

PERFORMANCE MEASUREMENT & EVALUATION BULLETIN: DECEMBER 2021 PUBLISHED: FEBRUARY 2022

This bulletin covers headline statistics up to 31 December 2021, as well as events which took place in the month of December 2021.

PARTICIPATION AND ENGAGEMENT

Since the launch of the Trust's ticketing platform in November 2020, 111,708 tickets have been issued for City of Culture events and activities which have taken place up to 31 December 2021. In addition, 76,594 tickets were issued for the Assembly Festival Gardens which ran from July to September 2021 through a separate box office system.

Therefore, as of 31 December 2021, 188,302 tickets have been issued for City of Culture events and activities since November 2020. **This is an increase of 26,747 since the figures were last reported in the Interim Report which reported on data up to 30 November 2021 (161,555 to 188,302).**^{TN1}

Of the above, 167,747 tickets were issued for events which took place between May 2021 and December 2021, the first seven months of the UK CoC 2021 year.

Further to this, there has been an estimated attendance at unticketed events and activities of over 54,300 since the UK CoC 2021 year began in May 2021.^{TN2}

Up to 31 December 2021, it is estimated that there have been more than 549,000 points of engagement with a City of Culture or City of Culture supported event/activity since Coventry won the title in December 2017. A point of engagement is counted as attendance at an event in person or digitally through online content and those streaming or watching content digitally. **An increase of over 29,000 since the figure was last reported in the Interim Report which reported on the data up to 30 November 2021.**^{TN3}

Of the tickets issued:^{TN4}

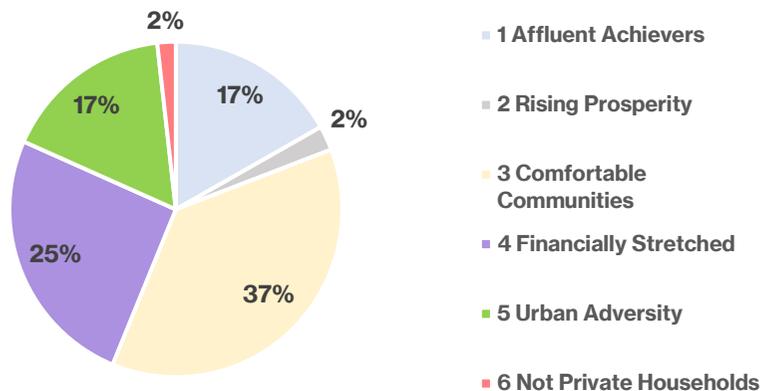
- 53.28% were issued to postcodes in Coventry
- 18.84% were issued to postcodes in Warwickshire
- 7.58% were issued to postcodes in the West Midlands (excluding Coventry and Warwickshire)
- 9.67% were issued to postcodes elsewhere in the UK (outside of the West Midlands)
- 0.72% have gone to postcodes outside of the UK
- 9.67% do not have a postcode attached
- 0.24% of postcodes were invalid

ACORN SEGMENTATION FOR TICKETS ISSUED TO COVENTRY POSTCODES

As of 31 December 2021, of the tickets issued to Coventry postcodes, 43.80% of tickets with a valid and complete postcode were issued to citizens who are financially stretched and facing adversity. **This is an increase of 0.5% since this was last reported in the Interim Report (43.3% of the tickets issued to Coventry postcodes to 43.8% of the tickets issued to Coventry postcodes).**^{TN5}

ACORN Category	% Share of Bookers with Valid Coventry Postcodes	% Share of All Coventry Households	% Difference
1 Affluent Achievers	16.83	11	5.83
2 Rising Prosperity	2.36	1.6	0.76
3 Comfortable Communities	37.02	28.7	8.32
4 Financially Stretched	25.42	33.2	-7.78
5 Urban Adversity	16.58	24.4	-7.82
6 Not Private Households	1.79	1.1	0.69

ACORN SEGMENTATION FOR TICKETS ISSUED TO COVENTRY POSTCODES



This is still under representative of the Coventry population who are in the lower three economic segments by 14.90%, but significant as these are the citizens who historically have participated and benefited least from publicly invested culture, a majority of this group are from minority ethnic identities. The lower segments, Financially Stretched, Urban Adversity and Not Private Households equate to 58.70% of the city's population.

