

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



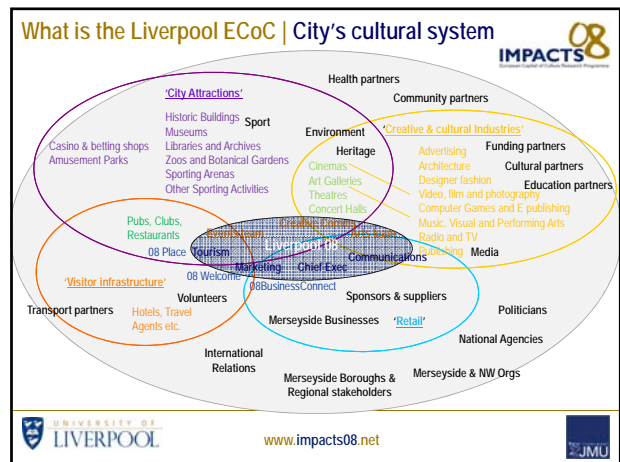
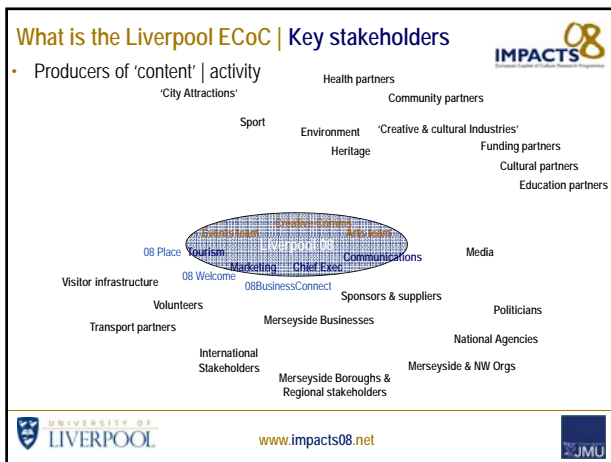
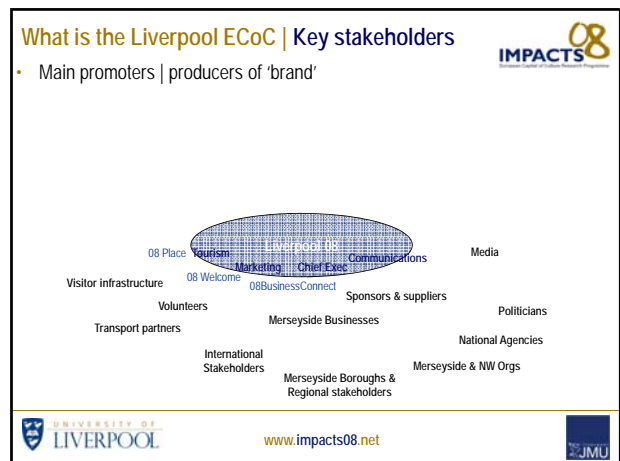
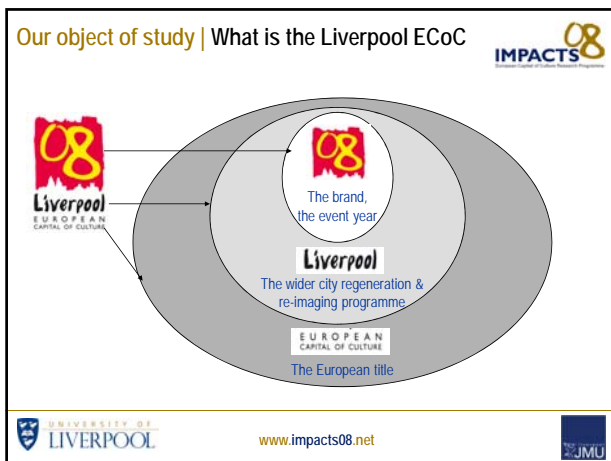
Experiencing 'impacts'...



Economic?
Physical?
Social?
Cultural?

