

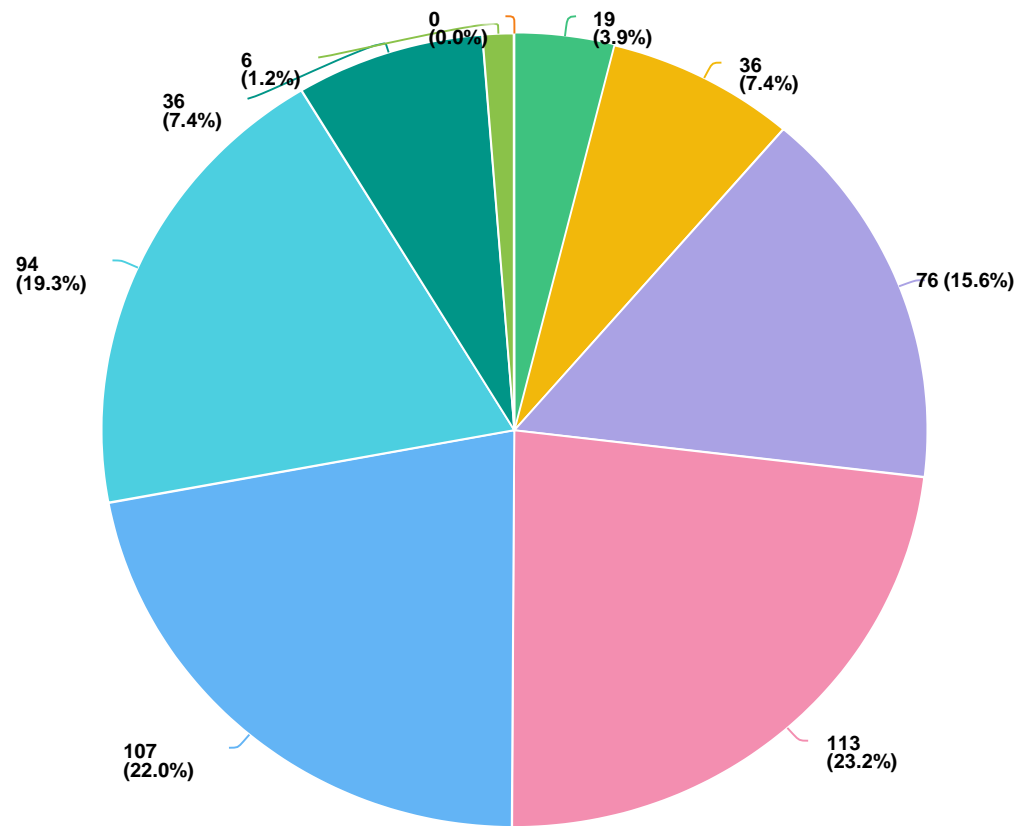


Coventry Heritage Survey

16 November – 13 December 2020

- **501** responses to survey
- 489 responding as individuals
- 12 responding on behalf of an organisation

Respondent Profiles



Question options

Under 16 85+ 75-84 65-74 55-64 45-54 35-44 25-34 16-24

Representative?

Coventry 35-44 12%

Coventry 45-54 11%

Coventry 55-64 9%

Coventry 65-74 7%

Comparative?

Heritage Counts Survey:

Heritage Engagement

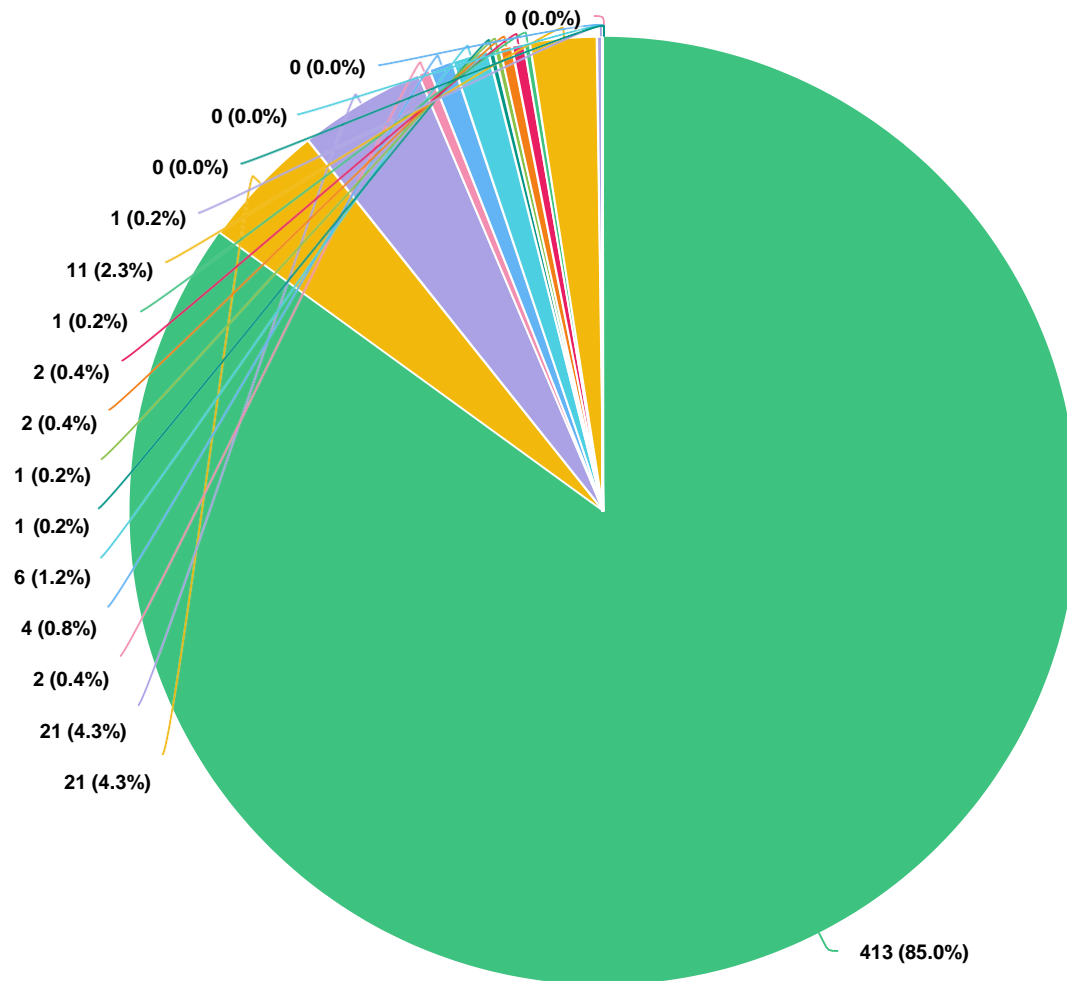
75+ age group lower participation

Understanding Society Survey

16-24 adult age group least likely to engage

HLF Public Perceptions Survey

16-24 group least engaged at 14%



Representative?

Coventry White 67%

Coventry Asian 16.3%

Comparative?

Heritage Counts Survey:

Heritage Engagement

White 76%

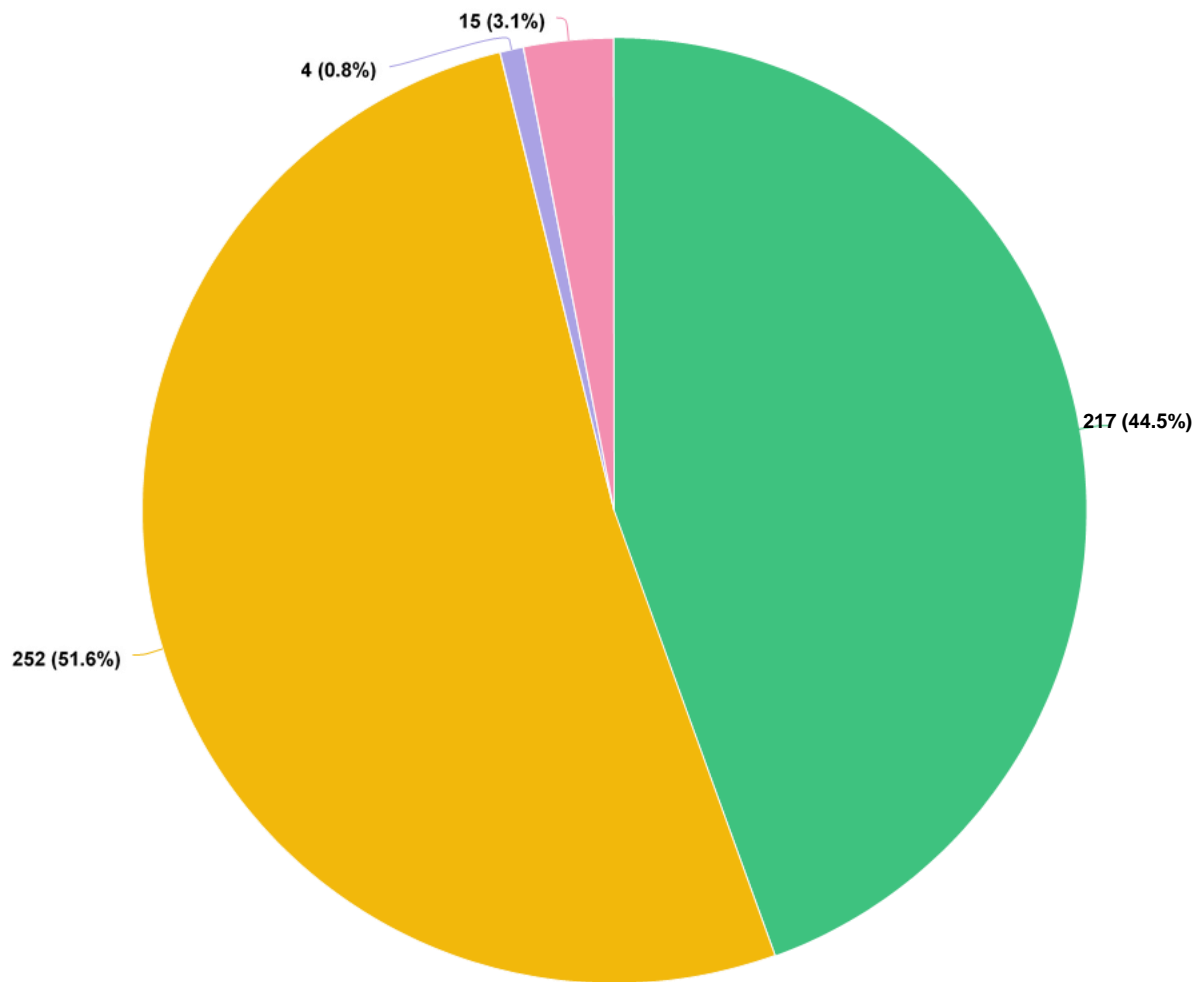
BAME 54%

Understanding Society Survey

Asian and Black ethnic origin
least likely to engage

Question options

- Arab
- Black/Black British - African
- Asian/Asian British - Bangladeshi
- White - Gypsy or Irish Traveller
- Mixed - White and Black Caribbean
- Other
- Black/Black British - Other
- Black/Black British - Caribbean
- Asian/Asian British - Other
- Asian/Asian British - Chinese
- Asian/Asian British - Pakistani
- Asian/Asian British - Indian
- Mixed - Other
- Mixed - White and Black African
- White - Other
- White - Irish
- White - English/Welsh/Scottish/Northern Irish/British



Question options

● Prefer not to say ● In another way ● Female ● Male

Representative?

