which at a 95% confidence level provides a +/- 2.69% margin of error.

<sup>20</sup> Based on 1,297 valid responses, which at a 95% confidence level provides a +/- 2.71% margin of error.

<sup>21</sup> Coventry figures are based on the 2011 Census.

nature and blue spaces. For example, A Waterside Walk and Community Iftar with Muslim Hikers welcomed communities to engage in tackling obesity and family health, which are areas where health inequalities are at their greatest.

When asked about their connection to nature, survey respondents from across the programme all reported high levels of connection to nature.

NCI Metric	% Completely Agree and Strongly Agree
I always find beauty in nature	77%
I always treat nature with respect	80%
Being in nature makes me very happy	81%
Spending time in nature is very important to me	78%
I find being in nature amazing	70%
I feel part of nature	50%

*Table – Summary of Nature Connection Index Metrics and % Reporting Highest Connection<sup>22</sup>*

When viewed across the survey date line, it may be argued that the connection to nature has increased. However, this should be regarded with caution as some events had low sample sizes. The data is a positive indication that connection to nature increased with delivery of the programme but this cannot be claimed with certainty.

A summary table of demographic data from Green Futures events is included in the [Appendices](#) at the end of this report.

#### **4.4 Cultural engagement is geographically dispersed across the city**

##### **National Lottery Heritage Fund Outcomes:**

- **Green Futures activity takes place widely across the city**

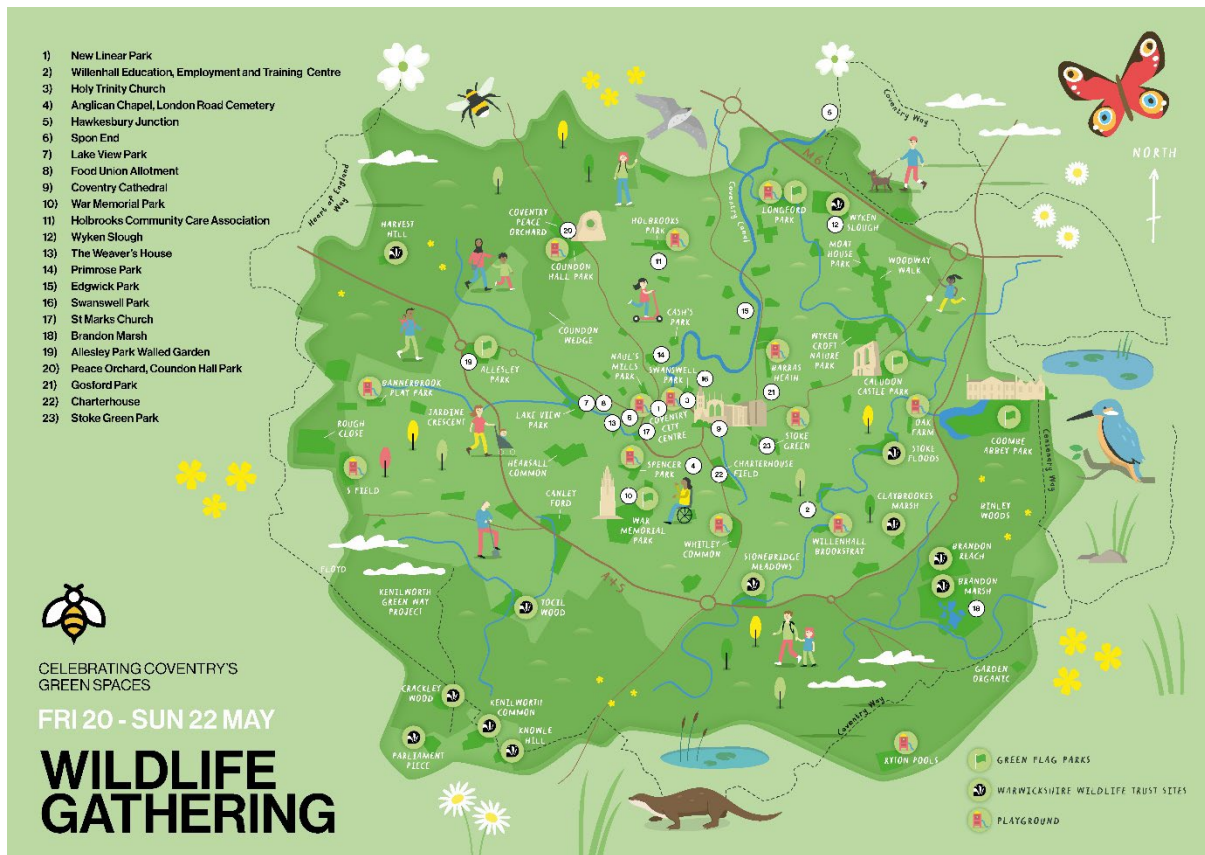
Coventry is the 9th largest city in England and the 11th largest in the UK. It covers 24,370 acres or 9,862 hectares. Coventry City Council’s Green Strategy covers over 2,000 hectares of public greenspace. Research carried out by CABI Space suggests that 85% of people surveyed felt that the quality of public space and built environment has a direct impact on their lives.<sup>23</sup> It was therefore important for the Green Futures team to engage with the widest range of green and blue spaces across the city.

The Green Futures programme took place in 15 of the 18 electoral wards in Coventry, as well as in neighbouring Warwickshire.

An example of this wide reach can be seen in the illustrated map produced for the Wildlife Gathering. Activity took place across the city and drew audiences into the green spaces that were close to where they live.

<sup>22</sup> Based on an average of 956 valid responses across all six metrics, which at a 95% confidence level provides a +/- 3.16% margin of error.

<sup>23</sup> Campaign for Architecture and the Built Environment, *Managing Public Urban Green Space: An International Comparative Study* was funded by the Campaign for Architecture and the Built Environment (CABI) Space in 2003-2004