Baseline participation data shows that in the 2018 Household Survey, participation in some neighbourhoods of the city, cultural participation was as low as 11%. Analysis also showed that these areas also were financially stretched and facing adversity. Participation and correlations with other metrics are being tracked longitudinally through the Coventry Household Survey to see if changes in cultural participation amongst the Coventry population will have occurred during UK CoC 2021.

SENTIMENT

The Trust continues to undertake extensive post-event surveying. Within this four key questions are asked relating to immediate sense of civic pride, perception of Coventry, quality of event and if the respondent had a good time.

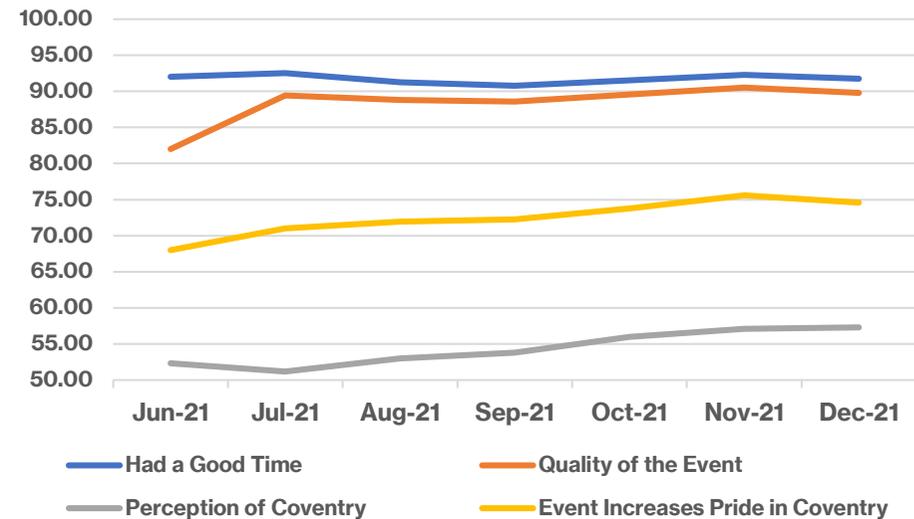
As of 31 December 2021, for events which took place between May 2021 and December 2021 the aggregate sentiment was:

- 92% of survey respondents strongly agreed or agreed that they had a good time (no change since last reported in the Interim Report)
- 90% of survey respondents rated the quality of the events as very good or good (a decrease of 1% since last reported in the Interim Report)
- 57% of survey respondents stated that their perception of Coventry had improved through attending or participating (no change since last reported in the Interim Report)
- 75% of survey respondents strongly agreed or agreed that the event increased their pride in Coventry (a decrease of 1% since last reported in the Interim Report) ^{TN6}

Overall, these metrics have remained consistent since the UK CoC 2021 programme came into full effect in June 2021 following the signature event Coventry Moves.

The following graph shows the cumulative percentage for each metric as the year has progressed. Perceptions of having a good time and the quality of the event once established have remained relatively flat with little movement. The perception of Coventry and sense of increase in civic pride have incrementally increased over time with minor fluctuations up or down throughout the course of the year so far.

SENTIMENT PERCEPTIONS OF UK CoC 2021 FROM SURVEYING



As the UK CoC 2021 year progresses, these metrics will continue to be tracked, and will be followed by further measurement through the Household Survey in 2022 and 2024 respectively.

EVENT REPORTS – DECEMBER 2021

The following sections details events and audience responses to events which have taken place in December 2021. ^{TN7}

BECOMING FUNGI, BECOMING FOREST

Audiences were split into small groups to embark on a guided tour of the performance which involved examining the magic and beauty of being alive and part of the living world – even in a city.

