



# CULTURE CHANGE COVENTRY

A coalition of stakeholders actively working to meet the biggest challenges faced by our sector in current times, and to respond to the opportunities for culture to be a force for positive change in the city.

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

# WHAT IS CULTURE CHANGE COVENTRY?

Culture Change Coventry is a coalition of partners who are motivated to act together to ensure that Coventry delivers fully on the potential for culture to drive long-term positive change.

Culture and creativity encapsulate the very essence of being - our identity and experience of life, our freedom to think differently and our shared values. They speak to us as individuals, as neighbours and as a city. They move us emotionally; they connect us to each other as a community and they enable social progress.

We know that culture is in a phase of reinvention; a period when new ideas can and must be tested. We want to position our city as a centre of creativity and a leader in cultural innovation. Whether it is to address deep-seated issues of financial sustainability and diversity of leadership, to explore the potential of new technology and co-production of content, or to respond to the wellbeing legacy of lockdown, we know we have a unique and timely opportunity to raise our game.

We want to be action-oriented, not a talking shop. We must be ambitious, inclusive and driven.

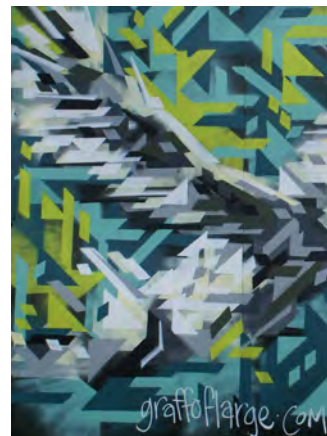
Supported by funding from Arts Council England, we will draw on local expertise and passion to develop new approaches and deliver Coventry's priorities for culture, set out at a high level in this brief document.

Culture change is a process and our focus is on how we can create a sustainable future that delivers for all our citizens. There is no better time to join us.



## COVENTRY MOVES FORWARD TOGETHER

**Karamjit Singh**  
Karamjit Singh CBE, Chair



Culture Change Coventry is a coalition of stakeholders actively working to meet the biggest challenges faced by our sector in current times, and to respond to the opportunities for culture to be a force for positive change in the city.

Together with city partners - the cultural, business and public sectors and Coventry residents of all backgrounds - we are working towards a strategic partnership framework that embeds an enduring legacy from the city's title of UK City of Culture 2021, focussed on cultural equality, cultural wellbeing and the cultural economy.

Supported by Arts Council England under its Cultural Compacts programme.



## OUR THEMES

Culture Change Coventry will build from UK City of Culture with a framework of strategic goals reflecting the current uncertain and challenging times. We will work with a “coalition of the willing” across the city to refine these themes, identify resources and support leaders to take action.



### A CULTURAL MODEL FOR THE URBAN FUTURE

Coventry will be a forward-facing city with a clear plan for culture in the urban future, both in the city centre and city neighbourhoods, so that culture supports a liveable and sustainable city following a period of significant social, economic and behavioural change.



### A CULTURALLY ACTIVE POPULATION

Coventry will be a city where taking part in culture is part of everyday life for all, regardless of social, economic or educational background.



### A THRIVING CITY; PHYSICALLY AND MENTALLY WELL THROUGH CULTURAL ENGAGEMENT

Areas of low cultural engagement perpetuate health inequalities. Coventry will develop its collaboration between the culture and health sectors, as an innovative centre of excellence for culturally-led wellbeing.



### A DIVERSE AND INCLUSIVE LEADERSHIP

Coventry will ensure that leadership within the cultural and creative sectors is reflective of, receptive and responsive to diverse communities and that leaders have the agency to effect change. We will identify potential leaders as part of a sustainable pipeline process for the future, learning from others as well as seeking to influence the debate.



### A CREATIVE WORKFORCE; FIT FOR THE FUTURE

Coventry will be the UK's leading city for creative skills. We will develop and strengthen structures to enhance and capitalise on the creativity of the city's residents, with a pipeline from early years through to professional engagement.



### A SYSTEMIC APPROACH TO SUPPORTING SECTOR GROWTH

Coventry will be a magnet for attracting and retaining cultural and creative talent, with a visible and coherent approach to sector growth, including strong and integrated networks, business support, workspace and access to finance.



### IMPROVED ECONOMIC WELLBEING

Coventry has already benefited from the investment, capacity building and spotlight brought by UK City of Culture. We will consolidate the progress made and continue our focus on culture's role in improving our wider economy.

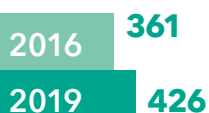
# CULTURAL LIFE IN COVENTRY

In 2017 an audit of the sector was undertaken and this was repeated in 2020. The data clearly shows that the cultural life of the city has improved considerably and Coventry has already experienced a boost from our status as UK City of Culture which we must now sustain and build from.

## BETWEEN 2017 AND 2019 IN THE CITY WE SAW:

**18%**

increase in the  
number of cultural  
organisations



(no. of groups)

**87%**

increase in cultural  
sector turnover



(£million)

**90%**

increase in youth  
music groups



(no. of groups)

**102%**

increase in attendance  
at cultural events



(no. of attendances)

Photographs by Andrew Moore, Dylan Parrin, Regan Thacker.



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COVENTRY  
UK CITY  
OF CULTURE