

COV:
CULTURE CHANGE COVENTRY



**CULTURAL
STRATEGY
REFRESH**



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

“OUR VISION IS THAT BY 2027 COVENTRY WILL BE A CULTURALLY ATTRACTIVE, VIBRANT AND PROSPEROUS CITY TO LIVE IN, WORK IN AND ENJOY”

[The Coventry Cultural Strategy 2017-2027](#)

***Culture Change Coventry* is a new partnership between the cultural sector and key partners in the city. Its purpose and ambition are to support and invest in Coventry's amazing cultural sector and its vital role in leading change in the city.**

One of the first actions in the new Cultural Strategy Refresh 2022-2025 will be to make Culture Change Coventry representative and inclusive of the people and organisations in Coventry.

Since the adoption of the ten-year Coventry Cultural Strategy 2017-2027 our city celebrated the successful bid to become the UK City of Culture 2021, as well as experiencing the economic and social impact of the Covid pandemic. We need to celebrate how the City of Culture has contributed to transforming the cultural sector in the city but also recognise how unanticipated events such as the pandemic have created challenges for individuals, groups and institutions. This is the time to build on what has been achieved so far, keep the momentum going and also ask ourselves what else needs to be developed further if we are to achieve the ambition set out in the vision statement above.

This Cultural Strategy refresh engagement document sets out a 2022-2025 Action Plan for progress towards the ten year goals. As well as seeking your responses and support for the Action Plan we also want to ask you to respond to our call for action. Please find a few minutes to complete the [survey](#) and where you can commit to supporting those actions and outcomes which are relevant to you, your organisation and future planning. It is only by collective ownership, strong partnerships, honest and frank dialogue and focus on outcomes that we can achieve the outcomes set out in this document.

On behalf of Culture Change Coventry we can state our commitment to feeding back the results of this engagement process and working towards developing an environment that results in a cultural sector that is reflective, receptive and responsive towards our community.

Karamjit Singh,
Chair, Culture Change Coventry

and

Councillor David Welsh
Cabinet Member for Housing and Communities, Coventry City Council

INTRODUCTION TO THE CULTURAL STRATEGY REFRESH

Since the launch of its ten-year Cultural Strategy in 2017, Coventry has experienced the highs of winning the prestigious title of UK City of Culture 2021 and the lows of a two-year pandemic with devastating impacts on the economy, and the health and wellbeing of the city. The hospitality and cultural sectors, locally and nationally, have been particularly hard hit by successive lockdowns.

The [Coventry City of Culture Trust](#) was established to lead the successful bid to be UK City of Culture 2021, based on the goals and ambitions of the Cultural Strategy. There was the expectation that the title would lead to significant inward investment, tourism and visitor spend in the city.

There was also the expectation that culture would contribute to the social prosperity and liveability of the city - that culture would lead to improved levels of civic pride, health and wellbeing and social cohesion and inclusion.

In keeping with Coventry's Marmot City agenda - to reduce inequality and improve health outcomes for all - the UK City of Culture opportunity was intended to address the multiple and intersecting inequalities in the city; including through increasing cultural access for those communities and neighbourhoods who historically have benefitted the least from public investment in arts and culture.

This Cultural Strategy refresh provides the opportunity to assess the extent to which the preparation and delivery of the UK City of Culture 2021 title has accelerated progress towards the original 2017 Cultural Strategy Vision and Goals, and to collectively plan to deliver an agreed set of outcomes from 2022 to 2025.

This period will include a two-year legacy programme commissioned by the Coventry City of Culture Trust. This phase is also likely to see a decrease in the levels of cultural funding available to support local organisations, infrastructure and projects, as Coventry moves from its UK City of Culture title year into legacy.

Headline progress towards each of the 2027 Five Goals and a refreshed set of draft outcomes for the next period of the Cultural Strategy are presented in the following sections. This is an engagement document only and the final Cultural Strategy refresh will reflect the responses to a [digital survey](#) and a range of other engagement activities and inputs.

