

Understanding the multiple impacts of hosting a European Capital of Culture Liverpool 2008 and the Impacts 08 programme

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Impacts 08 – The Liverpool Model
European Capital of Culture Research Programme

Researching the European Capital of Culture

- European City/Capital of Culture programme (ECoC)
 - EU devised initiative; conceived in 1983; first ECoC: Athens 1985
 - Conclusions from EU programme evaluations in 1994 and 2004
 - Lack of contemporary and retrospective data, poor quality assessments
 - It is not possible to compare experiences nor fully understand legacies
- Glasgow 1990: first city to actively engage in ECoC assessment
 - 1989-1991: Immediate economic impact (Policy Studies Institute)
 - 2002-2005: Long term cultural legacy (University of Glasgow)
- Liverpool 2008: **first city** to commission a longitudinal research programme
 - 2005-2010: Economic, physical, social and cultural impacts (University of Liverpool and Liverpool John Moores University)


**Beyond short-term
evaluation**

Claiming 'impacts'... Media headlines



... or claiming 'lack of' and/or negative impact





Capital of Culture syndrome? events on in 2008 but got no Company? Do you think the tourism rather than on local

Public Debate
9th February
The Casa, Hope Street, 1.30pm

The theme of the debate will be
"Capital of Culture 08, The Tale of Two Cities?"

We will discuss questions such as:

- What are we dreaming of for Liverpool 08?
- How will local people benefit from it?
- Is it the Capital of culture or the "Culture of Capital"¹⁾?


Send us what you think to
cityofculture08@yahoo.co.uk

Check out our website www.myspace.com/cityofculture08

To subscribe to the newsletter (forthcoming), email cityofculture08@yahoo.co.uk

Event promoted by the Campaign for a New Worker's Party
CNWP website: <http://www.cnwp.org.uk>

1) Title of Nicky All's book to be published in May 08.



CAPITAL OF CHAOS
MULTIPLE CRISIS POINTS DOOM THE CITY

Unite to propose an
Alternative Capital of Culture
CITY OF CULTURE 08

PUBLIC DEBATE:
Capital of Culture 08,
The Tale of Two Cities



Understanding 'impacts'... a research agenda



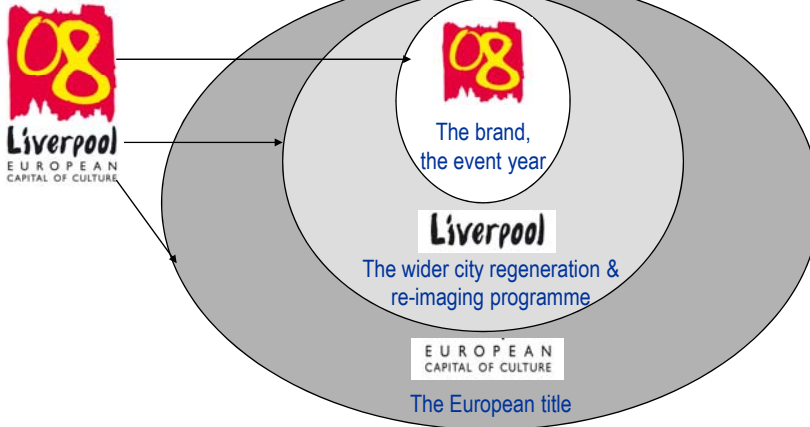
- **The Impacts 08 programme (2005 – 2010)**
- **Commissioned research** | Liverpool City Council + Liverpool Culture Company
 - First city to commission a longitudinal (five year) research programme
 - Aspiration : Identify elements of success within the staging of the ECoC 2008
 - Objectives: Provide evidence of impact across the four main dimensions of regeneration : economic, physical, social and cultural
- **Academic inquiry** | University of Liverpool and LJMU
 - **Holistic** assessment of the city to understand **positive and negative impacts**
 - Contextualise the assessment of impact by assessing **processes**
 - Engaging in the **methodological** debate | building on evidence to advance understanding
 - Aspiring to establish a replicable **model** for research into culture-led regeneration
- **Knowledge Transfer** | Northwest Culture Observatory and cultural producers