Feedback provided by audiences was mixed and wide-ranging. Audience members who have previously engaged with events of this nature understood the work (as stated in qualitative feedback) and those who haven't struggled to have a level of understanding.

Of those surveyed (n: 41, 14% margin of error at a 95% confidence level):

- 63% of survey respondents strongly agreed or agreed that they had a good time
- 58% of survey respondents rated the quality of the event as very good or good
- 46% of survey respondents stated that their perception of Coventry had improved through attending
- 41% of survey respondents strongly agreed or agreed that the event increased their pride in Coventry

Becoming Fungi, Becoming Forest was commissioned by Coventry City of Culture Trust and Coventry Biennial of Contemporary Art, with support from The Pod, MRC Centre for Medical Mycology at University of Exeter, British Mycological Society, Arboricultural Association, Coventry Tree Wardens, and GroCycle.

The project was part of #GreenFutures, supported by National Lottery Heritage Fund and Severn Trent Community Fund.

REFORM THE NORM: HUNGRY NATION - PART 1

Taking place in early December, Hungry Nation Part 1 involved ten storytellers from Coventry with experience of being hungry or accessing emergency food banks, sharing their personal stories in a relaxed performance over lunch or dinner. The event took place at Foleshill Community Centre – Coventry's first and largest social supermarket.

Of those surveyed at the end of either of the events (n: 26, 13% margin of error at a 95% confidence level):

- 100% of survey respondents strongly agreed or agreed that they had a good time
- 99% of survey respondents rated the quality of the event as very good or good
- 61% of survey respondents stated that their perception of Coventry had improved through attending
- 80% of survey respondents strongly agreed or agreed that the event increased their pride in Coventry

Qualitative feedback provided by audiences indicated that the issue-led nature of the event and how Coventry has responded has increased awareness around the positive social action being undertaken by communities in the city.

“The cast were incredible; they used their power as a collective to share their experiences- echoing the experiences of so many. They asked some questions of the system and I hope they go all the way with presenting this to local and central government. An amazing start! The food as part of it was a great way of connecting people over this issue.” Audience Member, Hungry Nation Part 1, December 2021

Reform The Norm: Hungry Nation – Part 1 was co-produced by Coventry City of Culture Trust and Strike A Light. Supported by Spirit of 2012, Arts Council England, Strike A Light, Esmée Fairbairn Foundation and Feeding Coventry.

ANOTHER CHRISTMAS

The event aimed at telling the stories of Coventry’s residents who have different perspectives and experiences of Christmas that are often unheard and unseen. The showing of Another Christmas took place in December 2021. With regards to attendance the data suggests that the effect of the Omicron variant impacted attendance. Held indoors, 78 tickets were issued for the event, with 29 audience members in attendance (based on clicker counts and checking of tickets on the door).

Of those surveyed at the end of the showing (n: 11, 24% margin of error at a 95% confidence level – small sample size):

- 99% of survey respondents strongly agreed or agreed that they had a good time

PERFORMANCE MEASUREMENT & EVALUATION

BULLETIN: DECEMBER 2021

PUBLISHED: FEBRUARY 2022

- 90% of survey respondents rated the quality of the event as very good or good
- 36% of survey respondents stated that their perception of Coventry had improved through attending
- 63% of survey respondents strongly agreed or agreed that the event increased their pride in Coventry

Another Christmas was commissioned by Music Beyond The Mainstream, with co-commissioners Coventry City of Culture Trust and Barbican Centre. Supported by Spirit of 2012.

TRY IT!

The first iteration of the Try It! Programme concluded in December 2021, following a series of ten-week creative workshops in a wide range of creative disciplines. 196 participants took part in sessions focussing on categories which included creative writing, music, sports, dance and movement, visual arts and making, and storytelling, drama and spoken word.