In summary, a *baseline study* of the economic impact of winning the UK City of Culture title suggests that between December 2017 and January 2021 there was:

- £172m investment secured as a direct result of the title.
- £72m invested in cultural and heritage projects including Drapers' Hall and the Daimler Powerhouse.
- An additional £500m investment in urban regeneration projects.
- Benefits to the cultural sector from increased levels of investment in programming, infrastructure and business development support.

The Coventry City of Culture 2021 *Interim Evaluation Report* shows that since 2019:

- There have been UK City of Culture events in all 18 of the city's Wards and cultural activity, participation and engagement in all 42 of the city's MSOA neighbourhoods (Medium-Level Super Output Areas).
- Cultural leadership and programming are now more representative of the city's youthfulness and diversity.
- 43% of tickets issued for City of Culture events have gone to residents on lower income levels and residents from minority ethnic backgrounds.

- Over one thousand volunteers have been recruited to be City Hosts.
- Participants engaging with cultural projects experience increases in their levels of wellbeing. See *Progress Report 6*.

Other headlines since 2017 include:

- A transfer of heritage assets to the Historic Coventry Trust (HCT) has allowed for investment and improvements to heritage infrastructure and their commercial and visitor potential.
- Culture is now embedded in 'One Coventry' policy-making and in priorities for the City Council and key 'anchor institutions' in Coventry.
- The City of Culture Trust's policy of co-creation and working with communities across the city has established a strong legacy network of local and city partnerships with key organisations and community groups representing local people and minority ethnic heritages and cultures.
- The partnerships between the cultural sector, communities, anchor institutions and the private sector are stronger and will be key to the collective city endeavour to drive the momentum of the Cultural Strategy towards the 2027 vision.

Suggestions for priority outcomes and outputs for the next stage of the Cultural Strategy from 2022-2025 are presented in the following Goal tables. These outcomes are based on: progress to date; the City of Culture Trust's legacy plan; the responses from *Art for the People* - the Citizens' Assembly organised by Talking Birds; engagement with the cultural sector and alignment with Coventry City Council's One Coventry strategic plan.

A new Coventry's Green Future goal (Goal 6) has been added to the original five. The environment and sustainability were not prioritised in either the original Cultural Strategy Five Goals or the successful bid for UK City of Culture 2021.

The City of Culture Trust's programme and operations have encouraged and sponsored cultural responses to issues that are now even more urgent since 2017 and will shape the Trust's two-year legacy programme. There was also strong support from initial engagement with the cultural sector to make Coventry's Green Future a new Goal.

Please use the following survey link to let us know what you think; which of the activities and outcomes you would be interested in being directly involved in delivering; and what your contribution to delivering these outcomes may be in support of the 2022-2025 Action Plan.



[Survey here](#)

SIX KEY GOALS



PARTNERSHIP



LIFELONG LEARNING



DIVERSITY



HEALTH & WELLBEING



ECONOMIC GROWTH



COVENTRY'S GREEN FUTURE

2027

GOAL 1: PARTNERSHIP



A new partnership approach to cultural growth, which ensures access and sustainable funding for a wide range of cultural organisations activities and events across the city. This partnership brings together the City Council, communities, the universities, local businesses and charities and the professional and amateur cultural sectors to maximise resources, infrastructure, innovation, and investment.

HEADLINE PROGRESS 2017- 2021

- Secured UK City of Culture 2021 title and the creation of the City of Culture Trust.
- Coventry Cultural BID Board broadened to be more inclusive and include representation from the cultural community of the city.
- Creation of Culture Change Coventry, Coventry's Cultural Compact.
- Coventry Arts Forum established to bring the city's visual artists together.
- Culture Coventry is now an Arts Council England Major Partner Museum.
- Historic England Heritage Action Zone, bringing a national focus to Coventry's Post-War Heritage and developing city heritage assets.
- Coventry Dance CIC created to act as a centralised development and networking organisation for dance in the city.
- Cultural partnership established with a partnership Memorandum of Understanding between Coventry University and the University of Warwick.
- Faith programme partnerships with places of worship.
- Coventry City of Culture Trust (CCCT) Cultural Producers working in key non-cultural organisations - Grapevine, Coventry Law Centre, Coventry Refugee and Migrant Centre; Positive Youth Foundation.
- CCCT cultural producers in local areas generating co-creation and grassroots engagement.
- CCCT brokered national and international partnerships, such as with the BBC, Sky Arts, British Council, Tate and the BFI.



