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## Culture as a motor for urban and regional development A model for impact assessment in Liverpool 2008

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



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# 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 (Myerscough, Policy Studies Institute)
  - 2002-2005: Long term cultural legacy (Garcia, University of Glasgow Beyond short-term

evaluation

- 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)



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#### Research framework



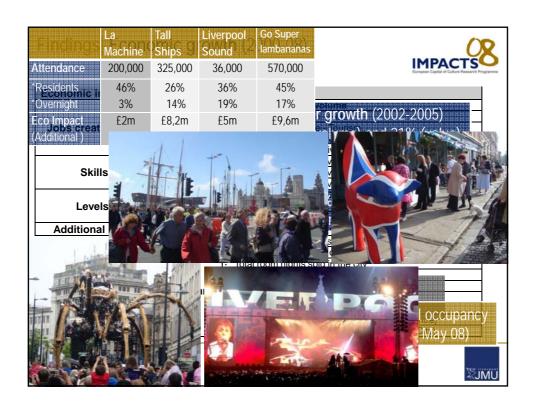
- Holistic: multiple dimensions of impact; positive as well as negative
- Self-reflective: analyses process as well as outcome
- **Longitudinal**: 2005 2010 [2015]
- Collaborative

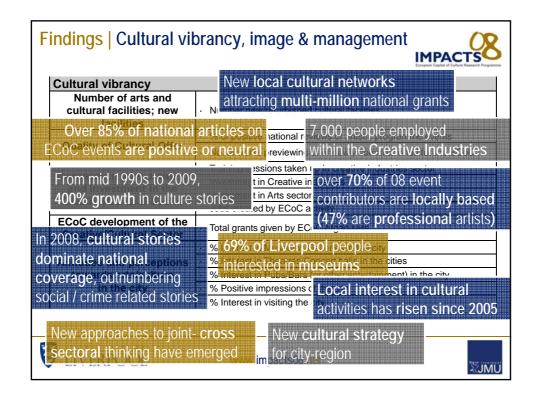


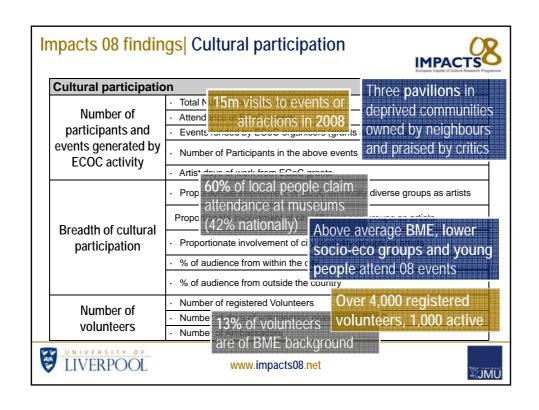
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Plus KT partnerships with: local cultural organisations, event organisers, tourism & regeneration agencies

Findings | Economic growth (2000-08) **IMPACTS Economic impacts and processes** City Emp Visitor growth (2002-2005) Employm<sub>(</sub> Jobs created in relevant sectors Employm( 13% (volume) and 21% (value) Employm( Business Units - Creative Industries % of economically active with no qualifications Skills development 25.5% first time active with secondary education tive with higher education visitors in 08 GVA % change been influenced by the ECoC 75% of visitors claim to have Levels of investment Additional visitor expenditure Number of conferences in the city Number of visiting delegates Number of conference delegates visiting the city Total room nights sold in the city City Hotel Occupancy (%) Hotel supply has grown by a Hotel rooms, occupancy rates and new stock A third since 1998 70% hotel occupancy Rooms/Bedspaces refurbishe (81.1% in May 08) LIVERPOOL www.impacts08.net JML









### 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) (Liverpool best practice: the Spider, Opening weekend, Tall Ships)
- To maximise sustainable impact, these events must be complemented by ongoing smaller scale activity that can be more spread out spatially and last longer (Liverpool best practice: neighbourhood Pavillions, Superlambanana parade)



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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, consult
- EACEA funded European
  Capital of Culture Knowledge
  - Combining independent academic research + kr Capital of Culture Knowledge
  - Diversifying funding for research : from commiss Exchange Network (2009-10)
- The involvement of universities, strengthens the legacy of hosting the ECoC



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#### Points for discussion



- · Culture can be a key catalyst for local development and regeneration
- Emerging evidence in Liverpool shows that key drivers result from applying cultural incentives and investment within economic, social, physical as well as cultural/ artistic / creative policy agendas
- A key challenge to culture-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, we need to keep advancing our understanding of synergies as well as potential conflict between cultural, economic and social imperatives
- This requires more support to assessment tools that acknowledge the multiple dimensions of regeneration (thematic, qualitative and quantitative methods) and its progression over time (longitudinal research)



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