



PERFORMANCE MEASUREMENT & EVALUATION

EVALUATION OF THE LOVE COVENTRY PROGRAMME

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





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Executive Summary, Key Findings, and Headline Statistics for the Love Coventry Programme

Engagement from all 18 wards and 42 neighbourhoods in the city	More than 120 community groups and organisations involved in the delivery of the Love Coventry programme	Over 200 community groups, community champions, and partners benefitted from 28 rounds of training covering live events, audience development, and bid writing
18 Community Connectors from across the city were provided with training and mentoring	Targeted co-creation work has uncovered communities' stories and increased civic pride in Coventry	77% of the overall UK City of Culture 2021 programme, excluding the commercial programme, was co-created with local communities, and the entirety of the Love Coventry programme was co-created
Over 2,300 community performers were involved in the Love Coventry programme	Over 1,300 participations in workshops related to the Love Coventry programme	Estimated audience reach of 50,000 through in-person and online activity

The Love Coventry programme was a major part of the UK City of Culture 2021 programme. The Love Coventry programme took place in all of Coventry's neighbourhoods, putting the stories of communities and citizens centre stage and staging celebratory events that were rooted in the city's communities. It also focussed on building a sustainable legacy for the city through training and upskilling organisations, community groups, community champions, and community connectors so that they could continue to be active once the UK City of Culture year had concluded.

It is estimated that the Love Coventry programme had a total audience reach of approximately 50,000 through in-person and online activity.

More than 120 community groups and organisations were involved in the creation and delivery of the Love Coventry programme. Many of these groups engaged with multiple projects and have committed to continuing to work within the communities they serve. Upskilling of these groups has also taken place through monthly community training sessions focussing on bid writing, audience development, and event management.

The Love Coventry programme was rooted in communities from across the city, and the programme celebrated communities and stories that would not normally be afforded a central platform. Events such as Love Coventry: Caribbean Reggae Fever, the Eastern European HeARTS Festival, Love Ireland, Abundance, and the Unapologetic Festival all shone a spotlight on city communities that had not previously featured in Coventry's publicly funded, mainstream arts and culture programmes. These events made impact because they were rooted in the communities they represented, both in terms of being co-created by the communities themselves, and by taking place in the neighbourhoods in which those communities live. As such, 53% of the tickets issued to Coventry postcodes went to citizens from the lowest economic groups.

The entirety of the Love Coventry programme was co-created with citizens from the city and local communities. Decisions around the programme were rooted in the needs and desires of the communities that led the direction of the programme.

Delivered in two phases, both of which were supported by the National Lottery Community Fund, the programme gave various communities from Coventry the opportunity to significantly engage with a major arts and cultural programme. Stories surfaced from communities who rarely feature in such events. Voicing their seldom-heard stories via a diversified cultural programme has led to increased engagement.

SECTION ONE: INTRODUCTION TO THE LOVE COVENTRY PROGRAMME



PHOTO CREDIT: DYLAN PARRIN

1.0 Introduction to the Love Coventry Programme

The Love Coventry programme was delivered by the Collaborative City producing team operating within the Coventry City of Culture Trust. It was an ambitious, signature programme, co-created and designed with the citizens of the city.

The programme built on work that had already been undertaken within communities in Coventry during the bidding period for the UK City of Culture 2021 title. It shone a light on local stories, bringing arts and culture to the doorsteps of citizens throughout Coventry's City of Culture year.

The Love Coventry programme – previously known as 21 Streets – called upon the people of the city to declare and share their love for Coventry, whether it was their life-long home or if they have only lived in it for a short time.

1.1 Programme Context, Aims and Objectives

The Love Coventry programme was produced by the Trust's geographically-focussed Collaborative City producing team. Collaborative City is a global (specifically European and North American) movement that seeks to investigate the collaborative city-making that can guide cities towards new forms of:

- Participatory city governance
- Inclusive economic growth
- Social innovation

A Collaborative City welcomes partnerships between social innovators, public authorities, businesses, civil society organisations, knowledge institutions, and citizens. It facilitates their coming together with the ultimate goal of creating a more just and democratic city. The Love Coventry programme sought to achieve this too.

The programme was delivered in two phases, both supported by the National Lottery Community Fund. Phase 1 was delivered between April 2020 and March 2021 when the focus was on uncovering, energising, and mobilising communities from across the city as they readied themselves for contributing to Coventry's year as UK CoC 2021. Phase 2, which took place between April 2021 and September 2022, gave voice to the communities of the city through the delivery of a core programme of creative events and activities in neighbourhoods across the city.

The aim of the Love Coventry programme was to create stronger, more connected communities across Coventry and to ensure that all citizens from the city had doorstep access to the UK CoC 2021 programme. The programme aimed to showcase and share stories relevant to communities in the city. Ultimately the city co-created a programme that would celebrate the spirit of Coventry and its people.

The objective of the Love Coventry programme was to make an active contribution to the outcomes identified within the Trust's Theory/Story of Change:

- Increase in civic pride
- Community led production and programming increases cultural participation and activism
- Cultural leadership and programming reflect and represent the citizens of the city

- Cultural engagement is geographically dispersed across the city
- Cultural sector activity makes a significant contribution to the economic, environmental, social, health, and wellbeing targets for the city and region

In addition to supporting the overall Theory/Story of Change, the Collaborative City team empowered local people to build an ambitious, locally relevant, and nationally significant programme. Coventry's communities wanted Love Coventry to:

- Support communities to reconnect, reset, and recover from the impact of COVID-19
- Celebrate and raise the profile of Coventry's diverse cultural communities
- Give people moments of connection, inspiration, and joy
- Enrich communities with sustainable activity and opportunities to upskill
- Build and strengthen community collaborations
- Empower people to tell their different stories
- Invest in a new generation of community leadership
- Animate, celebrate, and explore local neighbourhoods
- Surprise and delight residents and visitors with unique and unexpected experiences

The Trust sought to actively engage citizens in deciding what counts as culture, where it happens, who makes it, and who experiences it. They were committed to creating equitable and democratic structures and decision-making processes, with communities taking the lead to create projects that formed the Love Coventry programme.

The comprehensive Love Coventry programme connected with and engaged communities from every area of the city. Communities were made up of citizens with specific cultural identities (e.g., Irish, Polish, South Asian), those living in specific estates or areas (e.g., Spon End, Radford), and those with shared interests (such as local radio, international friendship, or amateur theatre).

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.

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.¹ 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.²

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

The Love Coventry programme has positively contributed to the overall outcomes and impacts identified within the Coventry UK City of Culture Theory/Story of Change. For the overall UK CoC programme, three key statistics have been identified:

- Activity related to the UK CoC 2021 took place in all 42 of Coventry’s neighbourhoods
- 43% of tickets issued to Coventry postcodes went to those in lower economic groups
- 77% of the programme, excluding commercial activity, was co-created with local residents³

Achieving these key statistics is in part due to the Love Coventry programme, which ensured that the UK CoC 2021 programme was made with citizens in their neighbourhoods. It thus encouraged those who would not have engaged with UK CoC 2021 to join in and contribute to the co-creation processes that were directed towards celebrating their stories and communities. Recent research into cultural participation has determined that proximity to cultural offerings is the biggest driver for participation. Citizens who live furthest away

¹ The term audiences relate to the number of points of engagement with the UK City of Culture 2021 programme.

² 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].

³ 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].

from a cultural offer tend to participate least.⁴ The Love Coventry programme was rooted in communities from across the city. The programme celebrated communities and stories that would not normally get so high-profile a platform, offering events such as Love Coventry: Caribbean Reggae Fever, the Eastern European HeARTS Festival, Love Ireland, Abundance, and the Unapologetic Festival.

The creativity of citizens was unlocked through events like Window Wanderland, which saw citizens take the lead in organising window trails within their communities, and the amateur community performing groups that took centre stage as part of the GENERATE Festival over the summer of 2021 and again in 2022.

As well as offering communities the opportunity to perform and get creative, the programme provided training and development to community groups, community connectors, and community champions. Eighteen Community Connectors from across the city were recruited, trained, and mentored, and monthly Community Training sessions were delivered to over 200 community groups, community champions, and partners.

Events within the Love Coventry programme had high levels of satisfaction, and contributed to encouraging participation and an increase in civic pride in the city. Early findings from the Coventry Household Survey 2022 demonstrate a significant increase in cultural participation from the baseline. In 2018, 52% of adults engaged with publicly-funded culture in Coventry three or more times in a twelve-month period; in 2022, this figure was 66%. The increase is especially significant given that levels dropped dramatically in 2021 due to COVID. Hence, cultural participation in Coventry has recovered and increased beyond the baseline as a result of the UK CoC 2021 programme. When citizens were asked what cultural activities they had undertaken, a number of responses cited elements of the Love Coventry programme.

A full analysis of how the Love Coventry programme has contributed to outcomes is included in [Section 4](#) of this report.

⁴ Brook, Orian and Scott, Mark (2022) *Art for the many not the few: Addressing cultural & other inequalities at scale*. Coventry: AHRC/University of Warwick <<http://wrap.warwick.ac.uk/171829>> [accessed 3 December 2022].

SECTION TWO:

EVALUATION OF THE LOVE COVENTRY PROGRAMME

PHOTO CREDIT: JOE BAILEY PHOTOGRAPHY



2.0 Evaluation of the Love Coventry 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, with the addition of the Trust, make up the Core Monitoring and Evaluation Group. The Core Monitoring and Evaluation Group met fortnightly from late 2018 and continues to do so during 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 outcomes and impacts within the strategy were based on extensive consultation during the bid phase, and were subsequently developed by the Trust based on the key needs, challenges, and aspirations for the Coventry UK CoC 2021 year. In the development of the strategy, it was identified that the 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

The aim of Coventry UK CoC 2021 was 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) that was 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 according 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 Love Coventry Evaluation Framework

The core monitoring and evaluation programme captures monitoring data on the reach, demographics, and feedback given by participants in the wider UK CoC 2021 programme and the beneficiaries of it. The wider framework is featured in the PM&E Strategy detailed above.

This evaluation of the Love Coventry programme seeks to answer the following evaluation questions, as set out in the original funding application:

- To what extent has the Love Coventry programme developed and demonstrated co-creation and evidence-based art and cultural programming that creates social and economic value?
- In what ways did the Love Coventry programme's devolved model establish Coventry as a recognised pioneering city of culture?
- As a result of the Love Coventry programme, do Coventry citizens believe they can more positively influence and shape the city they want to live in?
- In what ways has the partnerships established through the Love Coventry programme contributed to the inclusive social and economic prosperity of the city and region?
- Has the Love Coventry programme enhanced Coventry's reputation as a global and connected city?

Through the design process of the Love Coventry programme, it was identified that the programme will support the following outcomes that feature in the Trust's Theory of Change:

- Increase in civic pride
- Community-led production and programming increases cultural participation and activism
- Cultural leadership and programming reflects and represents the citizens of the city
- Cultural engagement is geographically dispersed across the city
- Cultural sector activity makes a significant contribution to the economic, environmental, social, health, and wellbeing targets for the city and region

Details of the progress towards these outcomes are provided in [Section 4](#) of this report.

2.3 Love Coventry Evaluation Methodology

The evaluation adopts a mixed methods approach and 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 its partners
- Focus Study Data – Collected by academics from the University of Warwick and Coventry University

The primary data collection method used in this evaluation was the surveying of audiences and participants. Surveys were undertaken by the Trust. Event attendees were surveyed through an online post-event survey (the survey questions are in the [Appendices](#) at the end of this report) which was 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 (for example, 6 weeks of weekly workshops), 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 – referred to hereafter as (S)WEMWBS – was used for this purpose because it allows data to be correlated with the population data collected through the Coventry Household Survey.⁵

Ticketing data, also collected by the Trust, allows the evaluators to investigate who is booking and attending Love Coventry events. Postcode data allows for the examination of which economic and societal groups are attending; this identifies whether the activity is reaching all neighbourhoods in the city.