Both universities recognise that partnerships have been crucial to Coventry's cultural development journey over the past five years. Without the dynamic and meaningful partnerships that have been created within the city we would not have achieved anything close to the considerable success that we have. Therefore, it goes without saying that partnerships will be just as important as we move forward to the legacy phase of City of Culture and the second half of the Ten-Year Cultural Strategy. This is even more imperative in a post pandemic world, in which, as we know, resources will mostly likely be stretched and demands increased. During this phase we will need to nurture and consolidate our partnerships, within the city, regionally and nationally to create fresh opportunities for funding, innovation, growth and engagement. We are stronger together.

Geoff Willcocks (CU) and Jonothan Neelands (UoW)

| ACTIVITY 2022-2025 | OUTPUTS 2022-2025 | OUTCOMES 2025 |
|--|---|--|
| <ul style="list-style-type: none"> ■ Devise a governance model for Culture Change Coventry that is representative of the people and organisations in the city. ■ Invest in activities that embed co-creation and collaborative practices within cultural and community organisations in the city. ■ Create a cost-effective model for city artists to exchange skills and develop capability. ■ Deliver a collective needs-based investment model and narrative. ■ Share plans for cultural funding proposals for efficiency and to respond to agreed priorities. | <ul style="list-style-type: none"> ■ Culture Change Coventry established as a representative forum for informing cultural policy; and coordinating major collaborative funding bids. ■ Model of co-creation and collaborative practices developed and adopted by cultural and non-cultural institutions and organisations. ■ Skills and knowledge exchange programme established to up-skill cultural workers. ■ CCCT Green Futures legacy programme strengthens capability in the cultural sector with an emphasis on local procurement of cultural services. ■ A collective approach to funding cultural activity and infrastructure from cultural and non-cultural sources. ■ Culture Change Coventry hosts bi-monthly, open invitation, drop-in cultural networking events. | <ul style="list-style-type: none"> ■ Culture Change Coventry provides a platform for major arts and culture related funding bids, and develops strategic relationships with national/ local government, businesses, cultural sector, and major funders. ■ The cultural workforce of the city shares and develops new skills and innovative practices. ■ The cultural sector positively contributes to and shapes cultural and other civic ambitions and outcomes for the city. ■ A 'One Coventry' streamlined partnership and place-based model maximises cultural and culture-related funding bids. |

2027

GOAL 2: LIFELONG LEARNING



All children and young people have an entitlement to the arts and digital creativity in schools and in their community, which is not limited by family income, location or age. There are opportunities for all generations to learn from and develop through the arts. Talent is recognised, developed and supported through to early careers in the cultural and creative industries and beyond.

HEADLINE PROGRESS 2017- 2021

- Coventry Cultural Education Partnership (CCEP) created to oversee cultural education initiatives of children and young people in the city, including the development of the Schools Cultural Champions' Network, with £200,000 investment from Coventry City Council (CCC) and Arts Connect.
- Coventry Music Trust established - a charity created to fundraise for music education in the city.
- National Partnership Programmes with The Royal Opera House, National Youth Orchestra and Arts Council Collection being delivered in 56 Coventry schools through the Coventry Cultural Education Partnership.
- 100 Brilliant Ideas resource pack and campaign delivered.
- Establishment of Young Cultural Representative BID Board.
- Coventry Dance has given specific attention to the dance engagement of children and young people.
- Coventry Digital, the digital archive, created by Coventry University, provides a permanent and accessible learning resource for the city.
- 33 Arts Mark schools in Coventry.
- SoundLab Cov established to increase free music lessons to all children and young people in the city.
- £50,000 invested by CCCT in cultural organisations working with pre-schoolers.
- Creative Leadership programme training 15 new cultural leaders for the city.
- CCCT Apprenticeship Programme has seen 13 young people recruited to the scheme.
- Drapers' Hall opened as the new centre for music education in the city and the new home of Coventry Music.
- CCCT recruits 1,200 volunteers to support the UK City of Culture programme and develop the skills and wellbeing of volunteers.