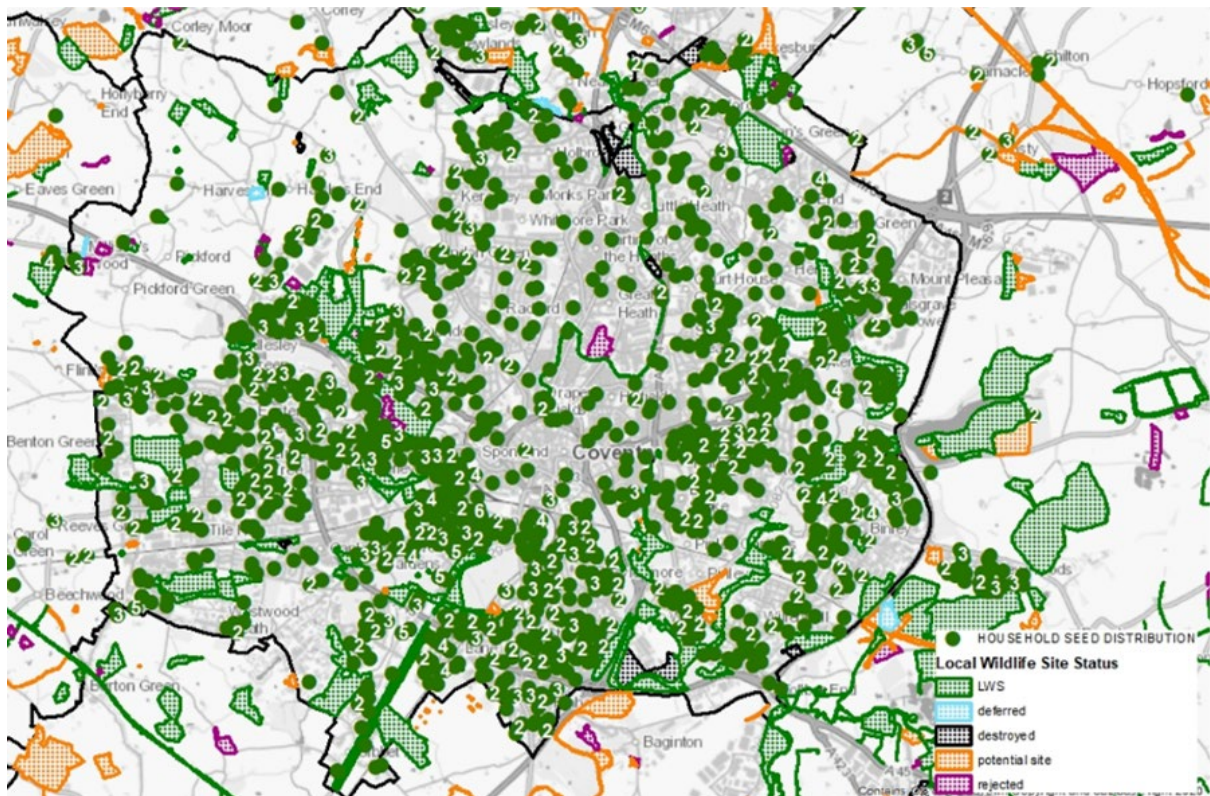
Map of Wildlife Gathering Venues by illustrator Tom Wooley. (Source: Coventry City of Culture Trust)

The overall UK CoC 2021 programme saw activity in all 18 wards and 42 neighbourhoods in the city.<sup>24</sup> Unfortunately, the Green Futures programme was unable to stage events in 3 of the city's 18 wards, primarily because staging an event required the availability of green and blue spaces and the appropriate infrastructure to hold events safely. Another possible reason is COVID-19 which hampered the development of certain sites such as Charterhouse, meaning that they were not ready in time for the UK CoC 2021 year. Charterhouse was however able to open in time for the Wildlife Gathering at the conclusion of the UK CoC 2021 year.

Although events did not take place in every ward, there was activity in every ward across the city. Projects such as Bee-Lines saw citizen activation across all eighteen electoral wards of the city, as well as in neighbouring Warwickshire. It is estimated that Bee-Lines increased pollinator pathways in the city by over 10,000 sqm. Coventry residents and Warwickshire Wildlife Trust members were issued with 4,480 seed packets. A further 9.5kg of seeds was sent out in larger packets to organisations in the city, encouraging them to enhance their spaces by planting wild flowers.

<sup>24</sup> Neelands, Jonothan, Henry, Nick, De Souza, Valerie, Scott, Mark, Beer, Haley, Bharatan, Ila, Hammerton, Tim, Tomlins, Richard, Healey, Tim and Lam, Si Chun (2022) *Coventry UK City of Culture 2021 Performance Measurement & Evaluation – Supplementary Report*. Coventry: Core Monitoring and Evaluation Team <<http://wrap.warwick.ac.uk/169625>> [accessed 27 September 2022].





Map of Bee-Lines seed distribution to local citizens. (Source: Warwickshire Wildlife Trust/Coventry City of Culture Trust)

Furthermore, participants and audiences for Green Futures events came from all 18 electoral wards, demonstrating that the Green Futures programme reached all corners of the city.

#### 4.5 Cultural sector activity makes a significant contribution to the economic, environmental, social, health, and wellbeing targets for the region

##### National Lottery Heritage Fund Outcomes:

- Through the Green Futures programme the local economy will be boosted
- People will have greater and improved wellbeing
- Heritage will be in a better position

To support health and wellbeing targets for the city, wellbeing scores were measured for various Green Futures projects.

Within projects there were some notable increases in wellbeing scores for participants. This is despite a continuing decline in the overall wellbeing levels of the city as measured by the city-wide Household Survey. That decline may be attributed in large part to COVID-19 and the cost-of-living crisis currently being faced.

For the Walking Forest non-residential camp held in May 2021, 26 Coventry residents who identify as female explored nature, climate change, and biodiversity over the course of four days. Participants were asked to complete a short survey prior to and after the camp. The survey featured the shortened Warwick-Edinburgh Mental Wellbeing Scale (S)WEMWBS.<sup>25</sup>

<sup>25</sup> University of Warwick, (2020) *About WEMWBS*  
<https://warwick.ac.uk/fac/sci/med/research/platform/wemwbs/about/> [accessed 12 October 2022].

The median score for participants at the outset of the camp was 24, which demonstrates an average mental wellbeing score. This initial score is 2 points higher than the median score for the city (which was 22 as evidenced through the 2021 Household Survey). At the completion of the camp participants had a median score of 27, an increase of 3 points. This moves participants from average mental wellbeing to high mental wellbeing.

*"I thought the Walking Forest was a really enriching, empowering and reaffirming experience... I had been in a bit of a dip, confidence-wise and I really appreciated the space to think more about those things and also the experience gave me a real confidence boost."* – Walking Forest Participant, June 2021.

Similarly, participants in the Nature/Nurture project were asked to complete wellbeing questions at its start and end. The average SWEMWBS score for the group at the start was 19.1, against the city average of 22. So, at the commencement of the project participants had a lower sense of wellbeing than the general population of Coventry. However, at the end of the project the average score for the group increased to 21.6, which is an increase of 2.5 points. This is a strong indication that the project had a positive impact on participants' mental wellbeing, especially considering that the project was aimed at those with lived experience of mental health problems.

When the young people involved with Forest Camps were surveyed at the conclusion of the project in May 2022 using the ONS 4 Subjective Wellbeing Measures, they demonstrated higher levels of mental wellbeing than the general population of the UK.<sup>26</sup> Qualitative data provided by the young people involved backs up this increase:

*"Before the camp, I felt very out of place. I had been surrounded by people that made me feel like I was wrong or odd to care about things to feel deeply. It made me feel isolated, and like I didn't belong, there was no place for someone like me.*

*Meeting and speaking to people, connecting and learning from them has made me realise that there is a place for me in the world. I was just in the wrong place, with the wrong people. I feel empowered. I feel safe to be myself. I feel loved and cared for, and it's driven me to make more of those and to carry on caring and fighting."* – Forest Camp Participant, May 2022

Haus of Kraft wellbeing scores, collected again using the ONS 4 Subjective Wellbeing Measures in October 2021 and April 2022 demonstrated that there was no noticeable change in mental wellbeing, with the scores remaining flat. There could be many reasons for this, including external factors such as the cost-of-living crisis which was starting to take hold at the time of the endpoint survey.

In relation to economic targets for the city, it is too early to understand the impact the Green Futures programme has had. However, a detailed Economic Impact Assessment for the overall UK CoC 2021 programme is being undertaken separately.

