

# WHAT THE DATA TELLS US ABOUT COVENTRY

Prepared by Coventry City of Culture Trust  
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# 1. DEMOGRAPHICS

- There are 379,387 residents in Coventry, according to the 2021 ONS Mid-Year Population estimate
- Coventry is the 18th largest local authority in England, according to the 2021 ONS Mid-Year Population estimate
- Coventry's median age of residents is 32 years old. As compared to the UK, where the median age of a resident is 40 years and 3 months, Coventry is relatively young (Coventry City Council Headline Statistics February 2022)
- 65% of the adult population of Coventry is in the prime working age (18-64), and 13.5% of the population is over the age of 65. This makes Coventry a youth-dominated city (Coventry City Council Headline Statistics February 2022)
- Coventry is home to a diverse population, with 33.4% of residents classified as non-white British compared to 20.2% in England, based on 2011 Census data
- Coventry is ranked 81st out of 317 UK local authorities in the Index of Multiple Deprivation 2019
- 14% of Coventry neighbourhoods are among the 10% most deprived neighbourhoods in England as identified in the Index of Multiple Deprivation 2019. These neighbourhoods also have the lowest rates of cultural participation and life expectancy
- The average IMD score for Coventry is 24.9 but there are significant differences between areas with the least deprived neighbourhood (MSOA) at 5.95 (Lower Eastern Green) and the most deprived at 56.79 (Wood End, Henley & Manor Farm (WEHM))



## 2. CULTURAL

- The Coventry Household Survey from 2018 identified that only 51% of the citizens of the city participated in cultural activity three times in a twelve month period (excluding pubs, clubs and cinemas), compared to 63% participating three or more times in a twelve month period nationally as indicated through the Active Lives 2018/19 annual survey
- Based on the 2018 Household Survey measures there are stark inequalities in cultural access between areas of the city from as high as 86% to as low as 11%.
- City of Culture activity up to November 2021 has taken place in all 42 neighbourhoods (MSOAs) in Coventry as well as in neighbouring Warwickshire (Coventry UK City of Culture 2021 Interim Report)
- As of 30 September 2021, the area with the highest proportion of City of Culture Trust activity was the City Centre in St Michael's with 23% of activity, this is due to Assembly Festival Gardens and several cultural venues being in this area (Coventry UK City of Culture 2021 Interim Report)
- As of 30 September 2021, the area with the lowest proportion of activity was Willenhall with 0.2% of activity (Coventry UK City of Culture 2021 Interim Report)
- Analysis of ticketing data from Coventry UK City of Culture 2021 from November 2020 to November 2021 indicates that 43% of tickets issued to Coventry postcodes have gone to those who are financially stretched and facing adversity, the majority of these groups are from minority ethnic identities (Coventry UK City of Culture 2021 Interim Report)
- In 2018/19 the average ticket yield was £21.42 for arts venues in Coventry (average price spent on a single ticket, not including complimentary tickets). As a result of the pandemic this has substantially decreased to a ticket yield of £13.26 for arts venues in the West Midlands in 2020/21 (Audience Finder)
- The average party size for visiting cultural venues was 2.27 in 2020/21 (Audience Finder)
- Based on 2018/19 ticketing data the Audience Spectrum breakdown for Coventry (Audience Finder) was:
  - Trips and Treats – 26.28%
  - Facebook Families – 17.95%
  - Up Our Street – 12.10%
  - Experience Seekers – 9.77%
  - Dormitory Dependables – 8.44%
  - Kaleidoscope Creativity – 8.37%
  - Home and Heritage – 7.72%
  - Commuterland Culturebuffs – 5.63%
  - Heydays – 3.72%
  - Metroculturals – 0.03%
- Within Coventry, Audience Spectrum segmentation varies significantly between wards and MSOAs



## 3. EDUCATION

- Coventry and Warwickshire have a higher proportion of graduates who leave the area to study and do not return for employment compared with the national average (Centre for Cities)
- The Centre for Cities reports that Coventry has the 23rd highest (out of 63 local authorities) share of the working age population with no formal qualifications. Noticeably, 7.1% of Coventry's residents of working age have no qualifications (Centre for Cities)
- There are 33,026 registered pupils in state-funded primary schools in Coventry for the 2020/21 academic year, in addition there are 24,557 registered pupils in state-funded secondary schools (LG Inform)
- 22% of secondary school students in the 2020/21 academic year are in receipt of free school meals (LG Inform)
- In the 2019/20 academic year there were 118 state-funded schools and 5 independent schools in Coventry (Department for Education 2020)





