

## 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

## 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)
- 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



## Experiencing 'impacts'...



## 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



## Findings | Economic growth (2000-08)



Economic impacts and processes	
Jobs created in relevant sectors	<ul style="list-style-type: none"> <li>• City Emp</li> <li>• Employment</li> <li>• Employment</li> <li>• Employment</li> <li>• Employment</li> <li>• Business Units - Creative Industries</li> </ul> <p><b>Visitor growth (2002-2005)</b> 13% (volume) and 21% (value)</p>
Skills development	<p><b>25.5% first time visitors in 08</b></p> <ul style="list-style-type: none"> <li>• % of economically active with no qualifications</li> <li>• % of economically active with secondary education</li> <li>• % of economically active with higher education</li> </ul>
Levels of investment	<ul style="list-style-type: none"> <li>• GVA per capita</li> <li>• GVA % change</li> </ul> <p><b>75% of visitors claim to have been influenced by the ECoC</b></p>
Additional visitor expenditure	<ul style="list-style-type: none"> <li>• City Visitor Exp</li> </ul>
Number of visiting delegates	<ul style="list-style-type: none"> <li>• Number of conferences in the city</li> <li>• Number of conference delegates visiting the city</li> <li>• Total room nights sold in the city</li> <li>• City Hotel Occupancy (%)</li> </ul>
Hotel rooms, occupancy rates and new stock	<ul style="list-style-type: none"> <li>• Hotel supply has grown by a</li> <li>• third since 1998</li> <li>• Rooms/Bedspaces refurbishe</li> <li>• Rooms/Bedspaces refurbishe</li> </ul> <p><b>70% hotel occupancy (81.1% in May 08)</b></p>



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	La Machine	Tall Ships	Liverpool Sound	Go Super lambananas
Attendance	200,000	325,000	36,000	570,000
Residents	46%	26%	36%	45%
Overnight	3%	14%	19%	17%
Eco Impact (Additional)	£2m	£8,2m	£5m	£9,6m

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growth (2002-2005)

Occupancy (May 08)

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## Findings | Cultural vibrancy, image & management

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**Cultural vibrancy**

- New local cultural networks attracting multi-million national grants
- Over 85% of national articles on ECoc events are positive or neutral
- 7,000 people employed within the Creative Industries
- From mid 1990s to 2009, 400% growth in culture stories
- over 70% of 08 event contributors are locally based (47% are professional artists)
- ECoc development of the
- In 2008, cultural stories dominate national coverage, outnumbering social / crime related stories
- 69% of Liverpool people interested in museums
- Local interest in cultural activities has risen since 2005
- New approaches to joint-cross sectoral thinking have emerged
- New cultural strategy for city-region

JMU

## Impacts 08 findings | Cultural participation



### Cultural participation

Number of participants and events generated by ECOC activity

- Total N
- Attend
- Events
- Number of Participants in the above events
- Artist

15m visits to events or attractions in 2008

Three pavilions in deprived communities owned by neighbours and praised by critics

Breadth of cultural participation

- Propo
- Propo
- Proportionate involvement of ci
- % of audience from within the c
- % of audience from outside the country

60% of local people claim attendance at museums (42% nationally)

diverse groups as artists

Above average BME, lower socio-eco groups and young people attend 08 events

Number of volunteers

- Number of registered Volunteers
- Numbe
- Numbe

13% of volunteers are of BME background

Over 4,000 registered volunteers, 1,000 active



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## Impacts 08 findings | Cultural participation



Three pavilions in deprived communities owned by neighbours and praised by critics

## 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, co-creating research
  - Combining independent academic research + knowledge from other sectors
  - Diversifying funding for research : from commissions to **EACEA funded European Capital of Culture Knowledge 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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Thank you

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The screenshot shows the IMPACTS 08 website interface. At the top, there are logos for the University of Liverpool and Liverpool John Moores University (JMU), along with navigation links for 'University: Home | A-Z Index | Staff | Students'. A search bar is located in the top right corner. The main header reads 'IMPACTS 08- European Capital of Culture Research Programme'. Below this, a breadcrumb trail indicates 'You are here: University Home > Impacts 08'. The page is divided into several sections: a left sidebar with 'Impacts 08' and various sub-links; a main content area with a 'Impacts 08' heading and introductory text; a 'News and Findings' section with a 'Click here for latest news...' link; and a 'Related Activities' section with text about funding from the Arts and Humanities Research Council (AHRC) and the Economic and Social Research Council (ESRC). A right-hand sidebar features the 'IMPACTS 08' logo, a 'Latest News' section, and a prominent announcement: 'There are still some places available at our free workshop on Measuring Cultural Engagement, being held at Liverpool's Foresight Centre on 27th July. Find out more and register to attend.' Below this, there are links to 'Reports and Papers' and 'Background documents'.



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