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

Benchmark Indicators Report 2000-2006

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Impacts 08 is a joint project of the University of Liverpool and Liverpool John Moores University
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Impacts 08 Benchmark Indicators Report

1. Introduction to the Report

This report presents the current state of play regarding the selection and population of benchmark indicators, to explore the impacts of the Liverpool ECoC. Developing the specific indicators that will best reflect this, as well as finding appropriate data, is part of the process of developing the Liverpool Model and will be ongoing throughout the programme.

The current indicators reflect a wide range of themes covered by *Impacts 08* but are not exhaustive. They focus on the macro city-level indicators, as well as areas where there is direct input from the Liverpool Culture Company. In particular, further work is underway to develop good practice in balancing conventional economic and event participation figures with a more nuanced exploration of the social, cultural and physical impacts. Data is also collected at the sub-regional, regional and national levels, but is not always presented here for reasons of brevity.

Through this work, *Impacts 08*, with support from stakeholders in the Liverpool ECoC, is contributing to a national and international debate concerned with how best to measure the impacts of culture-led regeneration. We are also working with other researchers in order to maximise the quality and range of what we produce. In addition to developing thinking on indicators that can be used to measure impact, *Impacts 08* is also working with Liverpool ECoC partners to ensure appropriate data is collected.

This report covers the main indicators the *Impacts 08* team have selected (given in tables or in colour in the text), and explains the current level of data available whilst offering an initial analysis.

2. Economic Impacts and Processes

2.1. The Strength of the Local Economy and Levels of Investment

Indicators for investment are not available at a local level, but Gross Value Added (GVA) acts as a good proxy with GVA per capita weighting for size of working age population in the city. Relatively large numbers of people without paid employment in Liverpool will lower this figure.

Measure/Year	2000	2001	2002	2003	2004
· GVA (£M) (101A[1])	5,556	5,776	6,094	6,492	6,903
· GVA per capita (£) (130A)	12,456	13,071	13,798	14,692	15,530
· GVA % change on previous year (%) (102A)	2.6	4.0	5.5	6.5	6.3
· GVA per capita % change on previous year (%)(131A)	3.1	4.9	5.6	6.5	5.7

GVA has risen in Liverpool year on year in excess of the rate of inflation, and GVA per capita continues to rise at a higher rate than the national level. This is slightly above the rate of increase at the North West level.

2.2. Employment and Skills Levels

The total number of jobs in Liverpool and the number of jobs in specific associated sectors are used as indicators to assess change in employment trends. Skills levels across Liverpool are an indication of whether local people will be able to take up the opportunities resulting from additional job creation.

[1] For information: Bracketed codes by indicators refer to internal *Impacts 08* indicator codes.

Measure/Year	2000	2001	2002	2003	2004	2005
· Liverpool Employment Volume (Total) (106A)	196,933	212,139	220,039	218,130	221,780	226,143
· Employment Volume – Retail (132A)	*22,198*	*25,954*	*26,130*[2]	25,516	24,437	22,940
· Employment Volume – Tourism (133A)	*13,737*	*17,746*	*17,992*	19,972	17,196	17,317
· Employment Volume - Creative Industries (203B)	*10,623*	*11,109*	*11,623*	11,574	11,928	15,185
· Business Units - Creative Industries (202B)	*1,493*	*1,483*	*1,484*	1,640	1,767	1,844

The total employment volume in Liverpool grew between 2000 and 2005 well in excess of the national growth rate. Employment in creative industries and the number of creative business units has grown between 2003 and 2005. There is also evidence of growth prior to this date, but a discontinuity in measurement from 2003 prevents us from establishing a direct comparison between the periods before and after this date. Despite an overall rise in the volume of jobs in Liverpool, the number of jobs in retail and in tourism (2 sectors potentially associated with ECoC impact) do not appear to have increased over this period. Retail jobs drop slightly from 11.7% to 10.1% of the total employment volume from 2003 to 2005, while tourism jobs appear to drop from 9.2% to 7.7% of the total employment volume (but please note the potential data error in the notes below[3]). Over this period, the general UK trend in retail and tourism shows a very slight rise. In the North West there is a slight drop in tourism, and an even slighter rise in retail.

For the period where figures are currently available, there is a steady rise in the proportion of the working population with no qualifications, and a steady decline in the proportion with the highest levels of qualification. This may have implications for the potential of local people to take up the jobs that might be created, as most of the new jobs forecast over the next 5 to 10 years will require higher level skills.

Measure/Year	2000/01	2001/02	2002/03	2003/04	2005[4]
· % of economically active with no qualifications (107A)	14.3	16.0	17.1	20.0	*14.9*
· % of economically active with NVQ2+ (135A)	56.2	56.3	57.2	54.1	*58.2*
· % of economically active with NVQ4+ (136A)	25.9	24.5	23.3	21.2	*26.3*

2.3. Impacts of Tourism

Indicators in this area look at the economic impacts of tourism and the city's capacity to maximise the opportunities emerging from tourism growth. Key here are the amount of visitors, levels of visitor spend, and the number and suitability of hotels.