## 4. EMPLOYMENT

- Coventry currently has a lower economic activity rate than the wider sub region of Coventry and Warwickshire and the national average, with an employment rate of 71.4% and unemployment rate of 6.6% (AMION Economic Impact Assessment Baseline Report Coventry 2021)
- There are currently 17,155 unemployed residents within the City, which has increased by over 9,000 since the start of the Pandemic, of which 3,350 are aged 16-24 (AMION Economic Impact Assessment Baseline Report Coventry 2021)
- Employment rates among ethnic minority groups in Coventry and Warwickshire have been consistently lower compared to the population as a whole for the last 5 years. However, they have been increasing, and in Coventry employment rates have increased from 56.1% to 64.4% in 2020 (AMION Economic Impact Assessment Baseline Report Coventry 2021)
- New migrants who have brought a variety of skills and expertise with them, have been proud to make Coventry their home. However, 50,000 migrants are not in employment in Coventry, and the city has an estimate of over 3,000 asylum seekers, refugees and undocumented migrants living in precarious conditions (Coventry Migrant Needs Assessment 2018)
- In 2019, employment in the creative and cultural industries totalled 6,405 in Coventry, representing 3.9% of all jobs (AMION Economic Impact Assessment Baseline Report Coventry 2021)
- Within the DCMS subsector 'music, performing and visual arts', there were 330 people employed in Coventry in 2019, comprising 5.2% of all employment in the creative and cultural industries. This proportion of employment remains lower than the national average, where employment in music, performing and visual arts comprised 6.7% of all creative and cultural industry employment, however Coventry does appear to be closing the gap with the national average (AMION Economic Impact Assessment Baseline Report Coventry 2021)

## 5. GREEN FUTURES

- Coventry has over 2,000 hectares of green space within 650 green spaces. This includes 200 hectares of mature woodland of which 100 are ancient. These include Canley Wood and Tile Hill Wood, which are situated amongst the 10% most deprived areas of the UK (Coventry City Council)
- Coventry will use up its share of the global carbon budget within 12 years (Net Zero Strategy 2021)
- Based on research for the Coventry Green Space Strategy 2019-2023:
  - 85% of people felt that the quality of public space and the built environment has a direct impact on their lives and the way they feel
  - 86% of citizens lived within 20-minute walk of a park
  - Two thirds of residents (61.3%) take less than ten minutes to travel to their most used park or green space
  - Henley, Wainbody and Earlsdon have the highest ratio of green space area per 1000 citizens: 6.02, 5.95 and 5.63 ha respectively. However, the bottom wards are Foleshill, Radford and St Michael's with 0.50, 0.70 and 0.86 hectares per 1000 population respectively
  - There is an increased amount of volunteer participation in parks and green spaces: in 2016/17, 210 volunteers working with the Ranger team contributed over 1,100 hours and over the same period 148 volunteers contributed over 800 hours at Coombe Country Park. In addition, friends' groups across the city contribute thousands of hours annually
  - The number of Local Wildlife Sites increased from 41 in 2008 to 68 in 2016
  - There is an increase in the amount of land positively managed for biodiversity – wildflower creations on 20,000 m<sup>3</sup> of highway verges and other grassland



## 6. GROSS VALUE ADDED (GVA)

- In 2018, GVA in Coventry was £9.5 billion compared to £6.8 billion in 2010. This represented a 40.5% increase in GVA between 2010 and 2018 for Coventry and 34.7% across CWLEP, which compares with the UK figure of 32.3% over the same period (AMION Economic Impact Assessment Baseline Report Coventry 2021)
- The creative and cultural industries in Coventry were worth an estimated £552 million in 2018 which represented 5.8% of the city's total economic output. West Midlands was marginally higher at 5.9%, and the national figure was 9.5% of total GVA (AMION Economic Impact Assessment Baseline Report Coventry 2021)
- Between 2015 and 2018, GVA in the creative and cultural industries of Coventry grew by 21.6%, ahead of national trends but lower than the comparative rate for the West Midlands (25.4%) (AMION Economic Impact Assessment Baseline Report Coventry 2021)
- Of the total number of businesses in Coventry in 2020, 1,240 businesses (12.3%) are within the creative and cultural industries and for the wider sub-region the proportion of cultural and creative businesses is 11.4%. These figures are higher than the regional comparator of 8.8% but lower than the national figure of 12.7% (AMION Economic Impact Assessment Baseline Report Coventry 2021)
- Over the last year 2019-2020, Coventry and Warwickshire have outperformed the West Midlands, and growth in the creative and cultural industries in Coventry has also been stronger than for all businesses within the economy (AMION Economic Impact Assessment Baseline Report Coventry 2021)
- In 2020, a total of 985 businesses in Coventry (9.7% of businesses) are classed as 'creative industries' and a further 125 (1.2% of businesses) relate to the cultural sector
- Investment secured relating to the UK City of Culture 2021 title equates to over £172m, with an estimated further £51m of GVA generated from capital works completed or underway through this investment. Of this £172m in excess of £70m relates to cultural and heritage assets in the city (AMION Economic Impact Assessment Baseline Report Coventry 2021)
- This investment sits alongside an additional £500m of city regeneration activity that has taken place since the award of UK CoC 2021 (AMION Economic Impact Assessment Baseline Report Coventry 2021)