Alongside the evaluation activities, the Trust commissioned four focus studies to provide additional evaluation data and insight into the programmes that were delivered as part of the UK CoC 2021 year. The four studies looked at the following:

⁵ University of Warwick, (2020) *About WEMWBS*
<<https://warwick.ac.uk/fac/sci/med/research/platform/wemwbs/about/>> [accessed 12 October 2022].

- Volunteering, Wellbeing, and Civic Pride
- Civic, Cultural, and Business Partnerships
- Faith, Culture, and Leadership
- Green Futures and the Environment

An additional study was also undertaken in relation to the relationship between the Trust and West Midlands Police. All these studies were undertaken independently from the Trust by academics from the University of Warwick and Coventry University. While there is no specific study on the Love Coventry programme, data and findings from these studies have informed this report.

2.4 Coventry UK City of Culture 2021 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

Community led production and programming increases cultural participation and activism

Cultural leadership and programming reflects and represents the citizens of the city

There is increased understanding, accessibility and provision of career routes into the cultural and creative sector

Cultural engagement is geographically dispersed across the city

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

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

Investment in culture accelerates inward investment and economic growth in the region

Collaborative national and international cultural programming increases Coventry and the region's global presence

Coventry's innovative and diverse cultural life increases local, national and international tourism to the region

Coventry's model of culture led placemaking influences regional and national policy making

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

Increased data generation and capture leads to well-informed civic and cultural planning and decision making

Cultural programming is environmentally responsible and promotes environmental awareness

The city makes and develops creative, cultural and civic uses of 5G and immersive technology

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 A GLOBAL AND CONNECTED CITY

COVENTRY IS RECOGNISED AS A FUTURE FACING PIONEERING CITY

VISION: WE WILL REIMAGINE THE ROLE OF CULTURE IN A DIVERSE, MODERN BRITAIN, DEMONSTRATING THAT CULTURE IS A FORCE THAT CHANGES LIVES, MOVING COVENTRY AND THE REGION FORWARD

STORY OF CHANGE



2.5 This Report

This report is the Final Evaluation Report for the Love Coventry programme. It covers the period from the award of funding in early 2020 up to the end of September 2022; it thus encompasses the planning stages and delivery period of the programme. This report builds on findings identified in 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 impact was varied and ever changing, it should be noted that the entire period of the planning and delivery of the Love Coventry programme was heavily impacted by the COVID-19 pandemic. The various ‘lockdowns’ and COVID-related government restrictions impacted how people lived and worked, especially if they already had health issues. Members of the delivery team, partner organisations, and the communities involved in co-creation suffered from illness. Furloughing key staff within partner organisations had a detrimental effect on the planning stages of the Love Coventry programme. Long-term and continued uncertainty meant that plans had to be revisited and reshaped in response to situations that were not under the direct control of the Trust.

COVID-19 meant that the planning stages for the Love Coventry programme were elongated. While this was undeniably a challenge, it was also an opportunity. The Collaborative City team responsible for Love Coventry explored different ways of bringing cultural activity to the doorsteps of citizens in a COVID-secure way.

There is evidence that the programme was successfully adapted to meet the challenges the pandemic presented to the programme, the city, the sector, and its wider impact as a driver of societal change and questioning. While these adaptations enabled the Love Coventry programme to contribute to the desired outcomes and impacts of UK CoC 2021, the pandemic and its various impacts must be recognised as the context within which the programme was delivered.

The remaining sections of this report will cover:

- Section 3 – Programme Highlights: highlights of key programme outputs and delivery
- Section 4 – Progress Towards Outcomes: 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: JOE BAILEY PHOTOGRAPHY



3.0 Programme Highlights

This section of the report features highlights of selected outputs from the Love Coventry 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 communities involved in the co-creation and delivery of the projects.

The Love Coventry programme was grouped into four strands of delivery. The grouping of projects was based on the difference they would make to the communities involved.

1) Support Structures, Networks, and Legacy – these aspects of the programme were about ensuring collaboration between the professional and community producers to ensure that the skills, confidence, information, and support necessary for delivering the collective vision and sustaining the programme's legacy were in place.

2 Connecting People With Place - these projects were initiated by either specific geographical communities or by communities of interest (e.g. Community Radio Stations and their listeners). They animated, celebrated, explored, and improved local neighbourhoods by empowering people to tell their different stories.

3) City-wide Scalables – building on the existing strengths of the city's communities, these projects involved sharing skills, supporting individuals to develop and extending equality of access to all.

4) Celebrating and Amplifying Cultures – these festivals were about bringing people together to build strong relationships in and across communities, creating memories and stronger social bonds, sharing moments of joy, and raising awareness and appreciation of the cultures of the city's communities.

The Love Coventry programme of events and activities was co-created with local people from the city. The programme was rooted in the principles of cultural democracy, with citizens of the city holding the power in decision making and defining the shape and direction of the projects.

In order to promote cultural democracy and support community groups to develop their own agency, the producers that made up the Collaborative City Team (supported by creative associates, 64 Million Artists) worked through a series of steps with each group to develop ideas, co-create content, engage the appropriate professional artists (both emerging and experienced), and build an event or platform that could be shared and enjoyed with others.

As well as being supported by 64 Million Artists, the Trust was supported by a wide range of stakeholders, funders, and partners who shared the Trust's desire to make lasting change in the city through the delivery of the Love Coventry programme. Taking pride in these partnerships, the Trust sought relationships with organisations that align with their values of Creativity, Collaboration, Activism, Care, and Ambition.

In the first phase of the programme, the Trust co-created with local people a programme of events and activities that formed and shaped the second phase of the programme. All the projects were meaningfully built from conversations with communities that began before Coventry's City of Culture status had been secured (i.e., during the bidding period for the title). In deciding collectively which ideas and opportunities to take forward, the Trust had to

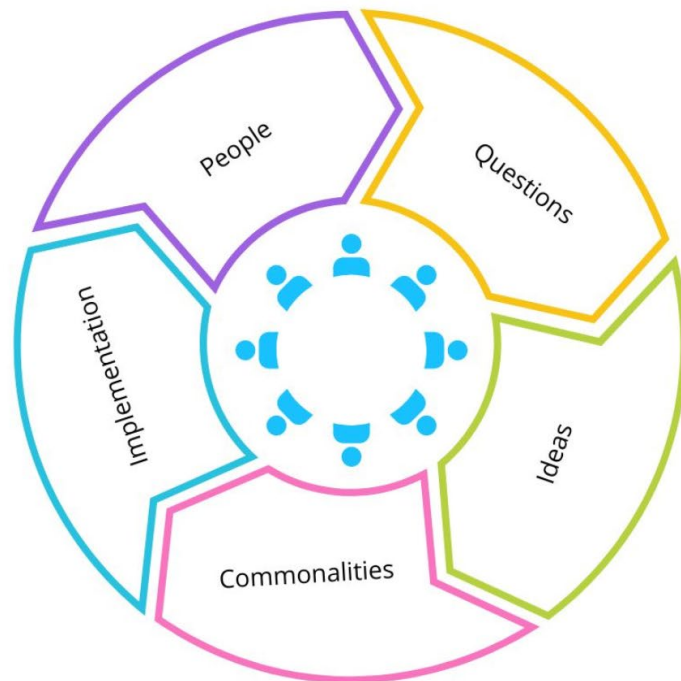
balance the range, scale, and geographical spread of projects against the readiness of its community partners to deliver them. Later, the projects had to be flexed and adjusted to accommodate all the measures necessary to address the everchanging COVID-19 mitigations.

Working with 64 Million Artists, the producers of the Collaborative City team who led the Love Coventry programme developed a framework of co-creation for the programme.

Co-creation

“The collaborative development of new value.”

- Diversity of group
- Quality of questions asked
- Creativity of ideas
- Reality testing & options
- Ownership & accountability
- Sustainable development



The framework of co-creation developed through guidance and advice from 64 Million Artists.

The Trust's approach to the Love Coventry programme was different because it had decided to invest significantly in building the skills and capabilities of its community partners through mentoring, training, access to fundraising advice, and networking. Working with the Trust, community partners had the benefit of the framework, which was reinforced by meaningful support that enabled them to develop projects that were larger, more ambitious, more future facing, and better able to engage people beyond their immediate community. It also meant that the impact of their work was more comprehensively evaluated and measured than would otherwise have been possible. This was core to the legacy of Love Coventry. The Collaborative City Network was made up of community groups and relevant professionals from the city. It was formed to help, advise, and guide the programme, providing a 'critical friend's' perspective of the programme that ensured it was as relevant to the people of Coventry as it could have been.

64 Million Artists are known for their work on cultural democracy. Indeed, their work on Cultural Democracy was central to King's College London's 2017 research publication 'Towards cultural democracy: promoting cultural capabilities for everyone'. Their work has also been pivotal in informing Arts Council England's ten-year strategy 'Let's Create', which puts everyday creativity, creative wellbeing, and democratic processes at the heart of its thinking.

Cultural Democracy

4 Related Commitments:



Core value: culture as public interest

The four commitments that were identified through their research underpin the decisions made around the Love Coventry programme.

Within the Love Coventry programme and the wider UK CoC 2021 programme as a whole, co-creation refers to the involvement of citizens in the creation, shaping, and delivery of a project.

3.1 Strand 1 – Support Structures, Networks and Legacy

Community Connectors

"I am very excited to be on the programme and I am looking forward to getting to know everyone better and familiarize myself with their work. I am hoping to develop my skills in production and community development..."

**Theo Ionnou, Community Connector,
November 2020**

Twenty Coventry residents who are passionate about their communities applied to be part of the first cohort of Community Connectors for the Love Coventry programme and the City of Culture in general.

The applicants took part in participatory workshops delivered by the Trust in partnership with 64 Million Artists. Eight of the

applicants were then selected as Community Connectors. The Trust was conscious of the need to bring new voices and perspectives into the community work taking place in the city, and so the recruitment process ensured that those who did not previously have community leadership experience were included and given an opportunity. The eight connectors were

geographically spread across the city and were supported through training, development, and other means (some of which were financial) to bring their creative and community ideas to life.

The aim of the Community Connectors was to empower a group of local community leaders to create and deliver a participatory cultural project with their communities.

The Connectors were received a £2,000 stipend to cover expenses and remove financial barriers to participation, as well as a £2,000 budget to deliver a community activity or event.

The eight Community Connectors in the first cohort were:

- Boyanka Bobeva from Willenhall. She supports Coventry's city-wide Bulgarian community.
- Emilie Jones from Styvechale is a poet and works with her local community to share their stories.
- Kelly Walsh from Bablake is a local teacher and is the Lead Arts Ambassador for the Future Trust.
- Kevin Conway from Stoke Aldermoor has previously put on an event to celebrate the filming of The Italian Job in Stoke Aldermoor. He wants to organise a bigger event in the future.
- Kieran Joseph from Earlsdon has set up a project called Guardian Ballers Life Stories, a basketball and mental health project that has a focus on the mental and emotional wellbeing of children and young people aged between 11 and 18 years.
- Mel Gregory from Potters Green volunteers at the Foleshill Social Supermarket and is a key member of the community-led allotment.
- Priya Gondalia from Holbrooks is a youth coach with experience in empowering young people. She has previously organised a Diwali inspired event.
- Theo Ioannou from St Michaels supports refugee communities. He supported Coventry Welcomes (a Refugee Week activity), focussing on communities for whom English is not the first language.

"My excitement about being a Community Connector is two-fold. I am excited to work in collaboration with the other Community Connectors and the Producers to get to know their areas of expertise and the DNA of the communities they represent. Equally, I am excited to explore and capture information about the Guardian Ballers participants within a creative piece that broadcasts the individuals and their extended communities. I believe we will be able to make Coventry proud and showcase a small collective of its residents."

Kieran Joseph, Community Connector, November 2020

The Introductory Community Connectors Session



64 Million Artists ran a number of interactive workshops with the cohort. The workshops focussed on delivering specialist training that would help develop their ideas and abilities for developing eight creative community activities or events that would form part of the Love Coventry programme. These workshops and training sessions were actively co-created with the cohort according to their needs and their current experience and skills. Training was responsive to the needs of the cohort, adapting as the programme developed.