Measure/Year	2000	2001	2002	2003	2004	2005
· Liverpool Visitor Expenditure (£m) (114A)			563.06	612.07	628.62	
· Number of conferences in Liverpool (119A)					84	93
· Number of conference delegates visiting Liverpool (120A)					13,955	15,806

Visitor expenditure continues to grow above the rate of inflation, with numbers of higher spending conference delegates also expected to carry on rising.

Measure/Year	2000	2001	2002	2003	2004	2005
· Total room nights sold in Liverpool (137A)			764,715	795,733		
· Liverpool hotel occupancy (%) (122A)		75.2	73.9	71.8	68.9	76.4
· Average room rate (£) (128A)		52	54	54	55	60

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[2] Please note discontinuity in measurement from 2002 to 2003 that prevents establishing direct comparison with following years.

[3] Reductions in the tourism business base appear mainly in the restaurant and bars sector, where data shows a drop in restaurant jobs (9%) and bar jobs (21%); other areas, such as hotels and gaming, remain steady. The main reductions in the retail sector come under the heading 'Other retail sale of new goods in specialised stores' (a 16% drop). Further research is underway to explore this apparent drop but it seems likely that the figures were erroneously high in 2003.

[4] The change in time periods covered reflects the move by ONS from using the Labour Force Survey (2004-2004) as their official source, to the Annual Population Survey (2005). There is a slight sampling change between these so comparison between these periods should be done with care.

The number of room nights sold is increasing, and occupancy levels remain steady. The average room rate saw a rise in 2005, as it caught up with the overall rise in inflation after falling behind inflation between 2001 and 2004. This may relate to the completion of a number of new, more expensive hotels in the city centre.

Measure/Year	2000	2001	2002	2003	2004	2005
· Rooms/Bedspaces refurbished/built (City centre) (129A)	229	0	237	345	200	39
· Rooms/Bedspaces refurbished/built (Whole city) (138A)	273	197	237	345	200	39
· Number of Hotel Rooms (City centre) (117A)	2,118	2,307	2,462	2,754	2,979	2,716
· Number of Hotel Rooms (Whole city) (139A)				3,925	4,150	3,872

There continues to be a high level of refurbishment and new building, particularly in the city centre, with more planned in the near future. In terms of room numbers, there was a sharp increase in supply in 2004, with the opening of the Radisson SAS and Hope Street hotels, before a reduction in 2005 with the closure of the Moat House hotel.

3. The City's Cultural System

3.1. Profile of the Sector

Indicators for this area include the size of the Liverpool's creative industries business base (202B) (which, like employment volume, has risen from 1,640 in 2003 to 1,844 in 2005[5]), as well as the infrastructure needed for cultural activity. Data is not routinely collected on the latter but an estimate of new build and refurbishment in the sector will be carried out in due course.

The profile of the sector is further indicated by perceived quality of the cultural offer of the Liverpool ECoC. Proxies for this include critical acclaim and the number/tone of previews by cultural commentators in the published press. We use the percentage of positive press reviews of Liverpool 08 flagship events as an indicator (511E) whilst we plan to measure the number of artistic events previewing at, or commissioned for, Liverpool 08 (219E). For the 2006 artistic programme, 54% of reviews were neutral or positive in tone (511E) .This may be relatively low due to the high level of negative reporting over the departure of the artistic director, Robyn Archer, and issues associated with the 'Super-Vision' event (e.g. low attendance levels). Analysis conducted more recently to assess the media impression of the launch of the 08 programme highlights at the start of November found that 68% of local press reviews were positive and 50% of national press reviews were positive.

3.2. Sustainability of the System

Data on investment in the cultural sector (230E) is not routinely collected, but work is planned to get an estimate of investment in a sample of the sector that will allow us to explore how this changes between 2000 and 2009. This will incorporate both public and private investment. It is difficult to set specific indicators for skills development in the cultural sector; Research, however, is planned to explore the take-up of training targeted specifically at the sector (231E). Currently, there is a lot of work taking place looking at skills development in the sector, including a skills strategy for the sub-region, which we will also take into account.

3.3. The Culture Company's Contribution

Specific financial and time input from the Culture Company will also be considered, as this will give a sense of its contribution to the sector. There was a total of £4,059,970 of funding (215E) given to cultural organisations in 2005/6 and £4,007,069 projected for 2006/7. In addition, over 13,000 days of artist employment (217E) were made possible in 2005/6 through Culture Company grants and commissions.