## 7. HEALTH

- Coventry is a Marmot city with significant inequalities in health and healthy life expectancy between the most and least deprived areas of the city
- Life expectancy at birth in Coventry is slightly lower than in England as a whole—for males it is 78.0 years (vs. 79.6 years in England), while for females it is 82.0 years (vs. 83.1). However, what is more worrying is the wide inequality gap. A man from the most deprived area is likely to die 10 years earlier than one from the least deprived area. The difference for a woman is 8 years (Coventry City Council Headline Statistics February 2022)
- It is estimated that 18% of Coventry residents have a long-term health condition or identify as disabled based on Household Survey 2018 responses
- Overall health in Coventry is below the national average, with higher inequalities in factors associated with poor mental health and wellbeing, such as deprivation, education, and unemployment
- Childhood obesity is a particular problem in Coventry. 21.0% of year 6 children (ages 10 and 11) were classified as obese in 2019-20, compared to 20.2% in 2018-19. This is higher compared to the national equivalent (20%) (National Child Measurement Programme 2019/20)
- 3,000 older people have less than once monthly social contact and limited support available, and the prevalence of loneliness is also very high amongst 16 to 24-year-olds, increasing the risk of disability, depression, and cognitive decline (Coventry Health and Wellbeing Strategy 2019-2023)
- Up until September 2021, 43,913 of Coventry residents had caught COVID-19 - that is, 11% of the city's population; 3,197 patients had been admitted to UHCW for COVID-19; and 727 residents had died due to COVID-19 (Coventry City Council, Solihull Metropolitan Borough Council and Warwickshire County Council COVID-19 Dashboard)



Photo by Dylan Parrin



## 8. TOURISM

- Coventry is hosting a range of high-profile events programmes, which specifically aim to encourage people from all backgrounds to get involved in activities, including City of Culture 2021 and Commonwealth Games 2022. Previous events have included European City of Sport 2019
- Visitor trips equalled 10.03m in 2019, a 3.3% increase from 2018 (STEAM Trend Report 2016-2019)
- In 2019, the total number of visitors to Coventry who stayed in serviced paid accommodation was 587,000, representing an increase of 13.3% from 518,000 in 2016 (STEAM Trend Report 2016-2019)
- There has been an increase in both the number of businesses and employment in tourism related industries since 2017, with an additional 105 businesses and 1,275 jobs (AMION Economic Impact Assessment Baseline Report Coventry 2021)
- The most recent STEAM estimates indicate an additional 623,000 visitors since 2017, with visitor levels reaching in excess of 10 million in 2019, representing an increase of 12.6% since 2016
- Day visitors spend an average of £27.77 per trip. Average overnight visitor spend is £119.42 per trip but this varies significantly depending on accommodation. Visitors staying with friends and relatives spend only £51.90 while those staying in commercial accommodation spend £171.09. Average international visitor expenditure per trip is £161.43 (STEAM Trend Report 2016-2019)
- Tourism visitors have increased tourism expenditure by £46.2m supporting approximately 417 FTE jobs within the hospitality sectors (AMION Economic Impact Assessment Baseline Report Coventry 2021)
- 53% of 2019 overnight visitors stayed in paid accommodation; 47% opted to stay with family or friends. Their trip to Coventry lasted an average of 3.45 days (the ratio of staying visitor days to visitors) (STEAM Trend Report 2016-2019)
- Coventry's cultural attractions appear to be the main draw as 42% of visitors can be described as on a cultural trip (i.e., including visiting heritage sites and exhibitions, attending arts events, watching sports). When asked which attractions they planned on visiting or have visited whilst in the city, the most frequently mentioned are the Cathedral (18%) and the Transport Museum (16%) (STEAM Trend Report 2016-2019)

## 9. YOUNG PEOPLE

- 5% of 16-18 year-olds in Coventry are not in education, employment, or training (NEETs). This equates to 370 people and is better than the national level of 5.5% (Coventry Council Plan 2019/20 End of Year Performance Report, October 2020)
- 3,000 young people in Coventry are considered to be at risk of criminal exploitation, with vulnerable members of the community being the most exposed (Coventry Joint Strategic Needs Assessment 2019)
- The rate of youth convictions for Violence Against the Person offences increased by 124% in 5 years, and the number of children sentenced to custody is 133% above the national average (Coventry Joint Strategic Needs Assessment 2019)



Photo by Dylan Parrin





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