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Our object of study | What is the Liverpool ECoC



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What is the Liverpool ECoC | Key stakeholders



- Main promoters | producers of 'brand'



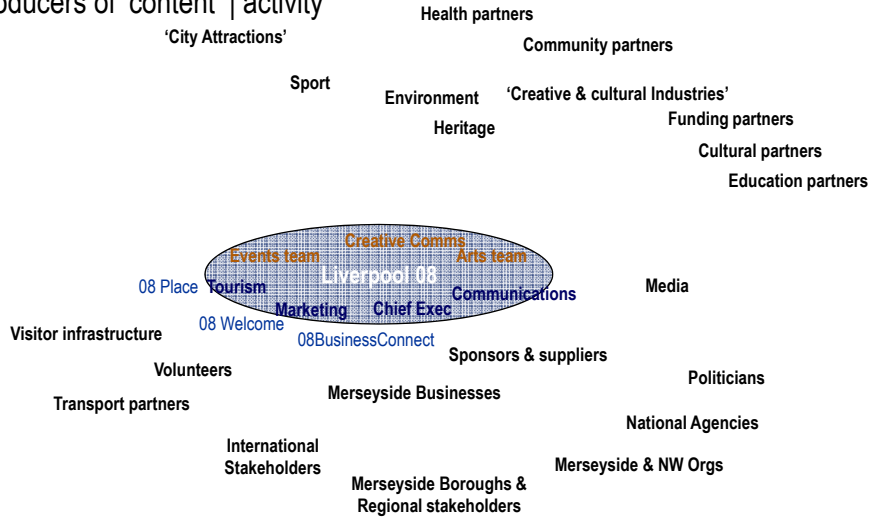
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What is the Liverpool ECoC | Key stakeholders



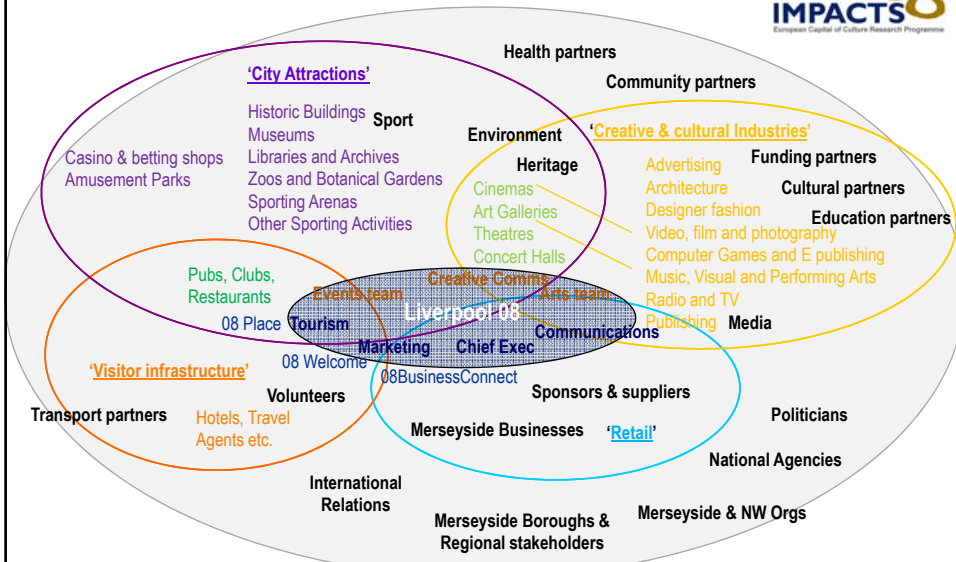
- Producers of 'content' | activity



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What is the Liverpool ECoC | City's cultural system



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What is the Liverpool ECoC | Intended impacts