Coventry Male 51%

Coventry Female 49%

Comparative?

Heritage Counts Survey:

Heritage Engagement

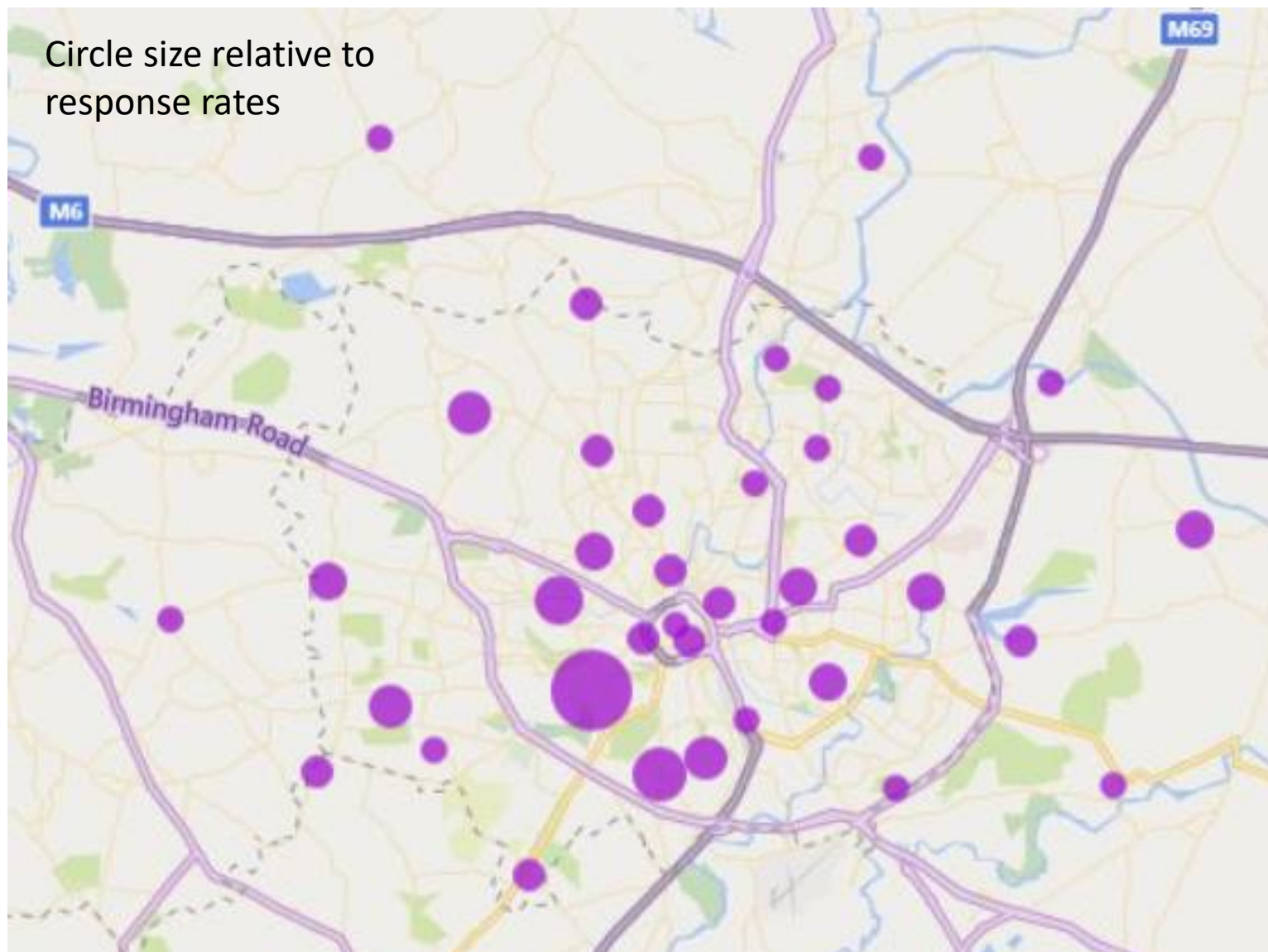
Male 72.6%

Female 73%

Area Analysis

- 422 of 501 responses provided postcodes suitable for mapping
- 35% responses were from outside of Coventry
- Majority of Coventry respondents from south and west of the city

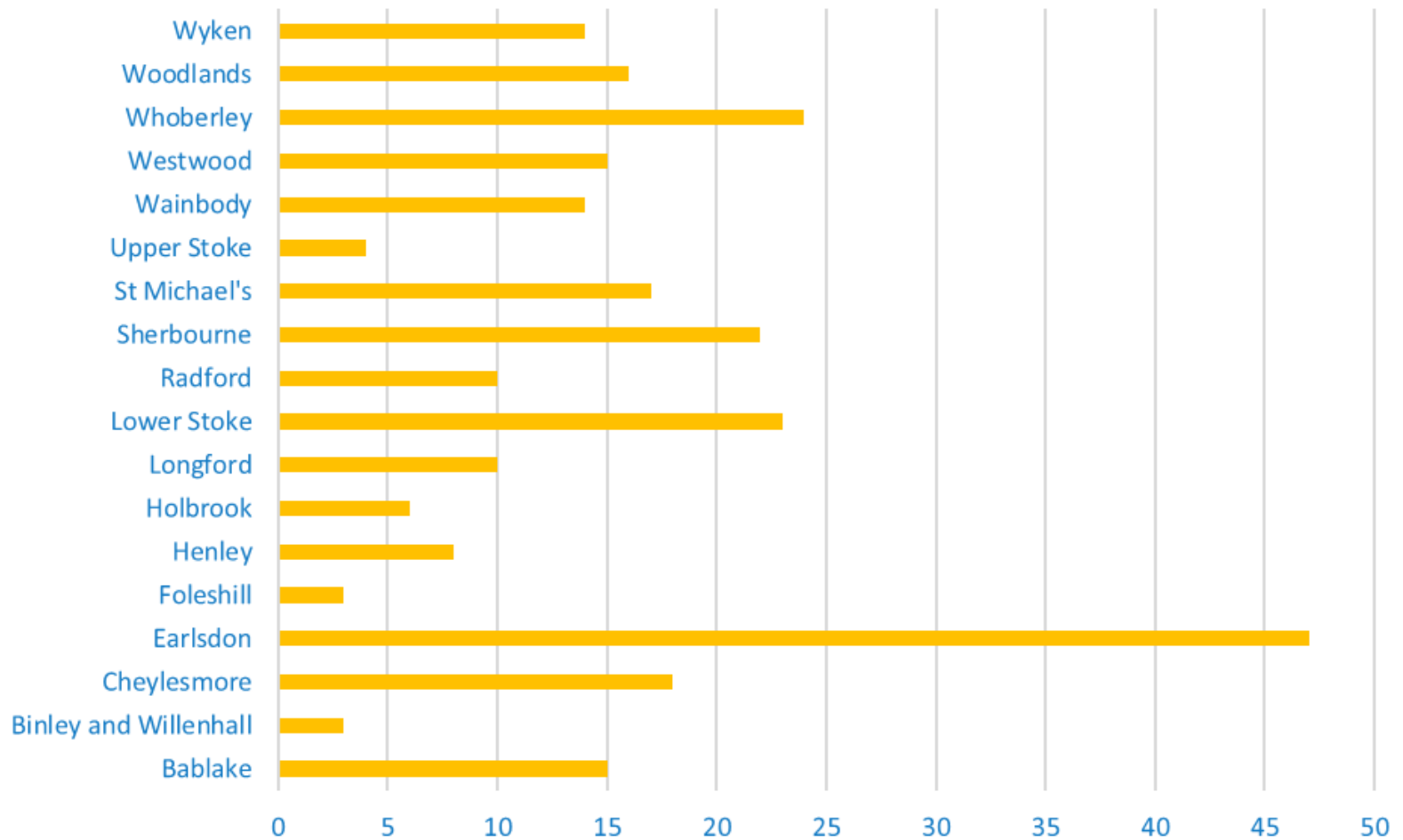
Circle size relative to
response rates



Area Analysis

- Analysis by ward shows strongest response rates from residents in Earlsdon, followed by Whoberley ward
- Lowest response rates from Foleshill, Binley & Willenhall wards

