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Looking in on the City

Who is in and who is out in the City?



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Looking in on the City

Liverpool as Capital of Culture: Impacts and Effects

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Impacts 08, European Capital of Culture Research










Claiming 'impacts'... Media headlines




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



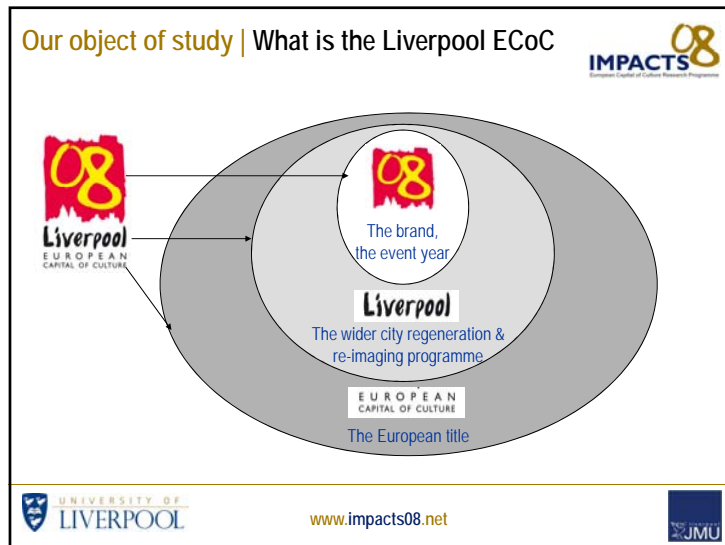
Understanding 'impacts'... a research agenda



- 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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What is the Liverpool ECoC | Key stakeholders

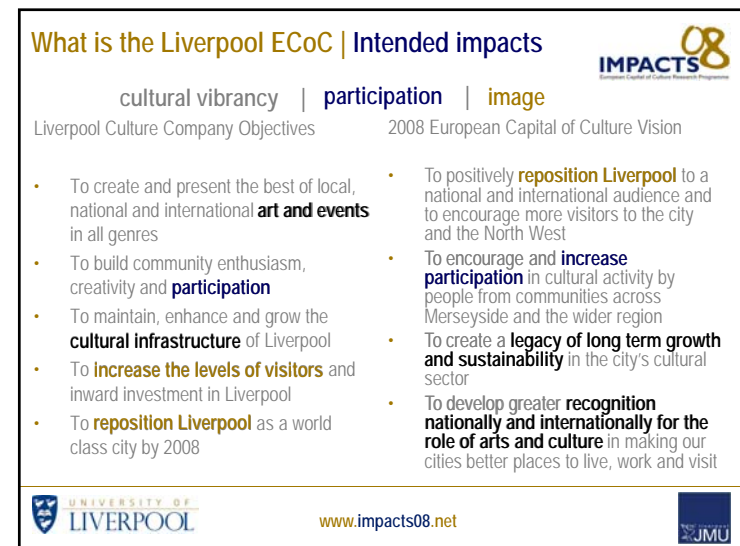
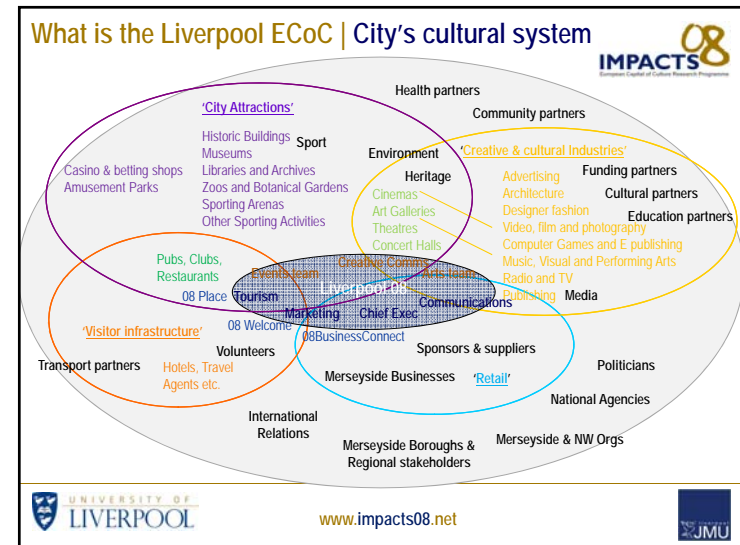
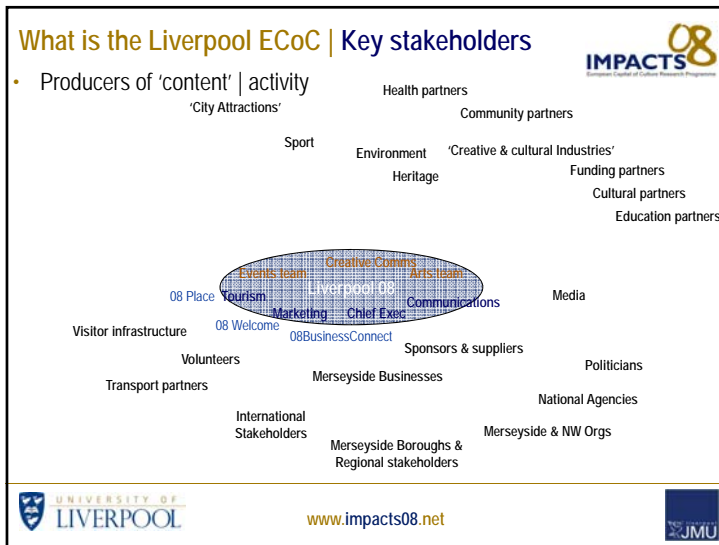