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<sup>26</sup> Office for National Statistics (2018) *Personal well-being user guidance* <<https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/methodologies/personalwellbeinguserguide>> [accessed 12 October 2022].

## 4.6 Coordinated cultural sector capacity and infrastructure is building a sustainable and resilient sector

### National Lottery Heritage Fund Outcomes:

- **Coventry City of Culture Trust and partner organisations will be more resilient**
- **People will have developed skills**

Through the Nature Working Group, the Trust built capacity and infrastructure for organisations involved in the Green Futures programme.

Within the group there was a cross-fertilisation of ideas and activities through encouraging individuals and organisations to employ alternative methods of raising green and environmental issues. Using the arts as a means of programme delivery led to the opening up of ideas for future partnership working. Within the Focus Study relating to Green Futures and the environment, it was identified that the creation of the Nature Working Group was a positive step that created a strong basis for the legacy stage, but that its effectiveness was hampered by the inefficiency of the mechanism for formalising relationships. It was also identified that the group lost impetus during the pandemic and in relation to the longer-than-anticipated planning stage.<sup>27</sup> However, at the end of the programme's delivery, the group was sharing ideas, building relationships with one another, and forming new partnerships from within, all of which will benefit the local cultural sector in the long term.

It cannot be denied that the cultural sector was significantly impacted by the COVID-19 pandemic. At the outset of the pandemic, the Trust made nine pledges of support which included supporting the local cultural sector.<sup>28</sup> For the Green Futures programme this emphasised the existing ethos of working with local artists and grass-roots community organisations to ensure stability in the sector during the delivery period of City of Culture.

Coventry's title as the UK City of Culture 2021 has been welcomed as affording the city a unique position to support the cultural, social, and economic recovery in the city and region. Results from a citizen's sentiment survey commissioned by the Trust show that there was a strong sense that the City of Culture would play an important role in the city's recovery from the pandemic.<sup>29</sup>

The Growing Coventry with The Pod strand focused on developing the skills of local artists through specialised training in skills such as woodcarving and metal work.

## 4.7 Coventry is recognised as a pioneering model of culture-led inclusive growth

### National Lottery Heritage Fund Outcomes:

- **Heritage will be better experienced through the Green Futures programme and models for culture-led inclusive growth developed**

The Green Futures programme has allowed for non-cultural organisations to see the benefit of using culture as a catalyst for environmental change.

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<sup>27</sup> The Focus Study relating to Green Futures and the Environment will be published in late 2022.

<sup>28</sup> Coventry City of Culture Trust (2020) *Coventry City of Culture Trust Coronavirus Statement* <<https://coventry2021.co.uk/news/coventry-city-of-culture-trust-coronavirus-statement/>> [accessed 12 October 2022].

<sup>29</sup> MEL Research (2021) *Sentiment Survey Wave 1 for Coventry City of Culture Trust*.

Nature and wildlife organisations involved in the Nature Working Group have an appetite to use cultural work to help meet their objectives even if, at this stage of the evaluation, progress towards this outcome is not clear.

#### 4.8 Cultural programming is environmentally responsible and promotes environmental awareness

##### National Lottery Heritage Fund Outcomes:

- **All work in the Green Futures programme will be environmentally responsible and promote awareness with partners**

To mark Earth Day 2021, the Trust reaffirmed its commitment to making Coventry the greenest ever UK City of Culture with the launch of its [Green Code](#).<sup>30</sup> The Green Code is a series of guiding principles and behaviours for internal Trust members as well as for the organisations and suppliers with whom the Trust works. The Green Code covers everything, from travel and procurement through to the way in which events are delivered. The code also challenges the Trust and organisations to learn from and improve on the delivery of each event from an environmental point of view.

A summary of the minimum standard expected of freelancers, suppliers, co-producers, and others engaged in UK CoC 2021 is below:

<b>Travel</b>	Limit flights on UK mainland Favour public transport Recognise wider benefits of active travel options
<b>Procurement</b>	Buy local where possible Avoid single use plastics FSC- approved timber products Purchase recycled products where possible Prioritise sustainable purchasing options Use bio-degradable or compostable packaging where possible.
<b>Event delivery</b>	Use permanent power supplies and sustainable energy sources where possible Avoid chemical toilets Provide recycling options at events and follow a 'zero waste to landfill' policy Recycling options available at rehearsal and production sites
<b>Debrief</b>	Debrief every event with reference to Green Code adherence Calculate carbon footprint of production transport for reporting

*Table – Summary of behaviours promoted in the Green Code (Source: Coventry City of Culture Trust)*

The Focus Study into Green Futures and the environment notes that producers and partners spoke positively about the potential of the Green Code but felt that its implementation could, and should, have been more robust. Awareness of the existence of the Green Code was not universal among those interviewed, and substantive understanding of its content was not evident. Some positive practices were noted as successes, namely offering recycling facilities for plastic cups sold at venues such as Assembly Festival Gardens, and the embedding of the code with key partners. However, overall, the

<sup>30</sup> [A full copy of the Green Code is included in the appendices.](#)



effectiveness of the Green Code could be improved by the provision of more training for internal and external stakeholders and more 'off the shelf' examples of good (and bad) practices that could be picked up by event delivery teams.

To embed the Green Code within the city the Trust commissioned Kambe Events to work with organisations within the CW10 network (the network of larger cultural organisations in Coventry and Warwickshire) to develop and instil sustainability practices in their work.<sup>31</sup> This did allow for positive conversations around the embedding of environmental principles. However, again, the effects of COVID-19 meant that not all organisations were able to fully engage with the process.

The Green Futures team were successful in embedding the principles within the Nature Working Group, and this helped embed them at a grass-roots level in the city.

Early analysis from the Trust's Social Return On Investment study, which focused on two Green Futures projects (Animals and Pirates of the Canal Basin), indicate a positive behavioural shift into stakeholders being more environmentally aware as a result of being with the programme. The full results of the SROI study will be published alongside the final evaluation for Coventry UK CoC 2021 in mid-2023.

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<sup>31</sup> CW10 is made up of Coventry Cathedral, Royal Shakespeare Company, Belgrade Theatre, Warwick Castle, Shakespeare's Birthplace Trust, Coventry City of Culture Trust, Warwick Arts Centre, British Motor Museum, Compton Verney, and Culture Coventry.

# SECTION FIVE: LEARNINGS AND RECOMMENDATIONS

PHOTO CREDIT: ROSIE POWELL





## 5.0 Learnings and Recommendations

This section details key learnings and recommendations that emerged from the Green Futures programme. The following sections have been identified via a programme evaluation debrief session undertaken with the Green Futures producing team, the results of the independently undertaken Focus Study, and observations and notes from the final Nature Working Group session where reflections on the programme were offered.

The learnings and recommendations below are also in response to the following four questions asked by the National Lottery Heritage Fund in May 2022:

1. How did nature and wildlife groups work and develop their relationships with creatives?
2. How did developing arts and nature-based work inform approaches to working more widely and inclusively?
3. What impact has the Green Futures programme had on artists and environmental groups work – now and in the future?
4. What are the creatives taking away from these relationships?