Respondents by Ward

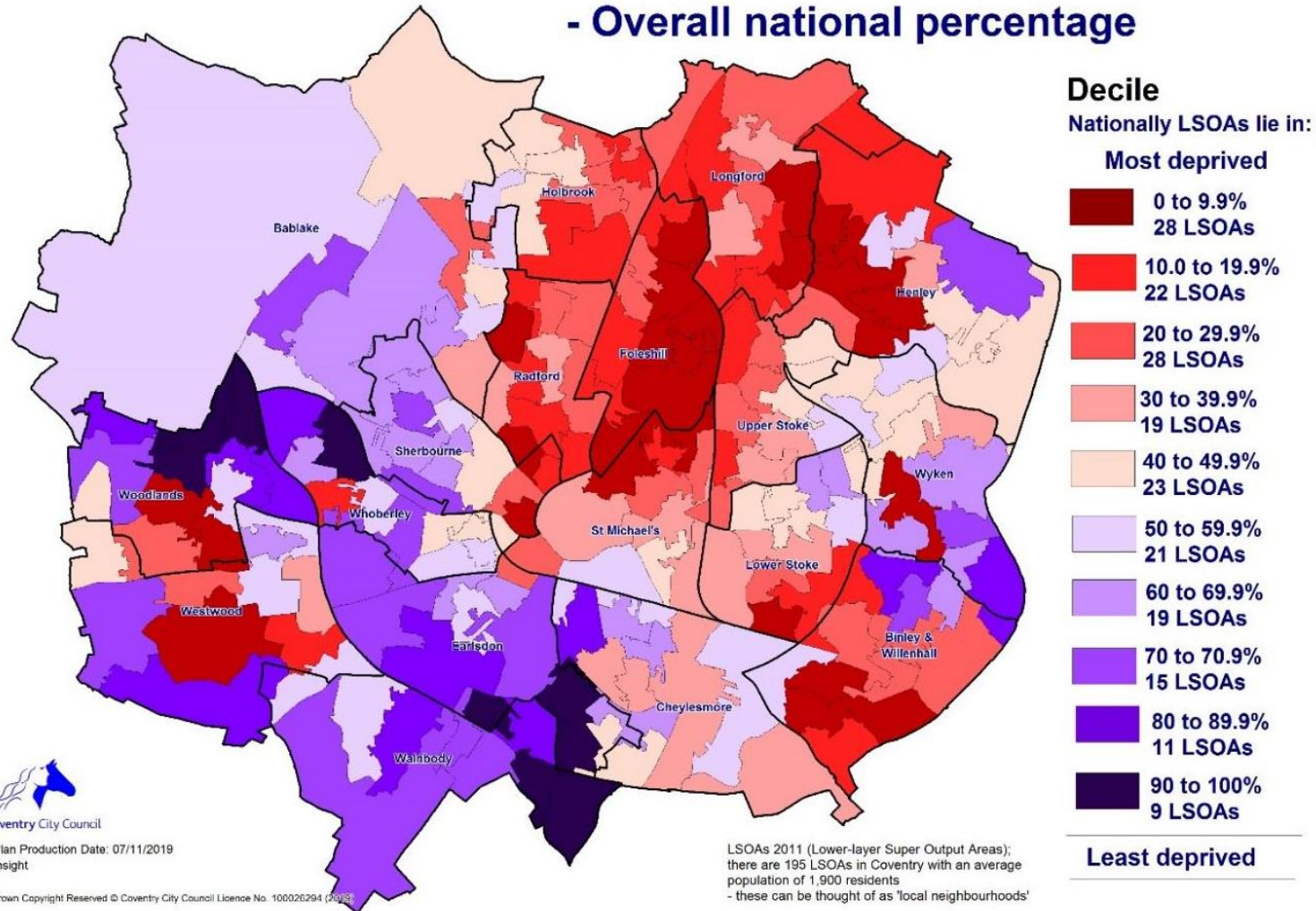


Area Analysis

- Comparing ward responses to indices of social deprivation shows high response rates from wards of lower deprivation, and low rates from areas of high deprivation
- Suggestive of lower engagement with city heritage among residents in areas of high deprivation
- Consistency with aspects of Joint Cultural Needs Assessment which finds lower cultural participation in areas of higher deprivation

