

# How can evidence from non-cultural data support inclusive place-based cultural investment and programming?

Coventry Cultural Policy & Evaluation Summit, 25 June 2021

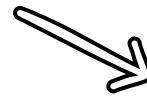
Si Chun Lam

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Coventry City Council

# Make data useful



National data



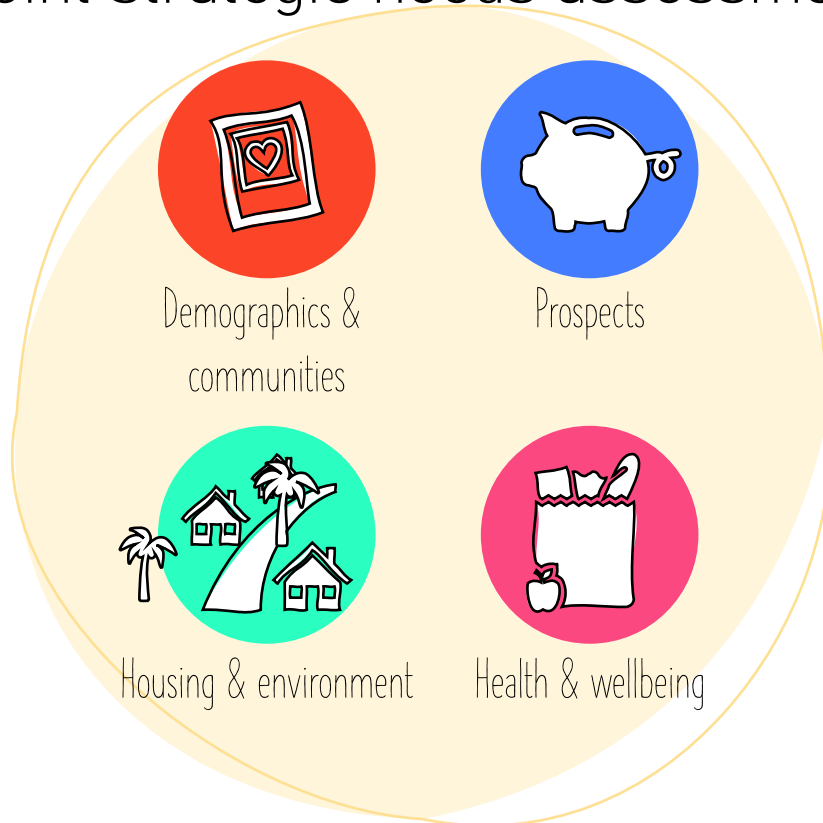
Local evidence  
and perceptions



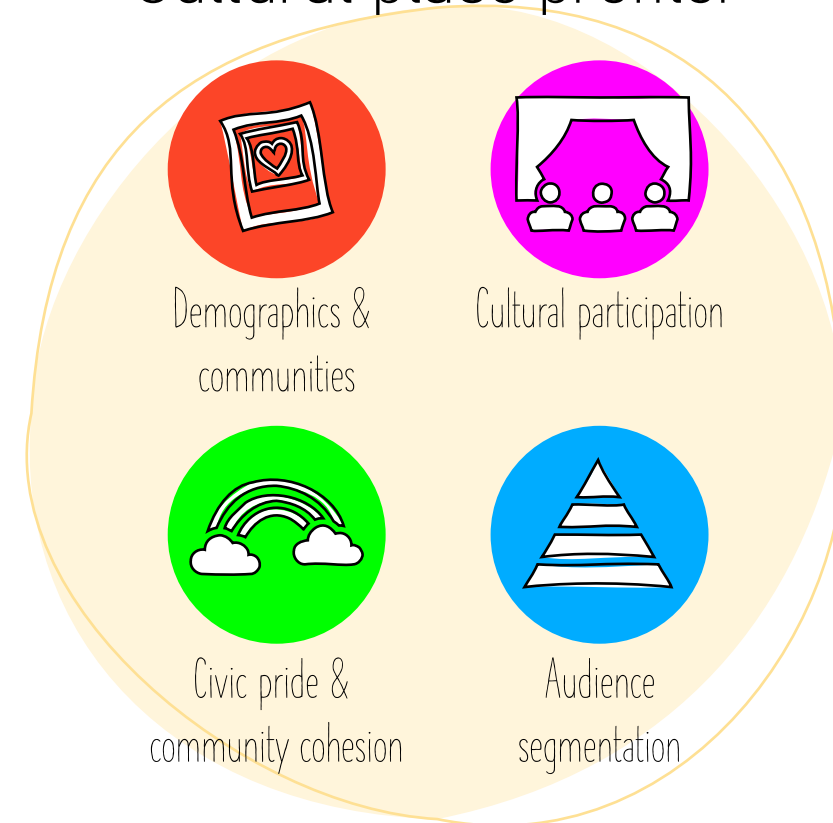
Coventry's citywide  
intelligence hub

# Make it meaningful

## Joint strategic needs assessment

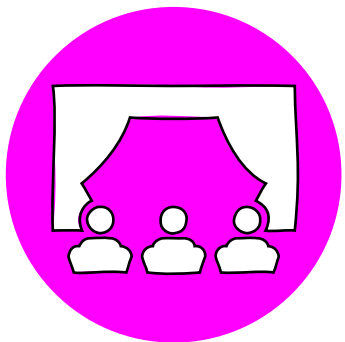


## Cultural place profiler

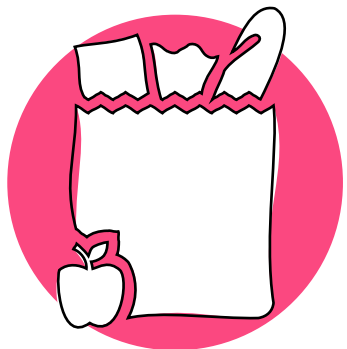


Place-based needs assessments to shape social and cultural policy and funding

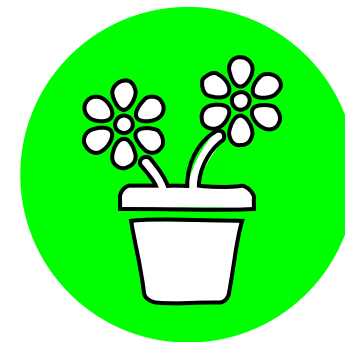
# Making life better



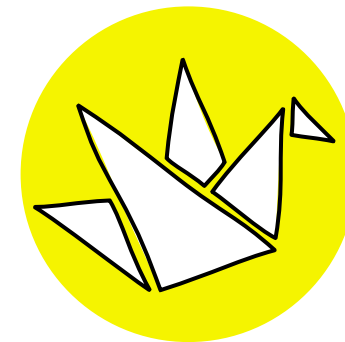
Cultural participation



Health & wellbeing



Personal wellbeing



Perceptions