Winning the title of UK City of Culture has ignited the city's enthusiasm for culture and further established the role of culture in learning and education. Coventry's Cultural Education Partnership has evolved during this period, taking responsibility for developing strategy and activity that supports the important positioning of culture and creativity at every stage of learning. It is vital that the renewed cultural strategy continues to work with partnerships, such as ours, to invest in and sustain the opportunities and benefits of creativity as part of the development of young people in the city, better understanding the potential of the arts and culture to raise ambition and attainment at every level of learning. We are a city with diverse and far-reaching cultural assets, in our buildings, organisations and people and the new strategy promises to build on this, providing lifelong learning that is transformational and inspiring.

Sarah Worth, Highly Sprung & Chair CCEP

| ACTIVITY 2022-2025 | OUTPUTS 2022-2025 | OUTCOMES 2025 |
|---|--|--|
| <ul style="list-style-type: none"> Provide information, skills and support to link study visits to cultural and heritage sites to the school curriculum. Develop a major bid for an inter-generational and multi-genre story-telling project. Audit, map and coordinate cultural sector work with schools and colleges. Invest in a skills audit of the city's cultural sector. Audit, map and coordinate local apprenticeship and other routes into cultural and creative industries. Develop digital creative education as part of the Reel Store digital gallery operations. Develop a programme for community and schools' engagement in creative education in Coventry University's new Delia Derbyshire Building. Scope possibilities for volunteers to engage in inter-generational arts activities. | <ul style="list-style-type: none"> Coventry Cultural Education Partnership (CCEP), cultural sector, Early Years Foundation Stage (EYFS) providers, schools, colleges, universities and the youth sector will expand curricular and extra-curricular opportunities for 5-25 year-olds. Major partnership campaign to signpost and market apprenticeships and other training routes into cultural and creative industries. Reel Store digital gallery creates a new focus for digital creative education. Programme to tackle identified skills and knowledge gaps in the cultural sector of the city. A successful major bid focussed on seldom heard/seldom seen inter-generational story-telling and civic pride. Cultural sector coordinates work with schools in cultural learning centres at key cultural and heritage venues. New opportunities and pathways for creative talent/skills development in schools and communities in the Delia Derbyshire Gallery and Studios and the Reel Store. 500 volunteers supporting after-school and community arts workshops. | <ul style="list-style-type: none"> The CCEP provides access to curricular and extra-curricular cultural opportunity. A new major bid project invests in inter-generational learning and cultural production. Significant increase in creative/cultural industry careers choices and graduate retention in the city. Measurable increase in skills and acumen of cultural sector organisations. Volunteers support an extensive programme of informal arts activities for all generations. |

2027

GOAL 3: DIVERSITY



The diversity of our city powers our stories and creativity. Following City of Culture's transformational leadership programmes, we see a more diverse sector, and art that is more reflective of, and co-created with our communities. Over the next 3 years, we look forward to continuing to build truly meaningful exchanges between artists, communities and cultural spaces, improving access and handover of space and power. By placing diversity and inclusion at the heart of our cultural strategy, we will become a stronger, more connected and a more welcoming place. We are also well placed to set a leading example for diversity and inclusion across the cultural sector.

Laura Elliot and Corey Campbell, CEO & Artistic Director, Belgrade Theatre

Communities and individuals are empowered to celebrate and share their heritages, cultures, abilities and identity and participate in the cultural life of the city. Diversity is one of Coventry's strengths and resources and the city is a place of mutual understanding, celebration and learning.

HEADLINE PROGRESS 2017- 2021

- Open Theatre Company gained Arts Council England (ACE) National Portfolio Organisation status.
- The Tin Music and Arts, supported by investment from Coventry City Council, has diversified their Board and staff.
- The Belgrade Theatre has appointed new Co-Artistic Directors, widening and diversifying leadership roles within the organisation.
- Equality and diversity foregrounded in the UK City of Culture 2021 bid documents and in the Monitoring and Evaluation Framework.
- Eight permanent murals created, celebrating the diversity of Coventry.
- Over 20 City of Culture projects celebrating the diversity of the city.
- Major festivals held in the city celebrating Caribbean, African and South Asian cultural heritages.
- Renovation works undertaken on the Coventry Caribbean Centre.
- A significant number of tickets issued for City of Culture events are to households on lower incomes and with minority ethnic heritages.