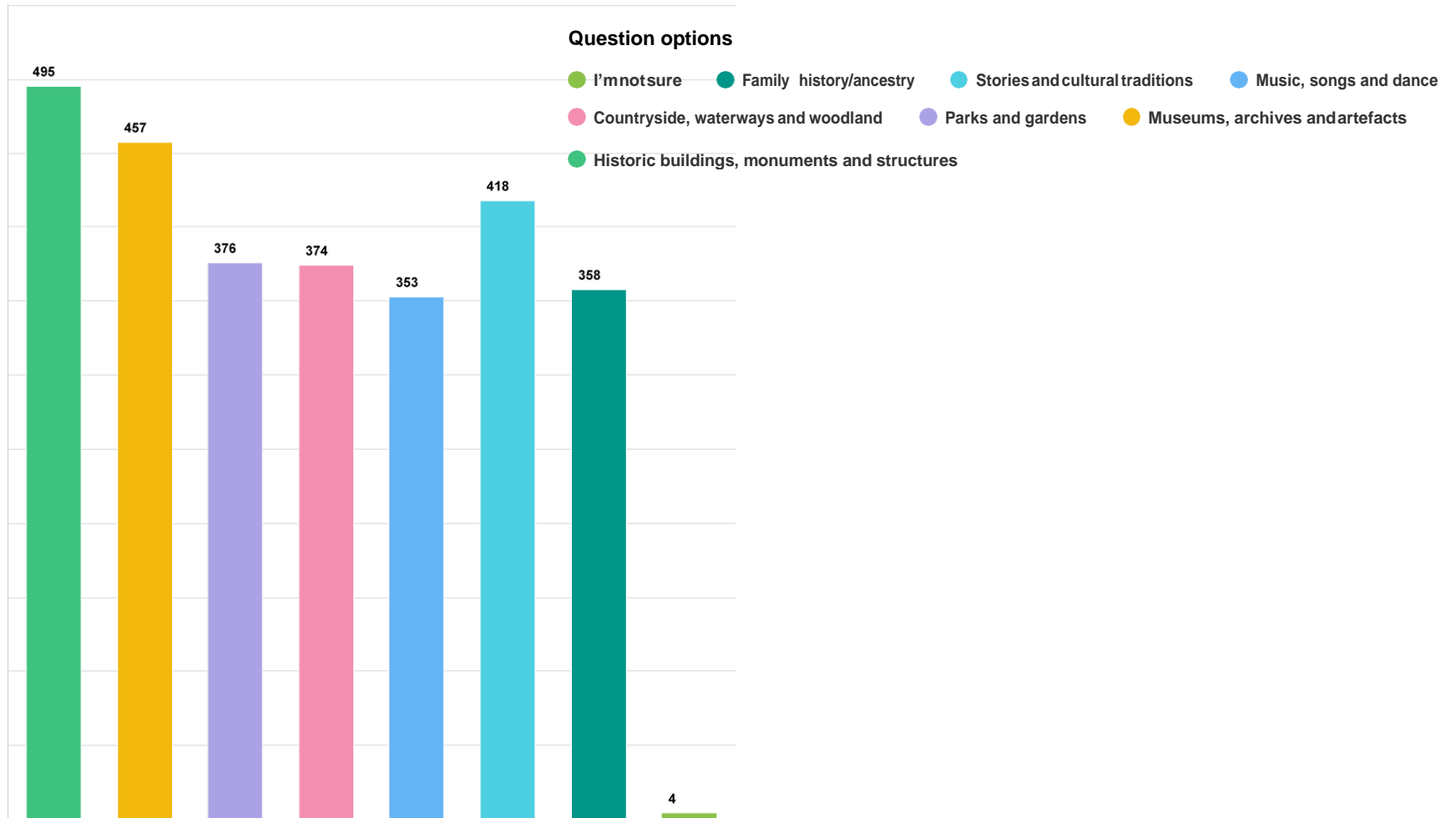
INDEX OF MULTIPLE DEPRIVATION 2019

- Overall national percentage

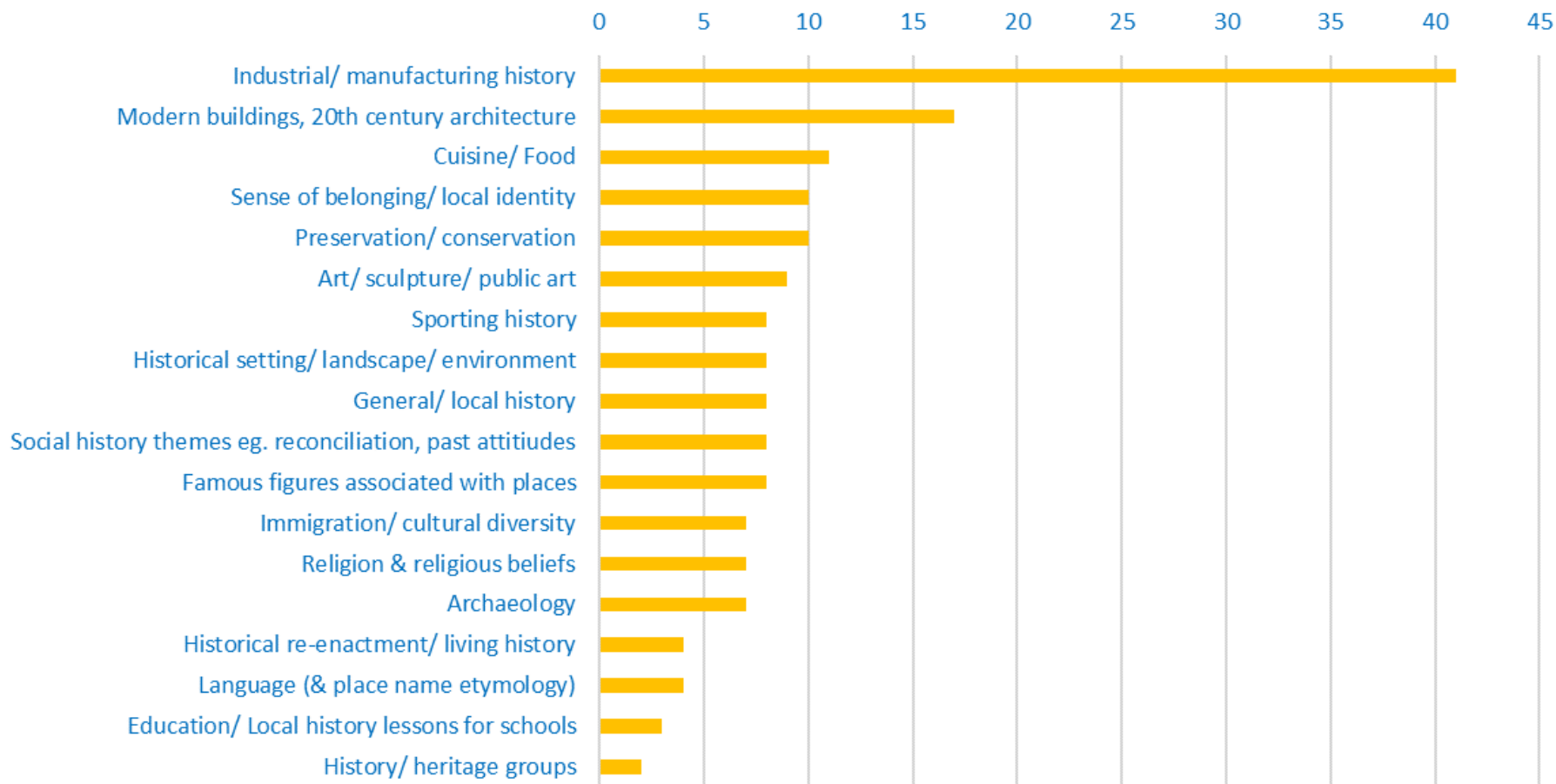


Responses to survey questions

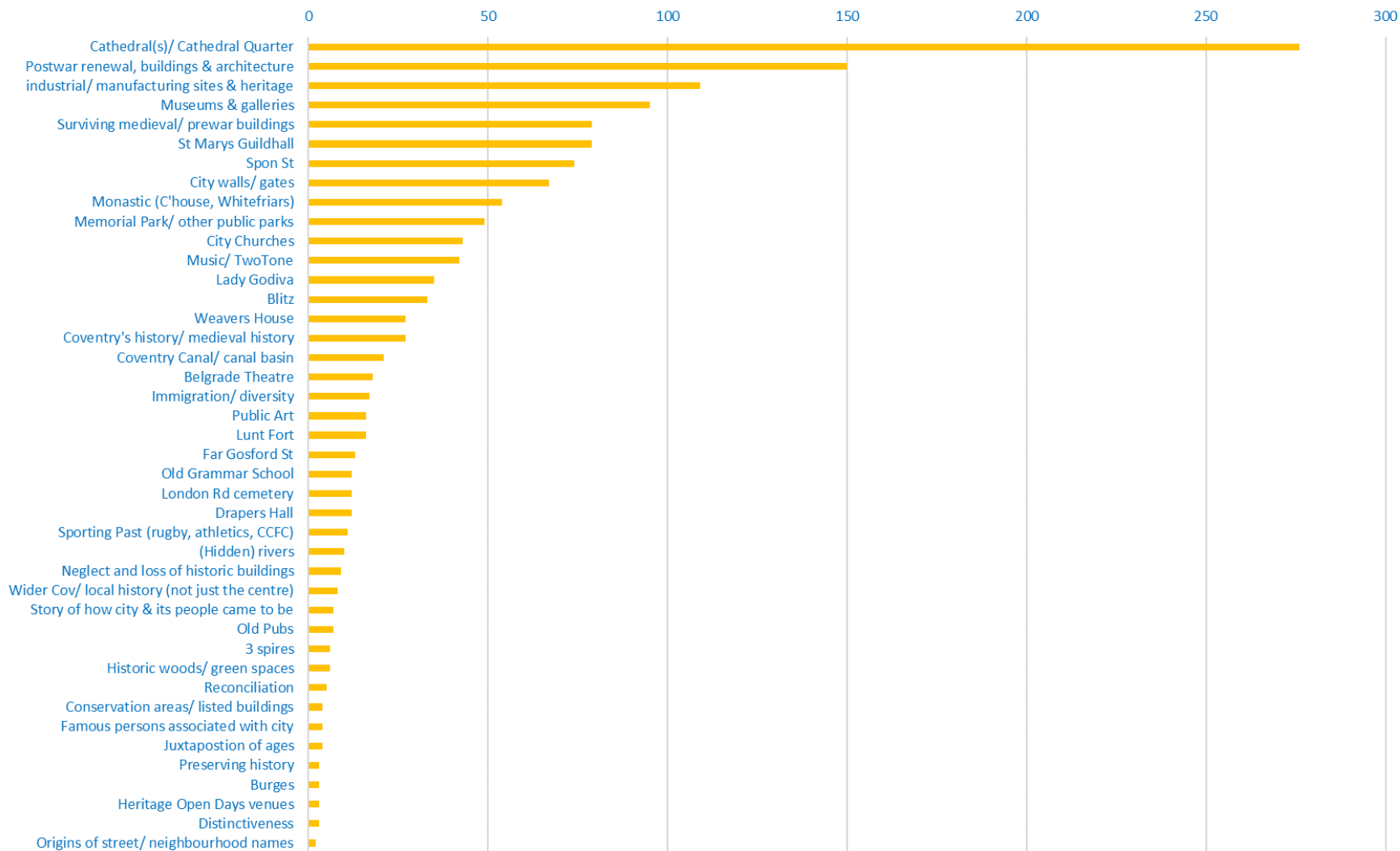
What does the word heritage mean to you? Please tick all that apply



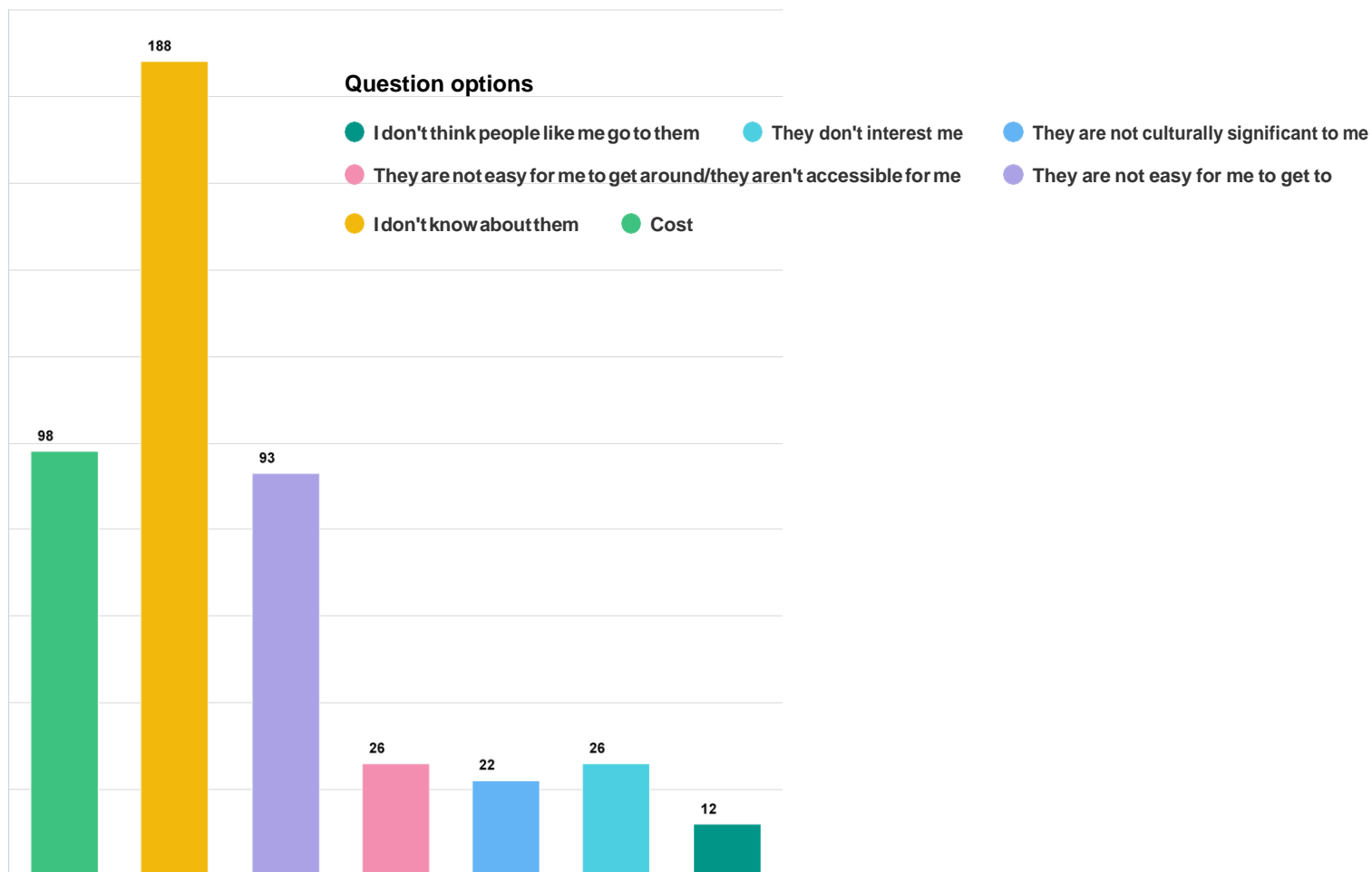
Q9 Are there any other things you think of when you think of the word heritage?



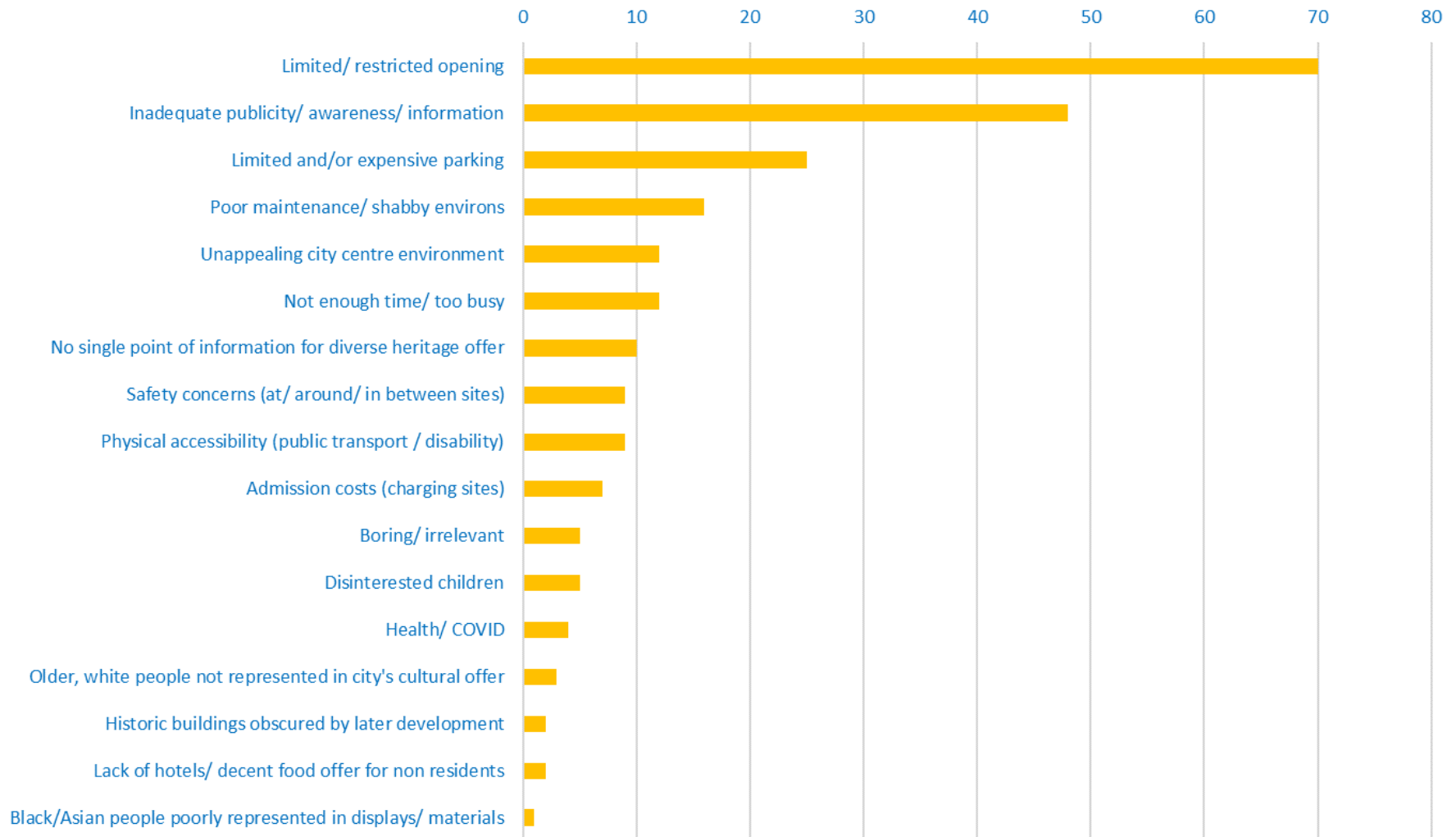
Q10 When you think of heritage in Coventry, what specific places or things do you think of?