Liverpool Culture Company Objectives

- To create and present the best of local, national and international **art and events** in all genres
- To build community enthusiasm, creativity and **participation**
- To maintain, enhance and grow the **cultural infrastructure** of Liverpool
- To **increase the levels of visitors** and inward investment in Liverpool
- To **reposition Liverpool** as a world class city by 2008

2008 European Capital of Culture Vision

- To positively **reposition Liverpool** to a national and international audience and to encourage more visitors to the city and the North West
- To encourage and **increase participation** in cultural activity by people from communities across Merseyside and the wider region
- To create a **legacy of long term growth and sustainability** in the city's cultural sector
- To develop greater **recognition nationally and internationally for the role of arts and culture** in making our cities better places to live, work and visit



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What is the Liverpool ECoC | Intended impacts



cultural vibrancy | participation | image

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The Impacts 08 research programme

Research framework | Thematic clusters



Research framework | Thematic clusters

access, outreach, diversity

creativity
production
consumption

cultural vibrancy

cultural participation

image & identity

media coverage
perceptions

employment
tourism
investment

economic growth

social capital

inclusion
well-being
quality of life

physical environment

infrastructures
sustainability

management

aims + objectives
policy, strategy

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Research strands | Main methodologies

- **Benchmark indicators**
 - Identification of clusters of key performance indicators for each 'theme'
 - Across the four dimensions of impact, from baselines in 2000 to 2010
- **Secondary data analysis**
 - Identifying, gathering and analysing relevant datasets, including:
 - In-house and external evaluations of specific elements of the ECoC programme
 - General local, regional and national data (tourism, economic, cultural development etc)
- **Contextual data collection and analysis: Impact 08 projects**
 - Filling relevant data 'gaps' and explaining indicator and wider dataset mapping

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Research strands | Impacts 08 projects



- Over 35 new projects covering the following topics

Area	Project title	Research Period	2006	2007	2008	2009	2010
Indicators	Indicator data across all themes		x	x	x	x	x
Economic growth	Business impact & engagement		x	x	x		
	Economic Impact of 08 Events			x	x		
	Impact of 08 on visitor numbers			x	x		
Cultural vibrancy	Creative industries sustainability		x	x	x	x	
	Arts Sector sustainability & Artists experience				x	x	
	World Class programme/event				x		
Access and participation	Local Area Studies - social impacts across city			x	x	x	
	Impact of volunteering on cultural engagement			x	x	x	
	Impact of culture on Quality of Life toolkit				x	x	
	AHRC/ACE Workshops quality of experiences					x	
Image & identity	Media impact- press, broadcast, online		x	x	x	x	
	AHRC/ESRC- Impact on local identity				x	x	
Physical impact	Experience of the public realm				x		
Management	Stakeholder interviews and observations		x	x	x	x	
The Liverpool Model	Overview of methods, key findings, recommendations Liverpool, other UK, other Europe, International Cultural strat, UK Cap Cult, ECoC, Expo, Olympics					x	x



Impacts 08 | Selected Findings

Impacts 08 indicators | Economic growth (2000-08)



Economic impacts and processes	1% of Merseyside business sales attributed to the ECoC (2005/6)
Jobs created in relevant sectors	<ul style="list-style-type: none"> · Employment Volun · Employment Volun · Business Units - C
Skills development	<ul style="list-style-type: none"> · % of economically · % of economically active with secondary education · % of economically active with higher education
Levels of investment	24% first time visitors in 08
Additional visitor expenditure	75% of visitors claim to have been influenced by the ECoC
Number of visiting delegates	<ul style="list-style-type: none"> · City visitor · Number of cor · Number of cor
Hotel rooms, occupancy rates and new stock	<ul style="list-style-type: none"> · Total room nights sold in the city · Hotel supply has grown by a third since 1998 · Rooms/Bedspaces refurbishe · Rooms/Bedspaces refurbishe



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Impacts 08 indicators | Cultural vibrancy (2000-7)



