



Civic University
Network

Evaluating civic activity: The University of Warwick and Coventry City of Culture 2021



@civicuniversity

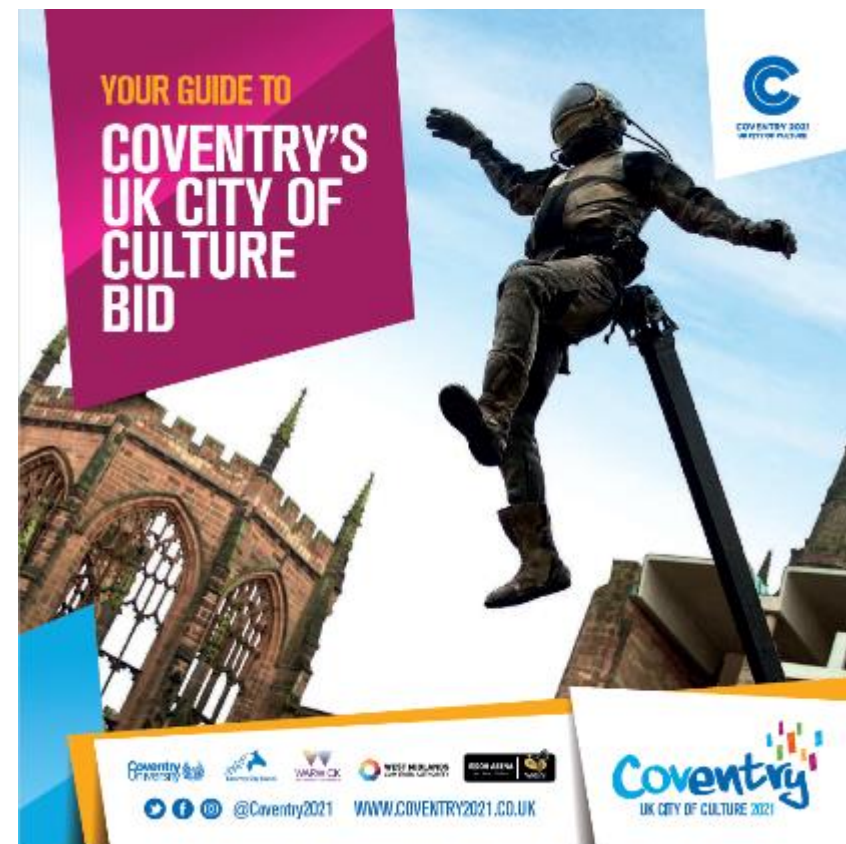
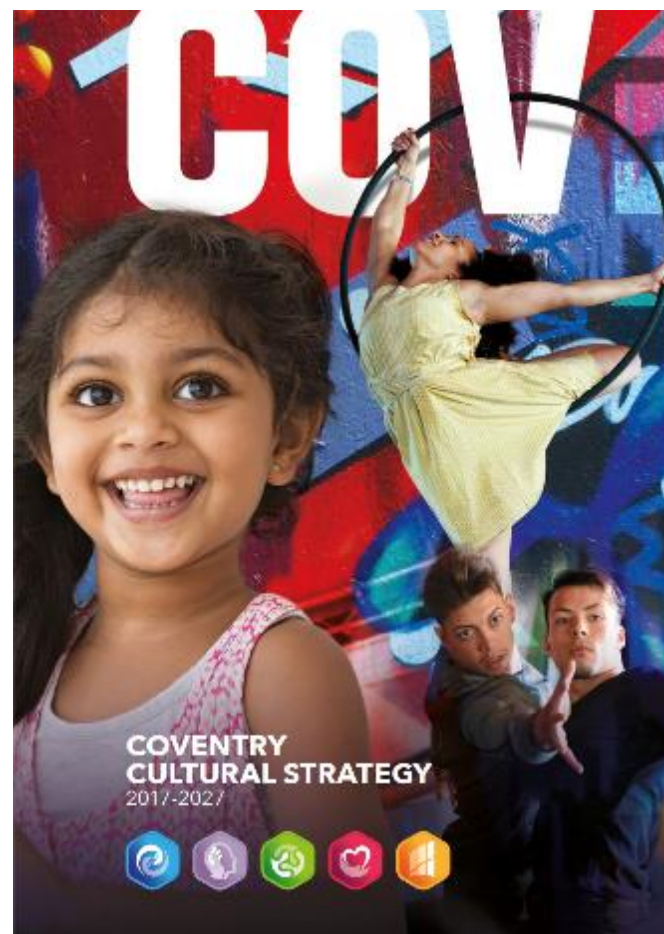
civicuniversitynetwork.co.uk

This pack

This pack contains the slides presented by Jonothan Neelands and Mark Hinton at a Civic University Network webinar on March 9th 2021.

