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IMPACTS 08
European Capital of Culture Research Programme

Impacts 08 Benchmark Indicators

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1. Introduction to the Report

This report is an update to the Impacts 08 *Benchmark Indicators Report 2000-2006*,[1] which we published in March 2007. Our 2000-2006 report presented the then state of play with respect to the selection and population of benchmark indicators to explore the impacts of Liverpool's hosting of the European Capital of Culture (ECoC). The current update presents the latest developments in the identification of indicators that appropriately measure relevant areas of impact, as well as providing the latest data available (given in tables or in **colour** in the text). The Impacts 08 annual update of Benchmark Indicators continues the process of establishing the Liverpool Model for evaluating the multiple impacts of culture-led regeneration programmes.

The indicators presented here reflect the wide range of themes explored by the Impacts 08 research programme, but are not exhaustive. They include city-level indicators that track change in the economy over time, as well as areas where direct impacts can be expected from Liverpool Culture Company work. In particular, Impacts 08 continues to develop good practice in balancing conventional economic and event participation measurements with a more nuanced exploration of social, cultural and physical impacts. Data is also collected at the sub-regional, regional and national levels, but is not always presented here for reasons of brevity. Data in this report relates to 2007 or 2007-08 financial year figures where available. However, some 2007 data is not currently available. In all cases the data point is clearly marked.

Through our indicators work, Impacts 08, with the support of a range of Liverpool ECoC stakeholders, is contributing to a national and international debate on how best to measure the impacts of culture-led regeneration. We are also working with researchers locally, nationally and internationally to maximise the quality and range of what we produce. In addition to developing thinking on indicators that can be used to measure impact, Impacts 08 is also working with Liverpool ECoC partners to ensure that appropriate data are collected and made available within the required timeframe to maximise evidence of impact.

2. Economic Impacts and Processes

2.1. The Strength of the Local Economy

Gross Value Added (GVA) is an overall measure of the value of economic activity and a key indicator of the state of the economy, with **GVA per capita** weighting for size of population in the city. Latest figures show that Liverpool's economy continues to grow, with a 5.2% increase in GVA between 2005 and 2006. This is above the Merseyside (4.4%) and average core cities rate (5.1%), and equal to the North West rate (5.2%), but is below the UK average (5.6%).

Over the longer term (1995-2006), Liverpool's GVA has grown by 71.8%, outpacing growth on Merseyside (66.7%) and the North West (66.0%), but lagging behind the core cities average (79.8%) and the UK average (80.0%).

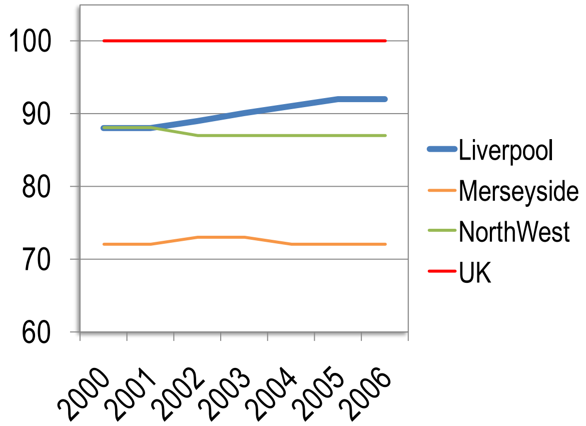
Measure / Year	1995	2000	2001	2002	2003	2004	2005	2006
GVA (£m) (101A)[2]	£4,440	£5,591	£5,858	£6,224	£6,627	£6,941	£7,247	£7,626
GVA per capita (£) (130A)	£9,554	£12,535	£13,259	£14,126	£15,101	£15,877	£16,581	£17,489
GVA % change on previous year (102A)	n/a	3.0%	4.8%	6.2%	6.5%	4.7%	4.4%	5.2%
GVA per capita % change on previous year (131A)	n/a	3.6%	5.8%	6.5%	6.9%	5.1%	4.4%	5.5%

Source: ONS (GVA First Release, December 2008)

[1] This report is available to download from the *Reports and Seminars* section of our website at www.impacts08.net

[2] For information: codes in brackets are internal Impacts 08 references to our chosen indicators.

Figure 2.1: GVA per head indices (UK=100) (142A)



GVA per capita for Liverpool, though still lower than the UK average, continues to rise, closing the gap with the UK average and outperforming the region and sub-region.