The introductory session with the first cohort allowed for the cohort to meet and decide collectively upon a set of shared values for the programme around how the group would work and learn together. The agreed shared values were:



During the introductory session, the cohort also discussed and shared with each other what they wished to gain and achieve from being part of the project. The key theme that the cohort wanted to achieve was collaboration; other aims included gaining experience, having fun, networking skills, happiness and joy, personal growth, and to plant a seed of joy.

"I am hoping that this project will bring people in our community together, I am hoping that it will create new friendships, increase the sense of community and inspire people to explore their creativity. I want people to be excited that we are a City of Culture and to know that they can be part of it because their voices and creativity are important. I hope people will take pride in the finished piece as well as enjoying the creative process that takes us there."

Emilie Jones, Community Connector, November 2020

Following the initial training sessions, the Connectors undertook and delivered community events and projects with their local communities. These included storytelling workshops, poetry, and encouraging activity in the local community.

Following on from this first phase, the Community Connector scheme was expanded, with another ten Connectors being recruited via a further call-out. These were:

- Dan De Feo
- Curtis Liburd
- Chloe Deakin
- Olugbemi Moronfolu

- Anna Crockatt
- Daniel Messenger
- Steve Jones
- Viktoria Sesi
- Fareed Siddiqi
- Mark Gibbins

Full details of all the connectors can be found on the Coventry 2021 website <https://coventry2021.co.uk/explore/community-connectors/>

Like the first cohort, the second cohort went on to produce community events and projects that made a noticeable difference to the communities in which they took place. Findings of the surveys from these events are discussed in [Section 4](#) of this report.

Mentoring and Upskilling for Legacy

The community training offer took place between October 2021 and May 2022, with up to five sessions taking place in some weeks. Three training strands were provided: How to Put On Live Events, Introduction to Audience Development, and Introduction to Bid Writing and Development. As the training commenced, the team struggled with significant attendee drop off. To combat this, the team adjusted communication around the sign-up process, making it clear that attendance was expected. Once this change had been made (in March 2022) attendee numbers improved.

The Trust increased its communications with the attendees and made sure to double check with them that they would attend, sent reminders of sessions ahead of time, and kept an open channel of communication to move people across to different sessions if needed. They also supported the delivery of access-related accommodations to ensure the training was accessible by as many members of Coventry's communities as possible.

The How To Put On Live Events training wrapped up in mid-May 2022, with 15 rounds complete. The Introduction to Audience Development wrapped up at the end of May 2022, with seven rounds complete, and the Introduction to Bid Writing and Budgeting concluded in early June, with six rounds complete.

Feedback from participants about what they learned from the training included:

Live Events:

"The whole process of putting on an event, the potential pitfalls, and the people to contact when staging an event in the city. I hadn't heard about SAGs before. I also learnt for the first time properly about event scoping. Was really good to be properly informed about risk assessments."

Bid Writing and Budgeting:

"The variety of different places to access funding. Clear, step by step process of researching and applying for funding and probably most importantly, if you find it difficult to complete a funding application then you do not know your project its outcomes well enough and you need to go back and do more thinking, research and planning."

"How to frame budgets as a way to tell a story about your project. How useful it is to see other creatives in different fields draft an application. I also learned about the existence of Culture Central!"

Audience Development:

"I learned the tricks of finding the audience and using a hybrid of reach out methods,"

"Generally expanded my knowledge about researching. Made me think of my target audience in a new way. How significant word of mouth is to raise get people interested and ways in which to take advantage of this."

In total, over 200 community groups, community champions, and partners benefitted from 28 rounds of training covering live events, audience development, and bid writing.

Co-creation Conference

The Collaborative City Team hosted a conference on 26 May 2022 to explore the co-creation model that had been devised with local communities from the city. In a series of panels, workshops, and roundtables, the team looked back over Coventry's year of culture to share tips and look at the many ways in which the Trust and city had tested and experimented to co-create large-scale, public facing, collaborative programmes during a global pandemic.

The conference was attended by the bidding teams for UK City of Culture 2025 as well as by numerous local authorities who wish to take the learnings from the Coventry Model into the communities they serve. The closing remarks were provided by Sir Phil Redmond, the Chair of the City of Culture Independent Advisory Panel, who spoke about the value of culture to communities.

Content from the conference is available to view online here:

<https://coventry2021.co.uk/what-s-on/the-coventry-model-embracing-co-creation-conference/>

3.2 Strand 2 – Connecting People With Place

Abundance

Abundance was a major event in the Love Coventry programme. In November 2021, it showcased South Asian culture in the form of a parade based on the themes of light and Diwali. The event was successful in terms of being truly secular, inclusive, and accessible. It was led by the Abundance cohort, who used learnings from the Abundance Artist Development Programme in the year-long development of the project. One of the highlights for the Trust was the facilitation of 100 spaces for access; these focussed on families with children who have autism, D/deaf community members, wheelchair users, and others who identified as disabled. People with access needs were given a VIP experience with everything being catered for, and the success of this was a very important outcome for the Trust. The event was challenging to produce, especially for a novice grassroots cohort. Delivering their ideas in a huge City of Culture event presented organisational challenges, such as risk assessments that were both specific and wide-ranging. The cohort needed a good deal of support, and since English was not always their first language, it did take a lot of time and energy to work with them. COVID-19 presented an additional complication, and all the planning for the project had to take place online. The cohort only really started to relax once in-person meetings were allowed; these significantly eased the communication difficulties. In the event, the evening was a great success, and the majority of the carnival elements were produced by members of the community.

Abundance

- Attendance from approximately 6,000 people
- Of those surveyed:
 - 99% agreed or strongly agreed that they had had a good time
 - 99% rated the quality of the event as good or very good
 - 99% agreed or strongly agreed that the event had increased their pride in Coventry as a place
 - 72% stated it had improved their perception of Coventry
 - 83% agreed or strongly agreed that the City Hosts supporting the event improved their experience





Abundance, November 2021, Credit: HKD Media

GENERATE Festival

Generate Festival of Community Performance

- Audience of just under 3,000
- 1,200 community performers across 53 groups
- Took place over weekends in July and August
- Of those surveyed:
 - 84% agreed or strongly agreed that they had had a good time
 - 76% rated the quality of the event as good or very good
 - 58% agreed or strongly agreed that the event had increased their pride in Coventry as a place

The GENERATE Festival of Community Performance took place across July and August 2021. It gave 1,200 community performers from 53 groups the opportunity to perform before an audience. For the majority of the groups involved, this was their first performance opportunity since the start of the COVID-19 pandemic. Feedback from group leaders demonstrates that involvement in the festival was a catalyst for the groups to reunite, rehearse, and perform. Performers also indicated that this return to performance

allowed them to reinstate and improve on the structure and social connections wrecked by the pandemic. To support the groups taking part, the Trust distributed more than £27,000 in grants. For many of the groups, the grants were pivotal in enabling them to resume performing after a period during which many had received little or no income. The festival,

combined with the modest grant funding, allowed them to focus on giving a performance and reconnecting with communities.



Generate Festival Performance. Photo Credit - Dylan Parrin

“For my dance group, the opportunity to perform was a lifeline. We hadn’t been able to meet since March 2020 and I was not sure how many would return or if we would have a group to go back to. The Generate Festival gave us something to work towards and build up to. The environment was friendly and supportive and helped us get back into the community. For some of my members just getting back to rehearsals has helped them reconnect with the world after months of isolation.” Dance Group Leader, August 2021

“We love performing to communities across Warwickshire and Coventry and have missed it greatly. The festival was really welcoming and supportive and helped us get back out there. Bonus was also that we got a new member from performing which will help us far into the future.” Music Group Leader, August 2021

Across the weekends in July and August, the performances were watched by just under 3,000 audience members.



Dance group at the Generate Festival. Photo Credit - TV Trev Photography

The Trust partnered with Coventry's Albany Theatre to deliver the festival. The Albany Theatre took the lead in organisation and delivery, as well as in building a network of community performance groups in the city and across the region.

The Albany ran a further GENERATE Festival in September 2022 for which 405 tickets were issued. Nine groups performed, and there were 138 performers. The Albany plans to run more such events in the future.

I Am A Real Person

The theatre company Graeae (which places Deaf and disabled actors centre stage) worked with Hereward College over the course of ten sessions between October and December 2021. Students took part in a series of devising workshops, which led to the creation of I Am A Real Person. From January to February 2022 the students worked on script development and rehearsing, working with visual artist Sherrie Edgar on filmed content for the performance. The students performed the show as part of the Caring City-produced CVX Festival, which took place in February 2022. Audience feedback included:

"It was profoundly moving to witness the powerful and inspirational performance of I AM A REAL PERSON performed by Hereward College Students at Fargo Village. Warm, passionate and mischievously funny. The excellent production made the most out of these talented young people - we will all remember the show for its messages and the quality of the work presented. Well done to all involved." Audience Member, I Am A Real Person, February 2022

"I just wanted to say a massive thank you for giving the students and I the opportunity to work with you and the rest of the guys. It really has been a truly unique opportunity for them and I have absolutely loved you all being here and the process we have been through. It has been such a bumpy road but the final performance was just so amazing, and now that I have had time to reflect on everything I just feel that it was such a great journey for them all to have taken part in." Mel Ahern, Course Leader, Hereward College, February 2022

"The performance I saw at the Box in Coventry was joyous. The students created a piece that told their story in a way that was accessible for them and hugely enjoyable for the audience. Each student was given the opportunity to shine and through that we got a real sense of their personality, what drove them and what their passions were. Threaded through the narrative was a sense that many had faced discrimination and all had felt "othered" by their environment at some point. You left the performance with a greater understanding of what life can be like as an autistic teenager. I do wish I'd seen this show 30 years ago so I could have been a better ally to my friends and classmates at the time. The performance will stick with me and I have been thinking about it many times since. These young people deserve more opportunities to perform and more audiences should be lucky enough to see them do so." Kevin Walsh, CEO, Graeae, February 2022



I Am A Real Person at FarGo Village

Beneath The Trees

Beneath the Trees

- Audience of approximately 1,800
- Took place in August 2021 in Naul's Mill Park
- Of those surveyed:
 - 57% rated the quality of the event as good or very good
 - 48% stated that the event had improved their perception of Coventry
 - 51% agreed or strongly agreed the event had increased their pride in Coventry as a place

Beneath the Trees took place in August 2021 and gave local artists and talent a showcase.

The Trust worked very closely with Coventry Arts Collective on the development and delivery of the project, which allowed it to be shaped by members of Coventry's communities. The event showcased artists from the city, including those who had participated in Cov's Hot Talent earlier in 2021

It is hoped that the community groups gained the skills and competencies to continue such work in the future.



Beneath the Trees. Photo Credit – Coventry Arts Collective

Radford Bubbles

The creative period for the Radford Bubbles project culminated in September 2021 with an exhibition held at the Jubilee Crescent Community Centre. The exhibition provided a snapshot of Coventry communities during lockdown and featured images of support bubbles with quotes about their experience. These ranged from moving stories about the death of family members to the joyful description of spending more time at home with families. There was very good attendance from the photographs' subjects and their families, the photographers, and the Radford community committee. The local MP Taiwo Owatemi and the Radford ward councillor Mal Mutton also attended. The community centre commented that having the exhibition in the centre really 'cheered up the whole building!' As well as the photographs that covered the walls of two rooms, the designer installed coloured film on the windows, which brought a lovely light into the building.

The main challenge for the project was staying within budget. It was both time consuming and expensive to print out the images and quotes for two exhibitions, one in the centre and one a mobile pop-up. Difficulties were mitigated by the enthusiasm of the 10 amateur photographers recruited for the project, as they volunteered their time to help install the main exhibition and the pop-up exhibitions around the city. This project was entirely co-created. The theme of the project emerged from a consultation meeting with community leaders and it was shaped by local photographers who were guided by professionals (a designer and a portrait photographer) brought in by City of Culture. An unexpected outcome was that the exhibition travelled further than expected. The mobile exhibition was on display at the Chamber of Commerce in early November, in Coventry Central Library for a lengthy period, after which it was invited to be in the foyer of the City Council offices.



