

TRG30

9 February 2022

TRGArts.com

TRG 45

Bold change *for resilience*

Today

Coventry,
UK City of Culture





Prof. Martin Reeves

Chief Executive Coventry City Council
& Chair of Executive Board of Coventry City of Culture Trust



Martin Sutherland

Chief Executive, Coventry City of Culture Trust

New Realities: Has *your* creative community come together differently since the pandemic began? Reflections?

Motivations: might your city/regional government share similar ones to you?

One Conversation. As you listen, might there be one conversation you're inspired to initiate?







Prof. Martin Reeves

Chief Executive Coventry City Council
& Chair of Executive Board of Coventry City of Culture Trust



Martin Sutherland

Chief Executive, Coventry City of Culture Trust

VISION: WE WILL REIMAGINE THE ROLE OF CULTURE IN A DIVERSE, MODERN BRITAIN, DEMONSTRATING THAT CULTURE IS A FORCE THAT CHANGES LIVES, MOVING COVENTRY AND THE REGION FORWARD

STORY OF CHANGE





1. Coventry citizens positively influence and shape the city they want to live in.
2. Coventry's culture contributes to the social and economic prosperity of the city and region.
3. Coventry is a global and connected city.
4. Coventry is recognised as a future-facing pioneering city.



- 1. Participation and Engagement:** tickets sold/distributed, school and diverse community engagement, residents as co-creators, health & well-being.
- 2. Economics, Skills and Place:** media, inward investment, job creation, creative freelancers, apprenticeships, City of Culture leadership and city host volunteering programmes.

OVER 1500

community dancers, musicians, poets and makers participated in the first six months of the programme

OVER 1/3

of the cultural programme co-created with local communities

ALL 42

Coventry neighbourhoods have activities taking place across them

43% OF TICKETS

issued within Coventry to citizens who are financially stretched/facing adversity

£172.6 MILLION

investment has been secured into the city as a result of Coventry being awarded the UK City of Culture

£500 MILLION

city regeneration activity completed or underway linked to the investment generated by the City of Culture title

OVER £5 MILLION

has been invested by the trust into the local arts sector through grants, sector support and programme development/delivery since 2019

161,555

tickets issued for City of Culture events and since November 2020, an estimated attendance of 52,000 at unticketed events since May 2021

Up Next

Talent Lab

COVID-19 Sector Benchmark

Real-time intelligence on the impact of our
changing world

Understand how you compare to an industry leading
benchmark of over 400 organizations across the North
America, the UK and Ireland.

[Join the free Benchmark](#)

Building a Thriving Arts & Cultural Industry

Services and technology for shaping organizational resiliency by focusing on consumer relationships, financial stability, organizational frameworks, and people-centric teams.

Schedule a Call

Sustainable Revenue

Data-Driven Decision-Making

Community Engagement