Feedback from Trust staff and project partners can be grouped into four clear categories. These are:

- **Partnership Working and Associated Challenges** Partnerships resulting from the programme proved really fruitful and have provided citizens with new experiences and opportunities. Having more than 27,000 participants come together to experience Our Wilder Family was a result of the partnerships nurtured. Another example is how Coventry Canal Basin became animated with art and used more frequently by citizens. However, partnership working and aligning the values and visions of different organisations is not without challenge.
- **Citizen Activation** All involved with the programme showed a clear intent to ignite social activism, (re)connect communities to nature and heritage, and grow social connections, green knowledge, and skills. This has proved to be successful in terms of the depth of engagement from citizens. However, reaching the widest possible citizen demographics proved challenging.
- **Inspiring Future Action** Overwhelmingly, there is an appetite for the work cultivated during the Green Futures programme to continue. The Trust's legacy focus remains in Coventry's Green Future, and organisations and partners are keen to continue working with arts and culture to promote environmental awareness and responsibility.
- **Organisational Learning** Green Futures allowed for organisations and partners to work in different ways and challenged their preconceptions of how they might use arts and culture for social change. This has enabled reflection on how they might work differently moving forward.

Within each of these categories, the answers to the four questions asked by the funder can be found. These are broken down in the following sub-sections.

### 5.1 Partnership Working and Associated Challenges

The Green Futures programme has really demonstrated the power of collective wisdom. The Trust would not have been able to produce its programme were it not for the various

partnerships. The Trust had the infrastructure and producing power to put on events at scale but it lacked the necessary environmental knowledge and contacts. Here, the nature organisations were able to help. Co-creating with partner organisations allowed impactful work such as Our Wilder Family, WaterWAYS, and Wildlife Gathering to take place.

The Green Futures production team acknowledged that they would not have been able to deliver the programme were it not that the partnerships were greater than the sum of their parts. At the conclusion of the Green Futures programme, it was acknowledged that the relationships and partnerships nurtured had been beneficial. The Canal & River Trust acknowledged that the programme had increased footfall on the Coventry Canal and that cultural activities had allowed them to connect with new audiences. Following Our Wilder Family, Warwickshire Wildlife Trust reported increased inquiries about membership and greater campaign exposure. The Starfish Collaborative were able to lever additional funding to continue the work established in the Green Futures programme until January 2023, benefiting the citizens of Coventry.

Partners did however identify certain operational issues that led to strained relationships at times. Delays in contracting and making payments were highlighted as key issues. Partners noted that the introduction of a Senior Producer mid-way through programme delivery had been beneficial to resolving these issues.

Ensuring appropriate levels of administrative support for the Green Futures team early in the planning stages into delivery would also have been beneficial. Smaller organisations felt that the relationship with the Trust was very organic, while the larger organisations tended to note more challenges. This could be an indication of challenges relating to bureaucracy on both sides.

The Nature Working Group developed social connections and shared green knowledge, policies, and skills. It provided partners with the opportunity to share collaborative ideas and support nature beyond the life span of the Green Futures programme. Here, credit must be given to the committed organisations and individuals across Coventry.

Partners and participants expressed concern for the future of projects they had worked on and a desire to maintain involvement; here, the need for leadership was noted. Overall, partners hope that the programme would be able continue in some form and that they would be able to engage in project activities and maintain the relationships that had been developed, especially in the legacy period of the Trust.

## **5.2 Citizen Activation**

Overall, citizens engaged with the Green Futures programme. For some participants, there were deep levels of engagement, most notably with highly participatory projects such as Walking Forest, Haus of Kraft, and activities in the Growing Coventry with The Pod strand.

New and diverse audiences were engaged through a range of creative and interactive events in nearby green and blue spaces. By understanding and removing barriers that hinder communities, the programme enabled new audiences to connect with nature and blue spaces. A Waterside Walk and Community Iftar with Muslim Hikers provides an excellent example of how communities were welcomed to connect with these hitherto overlooked spaces.



In the Coventry Household Survey 2022 (undertaken in July 2022), 92% of citizens felt it was very important or fairly important to tackle the impacts of climate change. There was also an increase in the number of citizens visiting parks or open spaces in the previous week for more than one hour, from 37% in the Coventry Household Survey 2021 (undertaken in March/April 2021) to 40% in 2022.<sup>32</sup> Footfall data also demonstrates this increase in the use of space. For example, footfall along the Coventry Canal increased by 74% from an average daily count of 505 prior to the UK CoC 2021 year to 877 during the year.<sup>33</sup> The key driver for this change is the peaks and significant increases in footfall at times when UK CoC 2021 events were taking place, but in general footfall was higher even on days without UK CoC 2021 programme activity. While this is a positive indication, it is not possible to fully attribute this to the Green Futures programme as general societal changes related to the pandemic were still taking place during this period. Hence, this finding must be viewed with caution.

This evidence of citizen activation is positive, however the findings from the Focus Study into the Green Futures programme and the environment did identify some issues relating to the marketing of the Green Futures programme. Some of the events within the programme were quite complex in terms of narrative. For example, the becoming fungi, becoming forest project was based on the science of growing mycelium. In addition, some elements of the programme were confirmed late, which gave less time to actively market them.

The Creative Director, reflecting on the year, identified that a ‘storyteller’ could have sat within the creative team to look at the overarching narrative for the programme. The storyteller would have better aligned the programme’s events to its themes and storyboard. As it was, the producers of the Green Futures programme had to work closely with the marketing team to help with marketing campaigns. Having an additional role focused on telling the story would have released capacity in both the Green Futures and the marketing teams. It could have also led to further citizen activation.

### **5.3 Inspiring Future Action**

There is a clear desire for work of this nature to continue in the future. The Nature Working Group have indicated that they wish to continue. The Trust’s legacy period will focus on Green Futures.

Initiatives such as the Team Wilder Grants and the development of community events and initiatives that can continue without Trust input have been beneficial.

The Focus Study into Green Futures and the Environment demonstrates that citizens, too, are keen to see this work to continue. The Coventry [Cultural Strategy 2017-2027](#) is being refreshed as at the time of writing this final evaluation report. The strategy originally had five goals but a new sixth goal has been added which focuses on Coventry’s Green Future and places the ethos of the Green Futures programme into the cultural sector in the city. This addition can be directly attributed to the work of the Trust in 2021/22.

### **5.4 Organisational Learning**

Organisations have learned that using arts and culture to deliver environmental messages and engagement is a powerful catalyst for change.

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<sup>32</sup> Data provided by Coventry City Council.

<sup>33</sup> Data provided by the Canal & River Trust.

This learning was not without its challenges. Aligning the outcomes for the Green Futures programme with partners did sometimes prove problematic. Negotiating and understanding the needs, objectives, and outcomes that partner organisations were trying to achieve took time, especially at the beginning of the programme's development. While their organisational objectives may not have directly aligned with those of the Green Futures programme, partners came to see the benefit of engaging with the programme to contribute to their overall outcomes. However, it became clear that it was important to factor in enough time and staff capacity so this could be done effectively.

Having the Nature Working Group was beneficial in sharing organisational learning; that being said, it was identified that it lost impetus in the middle stages of programme delivery. Having feedback loops and mechanisms assisted with this, and for programmes like Green Futures, which bring together non-cultural and cultural organisations, these mechanisms are essential for ensuring organisational learning.

