

# Headline Statistics for Coventry Cultural Strategy 2017-2027 – 31.05.17

## Population and growth:

Based on the latest estimates, there are 345,400 residents in Coventry as of mid-2015 and it is the 9<sup>th</sup> largest city in England.<sup>1</sup> The population rose 2.4% compared to mid-2014 and, when compared to the average population growth in England of 0.9%, this means that Coventry is the 9<sup>th</sup> fastest growing local authority in all of England. If one looks at the percentage change in population between 2010 and 2015, Coventry is the fastest growing city based on the Centre for Cities ranking (10.81%).<sup>2</sup>

- While the population growth can be attributed to several factors, the main reason for the rise (6,000 out of 8,000, or 75.0%) is net international immigration. This is partly due to the increase in the number of overseas students attending local universities.
- The total full-time student population at the Coventry University and the University of Warwick more than doubled between 2004/5 and 2014/15 as the number jumped from 25,659 to 52,230. The growth rate of overseas students from outside of the European Union (EU) is also higher than average. While less than 1 in 6 students was from outside the EU in 2004/5, this rose to 1 in 4 in 2014/15.<sup>3</sup>

## Age:

The flow of overseas students has also contributed to Coventry's younger age profile—the average age of residents is 33 years old while the average age in England is 40. The student population (ages 18-24 years old) comprise 14.3% of Coventry, a significant group compared to the England average of 9.0%.<sup>4</sup> The proportion of residents of working age is also higher at 66.1%, compared to 63.3% in England.<sup>5</sup>

## Ethnicity and country of origin:

Coventry is home to a diverse population, with only 66.6% of residents classified as White British<sup>6</sup> compared to 79.8% in England. Other major ethnicities represented in Coventry include Indian (8.8% in Coventry vs. 2.6% in England) and Black African (4.0% vs. 1.8%). 6.9% of the city's residents were born in other European countries, compared to 5.0% of England's population.<sup>7</sup> While 13% of the usual resident

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<sup>1</sup> *Coventry's Population Estimate*, Insight Team, Coventry City Council, June 2016

<sup>2</sup> See: <http://www.centreforcities.org/data-tool/#graph=map&city=show-all&indicator=population\\change\\2010--2015>

<sup>3</sup> *Facts about Students and Universities in Coventry*, Insight Team, Coventry City Council, October 2016

<sup>4</sup> *Coventry's Population Estimate*, Insight Team, Coventry City Council, June 2016

<sup>5</sup> For 2015. *Coventry Headline Statistics*, Insight Team, Coventry City Council, February 2017

<sup>6</sup> This does not include other ethnicities classified in the ONS Census as white such as White Irish, White Gypsy/Irish Traveller and Other White.

<sup>7</sup> Census 2011, ONS. Aside from the United Kingdom, this group excludes the Channel Islands and the Isle of Man.

population of the UK were born overseas, the equivalent figure for Coventry is over twice as high at 27%.<sup>8</sup>

- It is likely that Coventry will become even more diverse given the share of ethnic minority students in the city's schools. According to the January 2016 School Census, 48.7% of students in state-funded primary schools in Coventry are from ethnic minorities (vs. 31.4% in England).<sup>9</sup>
- Another indication of the wide range of ethnicities represented in the city is the number of languages used in schools—140 languages are spoken by Coventry's school pupils.<sup>10</sup> 9% of households in the city do not have any members whose first language is English.<sup>11</sup> Among secondary school children, 30.2% of pupils have first languages other than English (vs. 15.7% in England).<sup>12</sup>
- Coventry welcomed the highest number of Syrian refugees from 2015Q4 to 2016 Q4 (192 out of 5,454) among 392 local authorities across the UK.<sup>13</sup> As of 2016 Q2, the city had 25 unaccompanied asylum seeking children (out of 60 children under the scheme nationally).<sup>14</sup>

## Religion:

As expected, the extent of diversity in Coventry is also reflected in residents' religion. Relative to England, there is a lower proportion of residents in Coventry who are Christians (53.7% vs. 59.4%). Sikh (5.0% in Coventry vs. 0.8% in England), Muslim (7.5% vs. 5.0%), and Hindu (3.5% vs. 1.5%) are the other top religions in the city.<sup>15</sup>

## Economy:

- **Business growth** – The number of active enterprises in Coventry grew by 7.3% between 2015 and 2016. Growth has been steadily rising in the recent years, at a rate higher than both the regional and national average since 2012. While promising, Coventry is still underperforming relative to its population size. If one looks at the number of active enterprises per 10,000 residents aged 16 and above, the city lags behind the rest of the region (379 firms in Coventry vs. 409 in the West Midlands Combined Authority) and the nation (529 in England).<sup>16</sup>
- **City centre and retail performance** – Footfall in the city centre declined by 1.4% from July to December 2016, a smaller drop compared to national city centre footfall which fell by 2.5%

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<sup>8</sup> Annual Population Survey, August 2016.