[5] Note that we are engaged in debates surrounding methods of defining and capturing data on 'creative industries' and so these figures are subject to revision and refinement. The figures given represent a 'maximal' definition of the creative industries, informed by DCMS guidelines.

4. Cultural Access and Participation

Indicators will be used to measure cultural participation across the sector (within Culture Company events, Liverpool 08 events, and in the city generally) and how this changes over the period of the research. In addition, a few indicators will be developed to show how cultural participation varies (i) internally – that is, across the demographic and geographic communities of Liverpool, and (ii) externally – that is, from within and beyond Liverpool. Work is underway with the Liverpool Culture Company to develop sampling methods to measure these indicators. Finally, expressed interest in culture will be tracked through perceptions study material which will seek to contextualise peoples' reasons for cultural engagement - or the lack thereof.

4.1. Cultural Participation across Liverpool

Data and monitoring systems are currently being put in place within the Culture Company, and work with other cultural organisations is planned, in order to be able to report the number and type of events and levels of attendance taking place as a result of the Liverpool ECoC. In 2005/6 there were 5,256 events funded, or directly organised, by Liverpool Culture Company (218E), which involved over 3.7 million people[6] (229E). These events comprised a range of genres and target audiences, from artistic to community and public events.

The number of volunteers involved in the Liverpool 08 programme (316C) is an indicator of the level of involvement of local residents with the Liverpool ECoC. By the end of 2005, there were 259 registered volunteers, and by the end of 2006 this had risen to 730. Together these people gave 216 and 771 days of volunteering (413D) to Liverpool ECoC, in 2005 and 2006 respectively.

For a restricted set of events, current data shows that the range of participation at Liverpool cultural events broadly reflects national patterns. For Culture Company funded events where data is available, there is an over-representation of younger people and ethnic minorities (compared with levels in the city and participation rates nationally): 66% of performers and workshop participants were aged 16-25 (310C), while 23% were BME (302C). In contrast, there is an under-representation of disabled people in cultural events; Liverpool has a lower cultural engagement rate among disabled groups (10% compared with this stands at 16% nationally, (307C) while having a higher percentage of disabled people in the population (24%, compared to 18% nationally)[7].

A more useful indicator of the extent to which Liverpool 08 encourages cultural participation may be attempts made to improve access (e.g. through accessible advertising and venues – language, signing, and holding events in community venues). On this basis, indicators might include whether there are action plans to enhance BME, youth, disability and community engagement, including appropriate training and audits of facilities. For example, to date, 15 Liverpool 08 cultural partners have received Disability Equality Action Training (318C).

Survey results show Liverpool residents' interest in culture (206E) to be broadly in line with, and in fact slightly higher than, the rest of the UK, particularly in terms of interest in museums (67% compared with 59% of UK residents outside the North West). Cultural engagement (207E) is also broadly in line with other areas of the UK, apart from a noticeably higher rate of museum and nightclub attendance. In 2005, 60% of Liverpool respondents said they had been to a museum in the past year compared with 52% of UK residents, though 2006 data showed this gap disappearing (55% of both Liverpool and rest of UK claimed to have visited a museum or gallery in the previous year). In 2006, 43% of Liverpool and 32% of UK residents said they had been to a nightclub in the previous year.

[6] This figure includes event audiences, as well as performers and workshop participants.

[7] Note: This data is patchy, often relying on second-hand reporting regarding demographic groups, and with several events not returning data at all on areas of demography. Furthermore, as there is an enhanced return rate from disabled-focus events, the attendance rate of disabled people here may be inflated relative to their attendance at other events.

5. Image, Identity and Sense of Place

5.1. Print Media Discourses

Indicators in this area reflect the amount, the attitude, and the economic value of media coverage about Liverpool in general and about ECoC in particular.

Measure/Year	2000	01	02	03	04	05	06
Value of positive articles on ECoC (712G)						£4,943,530[8]	£6,081,215
# national press articles mentioning Liverpool ECoC (512E)	7	25	87	234	155	100	158
% of positive national press articles on Liverpool (503E)	40.2 (96)			46.9		39.4	

These show a rise, year on year, in mentions of the Liverpool ECoC, beginning in 2003 (the year of the bid competition), with a drop in 2004, followed by a rise in 2006. At a national level, positive stories on Liverpool have been mainly associated with references to: the city's galleries and visual arts scene; business and investment growth; media and entertainment; the music scene; the growth in quality and range of cultural events; the city's changing image; and the reputation of universities and research. The negative stories, meanwhile, are around crime, health and social issues.

5.2. Personal Interpretations

Indicators in this category focus on the impressions of Liverpool as expressed by people outside of the North West region.