## **5.5 Response to National Lottery Heritage Fund Questions**

1) How did nature and wildlife groups work and develop their relationships with creatives?

- Through co-creation and the power of collective wisdom, a shared knowledge was formulated. Projects where artists collaborated with a community and nature partner(s) saw greater benefits for the communities in which they were serving (e.g., higher levels of civic pride).
- Through working with creatives, nature and wildlife groups identified new ways of utilising arts and culture. They benefitted from reaching new audiences and more widely telling their stories. Creatives have the skills to break down complex issues and reinterpret them for wider audiences.
- The Nature Working group was set up for Green Futures partners, which created a facilitated space for cross sectors to share challenges and propose resolutions. Often partners from another sector were able to identify new approaches and solutions.
- The Nature Working Group allowed for development and for sharing learnings. This was powerful and important for the development of relationships with creatives. Some artists were supported by mentors and partners while others worked independently. Having moments to reflect were important for the development of practice.
- Suggestions for further developing relationships include:
  - Communicate the ambition, aims, proposed outcomes, and monitoring mechanisms to partners.
  - Build in regular communication with partners throughout the planning, delivery, and evaluation processes.
  - Enable internal decision making to be timely to minimise the negative impact of tight delivery on programmes.
  - Create platforms for collaborators to respond to test bed new ways of working and learn from best practice.

2) How did developing arts and nature-based work inform approaches to working more widely and inclusively?

- Projects co-created with input from nature and environmental sectors saw the best results. Environmentalists have expertise and resource to provide artists. Artists

have the skills to reinterpret science to wider audiences. Community organisations have relationships with residents.

- Utilise science and research data to increase audience knowledge using clear and accessible communication.
- Create opportunities for a sustained support system.
- Build communication campaigns with roots in local nature and environmental organisations to strengthen the urgency that impels audiences to act.
- Build in time for review. This enables organisers to take stock of the programme and improve the audience reach of the delivered projects. This will ensure that programmes reach the widest possible demographic rather than simply appealing to those who are already engaged in climate change and nature work.
  - Recognise that widening the demographic may require creating bespoke communications for underrepresented audiences.
  - Ensure a range of entry points for partners, artists, audience, and volunteers. Wildlife Gathering and Team Wilder Grants engaged grass-roots communities that had not previously been involved in the UK CoC 2021 programme; this could be a model to grow green stewardship.
  - Allow scope for responsive programmes. For example, the Green Futures programme consolidated the growing strands outlined in the funding application to create the city-wide programme, Bee-Lines.
  - Regular funder–mentor sessions were invaluable for obtaining expert advice and building fluidity into the programme so it could respond to changes.
- Be open to programming a range of artforms and cultural activities to increase diverse audiences.
  - Programme a mixture of performances and grass-roots arts activities.
  - Programme accessible grass-roots events from the beginning to engage new audiences on a journey.
  - Programme a mixture of regular and stand-alone activities to provide many ways for audiences to engage in the programme.
  - Programme a range of settings, creating nature connectedness for people to physically experience nature and greenspaces.
  - Develop projects that have an impact on policy change.

3) What impact has the Green Futures programme had on artists and environmental groups work – now and in the future?

- Stakeholders identified a range of factors contributing to the effectiveness of programme management. COVID-19 had a huge impact on delivering the UK CoC 2021 year, from the need for remote working and the difficulties of building staff morale, through departments working across different IT systems, to staff turnover and a lack of time for corporate training. It took time to sign off on contracts, which impacted on delivery. Adopting a 'just in time' approach to contracting impacted on partners' work plans and capacity. Learning recommendations include:
  - Contracts become more accessible and are signed off in the planning stage to prevent the creation of pressure points for delivery.

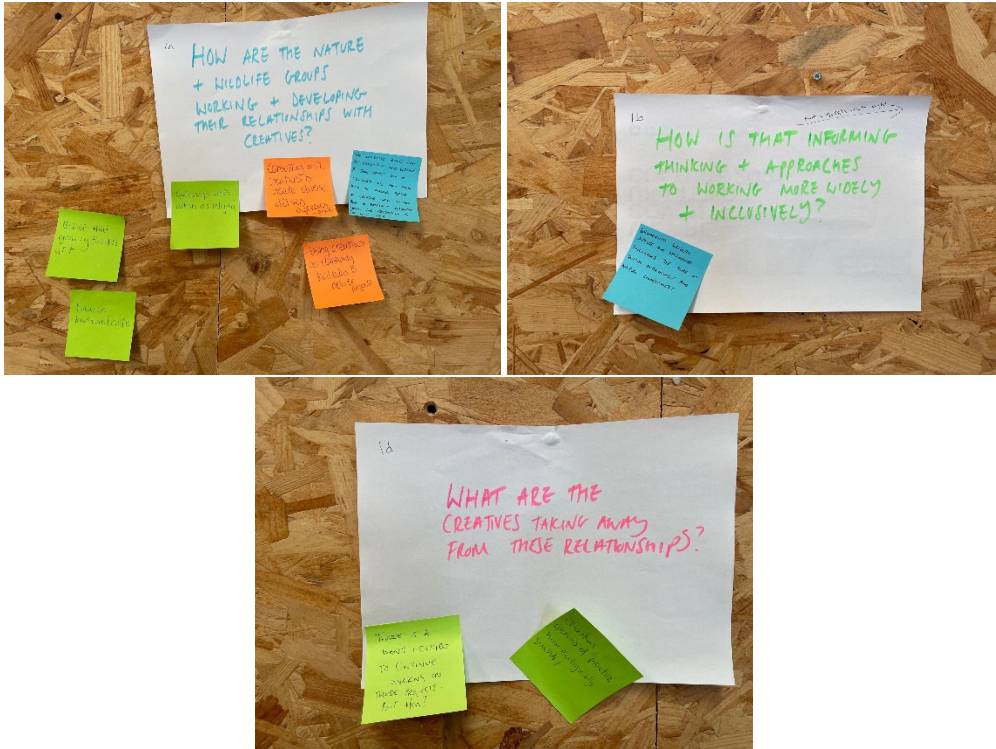
- The contracts for external partners were most efficient when they included the wider ambitions of the programme, the funder's objectives, any specific milestones and outcomes, and the criteria and standards for evaluation.
- Build relationships by establishing internal and external working groups for each project prior to delivery.
- Recommend shared IT systems for project and calendar management. Internal teams at the Trust used multiple systems that were often incompatible with external partners.
- Key personnel were the holders of the vision and the relationship with the funder. To enable delivery, engage the wider team by dividing up the projects with staff at the outset. Allocating projects and aims across a wider team worked better.
- Ensure staff capacity recruited early enough.
- City of Culture is a year-long programme. The timeline was developed with a co-creation delivery model and many of the projects were impacted by the pandemic. Despite these challenges, progress was made, and the Green Futures programme was delivered with minimal changes to the planned outputs.
  - Allow time to embed and facilitate collaborative relationships for optimal project development, which should be confirmed well ahead of delivering the public facing programme.
  - Confirm programme as far ahead as possible to enable marketing teams to build campaigns for audiences. This is with the proviso that the responsive nature of co-creation practices can mean that programme elements are being developed on different timescales.