| ACTIVITY 2022-2025 | OUTPUTS 2022-2025 | OUTCOMES 2025 |
|---|---|---|
| <ul style="list-style-type: none"> ■ Support key organisations to recruit and deploy team members and volunteers to work with communities and stakeholders to develop inclusive arts and culture events. ■ Analysing needs and monitoring progress. ■ Work with community centres and community connectors to develop skills and capacity for neighbourhood cultural activity. ■ Work with community groups representing minority heritages to increase and diversify engagement with the city's heritage/s. ■ Work to develop local opportunities for traditional global crafts that reflect the diversity of the city. | <ul style="list-style-type: none"> ■ UK City of Culture transformational leadership cohort embedded in social, commercial, and cultural organisations. ■ Greater levels of participation by under-represented and seldom-heard groups. ■ Targeted representation of citizens in cultural leadership and programming. ■ Coventry's Cultural Place Profiler updated to guide inclusive needs-assessment and local investment. ■ Community centres, working with community connectors, deliver and encourage local cultural activity, including craft making and exhibitions. | <ul style="list-style-type: none"> ■ Cultural leadership and programming reflects and represents the citizens of the city. ■ Community-led production and programming increases cultural participation and activism. ■ Cultural and heritage engagement is geographically dispersed across the city. ■ Traditional global crafts are celebrated and supported and are a feature of Coventry's cultural landscape. |

2027

GOAL 4: HEALTH AND WELLBEING



Arts and culture are core to the health and wellbeing of the city. Participation in and enjoyment of city wide professional and community arts programming responds to the needs of all generations and combats isolation and poor mental health in our most vulnerable communities. Culture makes a major contribution to encouraging healthy lifestyles and physical activity.

HEADLINE PROGRESS 2017- 2021

- Coventry & Warwickshire Creative Health Alliance established as a network to explore how the arts and creativity can enhance wellbeing and improve physical and mental health in the city.
- CCC Physical Activity Board created to promote the health benefits of physical activity.
- Coventry Social Prescribing Network, bringing together organisations from across the city to develop the application of Social Prescription.
- Arts Against Violence Network bringing arts and cultural organisations together with statutory agencies to address violence.
- Go CV Card created (60,000 users) providing a range of cultural access to Coventry citizens.
- Go CV+ Card created, with enhanced cultural benefits for Coventry citizens.
- Arts and Homelessness Network and Festival produced 10 events and engaged with 30 people with lived experiences of homelessness.
- Active School Challenge with over 29,000 entries combining culture and physical activity



Arts and culture are good for us. It gives us that feel good factor, expanding our minds, our imagination and lifting our spirits. It can also help us to make sense of the world around us. Whether it's crafting together, listening to stories, watching a film or visiting a gallery we get to experience our city and each other in a completely different way. It makes us feel good, or better or more fulfilled. Giving us a sense of purpose and exposing us to people and ideas we may not otherwise have encountered. Take Creative Kindness for example, now running out of four of the city's libraries, on the surface they meet up and make crafts that are designed to promote positive wellbeing and kindness. At a deeper level they create networks of support, contributing to the fight to end isolation and at the same time providing an opportunity for people to have the space and time to be themselves, to express themselves and experience the benefit of an improved mood and relief from external stressors.

Mel Smith Deputy CEO Grapevine

| ACTIVITY 2022-2025 | OUTPUTS 2022-2025 | OUTCOMES 2025 |
|--|--|---|
| <ul style="list-style-type: none"> ■ Working with community and workplace groups to develop engagement with arts and cultural activities that promote positive health benefits. ■ Create a programme for schools and youth groups which seeks to develop lifelong healthy lifestyle choices. ■ Building partnerships with the NHS and Public Health. ■ Engagement work with the heritage green spaces of the city to programme activity and promote wellbeing. ■ Work with Public Health to develop funding for health and wellbeing cultural activity, including social prescribing. | <ul style="list-style-type: none"> ■ Combined arts and health initiatives developed, including events involving physical, health and wellbeing activity. ■ Programme and production of events designed and delivered with a focus on positive environmental and wellbeing behavioural change for individuals and for the city. ■ Cultural social prescribing partnerships established in family hubs. | <ul style="list-style-type: none"> ■ The cultural sector activity makes a significant contribution to the social, health and wellbeing targets for the city. ■ The cultural sector works with Public Health to identify and deliver funding opportunities for arts and cultural wellbeing programmes, including social prescribing. |