<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/internationalmigration/bulletins/ukpopulationbycountryofbirthandnationality/august2016>

<sup>9</sup> The Department for Education statistics define ethnic minorities as those belonging to ethnic groups other than White British. See: Schools, Pupils and their Characteristics: January 2016 – Local Authority Tables, Available at: <https://www.gov.uk/government/statistics/schools-pupils-and-their-characteristics-january-2016>.

<sup>10</sup> Correspondence with Andrew Dixon, 20 March 2017.

<sup>11</sup> Coventry Joint Strategic Needs Assessment 2016

<sup>12</sup> See link above for Schools, Pupils and their Characteristics: January 2016 – Local Authority Tables.

<sup>13</sup> <https://www.gov.uk/government/publications/immigration-statistics-october-to-december-2016/asylum>

<sup>14</sup> <http://democraticservices.coventry.gov.uk/documents/g11069/Public%20reports%20pack%2010th-Nov-2016%2014.00%20Education%20and%20Childrens%20Services%20Scrutiny%20Board%202.pdf?T=10>

<sup>15</sup> Census 2011, ONS

<sup>16</sup> Council Plan 2016/17 Half Year Performance Report, Insight Team, Coventry City Council, January 2017

over the same period. Evening footfall rose by 4.5% over the same period.<sup>17</sup> In terms of retail voids, there are currently 67 empty shop units in the city centre.<sup>18</sup>

- **Innovation** – Coventry has the second highest number of patent applications published per 100,000 residents (118.4) among the 64 cities included in the Cities Outlook 2017. While the gap between Coventry and the top ranked city is quite significant (Cambridge has 341), this is still an indication of the extent of technical innovation in Coventry.<sup>19</sup>

## Business attitudes to creativity and innovation<sup>20</sup>:

- A majority of firms see Coventry as having strong broadband access, an effective transport system and being a 'creative and innovative city'. Around half of firms see the universities as providing strong support for local businesses, are able to find skilled employees locally and can access high quality business services.
- Sentiment in terms of the availability of suitable premises, business networking and the attractiveness of the Coventry to high quality employees is markedly less strong. Firms also take a less positive view both of the external image of the city and the support provided to businesses by the City Council. Notably, however, larger firms take a more positive view of City Council support for businesses.
- 36.9% of firms indicated that they were engaged in social or community engagement within Coventry. The most common benefits noted were to the community or to the image of the firm. Significant proportions of firms also reported 'bottom line' benefits, however, including increasing sales (42.9%), retaining employees (41.5%) or helping to develop new products or services (29.2%).
- The most frequently cited barrier to innovation (28.7%) was the ability to recruit new staff or talent. Followed by a lack of finance and the intensity of competition. Levels of collaboration beyond the supply chain remain relatively modest with only a fifth of innovating firms collaborating with universities or research institutes as part of their innovation activity.

## Employment and skills:

- **Employment** – The employment rate is 69% (January – December 2016), lower than the equivalent figure for England at 74%. The rate of economic inactivity is higher in Coventry compared to England (28% vs. 22%, January – December 2016).<sup>21</sup>
  - It is also important to contextualise the employment data given job opportunities. Based on survey conducted among employers in Coventry and Warwickshire, 25% of establishments indicated that they have vacancies (vs. 20% in England). Of these vacancies, 26% are due to skills shortage or lack of relevant experience.<sup>22</sup>

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<sup>17</sup> Coventry City Centre: 2<sup>nd</sup> Half-Year 2016 Healthcheck Review July-December 2016, Insight Team, Coventry City Council

<sup>18</sup> Coventry Business Improvement District data, April 2017

<sup>19</sup> <http://www.centreforcities.org/publication/cities-outlook-2017/>

<sup>20</sup> Creative Coventry Business Survey 2016, Stephen Roper, Dawn Eubanks, Tamara Friedrich, WBS