#### 4) What are the creatives taking away from these relationships?

- Coventry has a collaborative heart, and partners desire to continue working on collaborative projects. Embedding projects locally using local resources and promoting the art scenes and the industries of the city will better contribute to its local economic development.
  - Build in cross-sector peer-to-peer mentoring opportunities to develop and support staff, artists, and partners.
  - Create opportunities for connection with local people. Offering them emotional and practical support can engage them to help the environment.
  - Deliver capacity building and skills development activity, harnessing the energy and wisdom of the city's community activists.
  - Ensure projects are environmentally responsible and have at their heart the promotion of environmental awareness.
  - Signpost routes for engagement within local organisations so that citizens and creatives can become stewards for nature and the environment.
- Academic research studies highlight that the language and messaging about climate change, as this is communicated to audiences, can often be confusing and unclear.
  - Facilitate a common language that creatives and environmentalists can use when working together so they can better understand each other.



- Seek advice from leading experts in climate change communications, such as Climate Outreach, a charity that aims to ensure impacts are understood and acted upon across society.
- Work with a storyteller and different writers to engage different demographics, to reach the widest audiences, and to increase positive environmental actions.



*Images: Evaluation debrief session with the Nature Working Group*

# SECTION SIX: CONCLUSIONS

PHOTO CREDIT: JAMIE GRAY



## 6.0 Conclusions

The Green Futures programme has successfully laid the foundations for legacy from Coventry's time as UK City of Culture 2021. The Trust and its producing teams were able to adapt and react to ever-changing uncontrollable circumstances to develop and create a programme that allowed citizens to engage, pause, reflect, and take action on green and environmental issues.

Coventry City of Culture Trust conducted extensive reviews to determine the focus for the legacy period and the conclusion was to focus on Green Futures. The Trust will work collaboratively with Coventry City Council and partners to keep the city on track for a green future.

The Climate Change Strategy owned by the City Council sets out the framework for how the Coventry Partnership and One Coventry Plan can be used to tackle climate change by sharing policies, plans, good practice, innovation, and lobbying. There will be a relentless focus on tackling the causes of climate change and mitigating the inevitable consequences of this, to ensure the wellbeing of citizens and position Coventry as a leader and pioneer of the green industrial revolution.

The Climate Change Strategy has five Development Pathways, each with focus groups to continue work in:

1. Low Emission Development
2. Nature-based Development
3. Equitable and People-centred Development
4. Resilient Development
5. Circular Economic Development

The Green Futures programme has increased awareness of outdoor green, blue, and urban spaces. The Wildlife Gathering illustrated map showcased Coventry's outdoor spaces to enable citizens to engage with the natural heritage on or just beyond their doorsteps. Projects that had a focus on mental wellbeing had positive impacts for those involved, despite the city's worsening levels of mental wellbeing.

Responding to data and learnings, the Green Futures team were able to adapt the programme and outputs to ensure that the programme reached the widest possible demographic. The inclusion of events such as the Waterside Walk/Community Iftar with Muslim Hikers and Flock Together allowed seldom-heard groups to connect with their local green and blue spaces and engage with the programme. These groups also demonstrated higher levels of civic pride as a result of participating.

For partners, awareness has increased, The Pod has grown its membership base through delivering an ongoing arts programme that promoted health and wellbeing via access to locally grown food and sustainable models. As a result of Our Wilder Family, Warwickshire Wildlife Trust has seen an increase in membership inquiries. Partners have also been able to see the value of using arts and culture to help promote their own agendas and work towards their own outcomes.

Forest Camps and War Memorial Park Sound Seat facilitated spaces for previously seldom-heard groups to come together, share stories, and connect with their communities. Wildlife

Gathering saw huge impacts from the community grants, creating an accessible diverse programme that reached the widest possible range of demographics. Starfish Collaborative, through Days of Doing and Nature/Nurture, worked with people of all generations who have disabilities or a long-term health condition in a year-round programme.

Warwickshire Wildlife Trust and Coventry City Council worked collaboratively to deliver transformational initiatives. Coventry Creature Count and City Nature Challenge engaged new audiences to gather biodiversity data for national science citizen initiatives to create a Coventry State of Nature report.

Coventry hosted the UK City of Culture year during an extraordinarily difficult period in modern history. Responding to the citizens of the city and including a Green Futures strand has not been without challenge and there are important learnings that need to be taken forward. Certain events within the Green Futures programme have had profound changes on the lives of citizens who were involved, while for other citizens, their appreciation for the natural heritage of the city and their sense of connectedness to nature has been awakened.

As already noted, depth of engagement has been good but breadth less so. Successfully communicating events and the story around green events is a challenge, as audiences have differing pre-existing levels of awareness and knowledge.

Once audiences and participants have been engaged it is clear that cultural events are important conduits for widening understanding and appreciation for the natural heritage and the environment.

Partnership is critical to the success of this work and once operational issues such as contracts were resolved, the Trust and partners were able to create meaningful work, which has planted seeds for the future.



# SECTION SEVEN: APPENDICES

PHOTO CREDIT: DAVID LEVENE





## 7.0 Appendices

The following sub-sections detail supporting evidence to aspects of this report.

### 7.1 Green Futures Survey Questions

The following questions formed the Green Futures question bank for the surveying of audiences. Depending on other questions required by partners, not all questions were asked in each survey. A summary of the data findings is included later on in this section.

- a) Please give us your thoughts about the event you attended or participated in? [Free Text Response]
- b) Please rate the quality of your experience: [Very good, Good, Not sure, Poor, Very poor]
- c) I had a good time! [Strongly agree, Agree, Not sure, Disagree, Strongly disagree]
- d) Did the event have an impact on your perception of Coventry? [Yes - it has improved, No - it is the same, Yes - it has worsened]
- e) This experience increases my pride in Coventry as an area. [Strongly agree, Agree, Not sure, Disagree, Strongly disagree]
- f) Nature Connection Index (NCI) – I always find beauty in nature. [Completely disagree, Strongly disagree, Disagree, Neither agree or disagree, Agree, Strongly agree, Completely agree]
- g) Nature Connection Index (NCI) – I always treat nature with respect. [Completely disagree, Strongly disagree, Disagree, Neither agree or disagree, Agree, Strongly agree, Completely agree]
- h) Nature Connection Index (NCI) – Being in nature makes me very happy. [Completely disagree, Strongly disagree, Disagree, Neither agree or disagree, Agree, Strongly agree, Completely agree]
- i) Nature Connection Index (NCI) – Spending time in nature is very important to me. [Completely disagree, Strongly disagree, Disagree, Neither agree or disagree, Agree, Strongly agree, Completely agree]
- j) Nature Connection Index (NCI) – I find being in nature really amazing. [Completely disagree, Strongly disagree, Disagree, Neither agree or disagree, Agree, Strongly agree, Completely agree]
- k) Nature Connection Index (NCI) – I feel part of nature. [Completely disagree, Strongly disagree, Disagree, Neither agree or disagree, Agree, Strongly agree, Completely agree]
- l) What is your age? [Numerical Input]
- m) Please indicate your gender? [Female, Male, Non-Binary, Other]
- n) Do you identify as disabled? [Yes, No, Prefer Not To Say]
- o) Please indicate your ethnic origin and cultural background: [White British, White Irish, White Gypsy/Irish Traveller, Other White Background, Mixed - White and Black Caribbean, Mixed - White and Black African, Mixed - White and Asian, Other Mixed/Multiple Ethnic Background, Asian or Asian British - Indian, Asian or Asian British - Pakistani, Asian or Asian British - Bangladeshi, Asian or Asian British - Chinese, Other Asian Background, Black or Black British - African, Black or Black British - Caribbean, Other/Black/African/Caribbean Background, Arab, Other, Prefer Not to Say]