Radford Bubbles Private View

3.3 Strand 3 – City-wide Scalables

Try It!

The first iteration of the Try It! Programme concluded in December 2021 after a 10-week series of creative workshops in a wide range of creative disciplines, including creative writing, music, sports, dance and movement, visual arts and making, storytelling, drama, and spoken word. There were 196 participants across the sessions.

A taster session took place at the beginning of October at the Belgrade Theatre. This precursor to the main workshops was attended by 53 people who partook of taster sessions lasting around twenty minutes. A number of the participants took part in multiple tasters throughout the day.

Of those surveyed at the Taster Session in October 2021:⁶

- 99% of survey respondents agreed or strongly agreed that they had a good time
- 96% of survey respondents rated the quality of the event as good or very good
- 75% of survey respondents stated that their perception of Coventry had improved through attending

⁶ Based on 38 valid responses, which at a 95% confidence level provides a +/- 8.54% margin of error.

- 82% of survey respondents agreed or strongly agreed that the event had increased their pride in Coventry

Of those surveyed at the end of the series of workshops:⁷

- 93% of survey respondents agreed or strongly agreed that they had had a good time
- 97% of survey respondents rated the quality of the event as good or very good
- 57% of survey respondents stated that their perception of Coventry had improved through attending
- 72% of survey respondents agreed or strongly agreed that the event had increased their pride in Coventry

Feedback from participants in the post workshop survey included:

"The Wellness choir sessions were of great benefit to my mother and myself. These sessions were something we could look forward to and do together and gave my mother a reason to leave her house. It also gave her the opportunity to talk to people other than myself. Patrick and Richard made the sessions fun, and, in my case, I did not feel unwelcome despite being unable to sing in tune! We would love to be able to continue with these sessions."

"I was nervous coming to the taster session at the Belgrade, this was the first time which I ventured out of the house because of COVID and I had low confidence. As soon as I got there, I was able to try three of four different workshops and was welcomed with open arms by everyone. I have now been able to take part in a series of workshops and craft sessions and have made new friends. Personally, this was a good project to ease people back into society and combat the loneliness and isolation caused by the pandemic. My confidence has increased, and I genuinely feel better about myself."

"Taking part in the choir was fun, made us happier, enabled new friends, more people joined in each week through word of mouth. It would be great if it continued past Christmas."

Theatre Next Door

The community centres involved with Theatre Next Door delivered eight shows for the spring 2022 season of Theatre Next Door. The shows included:

- Komedy of Errors at the Indian Community Centre
- Dangerous Dave at the Jubilee Crescent Community Centre
- Yukon Ho at the Unicorn Social Club
- The Time Machine at Canley Community Centre
- Flotsam and Jetsam at Earlsdon Carnegie Community Library
- Ben The Juggler at St Marks Coventry
- Dangerous Dave at Hagard Community Centre
- Dangerous Dave at Foleshill Community Centre

⁷ Based on 47 valid responses, which at a 95% confidence level provides a +/- 12.51% margin of error.

This follows a winter season from 2021 and an online season from spring 2021.

At the conclusion of the season, the Trust and its partner Black Country Touring hit the target of delivering 18 in-person shows; given the pandemic, this was no mean feat. Such strong achievement evidences both the commitment from the community centres and the demand for this kind of activity.

3.4 Strand 4 – Celebrating and Amplifying Cultures

Eastern European HeARTS Festival

The Eastern European HeARTS Festival took place in August 2021 and over the day it was attended by just under 800 people.

The event was very important to Coventry's Eastern European community as a means of bringing the community together. It also made use of public spaces in a positive way. Qualitative evidence indicates that community members around Riley Square in Coventry feel they are underrepresented in the city and, as a community, forgotten about by organisations.

Eastern European HeARTS Festival

- Audience of just under 800
- Took place in August 2021
- Of those surveyed:
 - 100% rated the quality of the event as good or very good
 - 62% stated that the event had improved their perception of Coventry
 - 79% agreed or strongly agreed that the event had increased their pride in Coventry as a place

For them, the event was not just about putting something on; it was an opportunity to showcase the community and their culture to the wider public. As part of the event, which was organised by New Start 4 U CIC (an organisation based in the immediate area of Riley Square and Bell Green), mentoring and support were given to develop and build skills for future years. The Trust organised and facilitated conversations between New Start 4 U and the developers of Riley Square so that the festival could make use of an empty shop unit which was converted into an art gallery. The community wishes to take on the shop unit for its use on a full-time basis in the future. Attendees of the Festival primarily came from the immediate local area; however, some came from further afield specifically to see the photographic work on display in the converted gallery.



Riley Square. Photo Credit - New Start 4 U CIC

"An excellent, informative, and enjoyable event. I enjoyed visiting the stalls with my sister. I hope that this event can travel to different parts of Coventry." Audience Feedback, August 2021

"As an outsider, it looked like a very good first effort in Bell Green neighbourhood and the East European community in Coventry to put on this event. I came especially from London to see the festival and the photography, invited by the Polish photographer Ewa Abana." Audience Feedback, August 2021

Further to the above, the organisers committed to pay all the day's musical acts at Musicians Union rates, something the community has never previously done. The unintended outcome of this practice has been to allow the development of grassroots artists who now understand fair pay. This follows the Trust's fair pay manifesto work and ongoing commitment made to the city.



Eastern European HeARTS Festival. Photo Credit - New Start 4 U CIC



Eastern European HeARTS Festival. Photo Credit - New Start 4 U CIC

Caribbean Reggae Fever

Caribbean Reggae Fever

- Audience of just under 1,500 for the carnival element
- Audience of under 2,400 for the main event in Millennium Place
- Took place in August 2021
- Of those surveyed:
 - 97% rated the quality of the event as good or very good
 - 57% stated that the event had improved their perception of Coventry
 - 70% agreed or strongly agreed that the event had increased their pride in Coventry as a place

The Caribbean Reggae Fever event, held at the end of August 2021, made a significant impact on the city's Caribbean community. The last major Caribbean event that took place in Coventry was in 2003. Unfortunately, it was tarnished by episodes of public disorder that frustrated its repetition. By working with the Trust and its partners, including West Midlands Police, the event was able to take place during UK CoC 2021. Members of the Caribbean community have stated that the decision to allow the event enabled them to showcase Coventry's often-overlooked

Caribbean community and allowed the city to take pride in it. The Trust, The New Coventry Caribbean Association Limited, Arawak Community Trust, and Arawak Radio collaborated to present a short morning carnival that travelled from Spon Street to Millennium Place. The carnival was followed by an afternoon and evening of music in Millennium Place.

The event was well received by the community who provided positive feedback. There is clear appetite for the event to return in the future.

"Coventry is a very diverse city so it's great to see culture being celebrated." Audience Feedback, August 2021

"I loved this event - please make Caribbean Reggae Fever an annual one!" Audience Feedback, August 2021



Caribbean Reggae Fever. Photo Credit - Dylan Parrin

Feedback highlighted requests for more food and beverage offers from the Caribbean community directly, while other feedback related to the policing of the event. During the event debrief process, this feedback was shared to the policing team and has informed future operational procedures to improve police and community relations.

SECTION FOUR:

PROGRESS TOWARDS OUTCOMES

PHOTO CREDIT: JAMIE GRAY



4.0 Progress Towards Outcomes

This section details the evidence that demonstrates progress towards the programme's outcomes as identified during the application for funding.

Five outcomes were identified in the application to the National Lottery Community Fund and these are detailed in the sections below. These outcomes also feature in the [Coventry UK City of Culture 2021 Logic Model](#).

4.1 Increase in civic pride

The Love Coventry programme has increased levels of civic pride for those who participated in the co-creation and development of the programme and for those who attended Love Coventry events.

82% of survey respondents for Love Coventry activity either agreed or strongly agreed that the event they participated in or attended had increased their pride in Coventry as an area.⁸ The events that were most likely to cause such pride in survey respondents were those that were seen to be organised by and for the community, such as those developed and run by Community Connectors. For example, the From the Streets to the Beats event led by Community Connector Curtis Liburd saw 90% of survey respondents either agreeing or strongly agreeing that participating increased their pride in Coventry as an area.

Further to this, 60% of survey respondents stated that the event or activity they had attended or participated in had positively impacted their perception of Coventry.⁹

When we drill down into specific events and projects, this figure is significantly higher for events that were firmly rooted in their communities. For example, 72% of the audience surveyed at Abundance stated that the event had positively impacted their perception of Coventry; for citizens involved in the creation of lanterns and other elements of the Abundance parade, 78% of those surveyed stated that being involved had positively impacted their perception of Coventry.

Citizens of the city indicated in survey responses that having activity on their doorsteps or within the community in which they lived was beneficial for increasing civic pride. Responses also indicate that sharing the stories of the communities featured within the Love Coventry programme increased civic pride because citizens felt valued.

Taking this forward, it is clear that empowering community champions and leaders to develop projects for and with their communities is a driver for increasing civic pride within an area. Providing adequate training and mentoring to these community champions (for example, through a Community Connector programme) acts as a powerful tool that allows communities to be represented.

4.2 Community led production and programming increases cultural participation and activism

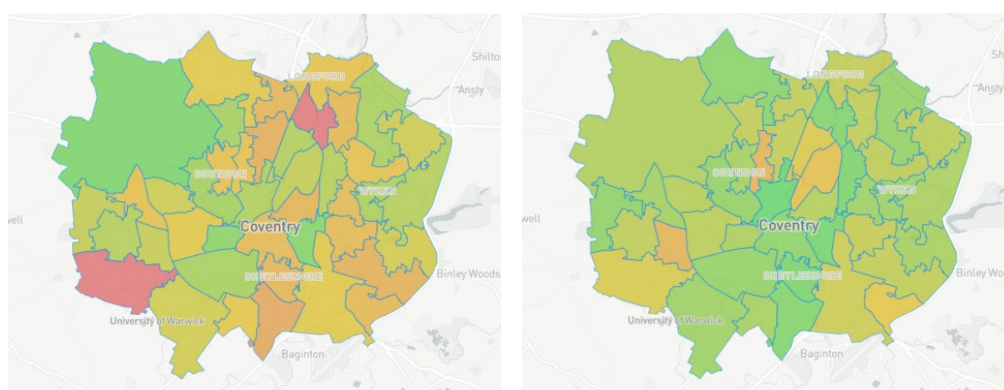
Cultural participation within Coventry has increased as a result of Coventry UK City of Culture 2021, which includes the Love Coventry programme.

⁸ Based on 1,370 valid responses, which at a 95% confidence level provides a +/- 2.61% margin of error.

⁹ Based on 1,383 valid responses, which at a 95% confidence level provides a +/- 2.60% margin of error.

Evidence from the 2018 and 2022 Household Survey shows a 14% increase in adults participating three or more times in a twelve-month period in publicly funded culture in Coventry. There was an increase from 52% in 2018 to 66% in 2022.¹⁰ This was against the backdrop of the COVID-19 pandemic which heavily impacted cultural participation.

The area with the largest increase in participation is Little Heath (formerly known as Upper Foleshill)¹¹ which saw participation increase from 2% to 80%. Little Heath, which is part of the Foleshill electoral ward, was a specific focus of activity by the Trust and the Love Coventry programme because of its historically low levels of cultural participation. In 2019, prior to the commencement of the Love Coventry programme, the Trust, in conjunction with the communities of Little Heath and wider Foleshill, developed the Carnival of Lights, a carnival parade from the area into the city centre. The parade was focussed on the theme of light. It took place around the time of Diwali, and communities were represented by being able to construct lanterns and costumes, as well as by being in the parade. Within the Love Coventry programme, this was developed in two ways. Firstly, a cohort of South Asian artists who lived predominantly in the Little Heath and Foleshill areas were part of the Abundance Artist Development Programme, which was delivered in partnership with SAMPAD Arts. Within this programme, content and creative ideas were generated for the Abundance parade that featured as part of the Love Coventry programme. Secondly, the Abundance parade took to the streets of Foleshill and showcased the creativity of local citizens, who again came forward to create lanterns and costumes and to be in the parade that took place around the time of Diwali in November 2021.