<sup>21</sup> Coventry Headline Statistics, Insight Team, Coventry City Council, April 2017

<sup>22</sup> Coventry and Warwickshire Employer Skills Survey 2015, UK Commission for Employment and Skills

- The proportion of JSA claimants is 2.0% and is now the similar to the rate for England (1.9%, March 2017).<sup>23</sup>
- **Skills** – Building a pool of skilled workers remains a critical problem in Coventry as only 34% of the working age population (16-64 years old) is qualified to NVQ level 4+ (vs. 38% in England, January-December 2016). While 10% of Coventry’s residents of working age have no qualifications, only 8% of the working age population of England have the same educational attainment.<sup>24</sup>
  - This has partly contributed to the poor productivity in Coventry. In 2004, the city’s GVA per head was roughly the same as the national average. By 2014, this declined to 85% of the national average.<sup>25</sup>
  - The need to a higher skilled labour force is expected to become even more critical in the coming years. By 2025, it is estimated that 131,100 jobs will require Level 3 qualifications while another 24,500 jobs call for Level 4 qualifications.<sup>26</sup>
- **Youth** – In terms of 16-18 year olds not in education, employment, or training, there is some improvement as the rate fell from 6.8% to 4.7%. This is close to the equivalent figure for England at 4.2%.<sup>27</sup>

## Demographic segmentation

Coventry has a significant number of residents in the lower market segments of the ACORN profile compared to the national average. The demographic categorisation of Coventry’s residents is as follows (figures in parentheses are for UK):<sup>28</sup>

- Affluent achievers – 11.7% (22.7%)
- Rising prosperity – 1.4% (9.4%)
- Comfortable communities – 27.6% (26.7%)
- Financially stretched – 32.4% (22.4%)
- Urban adversity – 26.4% (17.9%)
- Not private households – 0.5% (0.9%)

## Deprivation

- The relative improvements in business growth and employment have yet to reduce the levels of deprivation in Coventry. Based on the 2015 Index of Multiple Deprivations, 18.5% of Coventry residents live in neighbourhoods amongst the 10% most deprived in England (vs. 10.0% in England).
- **Homelessness** - The Council notes a rise in households accepted as statutorily homeless compared to last year (from 298 to 311). Five hundred homelessness cases were prevented. The extent of reported homelessness is also a cause for concern: over 60 people go to the Council to report night homelessness every week. On top of that, more than 50 people

<sup>23</sup> Coventry Headline Statistics, April 2017

<sup>24</sup> *ibid.*

<sup>25</sup> See: [http://www.coventry.gov.uk/info/13/invest\\_in\\_coventry/2422/why\\_do\\_business\\_in\\_coventry/2](http://www.coventry.gov.uk/info/13/invest_in_coventry/2422/why_do_business_in_coventry/2)

<sup>26</sup> Local Labour Market Information, presentation by David Ayton-Hill at the Coventry Skills Summit, 26 April 2017

<sup>27</sup> Council Plan 2016/17 Half Year Performance Report

<sup>28</sup> ACORN Profile Report, 2016

indicate that they will be homeless in the near future.<sup>29</sup> The rate of homelessness per 1,000 households is 4.8; it is only 2.6 in England (January – December 2016).<sup>30</sup>

- The extent of deprivation varies significantly across wards. While 31% of children residing in the city are living in relative poverty after housing costs are deducted (vs. 29% in the UK<sup>31</sup>), seven of Coventry's wards are in the top 20% of all wards in England when ranked based on this indicator.<sup>32</sup> Two wards<sup>33</sup> are in the bottom 20%. The same picture emerges if we look at the percentage of people living in income-deprived households. By this measure, nine<sup>34</sup> of Coventry's wards are in the top 20% while the same two wards are in the bottom 20%.

