Outcomes and Legacy of Liverpool 2008
Early findings from Impacts 08

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Director

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
  – 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)
Claiming ‘impacts’... Media headlines

... or claiming ‘lack of’ and/or negative impact
Experiencing ‘impacts’...


Research framework:
- **Holistic**: multiple dimensions of impact; positive as well as negative
- **Self-reflective**: analyses process as well as outcome
- **Collaborative**

PhD studentship, Arts Council workshops, cultural participation, AHRC/ESRC fellowship, media coverage, perceptions, inclusion, well-being, quality of life, employment, tourism, investment, economic growth, cultural vibrancy, social capital, physical environment, management, aims + objectives, policy, strategy, infrastructures, sustainability, Plus KT partnerships with: local cultural organisations, event organisers, tourism & regeneration agencies.
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 ECcC 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

<table>
<thead>
<tr>
<th>Area</th>
<th>Project title</th>
<th>Research Period</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
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<tbody>
<tr>
<td>Indicators</td>
<td>Indicator data across all themes</td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Economic growth</td>
<td>Business impact &amp; engagement</td>
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<td>Economic Impact of 08 Events</td>
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<td></td>
<td>Impact of 08 on visitor numbers</td>
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<tr>
<td>Cultural vibrancy</td>
<td>Creative industries sustainability</td>
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<td>Arts Sector sustainability &amp; Artists experience</td>
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<td></td>
<td>World Class programme/event</td>
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<tr>
<td>Access and participation</td>
<td>Local Area Studies - social impacts across city</td>
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<td></td>
<td>Impact of volunteering on cultural engagement</td>
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<td>Impact of culture on Quality of Life toolkit</td>
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<td></td>
<td>AHRC/ACE Workshops</td>
<td>quality of experiences</td>
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<tr>
<td>Image &amp; identity</td>
<td>Media impact – press, broadcast, online</td>
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<td>AHRC/ESRC- Impact on local identity</td>
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<tr>
<td>Physical impact</td>
<td>Experience of the public realm</td>
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<td>Management</td>
<td>Stakeholder interviews and observations</td>
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<tr>
<td>The Liverpool Model</td>
<td>Overview of methods, key findings, recommendations Liverpool, other UK, other Europe, International Cultural strat, UK Cap Cult, ECcC, Expo, Olympics</td>
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<td>Economic impacts and processes</td>
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<td>Go Super</td>
<td>Tall Ships</td>
<td>Mathew St F</td>
<td>Liverpool Sound</td>
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<td>Jobs created in relevant sectors</td>
<td>200,000</td>
<td>570,000</td>
<td>325,000</td>
<td>185,000</td>
<td>36,000</td>
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<tr>
<td>Attendance</td>
<td>46%</td>
<td>45%</td>
<td>26%</td>
<td>34%</td>
<td>36%</td>
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<tr>
<td>Skills development</td>
<td>3%</td>
<td>17%</td>
<td>14%</td>
<td>16%</td>
<td>19%</td>
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<tr>
<td>Levels of investment</td>
<td>£2m</td>
<td>£9.6m</td>
<td>£8.2m</td>
<td>£7m</td>
<td>£5m</td>
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<td>GVA % change on previous year</td>
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<td>Additional visitor expenditure</td>
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<tr>
<td>Visitor growth (2002-2005)</td>
<td>13% (volume) and 21% (value)</td>
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<tr>
<td>Hotel rooms, occupancy rates and new stock</td>
<td>25.5% first time visitors in 08</td>
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<td>Hotel supply has grown by a third since 1998</td>
<td>70% hotel occupancy (81.1% in May 08)</td>
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<td>75% of visitors claim to have been influenced by the ECoC</td>
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### Impacts 08 findings | Cultural vibrancy (2000-8)

<table>
<thead>
<tr>
<th>Cultural vibrancy</th>
<th>National coverage of cultural offer is (2008)</th>
</tr>
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<tbody>
<tr>
<td>Number of arts and cultural facilities</td>
<td>62% pos</td>
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<tr>
<td>New local cultural networks attracting multi-million national grants</td>
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<tr>
<td>Rise in Creative Industries employment above UK average (2003-2006)</td>
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<tr>
<td>% positive national reviews of artistic programme events</td>
<td></td>
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<tr>
<td>Total grants given by ECoC</td>
<td></td>
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<tr>
<td>% interest in Museums/Galleries in the city</td>
<td></td>
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<tr>
<td>% interest in Theatres/Concert halls in the city</td>
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<tr>
<td>% interest in visiting the city</td>
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</tbody>
</table>

**Quality of Cultural Offer**
- No. of works previewing at or newly commissioned for the ECoC
- Increases in jobs, training and investment in the Creative/Cultural Sector
- Training sessions taken up in creative industries sector
- Investment in Creative industries
- Investment in Arts sector
- Jobs created by ECoC activity