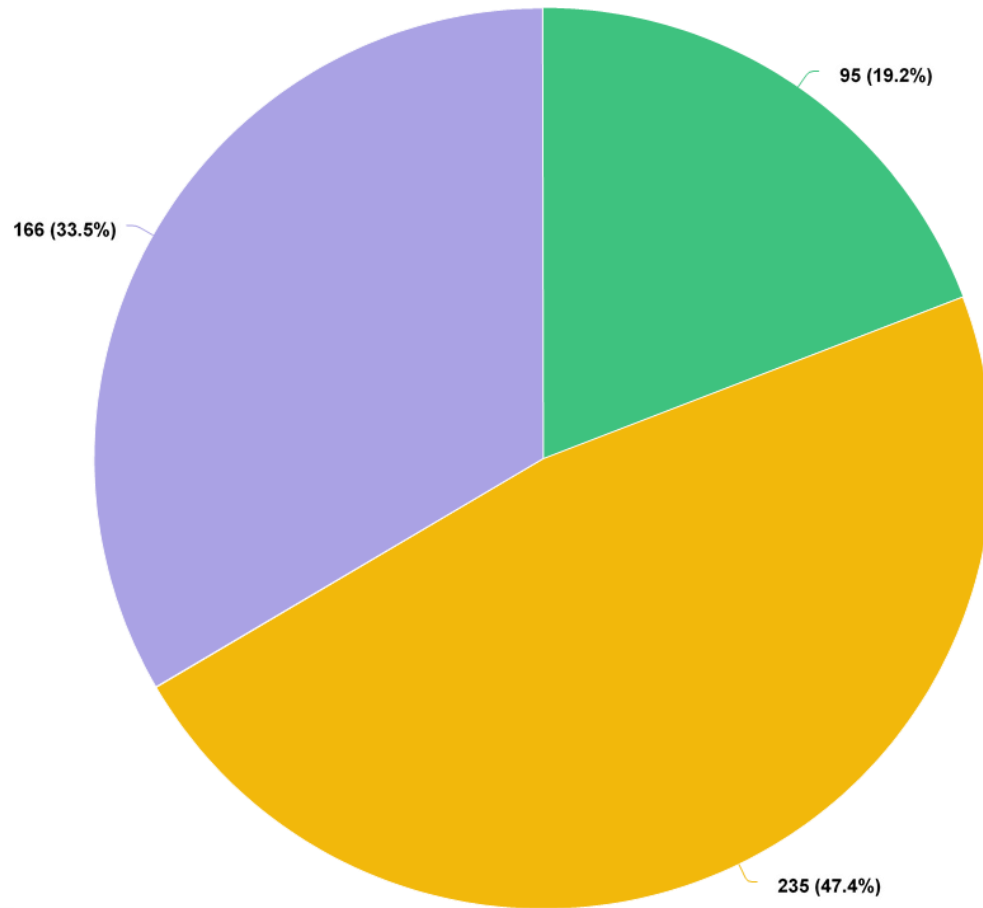
Do any of the following discourage you from visiting heritage buildings or sites or attending heritage related events in Coventry? Tick all that apply



Q12 Are there any other things that discourage you from visiting heritage sites, buildings or events?



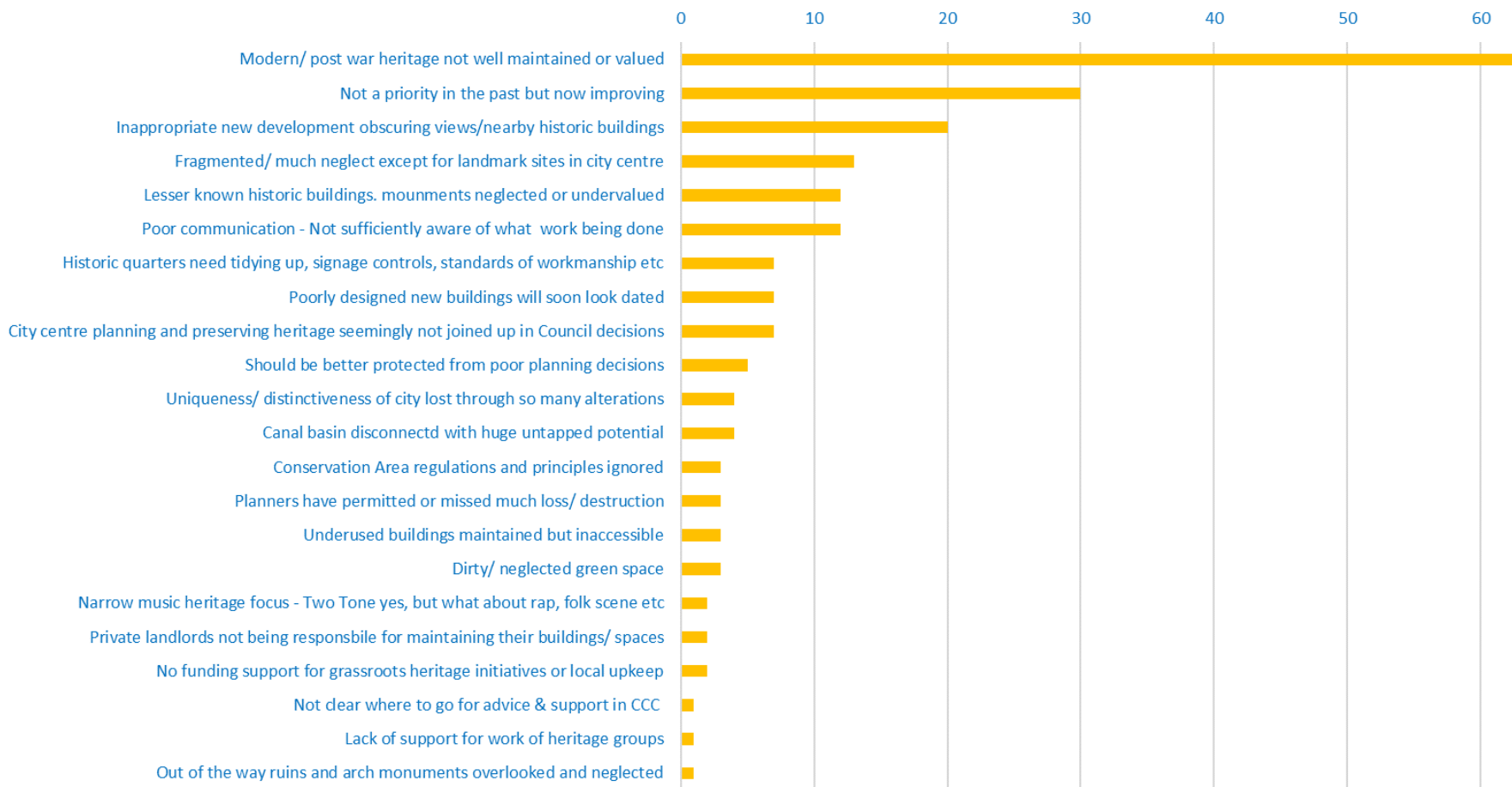
Do you think Coventry's heritage is well maintained/conserved?



