

Coventry UK City of Culture 2021

Chair Alan Heap *Purple Monster*

Martin Sutherland

Chief Executive, Coventry City of Culture

WE ARE
UK CITY OF
CULTURE 2021

2021 VISION

**Coventry 2021 will reimagine
the place of culture in a diverse,
modern Britain**



Image: Mark Radford Photography. Project: From Bhangra to Bollywood.

INVESTMENTS

Public and Private Investments
 Infrastructure
 Technology
 Key Partners
 Community and Public Stakeholders
 Staff
 Volunteers

ACTIVITIES

Developing arts and cultural initiatives that further key social and economic 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 led 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 & 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 city and 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 & 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

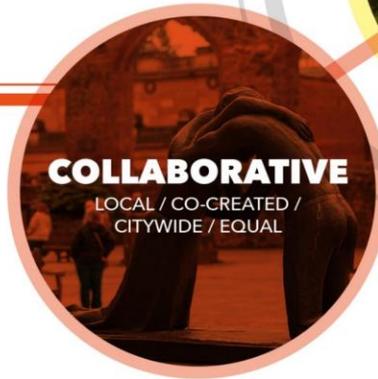
COVENTRY IS RECOGNISED AS A FUTURE FACING PIONEERING CITY

PROGRAMME



Covering:

- Major Events Programme
- Creative City
- Youthful City
- Environment/Green - founded Green Party, Liveable City
- Leader in city architecture/Playful City
- City of pioneers and industry Playable City/Connected City/Smart City



Working with:

- Local communities
- Family hubs
- Local businesses
- High streets and estates
- Housing associations

Support the volunteering programme and encourage activism



Covering:

- Arts and Mental Health/ Loneliness, Healthy City
- Arts and Exploitation/ Violent crime, Safer City
- Arts and New Communities/ Isolation, Welcoming City
- Arts and Poverty/ Homelessness, Inclusive City

WARWICKSHIRE (so far)

- 21 Streets of Culture
- Green Futures
- Story Lab
- RSC Faith
- Health Alliance
- Tech for Good
- BBC
- BFI
- Music Month
- Sharing the Storyboard



CITY & REGION

- City Hosts Programme
- Itinerary and transport planning tool
- Public realm works
- Centralised ticketing & website
- City Visits Bureau
- £4m campaign



SKILLS

- Transforming Leadership
- Road to 2021 fund
- British Council Travel Bursaries
- £500k WMCA skills programme
- £1m hospitality scale up programme
- TRG Arts data & loyalty programme
- 21 apprenticeships



2019

- Recruitment of additional staff
- Feasibility studies around key programme
- Great Place Programme continues
- Accommodation audit
- Producers in place
- Carnival of Lights
- £30M fundraising milestone achieved

2020

- Final stage of recruitment
- Monitoring and evaluation underway
- National campaign launched
- Launch new website
- Apprentices recruited
- Leadership programme starts
- Citywide box office/ticketing system
- Public realm work underway
- Major summer test event
- City of Culture 2021 programme released
- £40M fundraising milestone achieved

2021

- Deliver 365 days of cultural events
- Welcome 2.5M visitors
- Launch legacy plan for 2022 and beyond

Image: Andrew Moore Photography. Project: Highly Sprung Urban Astronaut.

FOLLOW OUR JOURNEY

www.coventry2021.co.uk

   @Coventry2021

MARTIN SUTHERLAND

CHIEF EXECUTIVE

 @masutherland

 Martin.Sutherland@coventry2021.co.uk

 02477 103 621

JASMIN JONES

EXECUTIVE ASSISTANT

 Jasmin.Jones@coventry2021.co.uk

 02477 103 559