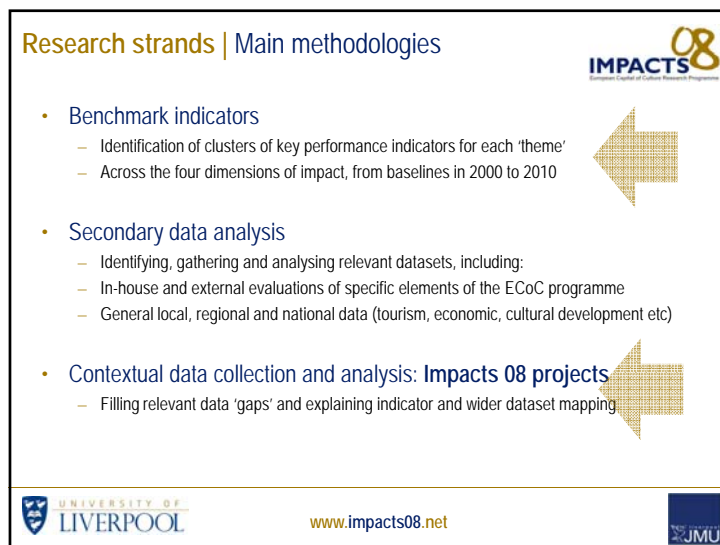
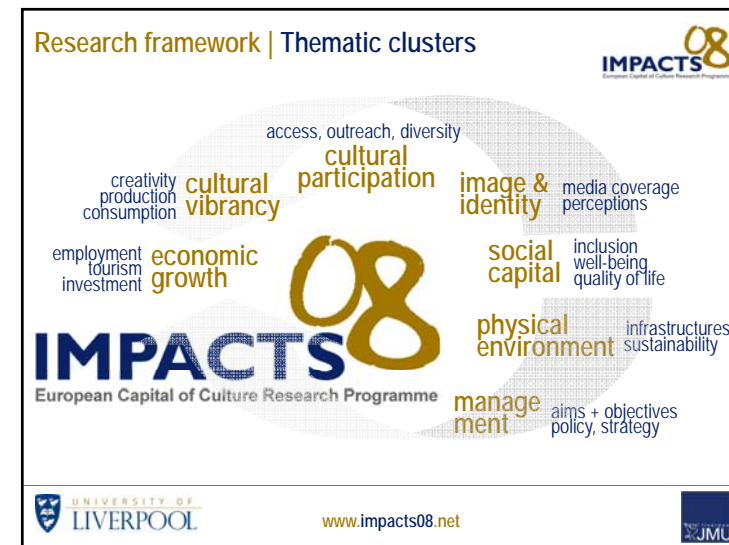
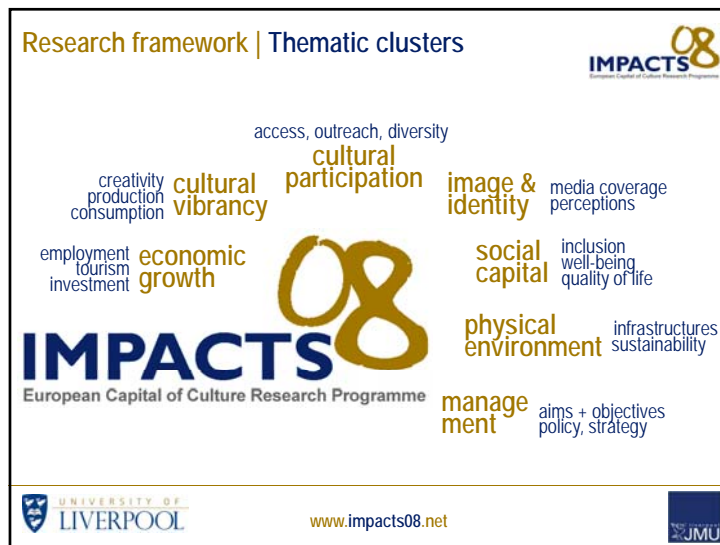
- Main promoters | producers of 'brand'