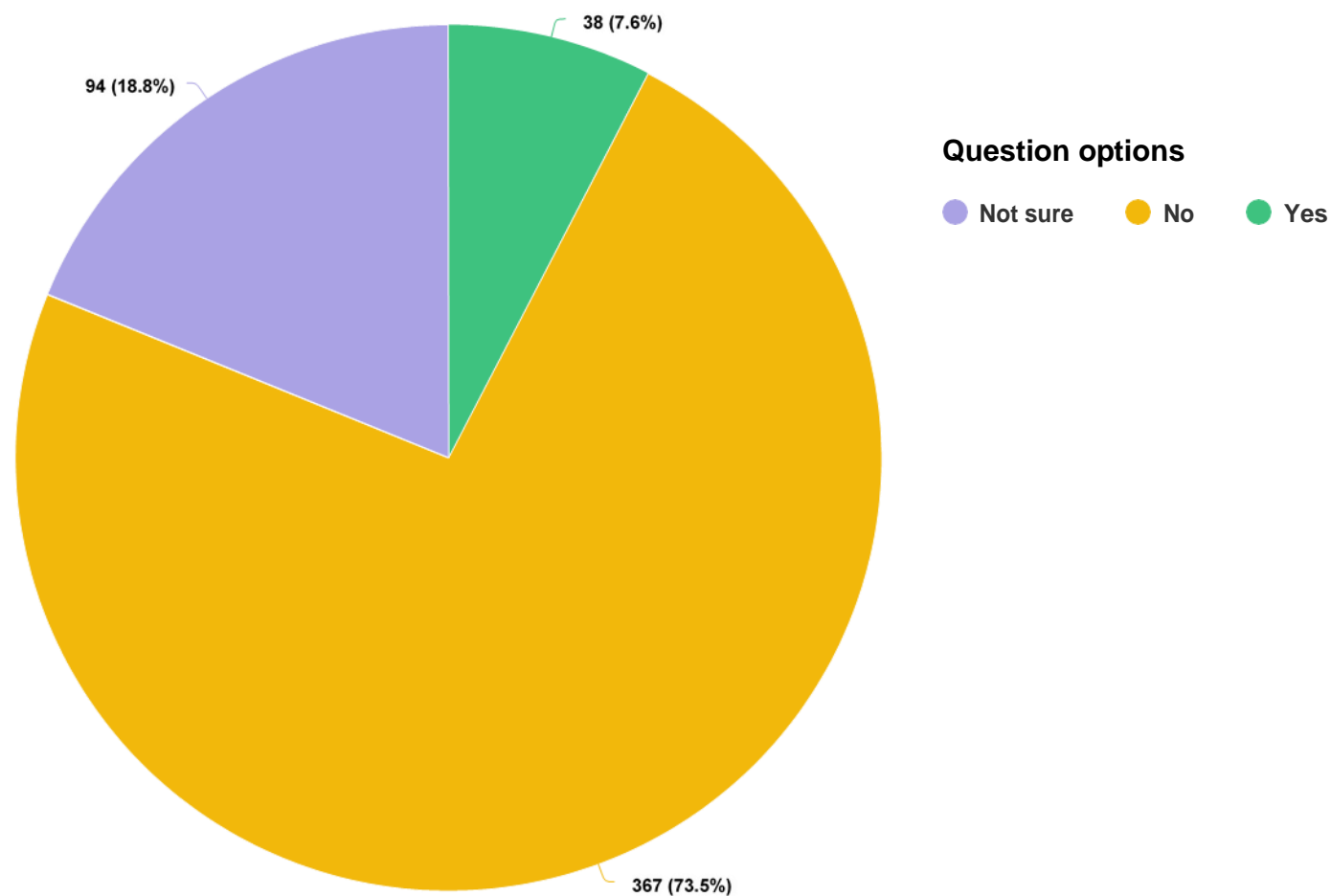
Question options

● Not sure ● No ● Yes

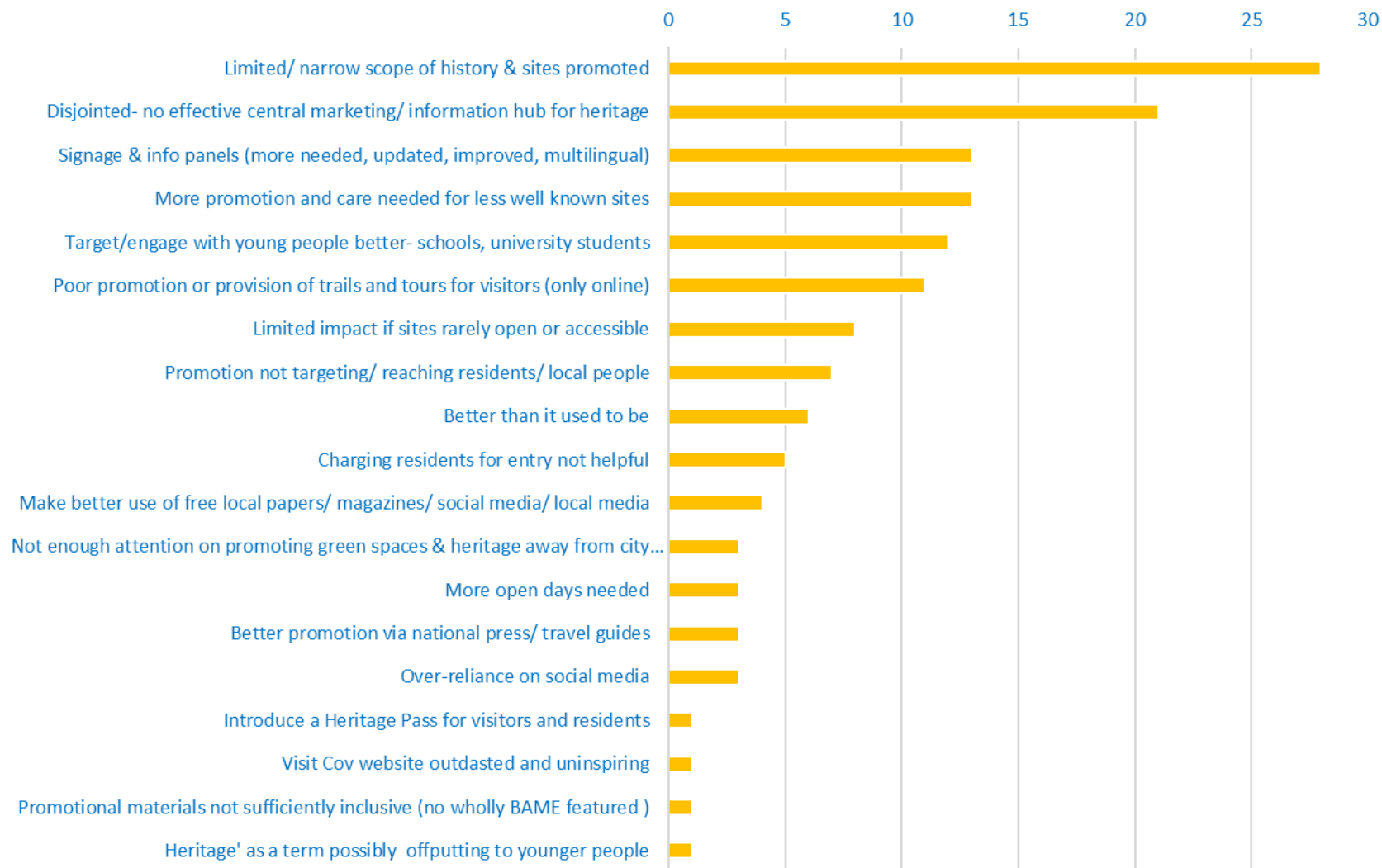
Q15 Do you have any comments you would like to make about the maintenance/conservation of Coventry's heritage?



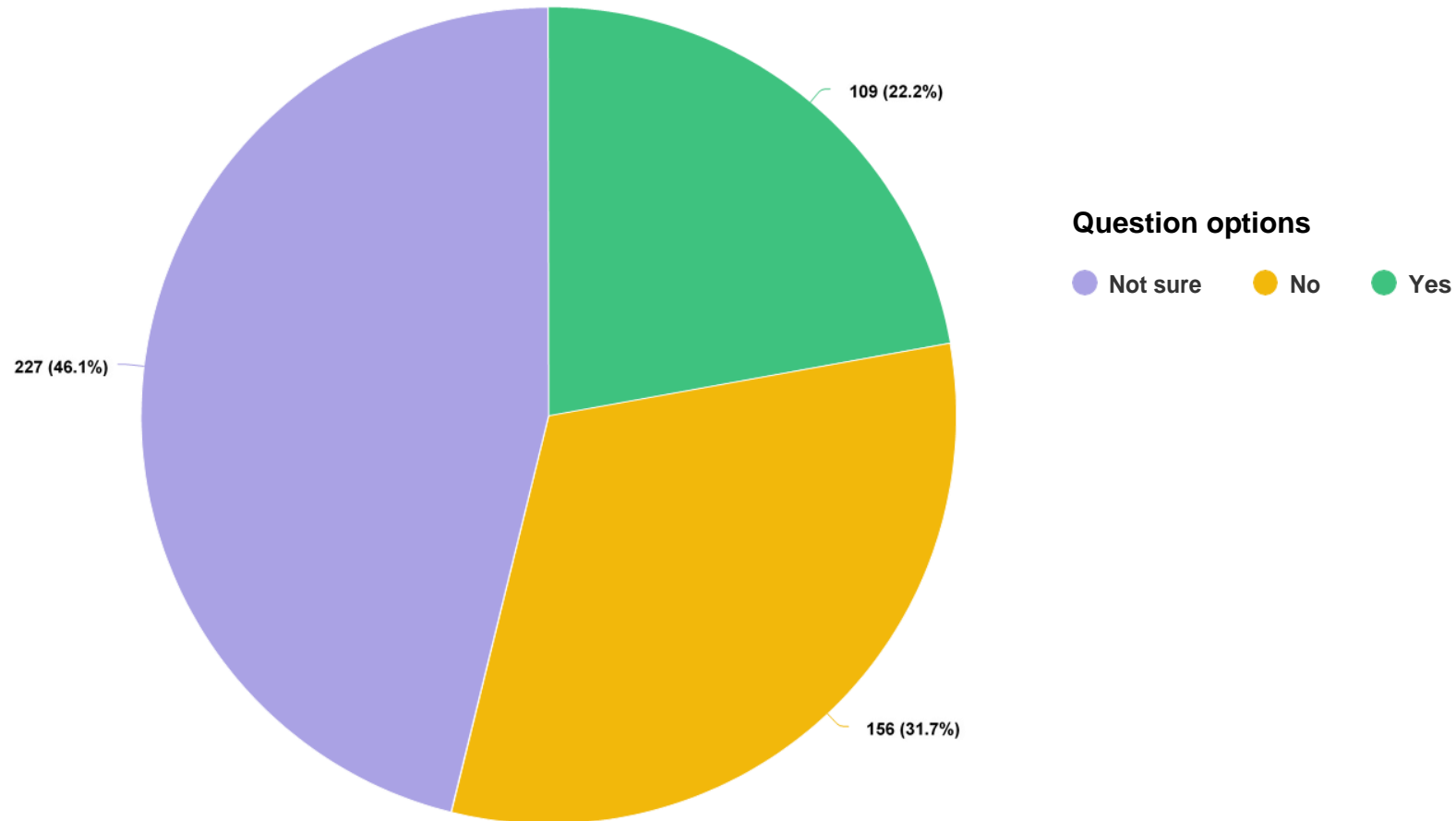
Do you think Coventry's heritage is well promoted?



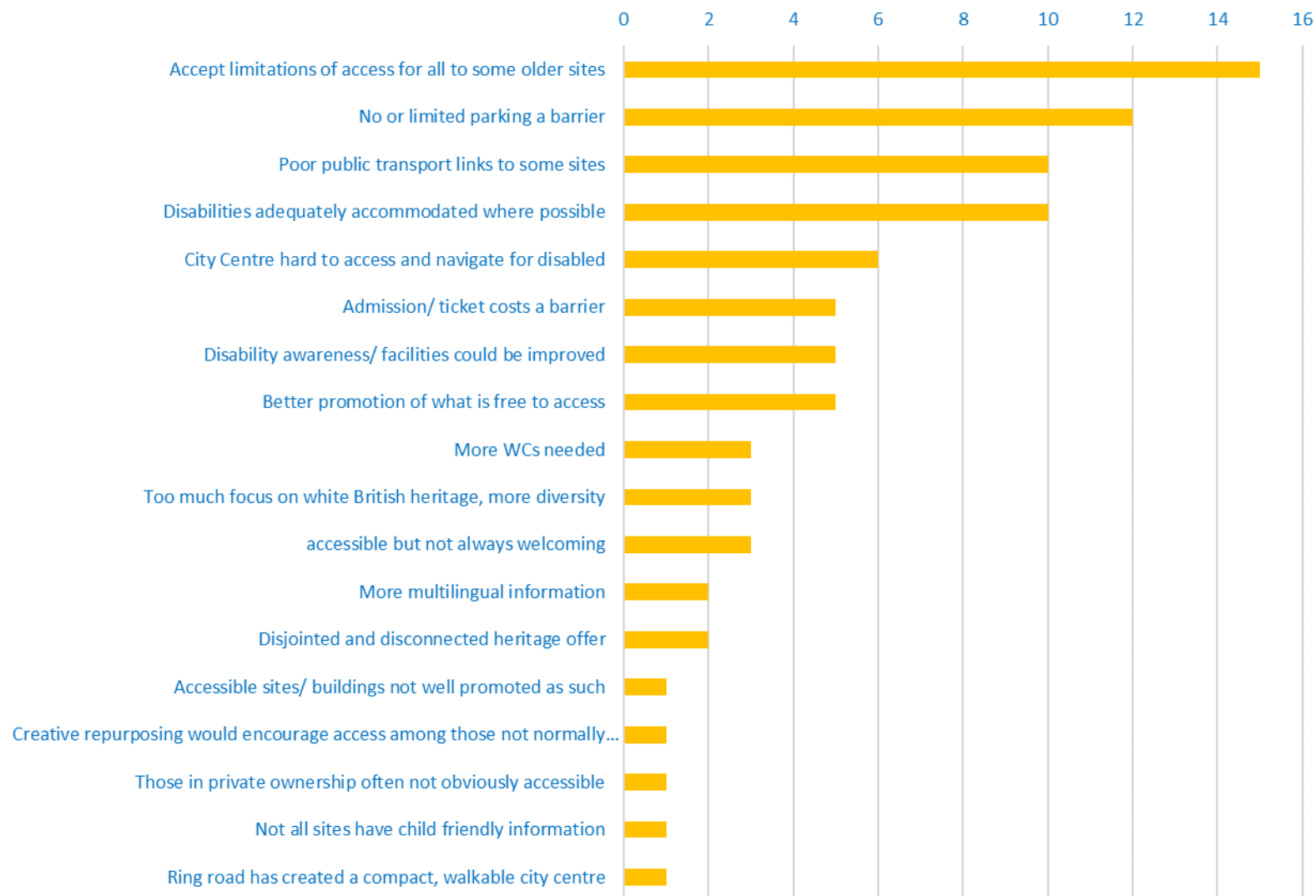
Q16 Do you have any comments you would like to make about the promotion of heritage in Coventry?