**ECoC development of the Creative/Cultural Sector**
- Total grants given by ECoC organisers

**Most positive impacts**
- Profile for city and sector
- Sector credibility
- Increased client base
- Increased local morale

**But low perceived direct impacts**
- No sufficient local opportunities (particularly, for small providers)
- Focus on events over arts infrastructure improvement

**Sector perceptions**
- % interest in Museums/Galleries in the city
- % interest in Theatres/Concert halls in the city
- % interest in visiting the city

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**Attitudes and perceptions towards arts/culture in the city**
- % interest in Museums/Galleries in the city
- % interest in Theatres/Concert halls in the city
- % interest in Pubs/Bars (or other entertainment) in the city
- % positive impressions of the city

69% of Liverpool people interested in museums

Rise in Creative Industries employment above UK average (2003-2006)

90% of Creative Communities artists are locally based

Local interest in cultural activities has risen since 2005

**New cultural strategy for city-region**

### Impacts 08 projects | Qualitative findings (2006-8)

- Perceived ECoC economic impacts
  - In the lead to 2008, ECoC is 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 attracted 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.
Impacts 08 findings | Cultural participation

**Perceived drivers**
- Local champions
- Community work as introduction to city centre venues/events
- Family friendliness
- Opps for active participation

**Perceived barriers**
- Cost
- Availability of transport
- Lack of children suitability
- Inadequate marketing
- Lack of interest or understanding

**15m visits to events or attractions in 2008**
Three pavilions in deprived communities owned by neighbours and praised by critics

**60% of local people claim attendance at museums (42% nationally)**
Above average BME, lower socio-eco groups and young people attend 08 events

**Over 4,000 registered volunteers, 1,000 active**
13% of volunteers are of BME background

**358 volunteers report that their involvement in the ECoC has widened their cultural interests and helped them develop confidence and skills.**

Qualitative findings | Cultural participation (2007-8)

- 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 cultural events.

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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Findings | Image, physical change, management

**Image and identity**
- Number of media articles on Capital of Culture
- % of positive national media articles on the city in general
- Over 85% of national articles on ECoC events are positive or neutral

**Physical impact**
- From mid 1990s to 2009, 400% growth in culture stories
- In 2008, cultural stories dominate national coverage, outnumbering social/crime related stories
- £4 billion invested in 250 major developments since 2000
- £9.4m commercial income for ECoC programme
- 73% of ECoC funding is dedicated to programming
- New approaches to joint-cross sectoral thinking have emerged

**Management of the process**
- Number of sponsors and income
- Budget: public, investment, additional expenditure
- Budget source
- Arts Council
- Other public sector
- Total income of ECoC organising committee
- 73% of ECoC funding is dedicated to programming

Findings | Image & identity | National Press

<table>
<thead>
<tr>
<th>1996</th>
<th>2003</th>
<th>2005</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>CityImage</td>
<td>Economics</td>
<td>PhysEnvironment</td>
<td>Culture&amp;Arts</td>
<td>SocialIssues</td>
</tr>
</tbody>
</table>

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**Findings| Image & identity | Online presence**

Events from 2008 with Facebook Group pages
Shows number of members (light) and wall posts accumulation (dark)

**Qualitative findings | Media representations (2000-8)**

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 in Glasgow 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.
- By 2008, cultural stories dominate national coverage, outnumbering social / crime related stories
Qualitative findings | People’s interpretation (2006-08)

• 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 last benefit of the ECoC for Liverpool people vary depending on the neighbourhood.
  – Residents from low income communities feel less confident, but the confidence gap has been reduced by the end of 2008.

• 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. This trend continued to grow in 2008.

• By the end of 2008, most people agree with the claim that ‘Liverpool is improving and has a positive future’
  – Residents rate Liverpool as better than or equal to other British cities across all identified indicators, including services and shopping.

Impacts 08 | Early conclusions

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Summary of findings

- Key impacts the European Capital of Culture title in Liverpool
  - image renaissance for the city and its cultural / creative sectors
  - greater confidence in the city and its future (residents, visitors and investors)
  - cultural/creative sectors accepted as key drivers for economic and social change
  - increased participation and diversity of audiences
  - some direct economic impact and widespread secondary economic benefit

- Large scale one-off outdoor events act as iconic moments for collective memory (residents) and image renaissance (media audiences)

- To maximise sustainable impact, these events must be complemented by ongoing smaller scale activity that can be more spread out spatially and last longer (Superlambananas, Pavillions)

Points for discussion

- One-off cultural events can be a key catalyst for urban regeneration

- A key challenge to event-led regeneration is the risk to take culture out of context and instrumentalise it for economic or social ends without attending to geographical, temporal and local identity sensibilities

- To maximise its potential and sustainability, there is a need to further our understanding of synergies as well as potential conflict between cultural, economic, environmental and social imperatives

- This requires ongoing support to assessment tools that acknowledge the multiple dimensions of regeneration (thematic, qualitative and quantitative methods) and its progression over time (longitudinal research)
Thank you

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