It also includes links to a range of useful resources referred to in the presentations







Evaluation begins at the needs-assessment planning stage not after the event – engagement and participation levels not just bums on seats.

TARGET: 80% residents x 3 participation in UKCC21

PERFORMANCE MEASUREMENT AND EVALUATION STRATEGY 2019 – 2024 : V2 01/20

Development Team

Professor Jonathan Neelands | University of Warwick

Professor Nick Henry | Coventry University

Valerie De Souza | Coventry City Council

Dr Haley Beer | University of Warwick

Dr Samantha Evans | University of Warwick

Andrew Anzel | University of Warwick

Tim Healey | Coventry City Council

Si Chun Lam | Coventry City Council

Mark Scott | Coventry City of Culture Trust



JCNA

JOINT CULTURAL NEEDS ASSESSMENT GUIDELINES

DEVELOPMENT TEAM

Jonathan Neelands University of Warwick
Katy Raines Indigo
Val Birchall Coventry City Council
Mark Scott Coventry City of Culture Trust



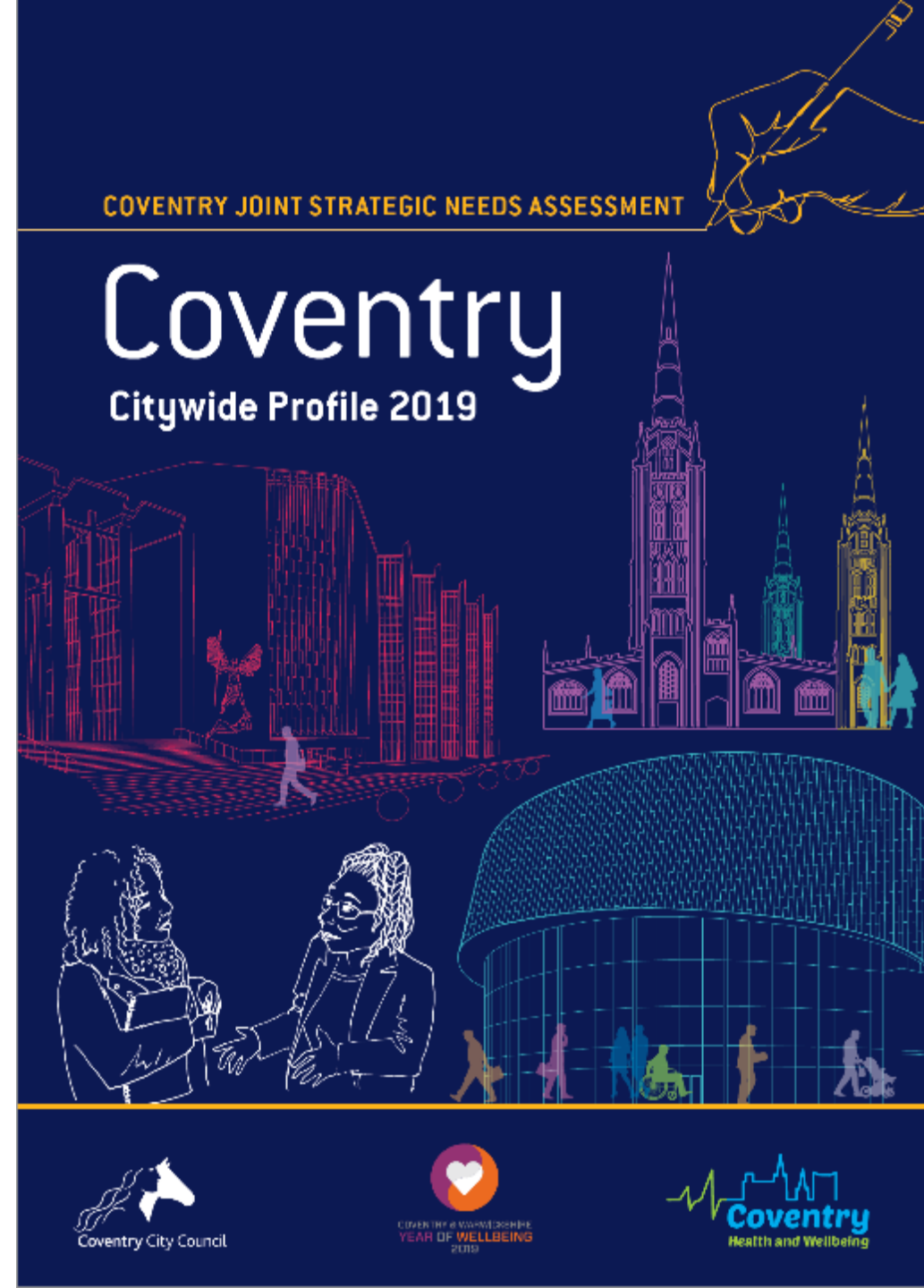
Supported using public funding by

**ARTS COUNCIL
ENGLAND**

The JSNA brings together evidence about the health and wellbeing of Coventry residents..

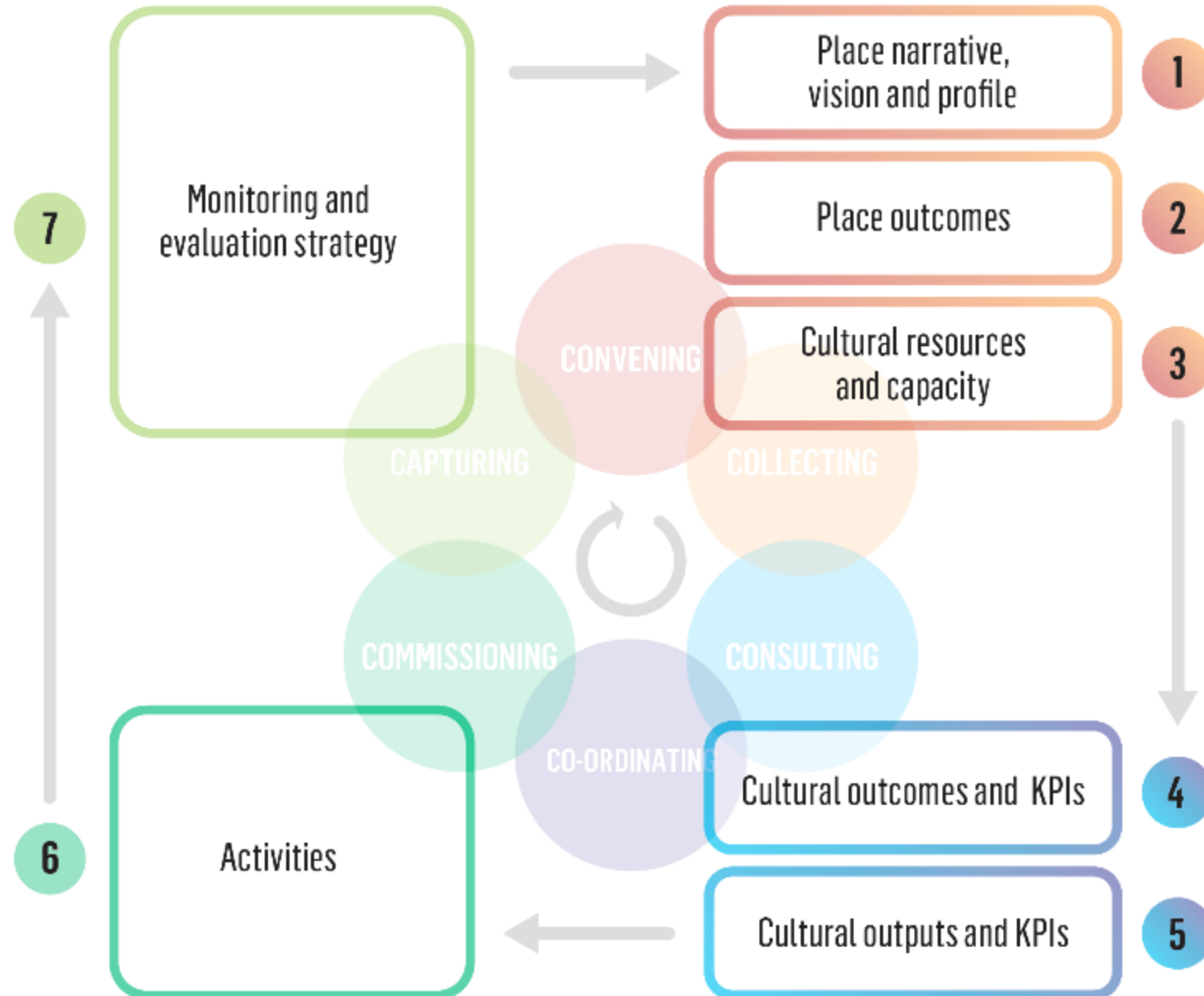
..Health is more than the healthcare system: people's health is determined by their social circumstances, such as:

- **their communities;** for example, whether they have access to a good network of family and friends;
- **their prospects;** such as whether they have access to good jobs and education; and
- **their environment;** such as whether they live in a good neighbourhood with access to green spaces.



JCNA PLAN

Ask not what your city
can do for culture –
ask what culture can
do for your city





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

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

OUTCOMES

Increase in civic pride

Community led production and programming increases cultural participation and activism

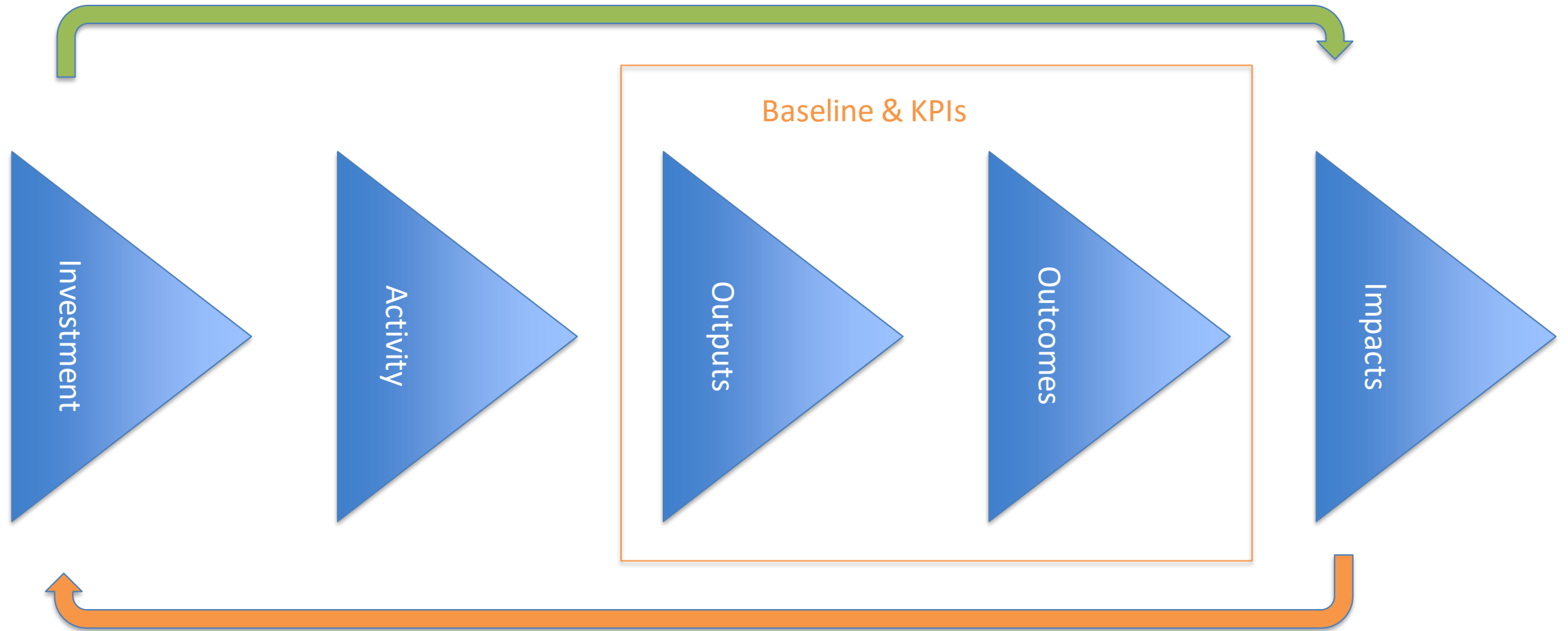
Cultural leadership and programming reflects and represents the citizens of the city