## 7.2 Calendar of Green Futures Projects

Strand	2021							2022				
	Mar - June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Growing Coventry with The Pod	<a href="#">The Garden Zine</a>						Unearthed Alternative Arts Lab	Allotment Cultures	<a href="#">Song and Soil The Pod</a>	<a href="#">Song and Soil Crop Swap</a>	<a href="#">Song and Soil World Earth Day</a>	<a href="#">Song and Soil Spaces [in] BETWEEN</a>
Growing Coventry Public Realm					Art can be rubbish too		<a href="#">becoming fungi</a> , <a href="#">becoming forest</a>		<a href="#">A Crash Course in Cloudspotting</a>			
Growing Green Space		<a href="#">The Time Tree</a>			<a href="#">Down to Earth</a>	<a href="#">Branching Out</a>	Seeds of Courage	<a href="#">Little Acorns</a>	<a href="#">Breath of Fresh Air</a>	<a href="#">Bee Lines</a>	<a href="#">Nature/ Nurture</a>	<a href="#">Time for Nature</a> <a href="#">Sound Seat</a> <a href="#">Moss Murals</a>
Wildlife				Let Your Nettles Grow					Animals		Animals Growing Jack's Frogs	<a href="#">Team Wilder</a> <a href="#">Our Wilder Family</a> <a href="#">Wildlife Gathering</a>
Wildlife Coventry Canal Programme		<a href="#">Small Bells Ring</a>	<a href="#">CastAway Summer On The Canal</a>	<a href="#">Small Bells Ring</a>	NEST	<a href="#">Random String Festival</a>			Let's Ride The Canal	<a href="#">The Village Butty</a>	<a href="#">WaterWAYS</a> <a href="#">Pirates of the Canal Basin</a> <a href="#">FLOW</a>	<a href="#">Walk and Iftar with Muslim Hikers</a>
Wildlife Nature			<a href="#">Flock Together</a>		<a href="#">Walk With Me</a>			<a href="#">Haus of Kraft Workshops</a>		<a href="#">Green Week</a>	<a href="#">Haus of Kraft: Beneath the Seams</a>	<a href="#">Charterhouse Reveals</a> Forest Camps
Forest	<a href="#">The Green Visitor</a> <a href="#">Culture Conversations</a> Walking Forest Camps	<a href="#">Observations on Being</a>	<a href="#">Beneath the Trees</a>	<a href="#">Soil to Plate</a>	<a href="#">Walking Forest</a>	<a href="#">COP 26 UK Green Film Festival</a>			<a href="#">Juneau Project Workshops</a> <a href="#">Wildlife Walk</a>	<a href="#">Haus of Kraft Junk Kouture</a> Recycle Day		<a href="#">Days of Doing</a>
Coventry State of Nature										The Green Visitor	<a href="#">Coventry Creature Count</a>	

### 7.3 Summary Table of Survey Data

Below are summary tables of quantitative data provided through surveying.

**Did the event have an impact on your perception of Coventry?**

Response	No. of Responses	% of Respondents
No, it has stayed the same	307	37.6
Yes, it has improved	492	60.3
Yes, it has worsened	17	2.1

TOTALS 816 100.0

**This experience increases my pride in Coventry as an area.**

Response	No. of Responses	% of Respondents
Agree	472	33.7
Disagree	78	5.6
Not Sure	210	14.9
Strongly Agree	617	44.0
Strongly Disagree	25	1.8

TOTALS 1402 100.0

**Please rate the quality of your experience:**

Response	No. of Responses	% of Respondents
Good	306	21.7
Not Sure	59	4.2
Poor	45	3.2
Very Good	972	68.8
Very Poor	30	2.1

TOTALS 1412 100.0

**I had a good time!**

Response	No. of Responses	% of Respondents
Agree	364	25.8
Disagree	43	3.0
Not Sure	49	3.5
Strongly Agree	924	65.5
Strongly Disagree	31	2.2

TOTALS 1411 100.0



Nature Connection Index NCI

Statement	Completely Disagree		Strongly Disagree		Disagree		Neither Agree or Disagree		Agree		Strongly Agree		Completely Agree	
	No. of Responses	% of Respondents	No. of Responses	% of Respondents	No. of Responses	% of Respondents	No. of Responses	% of Respondents	No. of Responses	% of Respondents	No. of Responses	% of Respondents	No. of Responses	% of Respondents
I always find beauty in nature	21	2.2	18	1.9	5	0.5	38	4.0	144	15.0	263	27.4	471	49.1
I always treat nature with respect	18	1.9	7	0.7	9	0.9	17	1.8	141	14.7	285	29.7	482	50.3
Being in nature makes me very happy	21	2.2	5	0.5	3	0.3	25	2.6	132	13.7	247	25.7	528	54.9
Spending time in nature is very important to me	22	2.3	3	0.3	4	0.4	28	2.9	157	16.4	223	23.3	521	54.4
I find being in nature really amazing	17	1.8	6	0.6	7	0.7	64	6.7	189	19.9	212	22.3	457	48.0
I feel part of nature	14	1.5	13	1.4	32	3.4	130	13.8	283	30.0	196	20.8	275	29.2

## 7.4 Summary Table of Demographic Data

Below are summary tables of demographic data provided through surveying.

### Ethnicity

Ethnic Category	No. of Responses	% of Respondents
Any other ethnic group	6	0.5
Asian or Asian British	92	7.1
Black, African, Caribbean, or Black British	16	1.3
Mixed or multiple ethnic group	33	2.5
Prefer not to say	29	2.2
White British	1016	78.3
White Other, White Irish, or White Gypsy or Irish Traveller	105	8.1

TOTALS 1297 100.0

### Age

Age Bracket	No. of Responses	% of Respondents
0 - 19	23	1.8
20 - 34	194	14.8
35 - 49	414	31.6
50 - 64	479	36.5
65 +	202	15.3

TOTALS 1312 100.0

### Disability

Do you identify as disabled?	No. of Responses	% of Respondents
No	1104	84.7
Prefer not to say	47	3.6
Yes	153	11.7

TOTALS 1304 100.0

### Gender

Gender	No. of Responses	% of Respondents
Female	936	71.2
Male	351	26.7
Non-binary	14	1.1
Other	7	0.5
Prefer not to say	6	0.5

TOTALS 1314 100.0

## 7.5 Coventry City of Culture Trust Green Code

The Green Code for Coventry UK City of Culture 2021 is available publicly on the [Coventry 2021 website](#).

### Introduction

This code expands on the commitments we have made in our environmental action plan. It gives freelancers, contractors, suppliers, co-producers and others that we engage with, details of the minimum standards that we are setting ourselves in order to deliver an environmentally conscious City of Culture programme.

