

Measuring the Impacts of Cultural Programming
Impacts 08 and Northwest Culture Observatory
9 March 2007 | Foresight Centre, University of Liverpool

IMPACTS
European Capital of Culture Research Programme

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

Beatriz Garcia
Director

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

 www.impacts08.net 

Researching culture-led regeneration

IMPACTS
European Capital of Culture Research Programme

- 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

 www.impacts08.net 

Researching the European Capital of Culture

IMPACTS
European Capital of Culture Research Programme

- 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)

 www.impacts08.net 

Researching Liverpool ECoC 2008

IMPACTS
European Capital of Culture Research Programme

- 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

 www.impacts08.net 

Defined aims

IMPACTS
European Capital of Culture Research Programme

- 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.

 www.impacts08.net 

Defined aims

IMPACTS
European Capital of Culture Research Programme

- 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 **[beyond Liverpool, beyond the ECoC]**

 www.impacts08.net 

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

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**



www.impacts08.net



Establishing our object of study

- What is the Liverpool ECoC trying to deliver?

Economic regeneration

Cultural renaissance

A party for all

Artistic excellence

Local focus



National & international focus

A major one-off event in 2008

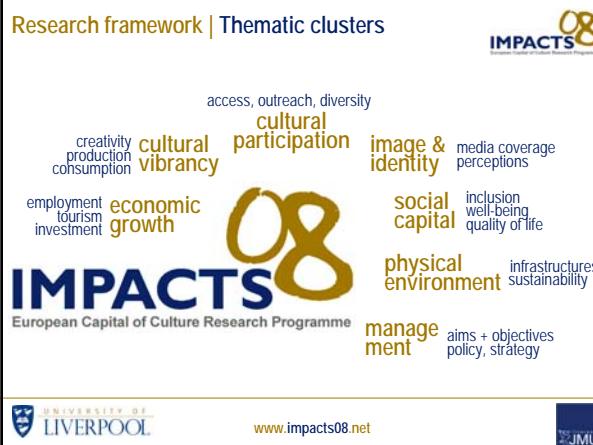
A culture-led regeneration programme



www.impacts08.net



Research framework | Thematic clusters



www.impacts08.net



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



www.impacts08.net



A platform for dissemination

[THE UNIVERSITY OF LIVERPOOL INVESTING IN KNOWLEDGE](http://www.liverpool.ac.uk/~impacts/)



[IMACTS 08 - European Capital of Culture Research Programme](http://www.impacts08.net)

Impacts 08

Understanding the effect of cultural regeneration in the lead to Liverpool 2008 - European Capital of Culture

Impacts 08 - The Liverpool Model, is a joint research initiative of the University of Liverpool and Liverpool John Moores University, which will evaluate the social, cultural, economic and environmental effect of Liverpool's hosting the European Capital of Culture title in 2008. The research programme, commissioned by Liverpool City Council, will examine the impact of the bid and the effect in the long term.

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.

Liverpool City Council has commissioned the two Universities to develop Impacts 08 in partnership with the Cultural Research Steering Group - made up of Liverpool City Council, Liverpool John Moores University and representatives from Culture Northwest, the regional cultural consortium, including arts Council England (North West) and the North West Culture Observatory.



Events

Latest News:

Impacts 08 will be holding a public forum - Measuring the Impacts of Cultural Programmes - on 9th March. Details of this event are available on [http://www.jmu.ac.uk/impacts08/](#). Information for delegates is available on [http://www.jmu.ac.uk/impacts08/delegates.html](#).

Impacts 08 held a student seminar on the 21st February. Details of this event are available on [http://www.jmu.ac.uk/impacts08/students.html](#).

Arts Council England has launched a major consultation on the future of public investment in the arts in the country - The public stage is now open.



www.impacts08.net





Thank you
Beatriz Garcia

b.garcia@liverpool.ac.uk



www.impacts08.net

