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**Accommodation**

A limited number of twin rooms have been reserved at the Holiday Inn for £109 B&B per room. Double rooms are available for £99 B&B per room. Telephone hotel reservations on (0151) 7097090 and quote the Arts Research Digest Event to obtain the discounted rate. There is also a discounted parking rate available to delegates.

After completion, please return to:

Arts Research Digest, Corbridge Business Centre, Tinklers Yard, Corbridge, Northumberland, NE45 5SB

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# The **BIG** question



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B & I photographs courtesy of Beatriz Garcia

# The



# question

**The changing role of research in bidding for, and measuring the impact of, large-scale cultural events.**

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# The Question

**The changing role of research in bidding for, and measuring the impact of, large-scale cultural events.**  
**An interactive Arts Research Digest event, facilitated by Sara Selwood.**  
**Coinciding with the Liverpool Biennial.**

**When?** Informal networking evening 6.30pm, Wednesday 22nd October 2008  
Full day event 9.15am – 4pm, Thursday 23rd October 2008

**Where?** The Holiday Inn, Lime Street, Liverpool

**What?** Twenty four years ago, Liverpool hosted Britain's first international garden festival. Every other year for the next ten years, international garden festivals (involving a significant input from artists) took place in Stoke on Trent, Glasgow, Gateshead and Ebbw Vale.

From 1992 to 2000, the Arts Council of Great Britain (as it then was) nominated a different city or region to organise a year-long celebration of a different art form, culminating in a UK-wide Year of the Artist in 2000.

In 1985, Athens was the first city to be nominated European City of Culture. Renamed European Capital of Culture in 1999, a different city (and since 2007 more than one city) has competed for the title every year. Liverpool is Capital of Culture 2008.

**What role has research played in the process of bidding for, and measuring the impact of, large-scale cultural events? How, if at all, have attitudes and practice changed over the past 20 years? How relevant is research to the people who plan, run and pay for such events?**

**The BIG Question** is a one-day event, organised by Arts Research Digest (a regularly funded organisation of Arts Council England) to find out what you as cultural sector managers, policy makers, funders, regional and local authority officers (in arts, leisure, regeneration, economic development), consultants, researchers and academics think.

This event offers a rare opportunity for 80 participants with a shared interest in large-scale events and research to come together to:

- share their experience of commissioning and using research to bid for and evaluate big events
- ask questions of others with more or different experience
- look at the ways in which our use of research in this context is changing.

The event will combine short, stimulating presentations, questions and answers, panel discussions and facilitated discussion groups.

All participants will receive, in advance, a copy of a literature review of research, from the past 10 -15 years, on the impact of large-scale cultural events, commissioned from the Impacts08 team.

**Who? Chaired by Sara Selwood**, cultural analyst and Visiting Professor at City University.

**Sir Bob Scott**, leader of Liverpool's bid to be European Capital of Culture 2008, Chairman of Manchester's unsuccessful bid to host the Olympic Games and of its successful bid to host the Commonwealth Games in 2002.

**Dr Beatriz Garcia**, Director, Impacts08, European Capital of Culture Research Programme

**John Gold**, Professor of Urban Historical Geography, Oxford Brookes University

**Maggie Gold**, Senior Lecturer, Arts and Heritage Management, London Metropolitan Business School

**Stella Hall**, Creative Director, culture10, NewcastleGateshead Initiative

**John Kennedy**, former Director of Cork, European Capital of Culture, 2005

Other contributors to be confirmed

The morning session will be opened by Sir Bob Scott, followed by three speakers on the relationship of research to large-scale cultural events, from the international garden festivals through European capitals of culture to the Cultural Olympiads. There will be a panel discussion and facilitated discussion groups.

In the afternoon, Beatriz Garcia will present, for the first time, her findings into the impact of Liverpool's nomination as European Capital of Culture 2008 on inward investment to the city.

In the second afternoon session, Sara Selwood will chair a panel of people with experience of running large-scale events about the role of research in their practice. Delegates will then break into smaller discussion groups.

There will be a short plenary session before the event ends at 4pm.

Number of delegates \_\_\_\_\_

Name (s) \_\_\_\_\_

Organisation \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Tel \_\_\_\_\_

E-mail \_\_\_\_\_

**Informal networking evening, Holiday Inn, Liverpool, 22 October, 6.30pm**  
**Full day event, 23 October 2008, registration 9.15am**

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- Networking evening and day event £75
- Day event £75

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Continued overleaf