Density of cultural participation as identified in the 2018 Household Survey (left) and 2022 Household Survey (right). Overall participation with publicly funded culture three or more times in a twelve-month period in Coventry increased from 52% to 66%.

Other examples include Bell Green, which is an area of the city with a high proportion of citizens who identify as being from an Eastern European background. As part of the Love Coventry programme, the Collaborative City team supported New Start 4 U CIC to put on the Eastern European HeARTS Festival. Cultural participation in this area went from 40% in 2018 to 61% in 2022.

¹⁰ The Coventry Household Survey is a biennial survey which is managed by Coventry City Council and run by an external agency. The survey is based on a representative sample of the city's population.

¹¹ Upper Foleshill became Little Heath as a result of the 2021 Boundary Review, which is a review of geographies used in the Census and other official reporting. The geographic boundaries remained the same but the name changed to better reflect the area.

The data presented here does not include home-based activities. For example, Window Wanderland generated registrations to put on a window display from over 2,000 households in 2021, and from over 500 households in 2022. While these not insignificant numbers reflect cultural participation, we are unable to include home-based activities in our data because such activities were not a category in the Household Survey until 2021 so they cannot be compared against 2018 data.

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

When we examine the demographic data of those who have been participants or audience members for the Love Coventry programme, it can be argued that the programme is broadly reflective and representative of the citizens of the city.

In total, it is estimated that the Love Coventry programme had an audience reach of approximately 50,000 through in person and online activity.¹²

For the programme to be as accessible as possible, the majority of events were free of charge or pay-what-you-wish, meaning that cost barriers to access were removed. In total, 53% of tickets issued to citizens with a valid Coventry postcode through the Trust's ticketing platform went to those who fall within lower economic groups according to ACORN Segmentation.¹³ [ACORN](#) is a market segmentation tool that groups citizens into six categories based on consumer data – Affluent Achievers, Rising Prosperity, Comfortable Communities, Financially Stretched, Urban Adversity, and Not Private Households. The latter three are lower economic groups. Approximately 59% of citizens in Coventry fall into these three lower economic groupings. Therefore, to have 53% of the tickets issued to Coventry residents from these groups is significant. These citizens have historically participated in and benefited least from publicly invested culture, and many are from majority-minority ethnic neighbourhoods. Across the entirety of the UK CoC 2021 programme, 43% of tickets went to those in the lowest economic groups.

This success in reaching low-income and majority-minority ethnic residents is a significant contrast to audience data from Arts Council England for 2020–2021 which suggests that just 8% of attendees for publicly funded cultural organisations in England identified as non-white, while 31% were from the lowest income groups.¹⁴

Note that the 8% of tickets issued to Not Private Households is higher than the 1% share of Coventry households that fall into this category. However, this is because 660 tickets were issued to the community centres where events were taking place so that the tickets could be distributed directly to the centres' users.

¹² This includes tickets issued, clicker counts at events, and online audiences via appropriate metrics.

¹³ This breakdown of segmentation has been calculated through analysis of valid and complete postcodes collected through the booking process with the Trust's box office. Data relates to tickets issued to Coventry residents. Only postcodes that are complete and valid are used in the analysis (n: 8,159 postcodes). ACORN Segmentation is provided through the Insights Team at Coventry City Council.

¹⁴ Arts Council England, Equality, *Diversity & Inclusion – A Data Report* (23 June 2022) <<https://www.artscouncil.org.uk/publication/equality-diversity-andinclusion-data-report-2020-2021>> [accessed 3 October 2022]

In relation to reflecting and representing the citizens of the city, the Love Coventry participants/audiences breaks down as:

- 78.1% of the Love Coventry participants/audiences identified as female as opposed to 50.1% of the Coventry population at the 2021 Census; 21.0% identified as male, 0.4% as non-binary, 0.4% as other, and 0.1% preferred not to say.¹⁵
- 10.7% of Love Coventry participants/audiences identified as having a disability or long-term health condition against a city average of 18%.¹⁶
- 35.6% of the Love Coventry participants/audiences were aged 35 to 49, 29.9% were aged 50 to 64, 15.0% were aged 65 or over, 13.9% were aged 20 to 34 and 5.6% were aged 19 or under.¹⁷
- 6.8% of Love Coventry participants/audiences identified as LGBTQIA+.¹⁸
- Cultural identity/ethnicity:¹⁹
 - 65.6% identified as White British (Coventry – 55.3%²⁰)
 - 10.6% identified as White Other, White Irish, or White Gypsy or Irish Traveller (Coventry – 10.2%)
 - 3.8% identified as Black, African, Caribbean, or Black British (Coventry – 8.9%)
 - 11.8% identified as Asian or Asian British (Coventry – 18.5%)
 - 4.5 % identified as Mixed or multiple ethnic group (Coventry – 3.4%)
 - 1.1% identified as being from any other ethnic group (Coventry – 3.7%)
 - 2.6% preferred not to say

There are some limitations to this data as it is based on survey data. The invitations to complete surveys were sent out digitally to the ticket booker or participant, or they were filled in at events by audience members and participants. This gives a good representation but is not the full picture due to survey limitations.

The programme's reflectiveness and representativeness of the city is also reflected in the perceptions of the quality of events and in whether attendees or participants had a good time. 94% of survey respondents from Love Coventry events rated the quality of their experience as good or very good.²¹ This compares to 92% for the overall UK CoC 2021 programme. Furthermore, 95% of survey respondents agreed or strongly agreed that they

¹⁵ Based on 1,435 valid responses, which at a 95% confidence level provides a +/- 2.55% margin of error.

¹⁶ Based on 1,414 valid responses, which at a 95% confidence level provides a +/- 2.57% margin of error.

It was identified in the 2011 Census that approximately 18% of the Coventry population identified as disabled or having a long-term health condition. Data from the 2021 Census is still outstanding in relation to disability.

¹⁷ Based on 1,399 valid responses, which at a 95% confidence level provides a +/- 2.58% margin of error.

¹⁸ Based on 1,049 valid responses, which at a 95% confidence level provides a +/- 2.99% margin of error.

2021 Census data relating to sexuality is still outstanding, however the ONS believes approximately 5.4% of the population identify as LGBTQIA+.

¹⁹ Based on 1,415 valid responses, which at a 95% confidence level provides a +/- 2.57% margin of error.

²⁰ Coventry figures are based on the 2021 Census.

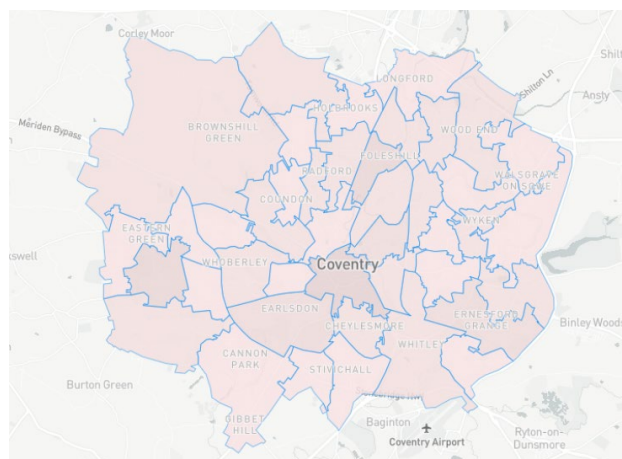
²¹ Based on 1,274 valid responses, which at a 95% confidence level provides a +/- 2.71% margin of error.

had had a good time.²² This is against an average of 93% for the overall UK CoC 2021 programme.

4.4 Cultural engagement is geographically dispersed across the city

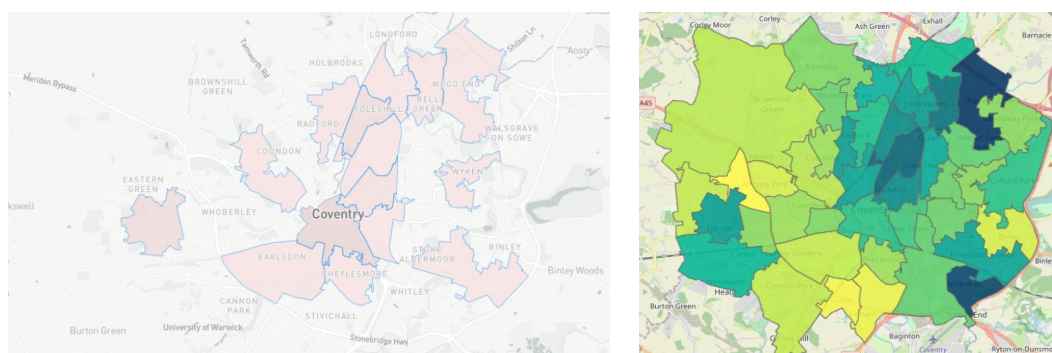
Love Coventry activity took place in all 42 neighbourhoods of Coventry.

Mapping activity and engagement, including home-based activities such as Window Wanderland, shows a fairly even distribution of activity across the city.



Distribution of activity across Coventry including Window Wanderland.

Excluding Window Wanderland, physical activity took place in 15 of the 42 MSOAs²³ within the city.²⁴



Distribution of physical activity across Coventry excluding Window Wanderland (left). Density map of 2019 IMD Scores by neighbourhood, the darker areas are the most deprived areas of the city (right).

When we compare the physical activity with the areas of deprivation, activity for the Love Coventry programme took place in the areas of the city that have some of the highest levels

²² Based on 1,395 valid responses, which at a 95% confidence level provides a +/- 2.58% margin of error.

²³ Middle Layer Super Output Area (MSOA) is a geographic hierarchy designed to improve the reporting of small area statistics in England and Wales, allowing data to be presented in more granular detail. An MSOA generally represents between 5000-7000 residents.

²⁴ This has previously been reported as 16 of the 42 MSOAs. However, one event was miscoded.

of deprivation. During the programme's consultation work, the communities who live in these areas expressed a clear need for cultural activity to take place within them.

Looking at ticketing data, audiences to Love Coventry events came from across all 42 neighbourhoods of the city.

Location was a key consideration when the Love Coventry events were programmed. For example, Theatre Next Door was a project that served two purposes. Firstly, it was a skills development programme for leaders/managers of community centres across the city; secondly, it created an opportunity to develop new audiences for cultural activity by taking arts and culture to their doorsteps.

A challenge for community centres was how they could get tickets to their users. 60% of the community centres that hosted live performances were in MSOAs associated with higher levels of deprivation, being characterised as neighbourhoods of less affluent white British individuals and/or areas of high ethnic diversity; these neighbourhoods have the highest rates of unemployment and social housing of all the social grades. They also contain the LSOAs (a more granular geographic breakdown than the MSA) that are the most digitally deprived in Coventry.²⁵ This means that citizens in those areas do not have regular access to the internet or smart phones.

Access to tickets for UK CoC 2021 events was through an online box office, a telephone line, or from the UK CoC 2021 shop in the city centre. Online box offices are access barriers for those in digital deprivation, which is often linked to wider measures of deprivation. Accessing a physical shop can be difficult due to transport and time costs. However, issuing tickets directly to community centres allowed the centre to pass them to their users without their needing to travel to the city centre or gain access to the internet. Qualitative data collected through post-event surveying at Theatre Next Door events demonstrates that being able to access events through the local community centre at a relatively low cost encouraged first time participation. This also contributed to ensuring that 53% of the tickets issued within Coventry went to residents in lower economic groups.

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

Participatory projects within the Love Coventry programme have had notable uplifts in the wellbeing scores of participants.

For two projects within phase one of Love Coventry (i.e., the first phase of the Community Connectors programme and the Abundance Artist Development programme), the wellbeing levels of participants were monitored. While neither project was specifically focussed on health and wellbeing as a primary outcome, both involved cohorts of participants who engaged regularly over a sustained period. Participants were asked to complete the (S)WEMWBS scale at the outset and at the end of the project.²⁶ Across both projects an

²⁵ Based on Internet User Classification data from 2018. IUC data is an economic metric which looks at access to different forms of technology and the ability to use them. Those who are 'e-withdrawn' have extremely limited/no access to technology.