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

IMPACTS

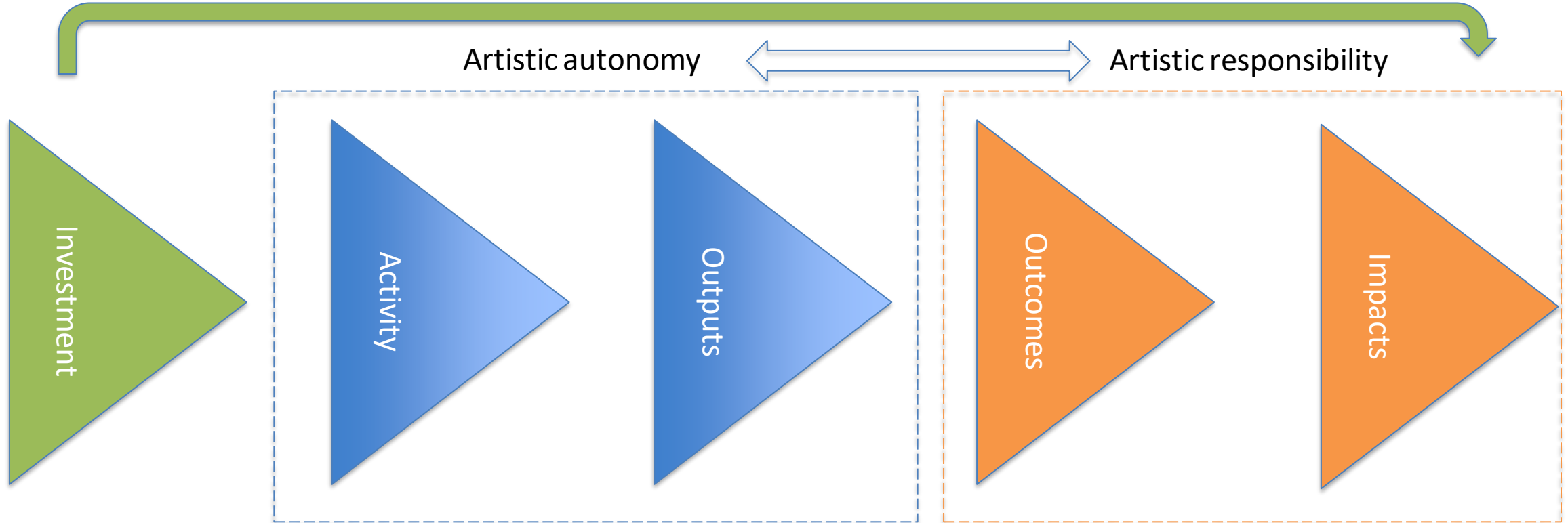
**COVENTRY CITIZENS
POSITIVELY INFLUENCE
AND SHAPE THE CITY
THEY WANT TO LIVE IN**

From theory of change to story of change



How and to what extent were the investments used to develop activity that led to outputs that contributed to outcomes that delivered transformational impacts for the people of Coventry?

From artistic autonomy to artistic responsibility



From an emphasis on bestowing culture to an emphasis on co-creating outputs designed to deliver the outcomes and impacts decided through consultation and the bidding process

INDICATORS LANDING PAGE

DATA PRESENTED ON BOTH ROWS IS CITY LEVEL DATA

Ward Level

Use the dropdown below.

All

To select multiple options, press and hold control while clicking the selections.



To select a neighbourhood, once a ward has been selected, click on the relevant neighbourhood in the ward on the map or via the dropdown list.

Market Segmentation



Population

City Averages

Total Population	Population Aged 25-64 (%)	IMD Score
366,785	63	24.9

Source: ONS Mid Year Population Estimate 2018

Source: ONS Index of Multiple Deprivation 2019

Selected Area

Total Population	Population Aged 25-64 (%)	IMD Score
366,785	63	24.9



Cultural Participation

National Averages

Adults Engaged With Culture (%)	Adults Engaged Three Or More Times (%)
77	63

Source: Active Lives 2018/2019

Cultural participation is counted as those who participate three or more times in a twelve month period.