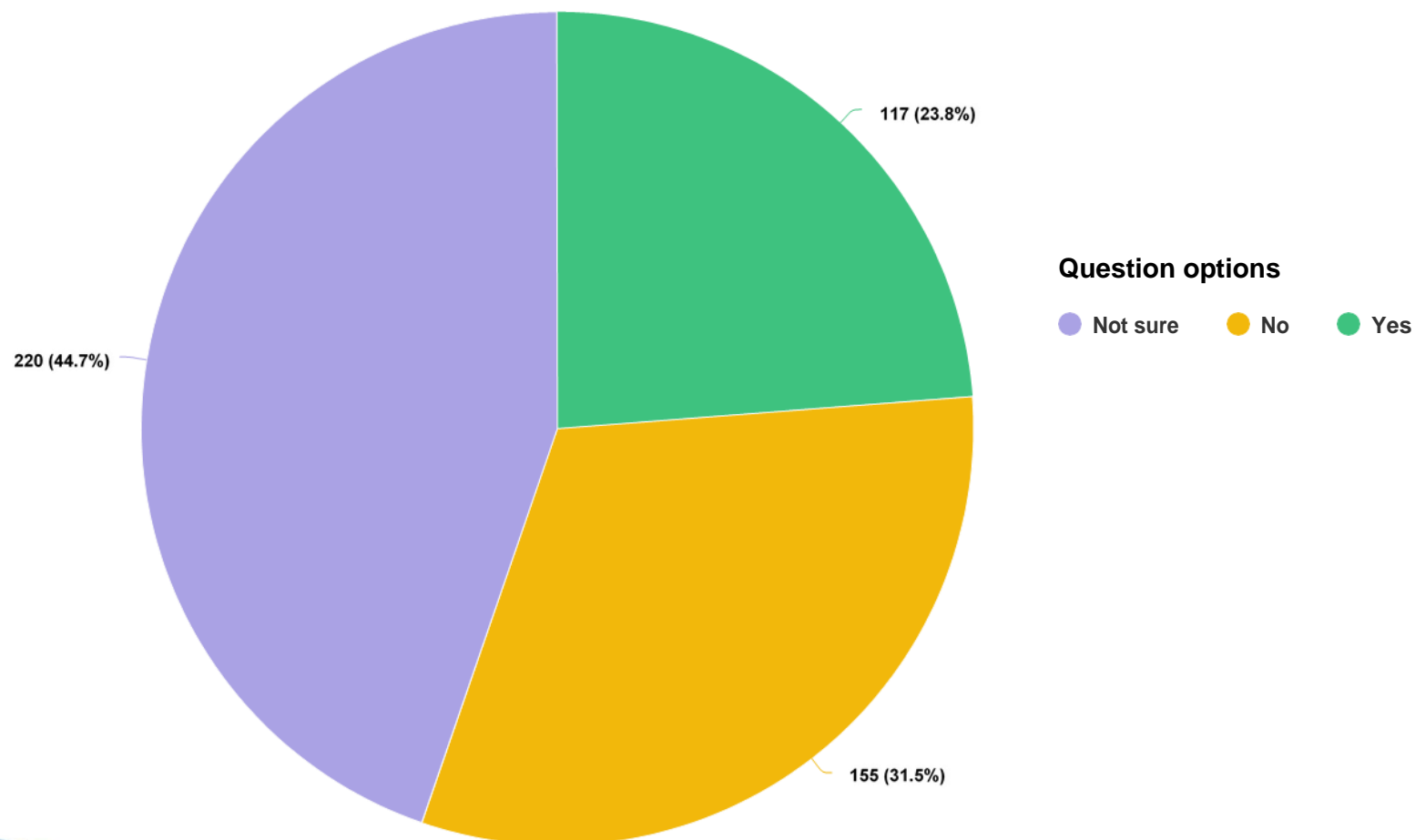
Do you think heritage in Coventry is accessible to all?



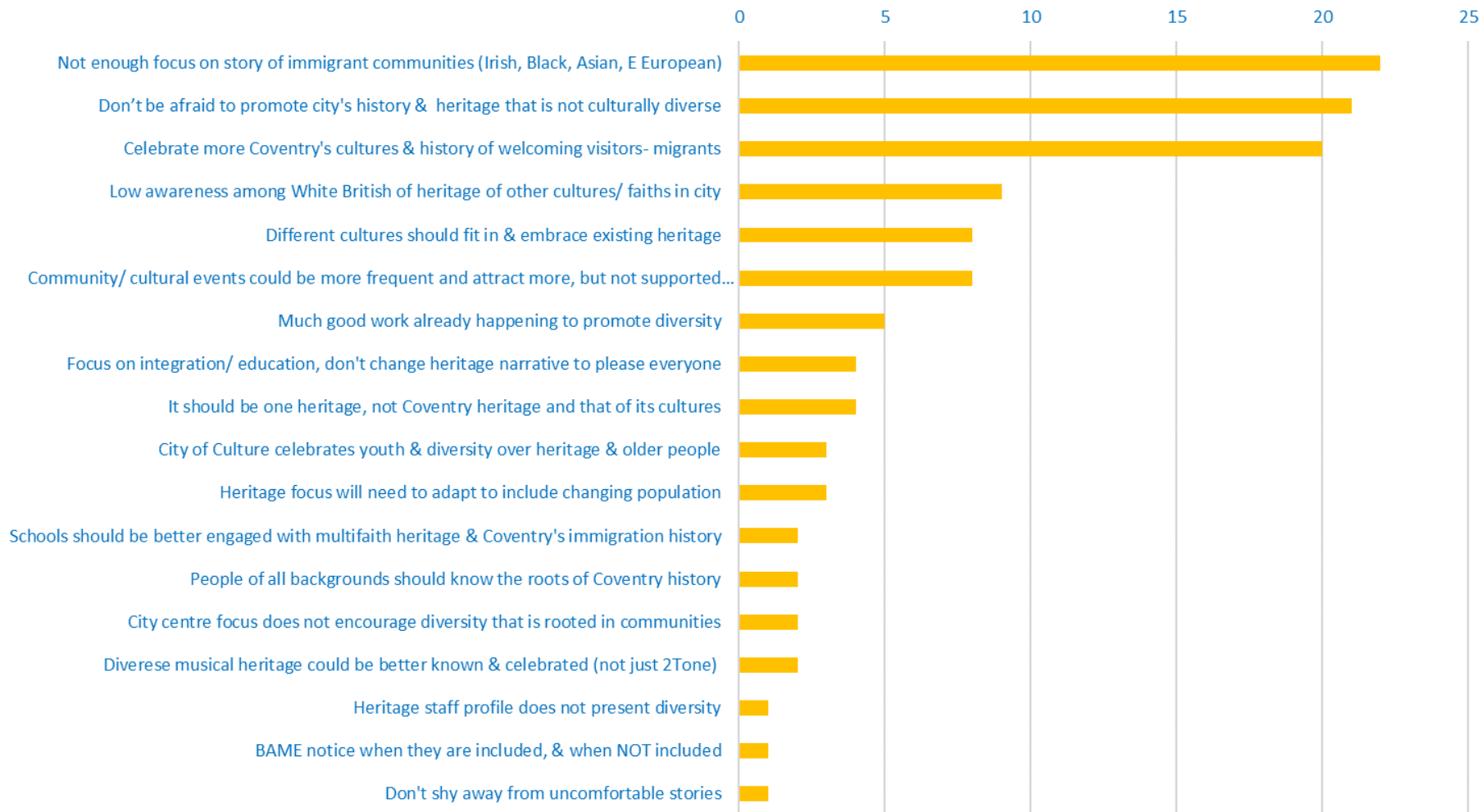
Q17 Do you think heritage in Coventry is accessible to all?



