

Measuring the Impacts of Cultural Programming
 Impacts 08 and Northwest Culture Observatory
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IMPACTS 08
 European Capital of Culture Research Programme

Setting a framework for culture-led regeneration research
 Understanding the impacts of cultural programming

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Impacts 08 – The Liverpool Model
 European Capital of Culture Research Programme

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Researching culture-led regeneration

- The state of the debate in the UK
 - Revitalising post-industrial city economies
 - Using culture as a catalyst: from service to knowledge economies
 - Key drivers for regeneration: major events, iconic infrastructures
- Cultural policy in urban environments | lines of enquiry
 - social impact of the arts | community arts mov (60s), Comedia, Matarasso (90s)
 - economic importance of the arts | Myerscough (80-90s), Selwood (90s)
 - rise of the 'creative class' | Florida (2004), creative + cultural clusters debate
 - creative city (Landry): cultural planning (Bianchini, Mercer);
- Emphasis on economic, physical and social impacts | debate led by free-lance consultants and think-tanks (PSI, Comedia, Demos, IPPR)
 - How do we assess the cultural impact and legacy of cultural regeneration
 - What role can universities play to inform the policy debate

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Researching the European Capital of Culture

- European Capital of Culture programme
 - EU devised initiative; conceived in 1983 without a clear remit or guidelines
 - Awarded to Glasgow in 1986; used as a catalyst for regeneration
 - 1994: first EU evaluation (86-93); Glasgow considered key referent point
 - 2004: second evaluation (94-03): regeneration identified as core objective
- Glasgow 1990: first city to actively engage in ECoC assessment
 - 1989-1991: Immediate economic impact (consultants: Policy Studies Institute)
 - 2002-2005: Long term cultural legacy (academics: University of Glasgow)
- Liverpool 2008: first city to commission longitudinal research programme
 - 2006-2010: Economic, physical, social and cultural impacts ('academic consultants': Uol and LJMU)

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Researching Liverpool ECoC 2008

- Research commissioned by Liverpool City Council
- Overseen by the Cultural Research Steering Group
 - Liverpool City Council
 - Culture Company
 - Culture NW – NW Culture Observatory
- Managed by a joint-university consortium
 - University of Liverpool
 - Liverpool John Moores University
- Conducted by the Impacts 08 research team
 - Director + senior research fellow + programme assistant

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Defined aims

- Provide **longitudinal impact analysis** of Liverpool ECoC programming
 - retrospectively, to cover the impact of the bid, and up to 2009/10;
- **Grow the evidence base** for the **multiple impacts** of culture upon regeneration and city renaissance
 - to inform the national debate, influence funding decisions and assist regional cultural planning;
- Provide **intelligence to guide decision-making**
 - within the ECoC cultural programme and marketing strategy
- Provide a **replicable model** that will add to the legacy of 2008
 - e.g. for future Capitals of Culture or similar large projects but also to inform other large programmes in the City.

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Defined aims

- Provide **longitudinal impact analysis** of Liverpool ECoC programming
 - retrospectively, to cover the impact of the bid, and up to 2009/10 [sustainable impacts]
- **Grow the evidence base** for the **multiple impacts** of culture upon regeneration and city renaissance
 - to inform the national debate, influence funding decisions and assist regional cultural planning;
- Provide **intelligence to guide decision-making** [knowledge transfer]
 - within the ECoC cultural programme and marketing strategy
- Provide a **replicable model** that will add to the legacy of 2008
 - e.g. for future Capitals of Culture or similar large projects but also to inform other large programmes in the City. [beyond Liverpool, beyond the ECoC]

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Defined aims

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 - retrospectively, to cover the impact of the bid, and up to 2009/10:
- Grow the evidence base for the multiple impacts of culture upon regeneration and city renaissance

What can we measure?

Advancing the case for alternative terminology: assessment and value

Engaging in the debate around evidence-based policy making

Dimensions of regeneration

- Economic
- Environmental
- Social
- Cultural
- (Political)

The value of a holistic approach to impact assessment but ensuring manageable scope and aspiring to impact disaggregation

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Establishing our object of study

- What is the Liverpool ECoC trying to deliver?

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Research framework | Thematic clusters

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Research strands

- 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
 - Additional research is being carried out to fill relevant data 'gaps' and in order to shed light on the figures given by indicator and wider dataset mapping
 - Methodologies include: interviews with key stakeholders, local people and event participants; surveys; content analysis of media clippings; participatory mapping techniques, case study research
 - We are also linking with existing projects to ensure consistency of research questions

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A platform for dissemination

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Thank you
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