Social Cohesion & Safety

City Averages

Satisfied With Local Area	Agree They Can Influence Decisions	Agree Involvement in Community	City Centre Satisfaction	Feel Safe - Day Time	Feel Safe - Night Time
84%	34%	52%	76%	94%	74%

Source: Household Survey 2018

Selected Area

Satisfied With Local Area	Agree They Can Influence Decisions	Agree Involvement in Community	City Centre Satisfaction	Feel Safe - Day Time	Feel Safe - Night Time
84%	34%	52%	76%	94%	74%

Population - White	Population - Asian
234.0K	51.6K

Population - Black	Population - Mixed	Population - Other
17.8K	8230	5339

Source: 2011 Census, NOTE: Figures from Census not 2018 Population Estimate

Population - White	Population - Asian
234.0K	51.6K

Population - Black	Population - Mixed	Population - Other
17.8K	8230	5339



Household Income

Household Income (£)	Average Yield Per Ticket (£)
24,764.29	21.42

Source: ONS Household Income 2019

Source: The Audience Agency (2018/2019)

Household Income (£)	Average Yield Per Ticket (£)
24,764.29	21.42



INDICATORS – FOLESHILL WARD

DATA PRESENTED ON TOP ROW IS CITY LEVEL, BOTTOM ROW IS WARD LEVEL

Ward Level

Use the dropdown below.

Cov: Foleshill

To select multiple options, press and hold control while clicking the selections.



To select a neighbourhood, once a ward has been selected, click on the relevant neighbourhood in the ward on the map or via the dropdown list.

Market Segmentation



Home



Population

City Averages

Total Population	Population Aged 25-64 (%)	IMD Score
366,785	63	24.9

Source: ONS Mid Year Population Estimate 2018

Source: ONS Index of Multiple Deprivation 2019

Selected Area

Total Population	Population Aged 25-64 (%)	IMD Score
26,722	51	41.6



Cultural Participation

National Averages

Adults Engaged With Culture (%)	Adults Engaged Three Or More Times (%)
77	63

Source: Active Lives 2018/2019

Cultural participation is counted as those who participate three or more times in a twelve month period.

City Averages

Total Cultural Participation	Cultural Participation Excl. Pubs and Cinemas
77%	51%

Source: Household Survey 2018

Selected Area

Total Cultural Participation	Cultural Participation Excl. Pubs and Cinemas
60%	43%



Social Cohesion & Safety

City Averages

Satisfied With Local Area	Agree They Can Influence Decisions	Agree Involvement in Community	City Centre Satisfaction	Feel Safe - Day Time	Feel Safe - Night Time
84%	34%	52%	76%	94%	74%

Source: Household Survey 2018

Selected Area

Satisfied With Local Area	Agree They Can Influence Decisions	Agree Involvement in Community	City Centre Satisfaction	Feel Safe - Day Time	Feel Safe - Night Time
74%	46%	54%	87%	90%	68%

Population - White	Population - Asian
234.0K	51.6K

Population - Black	Population - Mixed	Population - Other
17.8K	8230	5339

Source: 2011 Census, NOTE: Figures from Census not 2018 Population Estimate

Population - White	Population - Asian
8053	10.8K

Population - Black	Population - Mixed	Population - Other
2373	782	1035



Household Income

Household Income (£)	Average Yield Per Ticket (£)
24,764.29	21.42

Source: ONS Household Income 2019

Source: The Audience Agency (2018/2019)

Household Income (£)	Average Yield Per Ticket (£)
16,933.33	19.12



INDICATORS – COURTAULDS, EDGEWICK MSOA

DATA PRESENTED ON TOP ROW IS CITY LEVEL, BOTTOM ROW IS NEIGHBOURHOOD LEVEL

Ward Level

Use the dropdown below.

Cov: Foleshill (Use the dropdown li...)

To select multiple options, press and hold control while clicking the selections.



To select a neighbourhood, once a ward has been selected, click on the relevant neighbourhood in the ward on the map or via the dropdown list.

Market Segmentation



Home



Population

City Averages

Total Population	Population Aged 25-64 (%)	IMD Score
366,785	63	24.9

Source: ONS Mid Year Population Estimate 2018

Source: ONS Index of Multiple Deprivation 2019

Selected Area

Total Population	Population Aged 25-64 (%)	IMD Score
7,716	50	39.9



Cultural Participation

National Averages

Adults Engaged With Culture (%)	Adults Engaged Three Or More Times (%)
77	63

Source: Active Lives 2016/2019

Cultural participation is counted as those who participate three or more times in a twelve month period.