	2005	2006
· Positive impressions of Liverpool (UK apart from NW) % (504E)	53%	51%
· "Is Liverpool a premier European city?" (% outside NW, agree) (507E)	41%	44%
· "Is Liverpool a place you want to visit?" (% outside NW, agree) (508E)	58%	54%

In general, there is a fairly positive external perception of Liverpool. This is mainly associated with its people, its buildings and its heritage. The main areas associated with negative perceptions are crime, decay/decline, and, paradoxically, the people, indicating that opinions on Liverpool are not homogenous across the UK. This mirrors the examples of media coverage with a more negative tone (i.e. crime and violence, employment, poverty, and social and health issues). Although there is a slight change in impressions (some positive, some negative) between 2005 and 2006, none of these changes is significant for the sample size used.

6. Physical Infrastructure and Sustainability

This category encompasses infrastructure, heritage and sustainability. The most appropriate indicators to assess many of these topics are of a qualitative nature.

Levels of investment in heritage infrastructure (608F) and investment in new construction (609F) across the city are clearly high, but data in this area is commercially sensitive so qualitative work will be undertaken to ascertain impacts. A potential indicator for infrastructure development is to track the progress of 30 major infrastructure projects identified during the bid for ECoC as supporting Liverpool's offer. By the end of 2006, 22 of these (73%) were on track or completed, with three abandoned and five with small or substantial delays (610F).

In terms of environmental measures, the percentage of visitors who travel to Liverpool by car has risen from 48% (2002) to 50% (2004) (607F) but is still well below the percentage for all destinations levels (61%). As with cultural participation, a useful indicator in this area would be levels of commitment to sustainability on the part of the Culture Company and Liverpool City Council. Liverpool City Council has set up specific objectives in this area (aiming to be the 'Greenest City in Europe'), and currently an Environmental Strategy is under development. Liverpool Culture Company is developing its own strategy in line with this.

[8] This figure is a weighted estimate based on the figures from July to December 2005.

7. Philosophy and Management of the Process

Income Sources of ECoC (704G)	LIVERPOOL 08[9]	GLASGOW '90	LILLE 2004	AVERAGE ECOC
Sponsors/Commercial	12%	16%	18%	22%
City Council	62%	49%	19%	78%
Arts Sector	10%	35%	63%	
Other Public Sector	16%			
Total Income (705G)	£106.3m	£39m	£73.7m	*Not given*

The budget of the Culture Company is spread across five financial years, starting at over £11m in 2004/05, and rising to over £20m for each year, expecting to peak at £29m in 08/09. The record for levels of contribution from the private sector to a Capital of Culture is £10m (14.8m Euro), and Liverpool is expecting to exceed this with a projected commercial income of £12.7m.
It should be noted that local authority structures and roles change between host cities, and so figures are not strictly comparable. In Liverpool, for example, contributions from Liverpool City Council have been sustained above half of the total income, whereas in Lille, only 19% came directly from the City of Lille and up to 68% from the Regional, National authorities and other public bodies. The total income from governmental/public sector sources was 81% in Lille and is projected as 87.5% for Liverpool 08.

7.1. Sponsors and Partner Involvement

	2005	2006	2007
· Organisational Members of 08businessconnect (113A)	542	2096	2606 (as of Mar)
· Number of sponsors (cumulative) (701G)	9	11	15
· Income from sponsors (financial year) (717G)	£3,192,000	£2,466,000	£3,501,000

The number of sponsors in all categories (partner, supporter, supplier and friend) continues to grow in line with plans. The 08businessconnect initiative has led to a dramatic growth in businesses signing up to join the 08 business club since its launch in late 2005. This trend is expected to continue.

7.2. Information Management

Work is currently underway with the Culture Company to ensure that the necessary policies and systems concerning data collection, monitoring and evaluation are developed in order that data pertaining to events and other Culture Company functions can be accurately collected. This will help to ensure that organisational learning and self-evaluation takes place.

8. Conclusion

Impacts 08 has selected a wide range of indicators across the 4 dimensions of regeneration impact and across most of our research themes. In many areas indicator and population definition is extremely difficult, either because of the lack of suitable data at the local level (i.e., regarding investment) or the lack of data collection at all (namely, with respect to skills development and participation). A considerable amount of work has been undertaken with Liverpool Culture Company to support the development of systems to collect data. Also, work will be undertaken with other cultural organisations in the city to gather additional relevant data.

Several of these areas will be expanded when the *Impacts 08* team come to reflect upon the impacts of the ECoC year itself, as some data is not applicable prior to 2008. With data gathered during 2008, it will be possible to establish more direct comparison with indicators from previous ECoCs (which have only assessed data emerging from the event year - in itself, a strength of Liverpool 2008). We will also establish an ongoing comparison of economic impact with other relevant UK cities and continue to track regional impacts.

[9] This breakdown is based on actual income to 2005/6, and projected income thereafter, and is therefore subject to change.