Cultural vibrancy	
Number of arts and cultural	<ul style="list-style-type: none"> · New local cultural networks attracting multi-million national grants · National coverage of culture is 65% pos + 32% neutral
Quality	<ul style="list-style-type: none"> · Rise in Creative Industries employment above UK average (2003-2006) · 90% of Creative Communities artists are local
Increases in jobs, training and investment in the Creative/Cultural Sector	<ul style="list-style-type: none"> · Total grants given by EC
ECoC development of the Creative/Cultural Sector	<ul style="list-style-type: none"> · % Interest in Museums/Galleries in the city · % 69% of Liverpool people interested in museums · % Interest in visiting the
Attitudes and perceptions towards arts/culture in the city	<ul style="list-style-type: none"> · Local interest in cultural activities has risen since 2005



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Impacts 08 projects | Qualitative findings (2006-7)



- Perceived ECoC economic impacts
 - In the lead to 2008, ECoC seen by investors as a **positive, but relatively minor**, element within Liverpool's economic revival in comparison to major infrastructure investments such as Liverpool One and the Arena and Convention Centre.
 - Perceived areas of economic impact : additional **tourist** activity and attracting **senior management staff** due to image change and a better cultural and hospitality offer.
- Cultural vibrancy and sustainability
 - Strong **networks** :LARC, SMAC in addition to ACN
 - Ability to attract multi-million national arts **grants** to the city. (Thrive, FYT)
 - Greater **confidence** within the cultural sector in its ability to drive economic growth.
 - Perceived **drivers**: building on the **image** of Liverpool as the core brand for the sub-region; developing stronger links between higher education and creative industries.
 - Perceived **challenges**: lack of **leadership** in the sector and potential drainage of local creative talent towards Manchester and London.



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Impacts 08 indicators | Cultural participation



Cultural participation	
Number of participants and events generated by ECoC activity	• Total Number of ECoC events
	• Attendance at ECoC events
	• Events funded by ECoC
	• Number of Participants in
	15m visits to events or attractions in 2008
	60% of local people claim attendance at museums (42% nationally)
Three pavilions in deprived communities owned by neighbours and praised by critics	• Technically diverse groups as artists
	• Above average BME, lower socio-eco groups and young people attend 08 events
	• proportionate involvement of audience from with
Number of volunteers	• of audience from outside the country
	• Number of registered Volunteers
	• Number
	Over 4,000 registered volunteers, 1,000 active
	13% of volunteers are of BME background



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Qualitative findings | Cultural participation (2007)



- The **awareness of and pride in the city's broad cultural offer** is very strong across different Liverpool neighbourhoods.
- In 2007, this contrasted with **low understanding of what the ECoC had to offer** to the people of Liverpool beyond external image change
- Cultural **participation varies** widely between communities. Residents of more affluent communities engage in more **diverse** cultural activity and are more likely to **travel outside** the city to attend events.
- **08 Volunteers** report that their involvement in the ECoC has widened their **cultural interests** and helped them develop confidence and **skills**.



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Indicators | Image, physical change, management