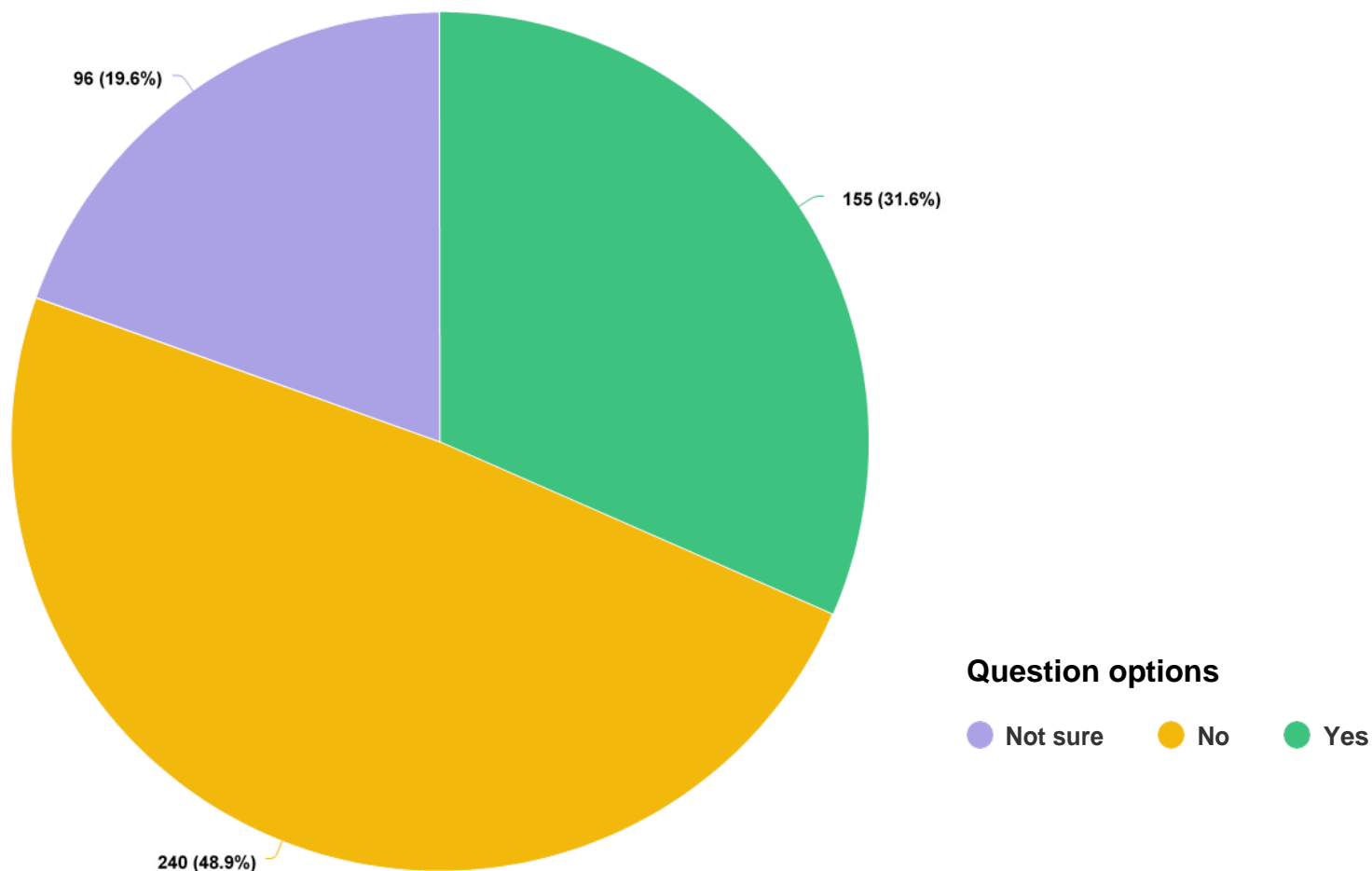
Do you think heritage attractions and events in Coventry reflect the diverse communities in the city?



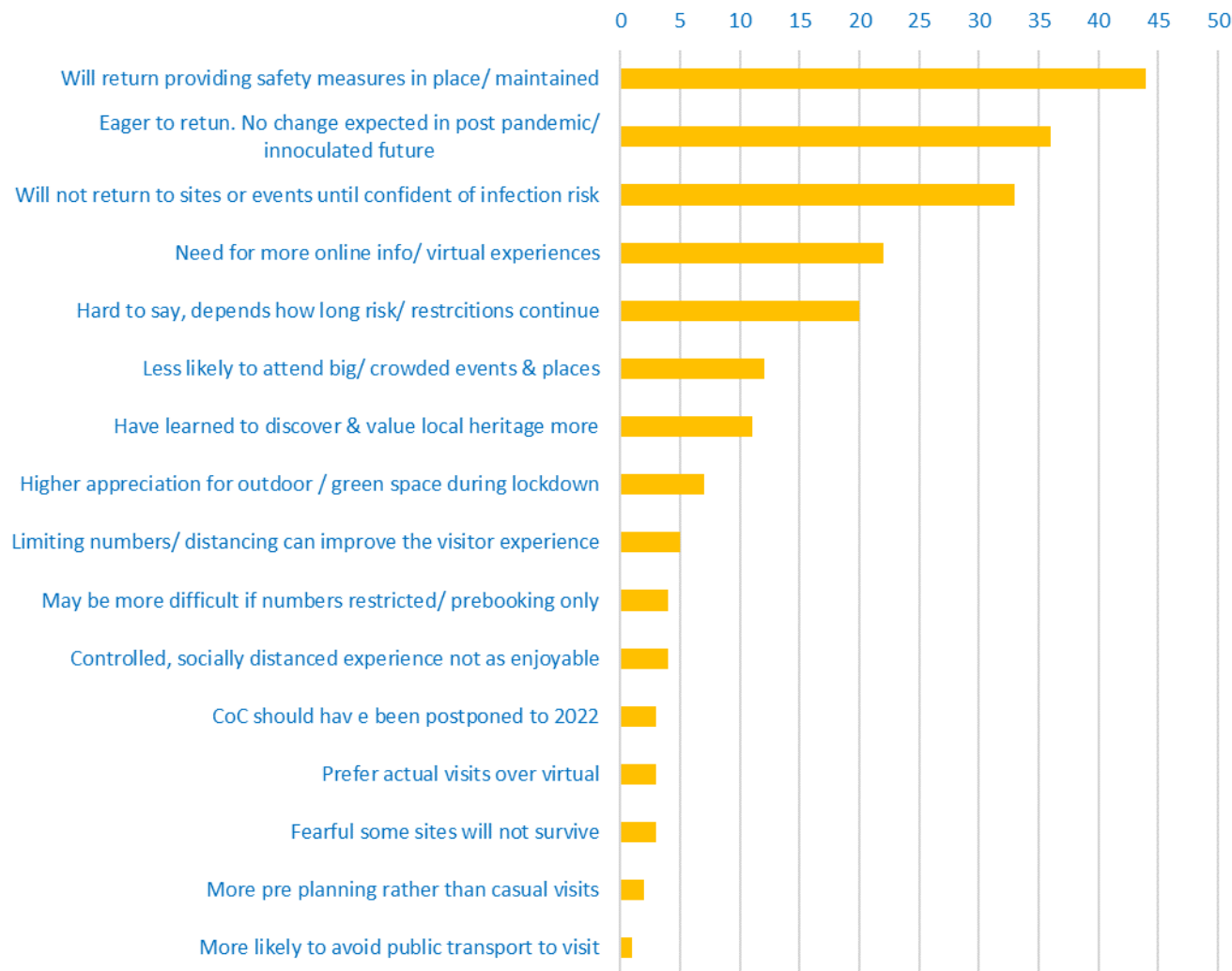
Q20 Do you have any comments you would like to make about the cultural significance of Coventry's heritage and how well it reflects the diversity of the city?



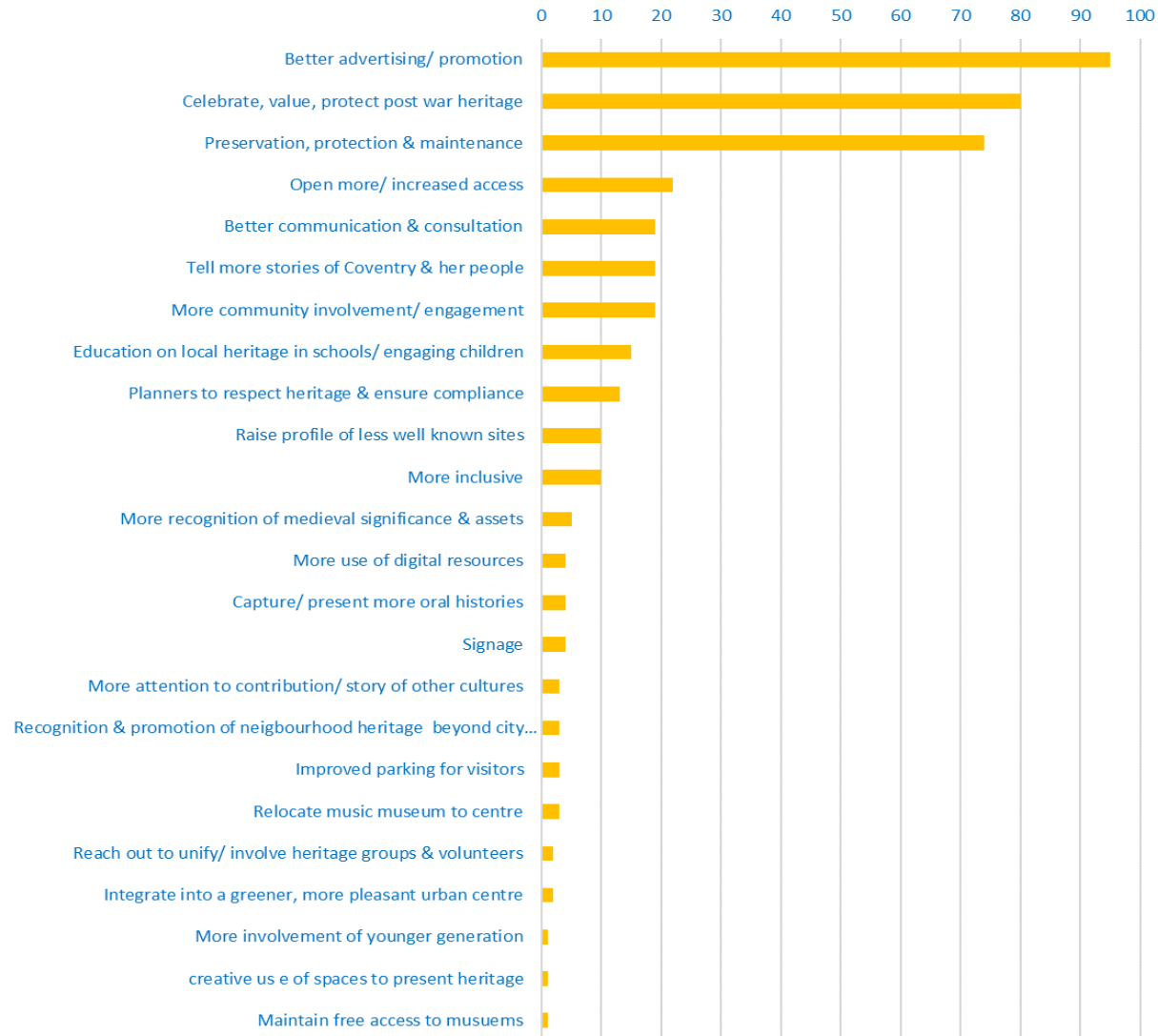
Do you think that the COVID -19 pandemic will change how you want to visit heritage sites and events in the future?



Q21 Do you think that the COVID -19 pandemic will change how you want to visit heritage sites and events in the future?



Q23 What do you think is the most important thing that should happen in relation to heritage in Coventry?



Q24 Is there anything else you want to tell us about heritage in Coventry?

