

# Beyond Impacts – Lessons and legacies from researching Liverpool’s European Capital of Culture

12 March 2010, Victoria Gallery & Museum, Liverpool

## Speakers and panellists

### Welcome speeches

- Professor John Belchem (Pro Vice Chancellor, University of Liverpool)
- Professor Michael Brown (Vice Chancellor, Liverpool John Moores University)

### Main plenary presentation: Impacts 08 Programme Overview

- Dr Beatriz Garcia (Impacts 08 Director)
- Ruth Melville (Programme Manager)

### Panel discussion: The policy relevance of Impacts 08

Chaired by Professor Sara Selwood (City University)

Contributors:

- Mick Elliot (Department of Culture, Media and Sport)
- Andrew Nairne (Arts Council England)
- Richard Nutter (Liverpool City Council)
- Sir Bob Scott (European Capital of Culture International Judging Panel)

### Parallel sessions: Impacts 08 projects and findings

<i>Cultural Narratives</i> Dr Beatriz Garcia (Impacts 08)	<i>Cultural Participation</i> Ruth Melville (Impacts 08)	<i>Cultural Economy</i> Tamsin Cox (Impacts 08)
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### Panel discussion: The research relevance of Impacts 08

Chaired by Franco Bianchini (Leeds Metropolitan University)

Contributors:

- Patrizia Baralli (European Commission)
- Catherine Bunting (Arts Council England)
- Dr Michelle Reeves (London Development Agency)
- Professor Rick Rylance (Research Councils UK)

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- **Patrizia Baralli – European Commission: panel discussion ‘research relevance of Impacts 08’**

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Patrizia Baralli has a background in Modern History and Literature. She started her career in Italy as a consultant for local development and social policies and joined the European Commission in 1998, through a public competition for young officials. Since then she has worked as project officer, programme manager and policy officer in the fields of adult education, vocational training, teacher training, language teaching and learning, multilingualism policy and culture. Since 2009 she has been evaluation officer for the EU Culture Programme and European Capitals of Culture.



- **John Belchem – University of Liverpool: Welcome speech**

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John Belchem has written and published extensively on modern British social, political and cultural history. After finishing his doctorate at Sussex, he taught in further education before taking up his first university appointment in New Zealand. In January 1980 he moved back to the UK to take up a post at the University of Liverpool where he has remained ever since. A former Director of Combined Honours in Arts, Head of the School of History and then Dean of the Faculty of Arts, Professor Belchem is now Pro-Vice-Chancellor of the University of Liverpool. He was awarded a Leverhulme Major Research Fellowship for three years, 2004-2007, enabling him to complete a set of major publications on Liverpool, attesting to his status as an honorary scouser: a new edition of *Merseypride: essays in Liverpool exceptionalism* with an introduction on ‘the new Liverpool’; *Liverpool 800: culture, character and history*, the new history of the city which he edited for the City Council and the University of Liverpool; and most recently, *Irish, Catholic and Scouse: the history of the Liverpool-Irish, 1800-1939*.



- **Professor Franco Bianchini – Leeds Metropolitan University: panel chair ‘research relevance of Impacts 08’**

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In October 2007 Franco Bianchini began working in his post as Professor of Cultural Policy and Planning, in the Faculty of Arts and Society at Leeds Metropolitan University. He was a Research Fellow at the Centre for Urban Studies, University of Liverpool (1988-1992). From 1992-2007 he was a Reader in Cultural Planning and Policy and Course Leader for the MA in European Cultural Planning at De Montfort University in Leicester. He has acted as advisor and researcher for organizations including Arts Council England, the UK government’s Department for Culture, Media and Sport, the Council of Europe and the European Commission. He has been invited to give lectures, mainly on urban cultural policy issues, in many European countries and also in Japan, China, Colombia and Australia. From 2003-2008 he collaborated with the Liverpool Culture Company in developing ‘*Cities on the Edge*’, a cultural co-operation partnership involving Liverpool and five other European port cities (Bremen, Gdansk, Istanbul, Marseilles and Naples), which formed a part of the Liverpool 2008 European Capital of Culture programme. His current research interests include: ‘*The role of culture in urban regeneration*’ (with a particular focus on port cities); ‘*Cultural diversity and interculturalism as resources for innovation in urban policy*’, and ‘*The cultural impacts of globalization in contemporary European cities*’ (with special regard to the problems of standardization and loss of local distinctiveness).