GOAL 5: ECONOMIC GROWTH



Coventry is a culturally vibrant, attractive and prosperous city that enriches the lives and environment for all residents. The city is a major tourist destination for the West Midlands and successfully attracts new businesses and investment, particularly in high-tech creative industries, talent development and cultural production.

HEADLINE PROGRESS 2017- 2021

- Historic Coventry Trust Asset Transfer and the completion of four major projects – Hales Street and The Burges; Drapers’ Hall; Priory Row, Swanswell Gate and Cook Street Gate; and the Anglican Chapel, securing over £21m of investment.
- Coventry Visitor Information Hubs around the city providing enhanced destination and visitor services.
- Destination Coventry – Coventry Destination Management Organisation – established to manage the city’s growing tourism offer and boost Coventry’s reputation as a visitor destination.
- Warwick Arts Centre has undergone a £25m refit to enhance its digital capability.
- Daimler Powerhouse Development, £2.5m investment to develop a creative production hub housing five of the city’s arts companies.
- Investment of £5m into Coventry cultural organisations by CCCT since 2019.
- HMV Empire £500,000 investment to create a significant new music destination for the city.
- City centre Storefront rent went from £250/m² in 2017 to £380/m² in 2021.
- Telegraph Hotel, 88 room luxury hotel, significantly boosting the city’s tourist offer.
- Litten Tree Building Creative Making Space, developed to create artist and exhibition space.
- Artist-led installations and interventions across the city centre as part of £44m investment in public realm.
- EGO Performance Company secured new lease on its premises with CCCT support.
- Cultural Capital Fund – generating over £45m of inward investment into cultural and creative sector spaces and venues.
- Significant CCCT broadcasting programme and coverage promoting the city, including Sky Arts and BBC.
- Cathedral Quarter Alliance created to develop coordinated programming and marketing of the city’s historic centre.
- University of Warwick Leamington Spa Incubator Space established.
- City of Culture 2021 responsible for 1,200 direct jobs.



In March 2020 as the pandemic caused lockdown across the whole globe Coventry went from a city with continued and substantial growth to less than 10% of its normal receipts literally overnight. In June 2020 we saw twelve new businesses scrambling to open before the end of the year and large investment companies eagerly looking to take over Freeholds in the city far faster than ever before. In 2021 The Show Windows and In Paint We Trust programmes, lifted the spirits of customers returning to the city and pushed up Coventry sales receipts to out do that of Birmingham and Leicester. With new business sign ups – investment from existing businesses continues, we are absolutely convinced that business confidence in Coventry is driven by the UK City of Culture and the amazing collaborations that it has created. Now we must keep the momentum going and benefit from the outcomes of the Cultural Strategy Refresh action-plan.

Trish Willets - Director, Business Improvement District.