City Averages

Total Cultural Participation	Cultural Participation Excl. Pubs and Cinemas	Attend Heritage Sites	Total Tickets Issued
77%	51%	16%	464,727

Source: Household Survey 2018

Source: The Audience Agency (2018/19)

Selected Area

Total Cultural Participation	Cultural Participation Excl. Pubs and Cinemas	Attend Heritage Sites	Total Tickets Issued
83%	63%	17%	1,642



Social Cohesion & Safety

City Averages

Satisfied With Local Area	Agree They Can Influence Decisions	Agree Involvement in Community	City Centre Satisfaction	Feel Safe - Day Time	Feel Safe - Night Time
84%	34%	52%	76%	94%	74%

Source: Household Survey 2018

Selected Area

Satisfied With Local Area	Agree They Can Influence Decisions	Agree Involvement in Community	City Centre Satisfaction	Feel Safe - Day Time	Feel Safe - Night Time
83%	39%	54%	88%	83%	64%

Population - White	Population - Asian
234.0K	51.6K

Population - Black	Population - Mixed	Population - Other
17.8K	8230	5339

Source: 2011 Census, NOTE: Figures from Census not 2018 Population Estimate

Population - White	Population - Asian
1611	3995

Population - Black	Population - Mixed	Population - Other
774	188	354



Household Income

Household Income (£)	Average Yield Per Ticket (£)
24,764.29	21.42

Source: ONS Household Income 2019

Source: The Audience Agency (2018/2019)

Household Income (£)	Average Yield Per Ticket (£)
16,900.00	18.83



INDICATORS – UPPER FOLESHILL MSOA

DATA PRESENTED ON TOP ROW IS CITY LEVEL, BOTTOM ROW IS NEIGHBOURHOOD LEVEL

Ward Level

Use the dropdown below.

Cov: Foleshill (Use the dropdown ...)

To select multiple options, press and hold control while clicking the selections.



To select a neighbourhood, once a ward has been selected, click on the relevant neighbourhood in the ward on the map or via the dropdown list.

Market Segmentation



Home



Population

City Averages

Total Population	Population Aged 25-64 (%)	IMD Score
366,785	63	24.9

Source: ONS Mid Year Population Estimate 2018

Source: ONS Index of Multiple Deprivation 2019

Selected Area

Total Population	Population Aged 25-64 (%)	IMD Score
7,136	51	37.2



Cultural Participation

National Averages

Adults Engaged With Culture (%)	Adults Engaged Three Or More Times (%)
77	63

Source: Active Lives 2018/2019

Cultural participation is counted as those who participate three or more times in a twelve month period.



Social Cohesion & Safety

City Averages

Satisfied With Local Area	Agree They Can Influence Decisions	Agree Involvement in Community	City Centre Satisfaction	Feel Safe - Day Time	Feel Safe - Night Time
84%	34%	52%	76%	94%	74%

Source: Household Survey 2018

Selected Area

Satisfied With Local Area	Agree They Can Influence Decisions	Agree Involvement in Community	City Centre Satisfaction	Feel Safe - Day Time	Feel Safe - Night Time
75%	61%	58%	88%	98%	89%

Population - White	Population - Asian
234.0K	51.6K

Population - Black	Population - Mixed	Population - Other
17.8K	8230	5339

Source: 2011 Census, NOTE: Figures from Census not 2018 Population Estimate

Population - White	Population - Asian
3296	1904

Population - Black	Population - Mixed	Population - Other
436	213	185



Household Income

Household Income (£)	Average Yield Per Ticket (£)
24,764.29	21.42

Source: ONS Household Income 2019

Source: The Audience Agency (2018/2019)

Household Income (£)	Average Yield Per Ticket (£)
18,600.00	20.35

City Averages

Total Cultural Participation	Cultural Participation Excl. Pubs and Cinemas	Attend Heritage Sites	Total Tickets Issued
77%	51%	16%	464,727

Source: Household Survey 2018

Source: The Audience Agency (2018/19)