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Research strands | Impacts 08 projects



Area	Project title	Research period	06/07	07/08	08/09	09/10
Indicators	Indicator data across all themes		x	x	x	x
Economic growth	Business impact & engagement		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
	Arts Sector sustainability				x	x
	World Class programme/event				x	
Cultural participation	Local Area Studies - social impacts across the city			x	x	x
Social capital	Impact of volunteering on cultural engagement			x	x	
	Impact of culture on Quality of Life				x	x
Image & identity	Media impact analysis		x	x	x	x
	AHRC/ESRC- Impact on local identity - mind mapping			x	x	x
Physical environment	Experience of the public realm			x		x
	Impact on physical infrastructure investment				x	
Management	Stakeholder interviews and observations		x	x	x	x



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Impacts 08 indicators Economic growth (2000-07)	
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Economic impacts and processes	
Jobs created in relevant sectors	City Employment Volume
	Employment Volume - Retail
	Employment Volume - Tourism
Skills development	Employment Volume - Business Units - City Centre
	% of economically active with higher education
	% of economically active with higher education
Levels of investment	GVA
	City Centre
	City Centre
Additional visitor expenditure	City Centre
Number of visiting delegates	Number of conference delegates visiting the city
	Total room nights sold in the city
	City Hotel Occupancy (%)
Hotel rooms, occupancy rates and new stock	Number of Hotel Rooms (city)
	Number of Hotel Rooms (whole city)
	Average Room Rate
	Rooms/Bedspaces refurbished/built (City Centre)
	Rooms/Bedspaces refurbished/built (Whole City)

Impacts 08 indicators Cultural vibrancy (2000-7)	
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Cultural vibrancy	
Number of arts and cultural facilities; new facilities	Number new/refurbished cultural facilities
Quality of Cultural Offer	% of positive national reputation
Increases in jobs, training and investment in the Creative/Cultural Sector	Training sessions taken up in creative industries sector
ECoC development of the Creative/Cultural Sector	Rise in Creative Industries employment above nat average (2003-2006)
Attitudes and perceptions towards arts/culture in the city	% Interest in Museums/Collections
	% Interest in Theatres/Collections
	% Interest in Museums/Collections
	% Interest in Theatres/Collections
	% Interest in Museums/Collections
	% Interest in Theatres/Collections

Impacts 08 projects Qualitative findings (2006-7)	
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<ul style="list-style-type: none"> Perceived ECoC economic impacts <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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. 	