²⁶ The Warwick-Edinburgh Mental Wellbeing scale was developed to enable the monitoring of mental wellbeing in the general population, and the evaluation of projects, programmes, and policies that aim to improve mental wellbeing.

uplift in median (S)WEMWBS scores for each cohort was noted.²⁷ The Community Connector programme took place over a six-month period and the Abundance programme was over ten weeks. While it is not directly possible to attribute this increase to participation in the project, qualitative data provided by participants does provide evidence that they experienced increases in confidence, wellbeing, and being able to make their own decisions because of the training they had received as part of these projects.²⁸ Compared to data held at city level, both cohorts on entering the project had higher (S)WEMWBS score than the city's average.²⁹ Further, the measurement of wellbeing in projects across the entirety of the UK CoC 2021 programme shows a pattern that the median (S)WEMWBS score of cohorts is higher than the city's average, suggesting that those who are already engaged in arts and culture have higher levels of wellbeing than those who are not.

Project	2021 City Average (S)WEMWBS Score	(S)WEMWBS Score at Outset	(S)WEMWBS Score at End	Change
Community Connectors	22	26	29	+3
Abundance	22	26	28	+2

The lower the score, the lower the level of mental wellbeing. As such, it is heartening to see that during the course of both projects there was a positive uplift. The data here suggests that participants have a higher level of mental wellbeing at the conclusion of the project.

The 2021 City Average comes from the 2021 Household Survey, a regular survey with a weighted sample of the population of Coventry. It should be noted that the score of 22 is lower than that of the previous Household Survey in 2018, which was 26. This suggests that these projects reversed the downward trend convincingly. The survey also measures levels of community engagement and cohesion; across the city, all of these levels have decreased as a result of the pandemic. Given that the pandemic covered the same time period as the projects discussed in this report, it offers a useful comparator.

Moving into phase two of Love Coventry for the Try It! programme, participants were once again asked (S)WEMWBS questions. For the initial taster session, the average median score of the surveyed participants was 24. This score is 2 (S)WEMWBS points higher than the city average of 22 (Household Survey 2021) and is on par with the average for the starting baseline position for other projects that are part of the UK CoC 2021 programme. It is important to note that city comparison was undertaken during the COVID-19 pandemic and therefore cannot be used as definitive comparator; rather it is an indicator of the mental wellbeing of the citizens of the city.

²⁷ Data was provided by 100% of the participants in full.

²⁸ It is important to note that both projects took place during the gradual easing of COVID-19 restrictions, therefore changes to wellbeing are hard to attribute specifically to the project.

²⁹ 2021 Coventry Household Survey, fieldwork undertaken between February and March 2021. The score of 22 is a noticeable decrease of 4 (S)WEMWBS points from the city average of 26 in the 2018 Coventry Household Survey. This significant decrease is a result of the COVID-19 pandemic.

For participants who took part in the ten-week workshops, (S)WEMWBS was administered at the commencement of the workshops (note that only the responses received within the first two weeks of the intervention's start are valid) and then again two weeks following the end of the workshops. This allowed for an assessment of whether the programme had made an impact on the mental wellbeing of participants. At the commencement of the programme, the average median (S)WEMWBS score of those surveyed was 24. At the end of the programme the average median (S)WEMWBS score of those surveyed was 26, showing an increase of 2 points.

These increases in mental wellbeing are encouraging and potentially demonstrate that providing participatory arts and culture to communities can make a difference to wellbeing.

SECTION FIVE:

LEARNINGS AND RECOMMENDATIONS

PHOTO CREDIT: HKD MEDIA



5.0 Learnings and Recommendations

Across the Love Coventry programme, the following areas for learning have been identified by the Trust. They have been derived from project debriefs, feedback from community partners, the co-creation conference that took place at the conclusion of the programme in May 2022, and completed feedback surveys that formed part of the wider evaluation activities for the programme.

This list is not exhaustive but covers the major points that have been identified from the sources listed above.

Targeting of participation:

The targeting by the Trust and the Love Coventry programme of certain groups, most notably those who have historically not benefited from publicly funded culture, has been successful in encouraging participation and activism within those communities. The Love Coventry programme has done this well by amplifying and celebrating a wide range of communities across Coventry. Effective decision making that relies on the use of demographic and qualitative data to support geo-distributed programming, hyper-local events, and co-creation has been a driver for participation.

While this is undoubtedly something to celebrate, at the other end of the spectrum those who had existing and ongoing high levels of cultural participation in the city prior to the UK CoC 2021 year have not benefitted to the same extent. The Trust ensured that there were Love Coventry events that enabled these citizens to engage with programme, but the emphasis was on connecting people with place, and celebrating and amplifying cultures that were often rooted in communities that had not benefited historically. Thus, the community groups, champions, and individuals who benefitted most from the Love Coventry programme were those that had most need of the support structures the programme provided.

Looking towards legacy, the use of existing community networks, infrastructures, and organisations in the city will prove powerful in ensuring the activity generated in the programme is sustainable in the long-term.

Partnership and participation:

Maintaining relationships with partners and communities was crucial to achieving progress towards outcomes. Relationships that were built successfully over a long period of time, particularly with beneficiaries and participants, were central to positive outcomes. Motivating, managing, and sustaining an ever-increasing number of individual and organisation contacts (all of whom expected personalised attention) requires time and effort. Offering these higher inputs of time, support, and human resource became challenging as the programme developed and was being delivered. On the whole, the Collaborative City team managed these relationships well; however, there were occasional moments where expectations of community partners for these relationships were not met. However, this is only a minor observation and the Trust worked hard to remedy these moments efficiently.

Programme administration:

COVID-19 had a huge impact on delivering the UK CoC 2021 year. This was the organisational background that allowed minor issues to develop with regard to administrative functions, negatively impacting the effectiveness of programme management. For example, it took time to sign off contracts, and the 'just in time' approach to contracting impacted on partners' work plans, capacity and, ultimately, delivery.

A Programme Administrator was appointed for the final six months of delivery of the Love Coventry programme. This helped with overall programme administration, and also with maintaining positive partnerships and participation with the programme.

Co-creation:

Co-creation proved to be a powerful tool for meaningfully engaging citizens, especially within the entirely co-created Love Coventry programme. The benefits of good co-creation processes are evident, such as in the increased subjective wellbeing scores and the sense of civic pride instilled in those directly involved in the co-creation process. However, these benefits were also felt by citizens who could see themselves and their communities represented in mainstream cultural programming.

Co-creation is not without its challenges, such as those related to removing power imbalances in the citizens who took part in the many citizen-led projects within the UK CoC 2021 programme. Examples of challenges relating to co-creation include:

- The crowding out of new and seldom heard voices by the 'usual suspects' who place emphasis on their own tastes and preferences; crowding out must be managed carefully to ensure that everyone has an equal place at the table.
- Management of realistic expectations is key. It is important that citizens and community partners understand what is achievable with the resources available, and that this understanding is reached early on in the discussions.
- Ensuring partnership equity in the co-creation model is important. As noted above, this did prove challenging at times. The ability to manage such issues with sensitivity and care by the producing team was often a result of the trust that had been built into the initial relationship development of the Love Coventry programme.
- Some participants in the Love Coventry programme come from the most deprived areas of the city. To ensure ethical and successful creative engagement, the producers built strong relationships and levels of trust between themselves and participants. It is important that appropriate support networks are in place for the producing teams as taking on this burden can, and did, take its toll on the producers. This is something to be considered not only by the Trust but also by the organisations with whom it works.

Storytelling:

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 Love Coventry (Collaborative City) programme had to work closely with the marketing team to help with marketing campaigns. Having an additional role

focussed on telling the story would have released capacity in both the Love Coventry (Collaborative City) and the marketing teams. This role would likely have supported further engagement in UK CoC 2021 from the wider population of the city.

SECTION SIX: CONCLUSIONS

PHOTO CREDIT: DYLAN PARRIN



6.0 Conclusions

The Love Coventry programme has successfully demonstrated the value of prioritising co-creation and cultural democracy within a major cultural festival. With communities from across the city being given a platform to share their stories and celebrate their cultures, Love Coventry was led by the city's communities.

The entirety of the Love Coventry programme was co-created with citizens from the city and its local communities. Decisions around the programme were rooted in the needs and desires of the communities who led the direction of the programme. This generated positive survey findings concerning participants' perceptions of Coventry and the increase in civic pride.

Access to the programme was, in the main, free of charge or on a pay-what-you-wish nominal basis. As such, 53% of tickets issued to Coventry residents for Love Coventry events went to citizens in the lowest economic groups (which was 10% more than for the overall UK CoC 2021 programme). Targeting of cultural activity to the groups that need it most has been beneficial for increasing cultural participation.

Delivered in two phases, both supported by the National Lottery Community Fund, significant amounts of engagement with communities from Coventry has been undertaken. This has led to the surfacing and celebration of stories from communities who would not normally feature within a major arts and cultural programme. This diversification of the cultural programme and the celebration of seldom heard stories led to increased engagement. Data from the 2022 Household Survey has demonstrated an uplift in cultural participation in the city from the 2018 baseline. When asked what cultural events they took part in, many Love Coventry events were highlighted by citizens.

The Love Coventry programme touched all neighbourhoods of Coventry and put the stories of communities and citizens centre stage; the programme was a major part of the UK City of Culture 2021 programme. There has been engagement from every neighbourhood in the city, whether this was through citizens obtaining tickets, or through events taking place within their neighbourhoods, or through their becoming involved with the co-creation activities.

The programme has not just been about celebratory events rooted in the communities of the city but also about building a sustainable legacy in the city by training and upskilling organisations, community groups, community champions, and community connectors so that they can continue activity once the UK City of Culture year was concluded.

More than 120 community groups and organisations have been involved in the creation and the delivery of the Love Coventry programme. Many of these groups were engaged with multiple projects and have built up an energy to continue working with the communities they serve. Upskilling of these groups has also taken place, with monthly community training sessions focussed on bid writing, audience development, and how to put on events.

Wellbeing scores from the participants in projects lasting a number of weeks have improved, demonstrating the power that participatory programmes of this nature have. Looking forward, many activities from the Love Coventry programme are continuing into the future. After a successful first phase, Try It! returned for a second phase after the UK CoC 2021

year concluded. The GENERATE Festival returned in September 2022, albeit smaller in scale. However, the Albany Theatre plans to run further festivals each year.

Making use of the existing networks and infrastructures in the city instead of creating new ones has meant that community groups, organisations, and champions have been upskilled and are ready to continue working with the communities they serve. There are now 18 Community Connectors who have been trained and mentored and who will continue to put on events for the communities of Coventry.

SECTION SEVEN AND EIGHT:

ACKNOWLEDGEMENTS AND APPENDICES

PHOTO CREDIT: JAMIE GRAY



7.0 Acknowledgements

This report has been produced by the Core Monitoring and Evaluation Team whose membership includes:

- Professor Jonothan Neelands, University of Warwick
- Professor Nick Henry, Coventry University
- Valerie De Souza, Coventry City Council
- Dr Haley Beer, Warwick Business School
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8.0 Appendices

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

8.1 General Audience Survey Questions

The following questions formed the general survey for the Love Coventry programme.

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) What is your age? [Numerical Input]
- g) Please indicate your gender? [Female, Male, Non-Binary, Other]
- h) Do you identify as disabled? [Yes, No, Prefer Not To Say]
- i) 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]

8.2 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	546	39.5
Yes, it has improved	824	59.6
Yes, it has worsened	13	0.9

TOTALS 1383 100.0

This experience increases my pride in Coventry as an area.

Response	No. of Responses	% of Respondents
Agree	538	39.3
Disagree	54	3.9
Not Sure	187	13.6
Strongly Agree	579	42.3
Strongly Disagree	12	0.9

TOTALS 1370 100.0

Please rate the quality of your experience:

Response	No. of Responses	% of Respondents
Good	341	26.8
Not Sure	43	3.4
Poor	23	1.8
Very Good	859	67.4
Very Poor	8	0.6

TOTALS 1274 100.0

I had a good time!