Selected Area

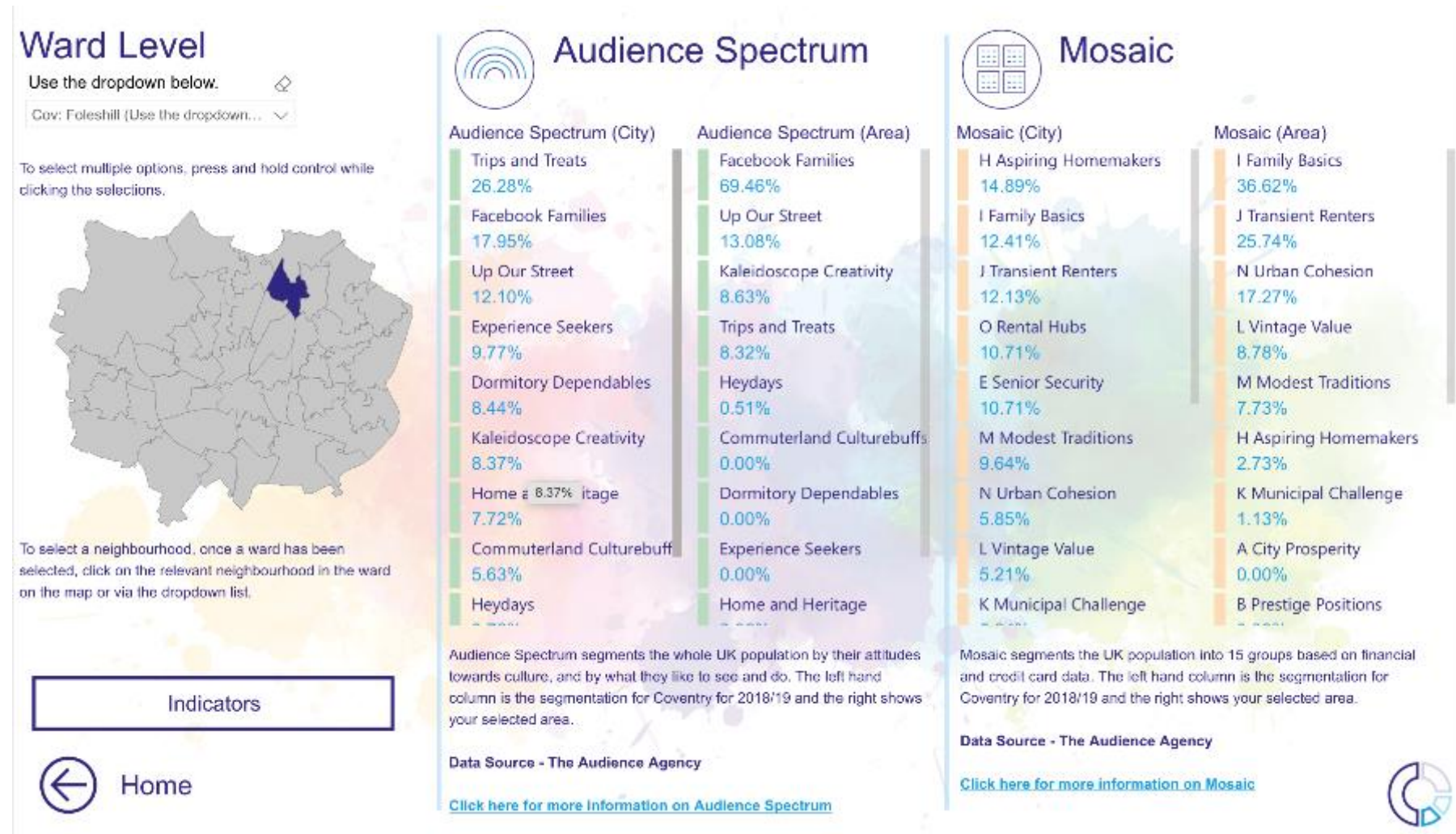
Total Cultural Participation	Cultural Participation Excl. Pubs and Cinemas	Attend Heritage Sites	Total Tickets Issued
27%	11%	15%	3,711



SEGMENTATION – Upper Foleshill MSOA

Facebook Families Cov. 69% England 12%

- A younger, cash-strapped group living in suburban and semi-urban areas of high unemployment
- Least likely to think themselves as arty, arts and culture generally play a very small role in the lives
- Less than a third believe that the arts is important





📷 The Carnival of Lights brings Coventry to life with light and music

Additional resources



Civic University
Network

Monitoring and Evaluation Info and resources

<https://warwick.ac.uk/about/cityofculture/monitoring/>

<https://warwick.ac.uk/about/cityofculture/researchresources/>

City of Culture Projects

<https://warwick.ac.uk/about/cityofculture/our-research/>

Public Programme of Events

<https://warwick.ac.uk/about/cityofculture/get-involved/programme/>

<https://warwick.ac.uk/about/cityofculture/news/planning the warwick>

Some blogs on all of the above

<https://warwick.ac.uk/about/cityofculture/news/>



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