A taster session took place at the beginning of October at the Belgrade Theatre which was attended by 53 people who partook in twenty-minute taster sessions ahead of the main workshops commencing. A number of these individuals took part in multiple tasters throughout the day. Of those surveyed at the Taster Session in October 2021 (n: 38, 9% margin of error at a 95% confidence level):

- 99% of survey respondents strongly agreed or agreed that they had a good time
- 96% of survey respondents rated the quality of the event as very good or good

- 75% of survey respondents stated that their perception of Coventry had improved through attending
- 82% of survey respondents strongly agreed or agreed that the event increased their pride in Coventry

As part of the Taster Session, participants were asked wellbeing questions using the (S)WEMWBS (the shortened version of the Warwick-Edinburgh Mental Wellbeing Scale) questions. Of those surveyed (n: 38), the average median score for participants was 24. This score is 2 (S)WEMWBS points higher than the city average of 22 (Household Survey 2021) and on par with the average for the starting baseline position for other City of Culture projects which is 24. It is important to note that city comparison was undertaken during the COVID-19 pandemic and therefore cannot be used as a definitive comparator but only as an indicator to the mental wellbeing of the citizens of the city.

For participants who took part in the ten-week workshops, (S)WEMWBS was asked at the commencement of the workshops (only responses received within the first two weeks of the intervention starting as valid) and then again two weeks following the end of the workshops to assess if the programme had made an impact on the mental wellbeing of participants. At the commencement of the programme, the average median (S)WEMWBS score of those surveyed (n: 46) was 24. At the end of the programme the average median (S)WEMWBS score of those surveyed (n: 45) was 26. An increase of 2 points. (+2 points).

Of those surveyed at the end of the series of workshops (n: 45, 13% margin of error at a 95% confidence level):

- 93% of survey respondents strongly agreed or agreed that they had a good time
- 97% of survey respondents rated the quality of the event as very good or good

- 57% of survey respondents stated that their perception of Coventry had improved through attending
- 72% of survey respondents strongly agreed or agreed that the event increased their pride in Coventry

Feedback from participants in the post-workshop survey included:

- *"The Wellness choir sessions were of great benefit to my mother and myself. These sessions were something we could look forward to and do together and gave my mother a reason to leave her house. It also gave her the opportunity to talk to people other than myself. Patrick and Richard made the sessions fun, and, in my case, I did not feel unwelcome despite being unable to sing in tune! We would love to be able to continue with these sessions."*
- *"I was nervous coming to the taster session at the Belgrade, this was the first time which I ventured out of the house because of COVID and I had low confidence. As soon as I got there, I was able to try three of four different workshops and was welcomed with open arms by everyone. I have now been able to take part in a series of workshops and craft sessions and have made new friends. Personally, this was a good project to ease people back into society and combat the loneliness and isolation caused by the pandemic. My confidence has increased, and I genuinely feel better about myself."*
- *"Taking part in the choir was fun, made us happier, enabled new friends, more people joined in each week through word of mouth. It would be great if it continued past Christmas."*

Try It! is part of the Love Coventry programme, led by the Collaborative City team and was presented in partnership with Health Exchange, Warwickshire County Council and Age UK. Supported by the National Lottery Community Fund, Warwickshire County Council and Spirit of 2012.

TECHNICAL NOTES:

^{TN1} Through the Trust's ticketing partner, The Ticket Factory, 111,708 tickets were issued to City of Culture and City of Culture Associated Activities. This figure does not include 'Taking Place In' events and relates only directly to City of Culture events and activities. The figure relates to events which took place up to 31 December 2021. This figure is only tickets issued and does not include unticketed events. Ticketing data extracted on 31/01/2022.

Data received from Assembly Festival Gardens shows that 76,594 tickets were issued for the Assembly Festival Gardens in Coventry which took place between July and October 2021. This number does not include attendance at unticketed events, only the tickets issued through the Assembly ticketing system.