## Health

- **Life expectancy** at birth in Coventry is slightly lower than in England as a whole—for males it is 78.4 years (vs. 79.5 years in England) while for females it is 82.3 years (vs. 83.1).<sup>35</sup> However, what is more worrying is the wide inequality gap as a man from the most deprived area is likely to die 9.4 years earlier than one from the least deprived area. The difference for a woman is 8.7 years.<sup>36</sup>
- **Adults' health and lifestyle** – The percentage of physically active adults in Coventry is not significantly different compared to England (52.0% in Coventry vs. 56.0% in England). The same can be said in terms of obese adults (26.2% in Coventry vs. 23.0%)<sup>37</sup> and smoking prevalence (16.6% vs. 16.9%)<sup>38</sup>. The percentage of adults reporting a limiting long-term health problem or disability is also similar to England (17.7% vs. 17.6%).<sup>39</sup> There is also no significant difference in terms of the prevalence of long-term mental health problems (4.2% vs. 4.5%, although the former figure covers both Coventry and Rugby).<sup>40</sup>
  - However, these figures mask disparities in terms of deprivation. For example, the proportion of residents who are current smokers rises by 9 percentage points when looking at those living in deprived areas.<sup>41</sup> The incidence of obesity also increases with deprivation. The proportion of obese adults ranges from 17.2% in Wainbody (where the rate of income deprivation is only 4.9%) to 29.9% in Longford (where the same rate is 25.7%).<sup>42</sup>

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<sup>29</sup> Council Plan 2016/7 Half Year Performance Report

<sup>30</sup> *Coventry Headline Statistics*, April 2017

<sup>31</sup> See Households Below Average Income 1994/95 to 2014/15 Table 4a from:

<https://www.gov.uk/government/statistics/households-below-average-income-199495-to-201415>

<sup>32</sup> Data available from: <http://www.endchildpoverty.org.uk/poverty-in-your-area-2016/>. The seven wards are Foleshill, St Michael's, Henley, Longford, Binley, Radford, and Holbrook.

<sup>33</sup> These wards are Earlsdon and Wainbody.

<sup>34</sup> Data available from: <http://www.localhealth.org.uk/#v=map11;l=en;z=423343,286084,19016,13140>. The nine wards are Binley and Willenhall, Foleshill, Henley, Holbrook, Longford, Lower Stoke, Radford, St Michaels, and Upper Stoke.

<sup>35</sup> Figures for 2013-2015. *Coventry Headline Statistics*, February 2017

<sup>36</sup> Council Plan 2016/7 Half Year Performance Report

<sup>37</sup> Coventry Health Profile, Public Health England, 2015

<sup>38</sup> Coventry Local Tobacco Control Profile, Public Health England, 2016

<sup>39</sup> For 2011. *Coventry Headline Statistics*, February 2017

<sup>40</sup> Coventry and Rugby Community Mental Health Profile, Public Health England, 2014

<sup>41</sup> Council Plan 2015/6 End of Year Performance Report

<sup>42</sup> Figures on obesity and income deprivation are available from:

<http://www.localhealth.org.uk/#v=map11;l=en;z=423343,286084,19016,13140>.

- Alcohol consumption (both in terms of frequency and levels) is better in Coventry compared to England. Although the years are not directly comparable, 14% of males in England were classified as frequent drinkers in 2012; only 6% of males in Coventry were classified as such in 2013. Thirty per cent of males in England did not exceed 4 units of alcohol on the day they consumed alcohol; 45% of males in Coventry drank the same level of alcohol.
  - However, general health indicators such as those estimating lifestyle risks give some cause for concern. Two thirds of the city's residents display two or more of such risks, which include smoking at least one cigarette a day, being physically inactive, excessive consumption of alcohol, or consuming less than five portions of fruit or vegetables a day.<sup>43</sup> Coventry also has a higher number of people experiencing severe and multiple disadvantage (covers homelessness, substance misuse, and offending) with an index of 216 (vs. national average of 100).<sup>44</sup>
- **Children and young people's health and lifestyle** – While there are a number of indicators wherein Coventry is better or not significantly different compared to the England average, teenage conception is one area where the city's performance is significantly worse. For every 1,000 females aged 15-17 years old, 29.9 girls in Coventry get pregnant compared to 20.8 in England.<sup>45</sup>
- **Childhood obesity** is a particular problem in Coventry. For 2015/16, 23.1% of children in Year 6 (ages 10 and 11) were classified as obese, higher compared to the national equivalent (19.8%).<sup>46</sup> Childhood obesity doesn't affect all of society equally, it is affected by the conditions in which people are born and grow. There is a strong relationship between deprivation and childhood obesity. This means that children from the poorest backgrounds are most likely to be obese.<sup>47</sup>