▪ **Professor Michael Brown – Liverpool John Moores University (LJMU): Welcome speech**

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Professor Michael Brown is the Vice-Chancellor and Chief Executive of Liverpool John Moores University (LJMU) and under his leadership, LJMU has, uniquely in UK Higher Education, applied the Excellence Model to the whole university as its leadership and management framework with great success. He has previously held a research and academic staff post at Nottingham University; a Royal Society European Fellowship at the Centre d'Etudes Nucleaires in Grenoble; been Senior Lecturer at Loughborough University; General Manager of Loughborough Consultants; and Pro-Vice-Chancellor at De Montfort University. Professor Brown is a Fellow of the Institute of Physics, a Chartered Physicist, a Fellow of the Institution of Engineering and Technology, a Chartered Engineer, a European Engineer (Eur. Ing.), a Fellow of the Institute of Management, a Companion of the Chartered Institute of Marketing, a Fellow of the Royal Society of Arts, a Freeman of the City of London and a Liveryman of the Worshipful Company of Engineers. He is a Deputy Lieutenant of the County of Merseyside and was made a Commander of the British Empire in the last New Year's Honours List. Among his many interests and activities, he was the Chair of the Strategy and Performance Committee for Merseyside European Funding, is Chairman of the Liverpool Science Park, and Chairman of the Liverpool and Merseyside Theatres Trust (Everyman and Playhouse theatres).



▪ **Catherine Bunting – Arts Council England: panel discussion 'research relevance of Impacts 08'**

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Catherine Bunting is Director of Research at Arts Council England, where she leads a team of researchers to explore the role of the arts in national life and the opportunities and challenges for public funding of the arts. Catherine led the arts debate, the Arts Council's first public value inquiry, and is a member of the Culture and Sport Evidence (CASE) programme, a national, collaborative research programme led by the Department for Culture, Media and Sport. Prior to joining the Arts Council, Catherine established the research department at Arts & Business and developed a programme of work to explore the relationship between the arts and the private sector. She spent a number of years overseas and has worked as a researcher for the Australia Business Arts Foundation. She has a Master's in Applied Statistics and began her career as a statistician in a software development company.



▪ **Tamsin Cox – Impacts 08: parallel session 'cultural economy'**

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Tamsin Cox is Programme Manager and Senior Research Fellow for Impacts 08. Following a number of years working in the cultural and higher education sectors, she originally came to the role at Impacts 08 on secondment from a cultural organisation; working simultaneously in research and industry has allowed Tamsin to develop and support knowledge exchange between the two. She has previously worked at the Royal Liverpool Philharmonic, handling public funding relationships and monitoring capital developments. Tamsin is currently also Head of Policy and Research at DHA Communications.



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- **Michael Elliot– DCMS: panel ‘policy relevance of Impacts 08’**

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Michael has been the Director, Culture at the Department of Culture, Media and Sport since June 2008. From 2001, Michael was Chief Executive of the Royal Liverpool Philharmonic and led the consortium of major arts organisations which made a significant contribution to the City’s successful year as European Capital of Culture and its legacy. In 2006, he was seconded part-time from his post at the Liverpool Phil to act as Associate Cultural Director of the Liverpool Culture Company to assist with the planning of the cultural programme for 2008. In the 1990s he was Chief Executive of West Midlands Arts Board and, subsequently, of the Heart of England Tourist Board, having previously held a number of senior management, policy and research roles in arts administration, higher education and the European Parliament. He is currently Chairman of the University of Wolverhampton Governing Body and has previously served as Vice Chairman of the Sheffield Crucible Theatre Trust and as Chairman of the Belgrade Theatre (Coventry) Trust.