Response	No. of Responses	% of Respondents
Agree	427	30.6
Disagree	18	1.3
Not Sure	39	2.8
Strongly Agree	903	64.7
Strongly Disagree	8	0.6

TOTALS 1395 100.0

8.3 Summary Table of Demographic Data

Below are summary tables of demographic data provided through surveying.

Ethnicity			Age			Disability		
Ethnic Category	No. of Responses	% of Respondents	Age Bracket	No. of Responses	% of Respondents	Do you identify as disabled?	No. of Responses	% of Respondents
Any other ethnic group	16	1.1	0 - 19	79	5.6	No	1224	86.6
Asian or Asian British	167	11.8	20 - 34	194	13.9	Prefer not to say	38	2.7
Black, African, Caribbean, or Black British	53	3.8	35 - 49	498	35.6	Yes	152	10.7
Mixed or multiple ethnic group	64	4.5	50 - 64	418	29.9			
Prefer not to say	37	2.6	65 +	210	15.0			
White British	928	65.6						
White Other, White Irish, or White Gypsy or Irish Traveller	150	10.6						
TOTALS	1415	100.0	TOTALS	1399	100.0	TOTALS	1414	100.0
Gender			Sexuality					
Gender	No. of Responses	% of Respondents	Sexuality	No. of Responses	% of Respondents			
Female	1120	78.1	Bisexual	42	4.0			
Male	302	21.0	Gay Man	12	1.1			
Non-binary	6	0.4	Gay Woman / Lesbian	10	1.0			
Other	6	0.4	Heterosexual / Straight	851	81.1			
Prefer not to say	1	0.1	Other	8	0.8			
TOTALS	1435	100.0	Prefer not to say	119	11.3			
			Queer	7	0.7			
			TOTALS	1049	100.0			

8.4 Summary Table Detailing Delivery of Projects Within Each Strand

The following table details in summary the projects delivered, what changed as a result of the project and what are the key learnings to take forward.

Green = project fully delivered

Amber = project partially delivered

Red = project not delivered

Project	Summary of activity	What changed – how was community involved/ supported to lead?	What is the learning to take forward into next period or into legacy plans?
Support Structures, Networks and Legacy			
Community Connectors	<p>18 Community Connectors were trained and received mentoring in collaboration with delivery partner, 64 Million Artists.</p> <p>The Connectors received a stipend and funding to put on their own events and projects in the community.</p>	<p>The project was delivered in two phases. Members of the first phase helped with recruitment for the second phase and identified useful changes to the programme in order for it to have most impact. The content of training sessions and mentoring was based on the needs of the cohort and adapted for each individual so they could get the most out of being part of the project.</p>	<p>Parameters and eligibility to be a Community Connector were expanded slightly (in consultation with NLCF) to allow for individuals who have a grassroots group behind them to take part, but applications were reviewed on an individual basis to ensure the main USP of the project – i.e., the skilling up of new community activists – was not lost.</p> <p>At times, Trust processes for paying out stipends and for sticking to the project costs (which were based on Connectors reaching key milestones within project plans) were tricky due to the tight timescales in which the Connectors were working.</p>
64 Million Artists	<p>64 Million Artists supported in the delivery of the Community Connectors programme, provided mentoring and support to the Collaborative City team, and helped</p>	<p>The guidance and advice that 64 Million Artists provided was shaped to the specific needs of Coventry's communities. Mentoring and training as part of the Community</p>	<p>Working with an organisation like 64 Million Artists was invaluable as they had the expertise and experience to ramp up the work of the programme appropriately.</p>

Project	Summary of activity	What changed – how was community involved/ supported to lead?	What is the learning to take forward into next period or into legacy plans?
	<p>shape Coventry's model of co-creation. 64 Million Artists also provided support and guidance in relation to the Collaborative City Network and Steering Group.</p> <p>More details can be found here - https://64millionartists.com/coventry-city-of-culture-2021/</p>	Connectors project was shaped by the cohort.	
Mentoring & Upskilling for Legacy	Over 200 community groups, community champions, and partners benefitted from 28 rounds of training covering live events, audience development, and bid writing	The content of the training was shaped from the needs of the communities, initially through the Collaborative City Network and Steering Group. Training was provided by providers from Coventry. These included Coventry University and existing community leaders with relevant experience from the city.	On occasion there was significant drop off from those who registered and those who attended. The Collaborative City Team increased communication (e.g., providing reminders) with those who had registered and this did contribute to an increase in attendance.
Community Governance	This funding was repurposed for the co-creation conference.		
Collaborative City Network	The Collaborative City Network met roughly every six to eight weeks for the duration of the programme. The network shaped and influenced plans and ensured that the communities of Coventry were at the centre of any decisions.	Communities from the city were invited to nominate representatives from their community to join the network. Community representatives were able to contribute ideas and help shape the programme.	Network meetings took place at various times of the day so as to be accessible to community members who had other commitments. Network meetings were frequent and led by community voices.

Project	Summary of activity	What changed – how was community involved/ supported to lead?	What is the learning to take forward into next period or into legacy plans?
Addressing Digital Exclusion	This funding was repurposed for the co-creation conference.		
Co-Creation Conference	173 people attended the Co-Creation Conference that took place in May 2022. The conference shared the learning from community groups and champions as well as the Trust around co-creating work and developing community led programmes.	The speakers at the conference were from Love Coventry projects and spoke truthfully about their experiences with co-creation in the programme.	Highlights from the conference are available online here - https://coventry2021.co.uk/the-coventry-model-embracing-co-creation/
Culmination Moment	Approximately 1,000 community participants took part in This Is The City, a celebratory parade that took place in May 2022 at the culmination of the UK CoC 2021 programme. Three groups, The Crew Girls, Fabularium, and Cubbington Silver Band (who had been performers at the GENERATE Festival and other Love Coventry events) formed the Freedom section and performed to an estimated 13,500 in Coventry City Centre.	Community groups who had been part of the Love Coventry programme were invited to participate in the parade. They were able to choose what they wished to perform.	Community groups are eager to continue performing on city-wide platforms.
Connecting People with Place			
Abundance/Carnival Of Lights	The Abundance event took place in early November, with the production being led by the cohort. The event was well received by the local community of Foleshill.	Content in the parade was created by members of the community who took part in workshops. Creative ideas were led by the Abundance cohort.	Through consultation, it was identified that South Asian artists were underrepresented in the mainstream cultural programmes of the city; hence the creation of this programme.

Project	Summary of activity	What changed – how was community involved/ supported to lead?	What is the learning to take forward into next period or into legacy plans?
Community Arts Festival (GENERATE)	The initial GENERATE Festival took place over the summer in 2021. In September 2022, a smaller version took place which was run completely by the Albany Theatre, the project partner for GENERATE.	GENERATE has been led by the Albany Theatre, an existing community and professional theatre in the city. Groups performing were allowed to choose their own content.	There is an appetite for a festival of this kind. Local performance groups have come together as a result of the festival and they are keen to continue to have platforms like this in the future.
Community Radio Project	Monthly meetings of community radio stations took place throughout the project. The consortium produced the Sound of Cov Live, which saw local artists perform at the Assembly Festival Gardens in August 2021. The Community Radio Conference for 2021 took place in Coventry, and the consortium of radio stations has been able to get involved in other City of Culture projects. For example, it was involved in the opening event, Coventry Moves, and it had an important role in one of the final events, Our Wilder Family.	Content was shaped by members of the local community radio stations. Training and mentoring were provided according to their needs.	The work undertaken in Coventry is now feeding into the country's other community stations through national events such as the annual Community Radio Conference.
Theatre of Wandering Engagement	Performances took place in mid-September 2021 using the stories and content shaped by care home residents and schools.	Schools and care home residents were involved in shaping the story and content of the piece.	Using arts and culture as tool for highlighting issues faced by communities around dementia and other conditions remains important.

Project	Summary of activity	What changed – how was community involved/ supported to lead?	What is the learning to take forward into next period or into legacy plans?
Hereward Collage/ Graeae	Sessions took place between October and December 2021, leading to a performance called I Am A Real Person during the CVX Festival in February 2022.	The content of the performance was based on the real-life experience of the students at Hereward College. It was presented by them in their own voices.	Citizens feel valued when they can share their real-life experiences.
Beneath The Trees	The event took place in August 2021 and featured over 100 local community performers.	Led by Coventry Arts Collective, the event was shaped by members of the communities of the city.	There were challenges in mounting the event and engaging with local community performers due to COVID and timescales involved with the project.
Spon End	The Home Spun Festival took place at the end of May and beginning of June 2022.	Local people and community groups in Spon End came together to make the Home Spun Festival.	
Radford Bubbles	The Radford Bubbles exhibition first took place in the summer of 2021. A mobile version then moved to Coventry's Central Library for a month-long exhibit in October 2021. The mobile exhibition was extended at the Central Library until December 2021. Visitors to the mobile exhibition included the Arts Council CEO Darren Henley and DCMS delegates. The Radford Bubbles full exhibition at Jubilee Crescent Community Centre ran until the end of the City of Culture year in May 2022.	The content and idea were generated by the community and showcases the citizens of Radford.	Residents are exploring ways to repeat the project in future years.
Hillfields Square	Growing sessions took place as part of the Trust's Green Futures programme. Primrose Park in		

Project	Summary of activity	What changed – how was community involved/ supported to lead?	What is the learning to take forward into next period or into legacy plans?
	Hillfields was also a key location for the Trust's Wildlife Gathering.		
Citywide Scalables			
Theatre Next Door	18 performances took place over April 2022 in community centres across the city, following performances in December 2021/January 2022 and online performances in April 2021.	The local community centres shaped the programme with support from Black Country Touring, and took the lead on programming, marketing, and ticketing.	Feedback from audiences continuously fed back into the project and allowed for improvements to be made during the project's lifecycle.
Window Wanderland	Window Wanderland took place in 2021 and in 2022. In 2021, over 2,000 households registered to take part; in 2022, over 500 registered. Window trails were created by members of communities and in 2021 there was a focus on outside of Coventry, with the project moving into neighbouring Warwickshire. There were also workshops in schools and care homes.	Local steering groups oversaw each trail with support from the Trust. The ownership of trails has been given to these steering groups so they can run future trails.	Community organisers developed skills to run trails which they can utilise in the future.
Love Coventry – now known as Presence	Presence took place in April 2022 at the Greyhound Inn. The event was curated by local poets.	The event was shaped and developed by local poets who had taken part in training and mentoring sessions. There were also poetry development sessions with established poets from the region.	Poets learned the skills to put on events.

Project	Summary of activity	What changed – how was community involved/ supported to lead?	What is the learning to take forward into next period or into legacy plans?
Try It! Coventry	The first phase was completed in December 2021 after clubs had run for ten weeks. A second phase took place from January 2022. Data collected from the first phase demonstrates an uplift in wellbeing scores from participating.	Groups were led by local artists and practitioners who shaped and developed the different phases.	Group leaders continue to run sessions and have learned about the practicalities of running sessions, including risk assessments, managing venue bookings, and leading a group.
City Voices	City Voices contributed to the Haus of Kraft event in April 2022 and also to the narrative for Our Wilder Family, a drone show attended by 27,700 in War Memorial Park.	City Voices ran writing development workshops that built writing skills and confidence in writers from Coventry.	New writing was showcased. However, not all opportunities to showcase new writing were possible due to time constraints with the co-creation of other projects.
Verbal Reading Rooms	Training took place with Social Workers and Librarians to run Verbal Reading Room sessions.	Sessions involved young people from some of the most seldom heard communities in Coventry.	
Reform The Norm	The Reform the Norm collective took part in the This Is The City parade, which was one of the closing moments of Coventry's year as City of Culture.	Disabled people participating in the Reform the Norm collective have informed and shaped future plans.	This project was originally initiated as part of the Caring City programme, with the Collaborative team and Caring team working together closely to create the best experience for the cohort.
Celebrating and Amplifying Cultures			
Asian Women's Festival – now known as Unapologetic Festival	The Unapologetic Festival took place in April and May 2022 and included a launch night held at the Belgrade Theatre. This was an evening showcasing powerful Brown women, including TikTok sensation Prito Kaur who premiered her first ever live theatre comedy performance	The cohort developed content for the events through artist surgeries and workshops.	South Asian artists in the city continue to devise and take part in events.