^{TN2} The figure of 54,300 has been calculated through clicker counts of attendance at unticketed events and from events which have been produced and delivered through the Trust's devolved production model where data has been supplied to the Trust. During the month of December 2,318 people were logged as attending the Turner Prize as a walk up, meaning there were no tickets logged for them in the ticketing system. Walk ups were logged through a separate system and data collected at the Herbert Art Gallery and Museum. Up to 30 November 2021 the estimated attendance at unticketed events and activities was 52,000 since the UK CoC 2021 year began in May 2021, so with the addition of walk ups for the Turner Prize it now stands at 54,300.*

*In the first issue of this bulletin, this sentence originally read *Up to 30 November 2021 this number was 52,000 so with the addition of walk ups for the Turner Prize it now stands at 54,300*. For a point of clarity, it has been updated to include that the 52,000 is estimated attendance at unticketed events and activities since May 2021.

PERFORMANCE MEASUREMENT & EVALUATION

BULLETIN: DECEMBER 2021

PUBLISHED: FEBRUARY 2022

PAGE 7 OF 8

Please note during the period of December 2021, *Coventry Biennial* was ongoing after starting earlier in the year, attendance at Biennial events have not been included in these numbers, they will be added in once the Trust has been provided attendance figures from the Biennial team.

^{TN3} This figure covers the period since December 2017 and includes:

- Ticketing Data
- Clicker Counts at Unticketed Events
- Attendance Data from Partners (this data does go through a process of scrutiny to ensure the most accurate figures are reported)
- Unique Viewers of Online/Digital Content (N.B. unique viewers are counted not the higher figure of total views)

The increase from 520,000 to 549,000 is made up of 26,747 tickets issued for events in the month of December and 2,318 walk ups to the Turner Prize as detailed in Technical Note 2. This comes to 549,065 which rounded down is reported as 549,000.

^{TN4} These figures are based on analysis of the postcodes allocated to tickets in both the Trust's ticketing system, The Ticket Factory and those from the Assembly Festival Gardens data.

^{TN5} This breakdown of segmentation has been calculated through analysis of valid and complete postcodes collected through the booking process with the Trust's box office or Assembly Festival Gardens. Data relates to tickets issued to Coventry residents. Only postcodes which are complete and valid are used in the analysis (n: 41,074 postcodes against all bookings). ACORN Segmentation is provided through the Insights Team at Coventry City Council.

^{TN6} Between May 2021 and December 2021, 43 surveys were issued across the UK CoC 2021 programme. Responses were collected through online surveys issued to ticket bookers and also through in person surveying/interviewing.

- 92% of survey respondents strongly agreed or agreed that they had a good time (n: 4,956 responses, therefore a 1.38% margin of error at a 95% confidence level calculated against a c.242,000 population (188,302 tickets issued plus 54,300 attendance at unticketed events)).
- 90% of survey respondents rated the quality of the events as very good or good (n: 5,185 responses, therefore a 1.35% margin of error at a 95% confidence level calculated against a c.242,000 population).
- 57% of survey respondents stated that their perception of Coventry had improved through attending or participating (n: 4,589 responses, therefore a 1.35% margin of error at a 95% confidence level calculated against a c.242,000 population).
- 75% of survey respondents strongly agreed or agreed that the event increased their pride in Coventry (n: 5,085 responses, therefore a 1.35% margin of error at a 95% confidence level calculated against a c.242,000 population).

^{TN7} The figures relating to surveying and sentiment are taken directly from the Trust's surveying platform Culture Counts. As the data is downloaded and cleansed there is potential for figures to change, this could be for a number of factors such as incomplete entry, technical issues such as duplicate entries, or responses which are inappropriate/not related to the survey amongst many reasons. Once data has been cleansed, numbers can change but this is generally equivalent of < +/- 1%.

ADDITIONAL NOTES:

Coventry Glides and *Turner Prize 2021* will be featured in detail in the next bulletin as these events ran into January 2022.

Further *Theatre Next Door* sessions took place in December, reporting on these will be undertaken at the completion of the final sessions which take place in January/February 2022.

All data correct at the time of publication (28/02/2022).