## Community cohesion and engagement

- Although 80% of hate crime incidents in Coventry were due towards a person's actual/perceived ethnicity<sup>48</sup>, the 2016 Coventry Household Survey suggests that the general attitude towards diversity is much more positive. Most of the residents felt that their respective neighbourhoods are a place where people from different backgrounds get on well together. Of the residents surveyed, 88.8% indicated that they agree with the aforementioned statement.
- However, there is less certainty in terms of community engagement. Residents expressed some ambivalence in their belief that they can influence decisions affecting their neighbourhood (34.3% tend to agree, 37.8% tend to disagree). It is also not clear that residents see opportunities for involvement (36.8% tend to agree, 34.1% tend to disagree).

<sup>43</sup> Coventry Joint Strategic Needs Assessment 2016.

<sup>44</sup> *Mental Health in the West Midlands Combined Authority*, Karen Newbigging and Michael Parsonage, University of Birmingham, January 2017

<sup>45</sup> Covers January to December 2015. *Coventry Headline Statistics*, April 2017

<sup>46</sup> *Coventry Headline Statistics*, February 2017

<sup>47</sup> Ng Fat L. Children's body mass index, overweight and obesity. Chapter 10 in Craig R, Mindell J (eds). *Health Survey for England 2014*. Health and Social Care Information Centre, Leeds, 2015.

<http://digital.nhs.uk/catalogue/PUB19295/HSE2014-ch10-child-obe.pdf>

<sup>48</sup> Council Plan 2015/6 End of Year Performance Report

Even when informed that there will be more opportunities in the future, residents are somewhat cautious about the likelihood that they will get involved (31.7% fairly likely, 34.9% not very likely).<sup>49</sup>

- **Crime** – Coventry fares better than the England average in terms of recorded crime. For every 1,000 of the city’s residents, 62.8 people reported a crime (vs. 67.7 in England, July 2015-June 2016).<sup>50</sup> However, the city has the highest number of reported sexual assault offences per person in the West Midlands, 8.5% more than Birmingham which has the second highest number of reported incidents in the region.<sup>51</sup>

## Participation in arts and culture

- The latest household survey also looks at the level of participation in various arts and cultural activities. When asked if adults attended cultural events at least three times in the last 12 months, 73% indicated that they did; 69% of households with children aged 18 years old or younger also indicated that their children attended cultural events at least three times in the last 12 months. However, if we only consider residents whose participation in arts and cultural activities do not include going to cinemas or pub, clubs, and bars, participation drops to 29% for adults and 31% for children.<sup>52</sup>
- It is difficult to compare this to national levels as the Taking Part Survey focuses more on getting more information about specific art forms rather than getting local level data on general participation. The latest available survey which looks at local level data is the 2009-2010 Active People Survey. Based on this survey, Coventry ranked 250<sup>th</sup> out of 355 local authorities in terms of participation in arts and culture.
- New audience research<sup>53</sup> show that:
  - 1 in 3 households in Coventry attended at least one cultural event or made a museum/gallery visit in the city in 2015/16.
  - Wainbody and Earlsdon have the highest levels of engagement—this is consistent across performing arts (9% of Coventry bookers/respondents) and museums and galleries (13% of Coventry bookers/respondents from Wainbody, 15% from Earlsdon). The same can be observed at the household level as 73% of households in Wainbody and 57% of households in Earlsdon attended a performing arts event last year.
  - Foleshill consistently has the lowest levels of engagement. In the case of performing arts venues/festivals, only 1% of Coventry bookers/respondents are from this ward. As for museums and galleries, only 2% are Foleshill residents. Household penetration is also low as only 8% of Foleshill households attended a performing arts event last year.
  - Over half the attendees of performing arts events/festivals come from outside Coventry (55%), with museums and galleries doing a better job at pulling people in from a wider geographical area (67% from outside Coventry.)

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<sup>49</sup> Coventry Household Survey 2016

<sup>50</sup> Coventry Headline Statistics

<sup>51</sup> Coventry Joint Strategic Needs Assessment 2016

<sup>52</sup> Coventry Household Survey 2016

<sup>53</sup> *Audience Mapping for Coventry 2021*, Indigo-Ltd, February 2017. Data used includes booker and survey/mailling list data collected from nine cultural organisations in Coventry.



- There are ‘hotspots’ outside Coventry, which include Kenilworth, Leamington Spa, Knowle, Hampton in Arden and Solihull.