Project	Summary of activity	What changed – how was community involved/ supported to lead?	What is the learning to take forward into next period or into legacy plans?
	supported by dance, spoken word, and music. A Daytime rave was also held, which was reminiscent of the daytime raves that are part of Asian culture. A further exhibition is currently taking place at Coventry's new train station.		
Celebrating Irish Culture	Love Ireland took place from Sunday 15 May 2022 to Saturday 21 May 2022. The week-long festival celebrated all aspects of Irish culture in Coventry. Events included sport, dance, music, and language.	The Irish Society fed into planning how they could bring together different Irish performance groups from across the city in a celebration of Irish culture.	By undertaking the planning of the event, The Irish Society have learned about audiences in the city and how they can develop these in the future.
Caribbean Celebration	The Love Caribbean Reggae Fever event took place in August 2021. It featured a carnival through the city centre and an afternoon and evening of performances in Millennium Square outside Coventry Transport Museum. Performances were from local artists and professional groups.	The content was programmed by the Caribbean Society.	After the event, a debrief took place to discuss the next steps and longevity of the project.
Polish Festival (Eastern European HeARTS)	The Eastern European HeARTS Festival took place in August 2021 and was attended by approximately 800 citizens from the Eastern European community in Coventry, as well as by citizens local to Riley Square where the event took place.	Led by local organisation New Start 4 U CIC, which supports migrants in Coventry, the event was co-created and shaped by the communities and individuals with whom they work. The Trust and the Collaborative City team provided additional capacity and	New Start 4 U CIC wish to continue the event and will continue to listen to the needs and desires of the community.

Project	Summary of activity	What changed – how was community involved/ supported to lead?	What is the learning to take forward into next period or into legacy plans?
		project support in order for them to realise the intentions of the community.	
Feast	Residents in sheltered accommodation were offered workshops and a celebratory meal that allowed them to get creative.		
Holi Festival	<p>Holi Festival produced content around the Holi Festival for social media during the first phase of Love Coventry.</p> <p>Groups associated with the Holi Festival collaborated with the Abundance cohort and formed a section of the This Is The City parade, which was one of the closing moments of Coventry's year as City of Culture.</p>		
Dresden Friendship Festival/ international twinning including Volgograd Tablecloth	The funding for this project has been provided to Twin Cities for running the project when the time is appropriate. Twin Cities ran a Ukrainian Solidarity Festival in early September 2022, bringing the city's Ukrainian community together.		

8.5 Summary Table of Community Groups Involved in the Love Coventry Programme

Over 120 community groups and organisations were involved in the co-creation and delivery of the Love Coventry programme. The table below lists those who were involved.

Organisation/Group	Love Coventry Project
Allesley Community Centre	Theatre Next Door Community Centre Partner
Amicantus Choir	GENERATE Festival 2021 Participant
Animato	GENERATE Festival 2021 Participant
Ankura School of Dance	GENERATE Festival 2021 Participant GENERATE Festival 2022 Participant
Aptitude Youth Work	Radford Bubbles Project Partner
ArawaK Community Trust	Caribbean Reggae Fever, Co-Creators & Project Managers
Armonico Consort	Try It! Club Leader (Try It! Coventry Wellness Choir)
Ascension Dance	GENERATE Festival 2021 Participant
Asha Arts	Awaaz Cohort/Unapologetic led Storytelling Workshops
Attleborough Community Matters	Window Wanderland 2022
Belgrade Friendship Group	GENERATE Festival 2021 Participant
Belgrade Theatre Practitioners Group	Try It! Club Leader (Try It! Play The Part)
Bethel Church	Spon End Project Participant
Bhangra Tots	Try It! Club Leader (Try It! Bhangra Tots Family Dance)
Black Country Touring	Theatre Next Door Project Partner
Bloom Time	Community Connectors, Cohort 1 Member
Canley Community Centre	Theatre Next Door Community Centre Partner
Caradoc Hall, Stef & Philips Ltd.	Window Wanderland 2020
Chinewrde Morris Dancers and Earlsdon Morris Men	GENERATE Festival 2021 Participant
CIC Group	GENERATE Festival 2021 Participant
Circle Singers of Royal Leamington Spa	GENERATE Festival 2021 Participant
Comhaltas in Britain	Féile 2021 Love Ireland, Co-Creators & Project Managers
Community Radio Awards	The Sound Of Cov, Radio Awards Lead
Côr Cymraeg Coventry	GENERATE Festival 2021 Participant
Coventry Arts Collective	Beneath The Trees, Co-Creators & Project Managers
Coventry Artspace	Window Wanderland 'Artist On My Street' Project Lead
Coventry Association of International Friendship (CAIF)	Dresden Friendship Festival Project Co-Lead
Coventry Caribbean Association	Caribbean Reggae Fever, Co-Creators & Project Managers
Coventry Comhaltas	Love Ireland Project Participant

Organisation/Group	Love Coventry Project
Coventry Dynamite	GENERATE Festival 2021 Participant
Coventry Festival Band	GENERATE Festival 2021 Participant
Coventry Irish Society	Love Ireland, Co-Creators & Project Managers
Coventry Libraries and Information Services	The Verbal Reading Rooms Project Partner
Coventry Men's Shed	Community Connectors, Cohort 2 Member
Coventry Morris Men	GENERATE Festival 2021 Participant
Coventry Welcomes	Community Connectors, Cohort 1 Member
Coventry Wellness Choir	Try It! Club Leader (Try It! Coventry Wellness Choir)
Crazyleggs	GENERATE Festival 2021 Participant
Creative Lives	The Sound Of Cov Project Producer
Creative Mojo	Window Wanderland 2022
Cubbington Silver Band	GENERATE Festival 2021 Participant
Discover Bulgaria	Community Connectors, Cohort 1 Member
Drama Tots	GENERATE Festival 2021 Participant
Earlsdon Carnegie Community Library	Theatre Next Door Community Centre Partner
Elevate	GENERATE Festival 2021 Participant GENERATE Festival 2022 Participant
Elite Dance Academy	GENERATE Festival 2022 Participant
EnviroArt	Try It! Club Leader (Try It! Enviroart)
FABLAB Coventry	Try It! Club Leader (Try It! Create And Repair Club)
Fire and Dust	Love Ireland Project Participant
Foleshill Community Centre	Theatre Next Door Community Centre Partner
Foleshill Creates	Community Connectors, Cohort 2 Member Window Wanderland Workshop Facilitator 2021 and 2022 Abundance Cohort Member
Foleshill Social Supermarket	Community Connectors, Cohort 1 Member
Forte Choir	GENERATE Festival 2021 Participant
Fridays All Stars	GENERATE Festival 2021 Participant
Future Trust	Community Connectors, Cohort 1 Member
GAPA Godiva Academy of Performing Arts	GENERATE Festival 2021 Participant GENERATE Festival 2022 Participant
Global Climate Citizens	Window Wanderland 2022
Good Neighbours Project	Community Connectors, Cohort 2 Member
Graeae	CVX Festival: Hereward College & Graeae Project Lead
Groundworks: Cook Together, Eat Together	Feast Project Partner
Guardian Ballers	Community Connectors, Cohort 1 Member
Guiding Young Minds Intervention	Community Connectors, Cohort 2 Member
Heart of England Recorder Orchestra	GENERATE Festival 2021 Participant
Henley Mill Allotments	Community Connectors, Cohort 2 Member

Organisation/Group	Love Coventry Project
Holbrooks Community Care Association	Theatre Next Door Community Centre Partner
Igbo Community Coventry	GENERATE Festival 2021 Participant
Ilian and Friends	GENERATE Festival 2021 Participant
Ilian Iliev	GENERATE Festival 2022 Participant
Impact Steelband	Community Connectors, Cohort 2 Member Try It! Club Leader (Try It! Learn To Play The Steelpan!) GENERATE Festival 2021 Participant The Home Spun Festival Project Lead
Indian Community Centre Association	Theatre Next Door Community Centre Partner
Inini Initiative	Community Connectors, Cohort 2 Member
Inspire School of Dance	GENERATE Festival 2021 Participant
Jubilee Crescent Community Centre	Radford Bubbles Project Lead Theatre Next Door Community Centre Partner
Kadence Music	GENERATE Festival 2021 Participant
KB Dance Academy	GENERATE Festival 2021 Participant
Leamington Spa Opera Group	GENERATE Festival 2021 Participant GENERATE Festival 2022 Participant
Leamprov Improvised Comedy Society	GENERATE Festival 2021 Participant
Maternal Journal	Try It! Club Leader (Try It! Maternal Journal)
McHale Dance School	Love Ireland Project Participant
Memories Choir	GENERATE Festival 2021 Participant
Midland Brass Ensemble	GENERATE Festival 2021 Participant
Miss Ellie's of Coventry	Feast Project Lead
Moathouse Community Trust	Window Wanderland 2021 Theatre Next Door Community Centre Partner
Moving Space Co	GENERATE Festival 2022 Participant
Moving Space Company	GENERATE Festival 2021 Participant
New Global	Community Connectors, Cohort 2 Member
New Start 4 U	Eastern European Hearts Festival Project Lead
Oasis Community Café	Spon End Project Participant
Off-Balance Dance	Try It! Club Leader (Try It! Next Chapter Off-Balance Dance)
On Your Toes Dance Academy	GENERATE Festival 2021 Participant GENERATE Festival 2022 Participant
Project Number 5	Try It! Club Leader (Try It! Learn To Skateboard)
Quickfeet Dance School	GENERATE Festival 2021 Participant
Rivermead Residents Association	Spon End Project Participant
Rock Choir	GENERATE Festival 2021 Participant
Rose Community Centre	Theatre Next Door Community Centre Partner Spon End Project Participant
Sahil Project	GENERATE Festival 2021 Participant

Organisation/Group	Love Coventry Project
Sahyadri Friends Group	Holi Festival Project Lead, Abundance Cohort Member GENERATE Festival 2021 Participant
Sampad	Abundance, Project Partner
Shortwood Court, Orbit Housing	Feast Project Partner
SHOUT Rhythm and Blues Choir	GENERATE Festival 2021 Participant
Sitar and Harmonium	GENERATE Festival 2021 Participant
Soulful	GENERATE Festival 2021 Participant GENERATE Festival 2022 Participant
St Peters Centre	Theatre Next Door Community Centre Partner
Street Art Strategy	Spon End Project Participant
Synergy Dance Company	GENERATE Festival 2021 Participant
Synergy Gymnastics Club	GENERATE Festival 2021 Participant
The Albany Theatre	GENERATE Festival Project Lead Theatre Next Door Project Partner Organisation
The Belles of Three Spires	GENERATE Festival 2021 Participant
The Coventry & Warwickshire Gospel Choir	GENERATE Festival 2021 Participant
The Crew Girls	GENERATE Festival 2021 Participant
The Shantyskeptics	GENERATE Festival 2021 Participant
The Starfish Collaborative	Nature Nurture Project Lead
The Verbal	The Verbal Reading Rooms Project Lead
The Village Butty	Community Connectors, Cohort 2 Member
The Villager's Choir	GENERATE Festival 2021 Participant
Theatre Absolute	City Voices, Co-Creators & Project Managers
Three Spires Harmony	GENERATE Festival 2021 Participant
Tribe-Ulations	GENERATE Festival 2021 Participant
Tullamore Dance School	Love Ireland Project Participant
Turley Duggan Dance School	Love Ireland Project Participant
Twin Studios	Dresden Friendship Festival Project Co-Lead Vologograd Digital Tablecloth Project Lead
WATCH Centre	Hillfields Square Project Lead
Wellness With Neeta	Try It! Club Leader (Try It! Chair Yoga With Neeta)
Wild Earth	Spon End Project Participant
Willenhall Community Forum / Hagard Community Centre	Theatre Next Door Community Centre Partner
Windswept Workshops	Try It! Club Leader (Try It! Storytellers Club)