Impacts 08 indicators Cultural participation	
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Cultural participation	
Number of participants and events generated by ECoC activity	Total Number of ECoC events
Breadth of cultural participation	Attendance at ECoC events
Number of volunteers	Events funded
	Number of Participants
	% of local people claim attendance at museums
	Proportionate involvement
	% of audience from within the city
	% of audience from outside the country
	Number of registered Volunteers
	Number of active volunteers
	% of volunteers are of BME background

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 cultural 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

Number and value of media coverage

- Value of articles
- Num. of national press articles with ref. to ECoC
- % of positive national media articles on the city in general

Over 85% of national articles on ECoC events are positive or neutral

Physical impact

Associated Infrastructure Development

- Additional expenditure: Heritage
- Additional expenditure: Non-heritage

£4 billion invested in 250 major developments since 2000

Management of the process

Number of sponsors and income

- Number of sponsors
- Income from

£9.4m projected commercial income for ECoC programme

Budget: public and private investment, additional expenditure

- Budget source
- Total income of ECoC organisation

City Council

Arts Sector

Other public

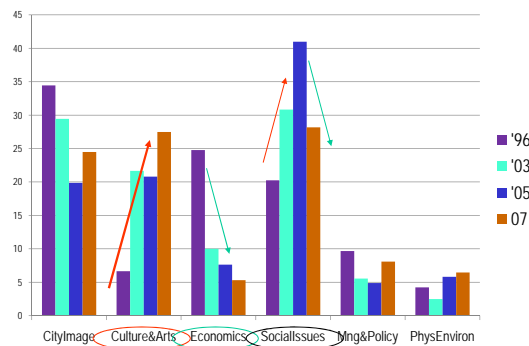
64% of ECoC funding is dedicated to programming



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Impacts 08 project | Image & identity | National Press



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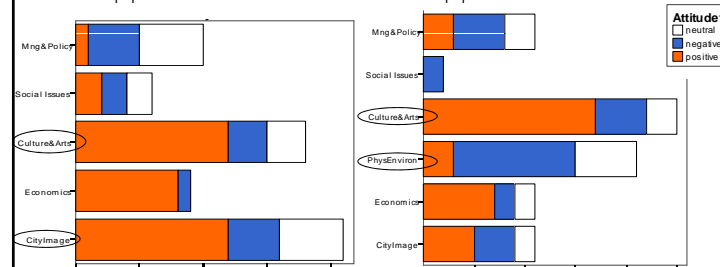


Impacts 08 project | Image & identity | ECoC stories



ECoC-specific coverage (2003, 05, 07)

National papers



Papers across all typologies offer a far higher percentage of positive coverage on ECoC stories than generic Liverpool city stories



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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 are 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.
- 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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Conclusions



- The need to conduct longitudinal research to understand impacts
 - A five year programme in the lead and during 2008 is essential to establish baselines.
 - However, we cannot estimate the full impact of hosting the ECoC in 2009 alone.
 - The most important legacies of 2008 are likely to emerge over the next five to ten years
- 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 collaboration across research sectors
 - Universities, consultancies, think tanks
 - Independent research + knowledge transfer
 - Diversifying funding for research : from commissioners as well as research councils
- Dealing with time + media pressures



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Recommendations for ongoing research



- Explore new (scientific + creative) methodologies so that:
 - **Numbers** are contextualised by the **stories** of a city and its people
 - These stories can be used as **evidence** rather than just anecdotes



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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 2009. Future European Capitals of Culture, such as Essen and the Rhur area, Istanbul and Pecs in

Latest News:

On 10 September, Impacts 08 will be presenting at this year's [BA Festival of Science](#) – see [press page](#) for further information.

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

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Thank you

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Looking in on the City

Who is in and who is out in the City?

Session two: 14.30 to 15.30: Round Table discussion

Steve Miles, Stuart Wilks-Heeg, Stephanie Petrie, Roy Coleman,
Department of Sociology and Social Policy, University of Liverpool

Phil Redmond, Creative Director, Liverpool Culture Company

08 Liverpool EUROPEAN CAPITAL OF CULTURE

Northwest

englandsnorthwest BE INSPIRED

festival of science