## Cultural and heritage assets

- There are only 3 National Portfolio Organisations (NPOs) that receive regular 3 year ACE funding. This does not compare well with cities of a similar size like Leicester that has 9.<sup>54</sup> The NPOs represent 85% of the cultural turnover in the City and 44% of their funding comes from earned income and they remain vulnerable to fluctuations in public investment from national and local sources which provides 56% of their funding.
- Of 308 arts and cultural organisations in the City only 15% are professional and the remaining 85% community and amateur group. This sample includes a number of professional arts organisations that rely on short term project funding from ACE and public investment from the city and other sources.
- There is a significant and lively community and independent professional artistic and cultural life in the city and they make up for 65% of youth reach. 28% of the sample are Dance groups and Dance also accounts for 69% of groups dedicated to youth work and 68% of ethnic heritage arts and cultural groups.
- Based on the 2016 RSA Heritage Index, Coventry appears to be performing much better in terms of heritage activities (144<sup>th</sup> out of 325 local authorities) compared to assets (243<sup>rd</sup>). This suggests that the city has been able to make the most of its relatively limited assets (e.g., listed buildings, museums, archaeological finds, and national parks) and has managed to break free from these constraints by maximising the range of activities, including events, volunteering, participation (visits), open days, and clubs/societies. The city also ranks high in two domains: museums, archives, and artefacts (67<sup>th</sup>) and cultures and memories (93<sup>rd</sup>).<sup>55</sup>

## Tourism<sup>56</sup>

- Visitors to Coventry tend to come in groups of 2 (45%) with (22%) travelling alone
- The age profile of visitors is young with 18% being 18 to 24 and a further 25% 25 to 35.
- 65% of visitors use no public transport once they are in the city. 9% use taxis.
- Only 8% of visitors get their information from web sites or social media in advance compared to 78% nationally highlighting a major deficit in curated visitor information.
- Advice from friends and relatives is the single most influential factor in people visiting Coventry
- Day visitor spend rates are below the national average. The average out of Coventry day visitor spends £20.55 on their visit (compared to circa £32 Newcastle)
- Overnight international visitor spend per trip is £250.88.
- The average overnight stay is 3 days (including visiting friends and relatives data)

<sup>54</sup> *National Portfolio Organisations and Major Partner Museum, 2015-18*, Arts Council England, Available at: [http://www.artscouncil.org.uk/sites/default/files/download-file/National-portfolio\\_Major-partner-museums\\_2015-18\\_investment\\_0.xlsx](http://www.artscouncil.org.uk/sites/default/files/download-file/National-portfolio_Major-partner-museums_2015-18_investment_0.xlsx)

<sup>55</sup> <https://www.thersa.org/action-and-research/rsa-projects/public-services-and-communities-folder/heritage-and-place/England>. Indicators covered in the domain ‘cultures and memories’ include number of blue plaques, local resident continuity, funding, and continuously trading businesses, among others.

<sup>56</sup> As the study on which these figures are based on is still ongoing, data in this section may change later.



- There are approximately 4700 rooms in the city of which 3500 are in hotels. Approximately 48% of visitors stayed in hotels and 33% with family and friends. 3% of visitors used self-catering accommodation.
- There is currently poor visitor information in hotels and at attractions, with only 8% of visitors accessing information in this way
- In total 51% of current visitors main reason for a visit is cultural to an arts event, exhibition, or heritage attraction.
- The highest level of awareness is for the Cathedral and Transport Museum
- Less than 4% of visitors used the Tourist Information Centre

### **On line survey**

- A national survey (sample 459) of city break visitors showed only 28% had visited Coventry compared to 52% Newcastle, 48% Birmingham, and 84% London.
- Only 20% of those surveyed said that they wouldn't consider visiting Coventry leaving an untapped market of 52%.
- The main reason for not considering was a lack of knowledge or information on what's there (77%).
- National awareness of arts venues was low 11% Warwick Arts Centre, 8% Herbert Art Gallery and 7% Belgrade Theatre but there was 83% awareness of Coventry Cathedral and 19% awareness of the Coventry Transport Museum.
- National visitor data showed that Coventry had a 74% increase in international visitors in 2015 reflecting a growing trend for coach parties to use the city as a base or stopping point. (Though often they pass through and don't access local arts and cultural attractions)