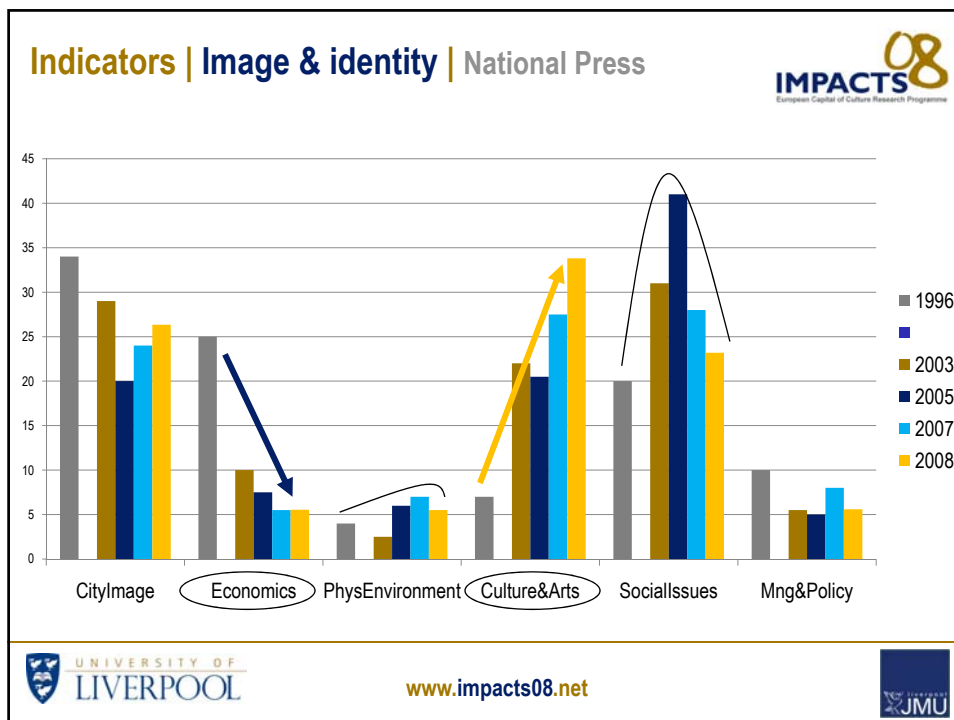


Image and identity	From mid 1990s to 2009, 400% growth in culture stories;	Over 85% of national articles on ECoC events are positive or neutral
Physical impact		
Associated Infrastructure Development	Additional expenditure: £4 billion invested in 250 major developments since 2000	
Management	In 2008, cultural stories dominate national coverage, outnumbering social / crime related stories	£9.4m projected commercial income for ECoC programme
Budget: public and private investment, additional expenditure	Budget source: City Council, Arts Sector, Other public	73% of ECoC funding is dedicated to programming
	Total income of ECoC organ...	



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Qualitative findings | Media representations (2000-7)

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European Capital of Culture Stories

- Liverpool 08 has attracted similar levels of **negative** national coverage on **managerial and political** issues as was the case for Glasgow pre-1990.
- In contrast, Liverpool has attracted much higher **positive** coverage on its **cultural** offer than was the case prior to 1990.

Liverpool stories

- As in other UK cities, sustained negative media stories about Liverpool as a city focus on **crime, health and wider social issues**.
- However, in 2007, most high-profile crime stories were presented as a **national problem** and there was a **growth in positive reporting** about local measures to tackle crime and improve health and well-being.

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Qualitative findings | People's interpretation (2006-07)



- In 2007, Liverpool residents' perceptions of the ECoC as a city regeneration programme were slightly more negative than nationally.
 - This reflects the mixed feelings of Liverpool's most deprived communities, who are uncertain about the programme's lasting economic and social benefits.
- Levels of confidence on the **lasting positive benefits** of the ECoC for Liverpool people vary depending on the neighbourhood.
 - Residents from **low income communities feel less confident** in 2008 | confidence increase
- While there is limited local confidence in the ECoC's social and economic impact, **local satisfaction with its cultural offer is very high**.
 - **86% of Liverpool residents** indicate that they are **interested** in attending ECoC events and rate them very positively .
- These findings must be contrasted with people's views at the end of 2008



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The way forward
beyond Liverpool



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Conclusions | Establishing a model for research



- The need to conduct longitudinal research to understand impacts
 - A five year programme leading up to and during the event allows a data baseline.
 - However, we cannot estimate the full impact of hosting an ECoC just the year after.
 - The most important event legacies are likely to emerge over a five to ten year period
- Combining quantitative and qualitative techniques
 - Use statistics to assess representative data / capture trends over time / benchmarking
 - Develop in-depth research to allow value assessments / support new methodologies
- Establishing a collaboration across research sectors and nation states
 - Universities working alongside data agencies, consultancies and think tanks
 - Combining independent academic research + knowledge transfer
 - Diversifying funding for research : from commissioners as well as research councils
- The involvement of universities, strengthens the legacy of hosting the ECoC