| ACTIVITY 2022-2025 | OUTPUTS 2022-2025 | OUTCOMES 2025 |
|---|--|---|
| <ul style="list-style-type: none"> ■ Operate the Reel Store digital gallery, as a major visitor destination. ■ Deliver the Assembly Festival Garden as an exemplar of Coventry’s Green Future focussed event and venue management. ■ The Compact (Culture Change Coventry) will develop a new investment strategy to co-ordinate future investment and support for the cultural sector and its infrastructure. ■ Develop and create a nationally significant Collections Centre for the storage, care and management of cultural, arts and historical artefacts. ■ Develop the commercial and regenerative potential of the Collections Centre building and heritage assets identified within the new Coventry’s Heritage Strategy. ■ Establish a sustainable Destination Management Organisation (DMO) with cultural and heritage representation. ■ Support and develop a culture-led BID proposal. | <ul style="list-style-type: none"> ■ Reel Store digital gallery delivers 200,000 visitors. ■ Assembly Festival Garden delivers 100,000 visitors. ■ CCCT devolved investment and commissioning model strengthens local cultural sector capacity and resilience. ■ Collections Centre established as major city-centre cultural hub. ■ Culture-led BID proposal. ■ Innovative low-tech improvements to public realm to enhance the attractiveness and safety of the city centre and neighbourhoods. ■ A new, sustainable DMO leads marketing and attracting visitors for cultural and heritage attractions. | <ul style="list-style-type: none"> ■ Coventry’s innovative and diverse cultural life and infrastructure, increases local, national and international tourism to the region. ■ New investment model established to enhance and co-ordinate longer term funding for the city’s cultural sector and infrastructure to deliver city outcomes. ■ A culture-led BID enhances and profits from the city centre visitor experience. ■ The city makes and develops creative, cultural and civic uses of 5G and immersive technology. |

2027

GOAL 6: COVENTRY'S GREEN FUTURE



Arts and culture promote and support behavioural and environmental changes to address the climate crisis and encourage green activism. Arts and culture model circular economy practices and principles in production and programming that bring fun, interactive and entertaining activities to celebrate and sustain the city's green and other heritage sites.



Green Futures, a National Lottery Heritage Fund-funded programme led by Coventry City of Culture Trust is a key part of the legacy for City of Culture year. More widely, the pandemic has highlighted the importance of green spaces to health and wellbeing and the ability to connect with heritage and nature. At the heart of a green future is sustainability – a concept at the core of the work of Historic Coventry Trust which is bringing buildings and green spaces back to life across the city, opening them up to local communities and animating them with fun and family-friendly activities and events. The creation of a 70-acre Charterhouse Heritage Park with a sustainable cycle and footpath along the disused Loop Line sees strong partnerships with Warwickshire Wildlife Trust's Sherbourne Valley Project, Severn Trent Community Fund, the National Trust's Blossom Together initiative and Coventry City Council.

Carol Pyrah, Executive Director of Historic Coventry Trust

| ACTIVITY 2022-2025 | OUTPUTS 2022-2025 | OUTCOMES 2025 |
|---|---|---|
| <ul style="list-style-type: none"> Develop arts and cultural programmes that support the Coventry's Green Future agenda. Oversee a grants programme that supports cultural and community organisations to build capacity, create activities, and improve their Coventry's Green Future credentials. Support key organisations to recruit and deploy team members to work with communities and stakeholders to develop Coventry's Green Future focussed arts and culture events. Develop relationships with key partners and stakeholders, to unlock Green Future relevant expertise and to support their ambitions. Develop cultural programmes and marketing campaigns to encourage behavioural change related to the Coventry's Green Future agenda, including promoting the Green Code and Circular Economy principles. Deliver the Assembly Festival Garden as an exemplar of a Coventry's Green Future focussed event. | <ul style="list-style-type: none"> Programme and production of events involving Coventry communities based in circular economy principles and practices. Enhanced capability in the cultural sector to engage in Coventry's new Climate Strategy. Distribution of Coventry's Green Future events across Coventry. Programme and production of events designed and delivered with a focus on positive environmental behavioural change for individuals and for the city. Needs-based model for cultural delivery and planning of green interventions. | <ul style="list-style-type: none"> Cultural production and programming are environmentally responsible and promote environmental awareness. Arts and culture motivate positive behavioural change to protect and celebrate the environment. Local green and blue spaces are sites for cultural and environmental activities. |

ACRONYM LIST

| | | | |
|-------------|---------------------------------|-------------|---|
| CCCT | Coventry City of Culture Trust | CCEP | Coventry Cultural Educational Partnership |
| HCT | Historic Coventry Trust | CU | Coventry University |
| MSOA | Middle Layer Super Output Areas | UoW | University of Warwick |
| CCC | Coventry City Council | NPO | National Portfolio Organisation |
| ACE | Arts Council of England | DMO | Destination Management Organisation |
| HE | Historic England | BID | Business Improvement District |
| HAZ | Heritage Action Zone | | |





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