Through consultation and engagement during 2021 and with partners across the City and region we will develop this into a Coventry and Warwickshire green code, adaptable and easily adoptable for a range of cultural institutions, both large and small, complementing existing policies, standards, and frameworks without putting too much strain on organisations.

### MAIN OUTCOME

Cultural Programming will be environmentally responsible and promote environmental awareness.

#### 1. Principles

##### BE OPEN

- We are open to new learning and critical friendships that will help us learn and improve.
- We are transparent in our decisions and decision-making process.

##### BE BOLD

- We will not accept 'business as usual' or 'doing nothing' as an option.
- We will test new ground or the unfamiliar, in order to make decisions and have the conviction to see them through.
- We will be proactive in our advocacy for a green and sustainable agenda and seek to influence others to follow suit.
- We are prepared to hold ourselves and others to account.

##### THINK HARD

- We will always consider the impact of our decisions on our limited planetary resources, our communities and our future generations.
- We will make decisions based on environmental and social as well as financial factors.

##### BE TRANSPARENT

- We aim to leave environments better than when we arrived – leaving no trace and endeavouring to improve or regenerate.
- We will celebrate and share our successes and acknowledge our failures, learning from both.

## **2. Behaviours**

These are a series of guidance points that we will adhere to across our programme delivery which will take account of, and make reasonable adjustments for, disability and our inclusive, can do attitude. These will be continually reviewed and added to.

### **TRAVEL**

- Unless in exceptional circumstances, we will not undertake internal flights on the UK mainland.
- We advocate for the use of public transport and other active travel options (where safe and feasible) amongst staff, freelancers, participants and public. We will ensure adequate planning time and budget provisions will be considered.
- We fully recognise and value the other benefits from active travel on users such as mental wellbeing, fitness, social trips which encourage others to attend etc.

### **PROCUREMENT**

- When making procurement decisions, ask yourself four questions:
  - What is it made of?
  - Where is it coming from?
  - What is it doing?
  - Where is it going? Could it be used again or repurposed for us or others?
- Buy local where possible.
- Avoid purchasing single-use plastics.
- Only purchase timber-based products that are FSC approved.
- Purchase recycled paper/plastic products where possible – this may require sourcing different suppliers, so plan ahead.
- Prioritise sustainable purchasing options over others, but budget appropriately.
- All catering/hospitality should be supplied using bio-degradable or compostable packaging (unless reusable is an option).

### **EVENT DELIVERY**

- Use permanent power supplies where possible and prioritise sustainable sources of temporary energy supply when needed.
- Plan efficiently to reduce energy and waste.
- Avoid chemical toilets for events.
- Utilise our Event Management System for every event.
- Ensure recycling options at events and that we work with waste service providers that have a 'zero waste to landfill' policy.
- Ensure that recycling options are available in all our rehearsal and production facilities.

### **DEBRIEF**

- Debrief every event and project with a specific item on adherence to our green code
- Calculate carbon footprint of production transport which will be reported to our stakeholders.



## 7.6 Summary Table of Partners and Artists involved in the Green Futures Programme

The following are key partners and artists who have been involved with and helped deliver the Green Futures programme:

Active Inclusion Network	Coventry Cathedral	Food Union
Allesley Park Walled Garden	Coventry City Council	Foleshill Women's Training
Alternative Artist leads	Coventry Friends of Parks	Fraunhofer Institute for Digital Medicine
Aneeshwar Kunchala	Coventry Open Spaces Forum	Friends of Moat House Park and Wyken Slough
Arboricultural Association	Coventry Refugee and Migrant Centre	Friends of the Earth
ARCANA	Coventry Resource Centre for the Blind	Friends of War Memorial Park
Artizani	Coventry Textile Art Group	Garden Museum Collection
Arts Riot Collective	Coventry Tree Wardens	Garden Organic
ARUP	Coventry University	Global Streets
Auden Allen	Crafts Council	Go Foleshill
BBC and BBC CWR	Craftspace	Gobbledegook Theatre
Bedworth Seed Swap	Creative Kindness	Gosford Park Residents Association
Bethel Church	CW10 Network	Grapevine
Bohdan Piaseck	Daisy Lafarge	Green Fingerted Gals
Brandon Marsh	David Abram	Groundwork West Midlands
British Ecological Society	Dens & Signals	Guy Hughes
Bryony Simcox	Diana Roor	Heather Morrison
Buglife	Dom Fleming	Herbert Art Gallery & Museum
Canal & River Trust	Dr Siggs	Heritage Apple Society
CARAG	Edgewick Park	Highly Sprung
Carriers of Hope	Emily Doyle	Historic Coventry Trust
Celestial	Encounters	Holbrooks Community Care Association
Chrysalis Craft Coventry	Environment Agency	House of Emanuel I And I C.I.C
CineCov	FabLab	Imagineer
Circolombia	Fabularium Theatre	Jack Foulks
City of Horticulture	FarGo Village	James Bulley
Community Centre Network	Feeding Coventry	John Noble
Compton Verney	Finham Library	Johnny Donnelly
Coventry Arts Collective	Flatpack Film Festival	Jon Hopkins
Coventry BID	Flock Together	Julia Negus
Coventry Biennial	Flying Buttresses	Juneau Projects
Coventry Boys and Girls Club	Foleshill Community Centre	Kambe Events
Coventry Canal Society		

Kew's Seed Library	Paul Tafaro	Team SpringBoard CIC
Kim Hackleman	Pauline Black	The Nest Collective
Koco Community Centre	Peace Orchard	The Pod
Limitless Broadcast	Pif-Paf	The Space
Living Streets	Positive Youth Foundation	The Starfish Collaborative
London Vegetable Orchestra	Potters Green Residents Association	The Tin Music and Arts
Love Welcomes	Pyn Stockman	The Verbal
Lucy Hayward	Rebel Manifesto Aerial	The Weaver's House
Ludic Rooms	Rob Hamp	Tim Jones
Lyng Hall School	Rose Community Centre	Trees for Cities
Marshmallow Laser Feast	Rosie Bolton	Uncharted Collective
Media Mania	Rosie Tee	University of Warwick
Megabeast Productions	Rosso Music	Unlimited
Men's Shed Coventry	Samaritans	The Village Butty
Merlin Sheldrake	Season for Change	Walking Forest
Mirrored Cultural Exchange	Severn Trent	Warwickshire County Council
Moat House Family Hub and Leisure Centre	Shakespeare Birthplace Trust	Warwickshire Wildlife Trust
MRC Centre for Medical Mycology at the University of Exeter	Shelanu	West Midlands Police
Muslim Hikers	sirens crossing	Wild Adventures
Natan Sinigaglia	Spon End	Wild Earth
National Trust	St Marks Church	Willenhall Community Forum
Navkiran Kaur Maan	Stony Lane Gardens	Willenhall Green Space
NoFit State	Studio Morison	Wood End 24th Scouts group
Oasis Community Hub & Café	Super Slow Way	Wood End Health Centre
Orbit Housing	Suzanne Ciani	The Woodland Library
Paul Hamlyn Foundation	Talking Birds	Woodland Trust
	Tarju Le'Sano	XEKTA COMMUNITY
		York Mediale