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Conclusions | Supporting ongoing collaborations



- Liverpool, Merseyside & North West partnerships
 - Advisors to Liverpool First Cultural strategy consultation
 - Observers and advisors within main city cultural networks (*LARC-Thrive, SMAC, ACN*)
 - Strengthening partnerships across universities research & teaching programmes (*CAVA, City in Film, City in Music, MA Cultural Leadership, Culture and the City Thinktank*)
 - Ongoing liaison with Northwest Culture Observatory + Culture Campus
 - Regular data sharing and research strategy updates with NWDA and ACE NW
- UK wide partnerships
 - RCUK: AHRC & ESRC Impact Fellowship; AHRC & ACE Impact Workshops
 - Major events: MIF; London 2012 & Cultural Olympiad; Glasgow 2014 Commonwealth
 - Core Cities Culture Group, Cultural Cities Network
- European partnerships
 - Contributing to discussion with other ECoCs: Stavanger 2008, Rhur 2010, Istanbul 2010
 - Contributing to discussion with other ECoC bid cities
 - Networks: European Capitals of Culture Network, University Network of ECoCs



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Impacts 08 News and Findings

To see our latest reports, please go to the [Impacts 08 Reports and Papers](#) section of our [Reports and Seminars](#) page. Click [here](#) for latest news about the Programme.

The Impacts 08 Programme

Impacts 08 – The Liverpool Model, is a joint research initiative of the University of Liverpool and [Liverpool John Moores University](#), which evaluates the social, cultural, economic and environmental effects of Liverpool's hosting the European Capital of Culture title in 2008. The research programme, commissioned by Liverpool City Council, examines the progress and impact of this experience on the city and its people.

The aim of Impacts 08 is to develop a research model for evaluating the multiple impacts of culture-led regeneration programmes that can be applied to events across the UK and beyond. An obvious example is the [London 2012 Olympic Games](#), which will also incorporate a four-year cultural programme (cultural Olympiad) starting in 2008. Future European Capitals of Culture, such as [Essen and the Rhur area](#),



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Latest News:

An update to our [Benchmark Indicators](#) report is now available from the [Reports and Papers](#) page.

Also in [Reports and Papers](#), we publish the first reports of our [Volunteering for Culture and Local Area Studies](#) projects.


A one-year grant has been awarded by the AHRC and ACE for a series of Impact Workshops – [click here for more information](#).

A summary of the Impacts 08 programme is available [here](#).


Thank you

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Appendix



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Longitudinal research on major events

Timeline + milestones



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Research timeline| Major event impact assessment



Five years before the event : Planning stage

- Discuss and secure support for the establishment of a longitudinal research and evaluation programme.
- Identify potential sources of funding and key research partners (ie. local authorities, relevant cultural organisations, universities, local think tanks, other research consultancy groups). It is advisable to involve Higher Education institutions to ensure that immediate needs are contextualised by a credible and fully tested theoretical framework.
- Encourage research skill development in the areas of cultural policy, city regeneration and major events.



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Research timeline| Major event impact assessment



Four years before : Designation to Celebration

- - 4 years: Immediately after nomination, establish a Research Steering Group and draft a research tender briefing outlining your key research priorities and expected milestones.
- -3 years: Tender announcement and selection of Research team
- -2 years: Research team appointed and ready to start the evaluation programme, establishing a baseline by the end of the year.
- -1 year : Research is under way and first baseline report published.



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Research timeline| Major event impact assessment



Event year

- Focus on field research / primary data gathering, using the frameworks established at the outset and tested in 2012 and 2013. It is critical that the data collection process is consistent throughout so that you can compare data over several years and identify key areas of change so as to argue areas of impact

+ 1 to 10 years: Event legacy

- To ensure full assessment of event year and post-event comparison, the programme should be in place up to a year and a half later.
- Discuss options for follow-up research 5 and 10 years later



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