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



What is the Liverpool ECoC | Intended impacts

Liverpool Culture Company Objectives	2008 European Capital of Culture Vision
<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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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The Impacts 08 research programme





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Research framework | Thematic clusters




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


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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: **Impacts 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	
Image & identity	AHRC/ACE Workshops quality of experiences				x		
	Media impact- press, broadcast, online		x	x	x	x	
Physical impact	AHRC/ESRC- Impact on local identity				x	x	
Management	Experience of the public realm				x		
The Liverpool Model	Stakeholder interviews and observations		x	x	x	x	
	Overview of methods, key findings, recommendations Liverpool, other UK, other Europe, International Cultural strat, UK Cap Cult, ECoC, Expo, Olympics					x	x

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Impacts 08 | Selected Findings

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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	Visitor growth (2002-2005) +3% (volume) and 21% (value)
Skills development	24% first time visitors in 08
Levels of investment	75% of visitors claim to have been influenced by the ECoC
Additional visitor expenditure	Hotel supply has grown by a third since 1998
Number of visiting delegates	70% hotel occupancy (81.1% in May 08)
Hotel rooms, occupancy rates and new stock	

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Impacts 08 indicators | Cultural vibrancy (2000-7)

Cultural vibrancy	
Number of arts and culture	New local cultural networks
Quality	attracting multi-million national grants
Increases in jobs, training and investment in the Creative/Cultural Sector	Rise in Creative Industries employment above UK average (2003-2006)
ECoC development of the Creative/Cultural Sector	90% of Creative Communities artists are local
Attitudes and perceptions towards arts/culture in the city	69% of Liverpool people interested in museums
Number of volunteers	Local interest in cultural activities has risen since 2005
Number of participants and events generated by ECoC activity	15m visits to events or attractions in 2008
Number of registered Volunteers	Over 4,000 registered volunteers, 1,000 active

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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	15m visits to events or attractions in 2008
Number of registered Volunteers	Over 4,000 registered volunteers, 1,000 active
Number of participants and events generated by ECoC activity	60% of local people claim attendance at museums
Number of registered Volunteers	13% of volunteers are of BME background
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Qualitative findings | Cultural participation (2007)

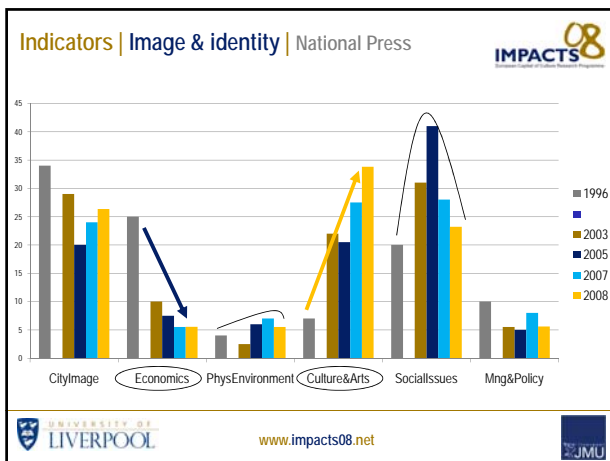
- The awareness of and pride in the city's broad cultural offer is very strong across different Liverpool neighbourhoods.
- In 2007, this contrasted with low understanding of what the ECoC had to offer to the people of Liverpool beyond external image change
- Cultural participation varies widely between communities. Residents of more affluent communities engage in more diverse cultural activity and are more likely to travel outside the city to attend 2008 | impact of pavilions
- 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	Over 85% of national articles on ECoC events, are positive or neutral
Number of registered Volunteers	Over 4,000 registered volunteers, 1,000 active
Physical impact	£4 billion invested in 250 major developments since 2000
Associated Infrastructure Development	In 2008, cultural stories dominate national coverage, outnumbering social / crime related stories
Management	£9.4m projected commercial income for ECoC programme
Budget: public and private investment, additional expenditure	73% of ECoC funding is dedicated to programming

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Qualitative findings | Media representations (2000-7)

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, ACM*)
 - 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 Ruhr area.

Latest news:

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

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

A one-year grant has been awarded by the AMC 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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**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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