

## Coventry Cultural Challenge SWOT analysis

<b>Strengths</b>	<b>Weaknesses</b>
<p>Food Cheap Booze</p> <p>Inclusive Diversity (different ethnicity) Multi-cultural Young diverse population Accepting communities Aware of mental wellbeing</p> <p>Academic student city Education Active institutions hunting for outside talent Many students</p> <p>Compact city centre Cathedral culture History Relatively high average income Cheap housing</p> <p>Strong Partnership strategy Well-connected Easy access to Birmingham Transport Reliable(ish) public transport Great location</p>	<p>Lack of global connection</p> <p>Safety (especially at night) Higher crime rate Too dark to walk around Too many drunk students</p> <p>Underperforming in keeping the talent raised by the Universities Underperforming economy, low wages Working time</p> <p>Class division Lack of social housing Growing inequality Pockets of deprivation Insulated communities Poor cross-community mixing Not much cohesion between areas/universities Ageing population</p> <p>Lack of events/entrainments Not much for young people to do other than shop and linger in places</p> <p>Public transport is not robust under pressure Weak intra-city transport</p> <p>Poor food options Lack of supermarkets</p>

<b>Opportunities</b>	<b>Threats</b>
<p>Tourism and events  Legacy of CoC  New entrainment venues opening (coming from other cities)</p>	<p>Lack of autonomy/domination from bigger cities  Lack of identity</p>
<p>Entrepreneurial opportunities  Start-up  HS2 opportunities</p>	<p>Climate crisis  Energy crisis  Brexit</p>
<p>Global investments  Real estate opportunities for international players  Attract new companies  Retaining talents and student population</p>	<p>Uncoordinated regional policy  Cost of living  Poor perception of Coventry</p>
<p>Region trusts Coventry (People used to feel safe and city is getting safer)</p>	<p>Covid  Influx of students pushing out Coventry natives</p>
<p>Green population  Sustainable and green job opportunities  Green industrial revolution – advanced manufacturing attracting talents</p>	<p>Gentrification  Lack of funding  HS2 drawing people out of Coventry to Birmingham  Poor perception of working-class towns</p>
<p>Control Distribution hub</p>	