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- **Dr Beatriz Garcia – Impacts 08: main plenary presentation ‘Impacts 08 programme overview’, parallel session ‘cultural narratives’ and close of conference**

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Dr Beatriz Garcia (FRSA) is the Director of Impacts 08 – a longitudinal research programme into the impact of Liverpool’s becoming European Capital of Culture (ECoC) in 2008, jointly undertaken by the University of Liverpool and Liverpool John Moores University. Previous projects directed by Dr Garcia have assessed the legacy of cultural programming within major events such as the ECoC (Glasgow 1990), the Olympic Games (summer and winter editions from Barcelona 1992 onwards) and the Commonwealth Games (Manchester 2002). Dr Garcia has been funded by the Research Councils UK, the European Commission, the British Academy, the Universities China Committee, the International Olympic Committee and the International Olympic Academy to conduct her research across Europe, the Americas, Asia and Australia. She acted as academic collaborator to the Palmer/Rae team evaluating the impact of 1995-2004 European Capitals of Culture for the European Commission, has been academic advisor to the London 2012 Culture and Education team since the bid stage and is a member of the IOC Postgraduate Research Grant Selection Committee. In 2009, she has also been appointed as a member of the Department of Culture, Media and Sport (DCMS) Science and Research Committee.




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- **Ruth Melville – Impacts 08: main plenary presentation ‘Impacts 08 programme overview’ and parallel session ‘cultural participation’**

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Ruth Melville is Programme Manager and Senior Research Fellow of Impacts 08. She has been involved in the programme since its inception, co-writing the initial bid, outlining the programme and managing the early stages of development. She has taken a lead on initiating research on the social and economic aspects of the impact of Liverpool ECoC, as well as developing Impacts 08’s indicator framework and the knowledge exchange process with local partners. Previously, Ruth worked for ten years in applied research and research management in Liverpool with a particular focus on regeneration, social exclusion and participatory research. Her areas of expertise include the development of evaluation techniques and systems, especially in circumstances where there is a need to measure complex and multi-dimensional impacts of different programmes. Her freelance research roles as advisor to Liverpool’s arts sector’s Thrive programme and involvement in developing the evaluation framework for the North West Cultural Olympiad continue her work in knowledge exchange across academic, policy and practice settings.



▪ **Andrew Nairne – Arts Council England: panel ‘policy relevance of Impacts 08’**

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Andrew Nairne is Executive Director, Arts Strategy at the Arts Council England. He was director of Modern Art Oxford between 2001 and 2008 where he curated exhibitions by established and emerging artists from the UK and around the world. Abolishing the admission charge at the gallery in 2002, Andrew initiated long-term partnerships with schools and the local community and contributed to national debates around the role of the arts in education and society. Previously he was the first director of Dundee Contemporary Arts, visual arts director of the Scottish Arts Council, and exhibitions director at CCA Glasgow, during which time he supported the rise to international prominence of a new generation of Scottish artists and co-curated the British Art Show 1990 which toured to the Hayward Gallery, London. A fellow of the RSA, and visiting fellow of Nuffield College, University of Oxford, Andrew has also held positions including chair of the Visual Arts and Galleries Association and trustee of the Pier Arts Centre, Orkney.



▪ **Richard Nutter – Liverpool City Council: panel ‘policy relevance of Impacts 08’**

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Richard is Assistant Executive Director for Regeneration Policy and Programmes in Liverpool City Council. In this role he is responsible for determining and implementing regeneration policy for both the City and within the City region as well as influencing national Government thinking on regeneration. He is directly responsible for the culture, tourism and visitor economy services delivered by the City. Richard joined Liverpool City Council in March 2008.



▪ **Dr Michelle Reeves – London Development Agency: panel ‘research relevance of Impacts 08’**

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Dr Michelle Reeves is project manager of the London Development Agency’s (LDA) 2012 Games Legacy Impact Evaluation Study, a six-year study which will assess the impacts, outcomes and additionality of the LDA’s and contributing partners’ investment in Olympic legacy programmes led, and supported by the Agency on behalf of the Mayor of London. These programmes include assembling land for the Olympic site, employment and skills, business, tourism, sports participation, and culture. She has also been a programme manager of the cultural legacy programme within the LDA’s Olympic Opportunity Team. Prior to this, she has held a variety of roles at the LDA, leading on creative industries and tourism policy, and international initiatives, where she project managed the Mayor of London’s Commission on the Creative Industries, and led a joint venture between the LDA, the City of Toronto, and Ontario Province to explore international strategies for stimulating creative spaces for regional economic development. Michelle’s key research interests are in the social and economic impacts of culture and the creative industries, and the role of culture in urban regeneration. She authored a literature review on the economic and social impacts of the arts while at Arts Council England, and has acted as a strategy consultant to the cultural sector.



▪ **Professor Rick Rylance – Arts & Humanities Research Council: panel ‘research relevance of *Impacts 08*’**

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Rick Rylance is Chief Executive of the Arts and Humanities Research Council. Before taking up the post he was Head of the School of Arts, Languages and Literatures at the University of Exeter, and Dean of Arts and Letters at Anglia Polytechnic University in Cambridge. His own research is in English and he was Chair of the English Sub-panel of the RAE 2008 and a member of Main Panel M (Languages and Literature). He was a founder member of the English Subject Centre’s Advisory Board, a past chair of the Council of College and University English (CCUE), and is currently a member of the Higher Education Committee of the English Association and the Executive Committee of the Council of Deans of Arts, Social Sciences and Humanities (CUDASSH). He was elected a Fellow of the Royal Society of Arts (FRSA) in 1998 and a Founding Fellow of the English Association in 1999. His main research interests are in nineteenth- and twentieth-century literature and the intellectual and literary history of those periods.



▪ **Sir Bob Scott: panel ‘policy relevance of *Impacts 08*’**

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Sir Bob Scott is a hard man to pigeon-hole. Perhaps the one thread that runs through a life in sport and the arts is ‘bidding’. For Manchester he bid for the Olympic Games in 2000 and the Commonwealth Games in 2002. In Greenwich, he bid for the Millennium Festival, which turned out to be the Dome. In June 2003 he led Liverpool’s successful bid to become the European Capital of Culture in 2008. In 2008 he was appointed by the European Commission to be Chairman of the European jury, which chooses and then monitors successive European Capitals of Culture. In London he is Chairman of Trinity Laban, Britain’s foremost Conservatoire of Music and Dance in Greenwich, City Screen (the Picturehouse chain of Cinemas), Greenwich Theatre and South London Business. He spent 27 years in Manchester establishing and then running various Theatres, including the Royal Exchange, the Palace, the Opera House and Cornerhouse. He remains Chairman of the Granada Foundation. Among several awards received, he is the only person to have been made ‘Mancunian of the Year’ twice – in 1981 and 1993. Uniquely for a man identified with Manchester, he was named ‘Scouser of the Year’ in 2003. He won the individual ETB England for Excellence Award for Tourism in 1993, was named BAIE Communicator of the Year in 1994, and was appointed an ‘Officier de l’Ordre des Arts et des Lettres’ by the French government in 1991. He has received Honorary Degrees or Fellowships from seven British Universities. He was knighted in the 1994 New Year’s Honours List.



▪ **Sara Selwood: panel chair 'policy relevance of Impact08'**

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Sara Selwood is an independent cultural analyst; Visiting Professor of Cultural Policy and Management at City University, London, and Honorary Professor, Institute of Archaeology, University College London. She has written extensively on the relationship between the expectations of UK cultural policy, its implementation, funding and the public's experience of cultural provision. Her books include *'The Benefits of Public Art: the polemics of permanent art in public places'* (London: Policy Studies Institute, 1995), the first critical analysis of public art in England, and *'The UK Cultural Sector: profile and policy issues'* (2001) which remains the most comprehensive overview of the sector. She recently chaired a major review of Renaissance in the Regions, a £300m programme of government investment in regional museums in England. She edits *Cultural Trends*, a journal which combines statistical evidence on the cultural sector with commentary on cultural policy development, and is currently organising its third international conference, *'A golden age? Reflections on new labour's cultural policy and its post-recession legacy'*, for November 2010. Sara was previously Head of the Department of Cultural Policy and Management at City University, Quentin Hogg Research Fellow, University of Westminster and Head of the Cultural Programme at the independent think-tank, the Policy Studies Institute. Before that, she was a curator of contemporary art. She is a Trustee of the National Portrait Gallery, a member of the Mayor of London's Cultural Strategy Group and Chair of its Cultural Reference Group.