Source: ONS (GVA First Release, December 2008)

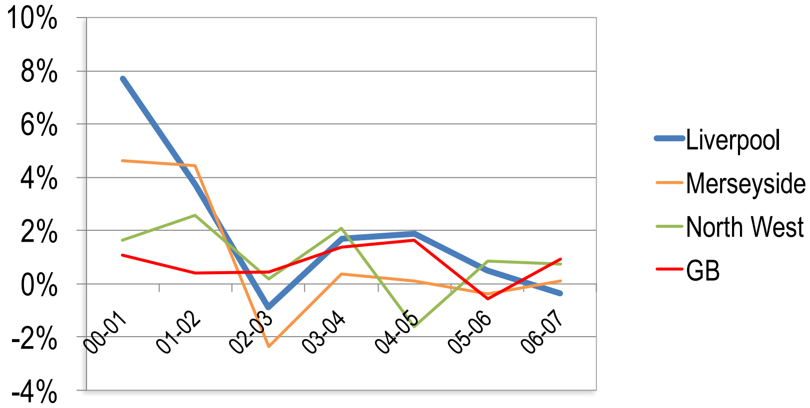
2.2. Employment and Skills Levels

The **total number of jobs in Liverpool** and the number of jobs in specific associated sectors are used as indicators to assess change in employment trends.[3]

Year / Measure	2000	2001	2002	2003	2004	2005	2006[4]	2007
Liverpool Employment Volume (Total) (106A)	*196,900*	*212,100*	*220,000*	*218,100*	*221,800*	*226,000*	227,200	226,400
Empl. Volume–Retail (132A)	*22,200*	*26,000*	*26,100*	*25,500*	*25,300*	*22,700*	23,200	21,400
Empl. Volume–Tourism (133A)	*13,700*	*17,800*	*18,000*	*20,000*	*17,300*	*17,300*	17,200	17,800

Source: ONS/NOMIS (ABI, 2007)

Figure 2.2: Employment Volume, % change over previous year – regional and national comparisons **(147A)**



The total employment volume in Liverpool has grown between 2000 and 2007 at or above the national growth rate, and generally at a higher rate than Merseyside.

Despite an overall rise in the volume of jobs in Liverpool, the **number of jobs in retail and in tourism** (two sectors potentially associated with ECoC impact) does not appear to have increased over this period. Retail jobs drop from around 25,500 to 21,400 between 2003 and 2007, while tourism jobs appear to drop from just

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[3] Our choice of employment sectors used and their measurement is explained in the Impacts 08 *Baseline Report 2006/07* (March 2007), which is available from www.impacts08.net All figures are rounded to nearest 100.

[4] There are a number of discontinuities that affect comparison of ABI employment estimates from 2003, and again from 2006. For further information about the changes in method of calculation in the 2003 ABI (reflecting changes in Standard Industry Classification codes), see: http://www.nomisweb.co.uk/articles/ref/abi/ETApr03Jones.pdf For further information about discontinuities in the 2006 and 2007 ABI, see: https://www.nomisweb.co.uk/articles/news/files/ABI%202007%20employment%20estimates.pdf

under 20,000 to around 17,800. Over this period, the general UK trend in tourism shows a slight rise. (Please note there are discontinuities in the measurement of employment volume; see footnote to the above table.)

The proportion of **working age population with no qualifications** in Liverpool remains above the national, sub-regional and regional levels, although since 2005 this proportion has been falling more or less in line with national figures. However, in spite of the progress, this remains a major area of concern as Liverpool figures (18.7%) contrast strongly with national figures (13.1%). Similarly, although the proportion of Liverpool's **working age population with either a NVQ 2 or NVQ 4** level qualification continues to rise (or at least remain constant), this rate of improvement has not kept pace with the national or core cities average and in fact at NVQ 4 level the gap is widening.[5]

	No Qualifications (107A)		**NVQ 2** (135A)		**NVQ 4** (136A)	
	2007	% change over 5 years	2007	% change over 5 years	2007	% change over 5 years
% working age-Liverpool	18.7%	-3.8%	61.1%	4.9%	21.6%	2.6%
% working age-core cities average	16.1%	-4.1%	61.8%	3.3%	27.4%	4.3%
% working age-GB	13.1%	-2.5%	64.5%	3.9%	28.6%	4.4%

Source: ONS (Labour Force Survey, 2000-05; Annual Population Survey, 2004-07)

However, the outlook is positive: there has been a phenomenal improvement in the percentage of Liverpool **students leaving school with at least five GCSEs** – a rate of improvement that is almost double the England average and above the core cities average.

GCSE Attainment, 1998-2008 (5+ A*-C Grades) (145A)	**1998**	**Interim 2008**	**% Change**
Liverpool	36.1%	65.9%	29.8%
Core cities average	32.2%	59.7%	27.5%
England	46.3%	64.2%	17.9%

Source: DFES

2.3. Impacts on Tourism

Indicators in this area provide a proxy for the economic impacts of tourism and the city's capacity to maximise the opportunities emerging from tourism growth. Key indicators are the **total number of visitors, levels of visitor spend, hotel capacity** and **occupancy rates.**

Measure / **Year**	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**	**2007**
Total number of visitors to Liverpool (127A)		17.2m	18.6m	19.0m	19.5m	19.9m	Not yet available
Liverpool visitor expenditure (£m) (114A)		£341.52	£373.27	£381.50	£411.73	£424.66	Not yet available
Total room nights sold in Liverpool (141A)	672,857	691,199	764,715	725,984	796,397	805,426	851,735
Liverpool hotel occupancy (%) (122A)	74%	72%	71%	69%	74%	73%	71%
Average room rate (ARR) (£) (128A)	£59.64	£60.35	£61.62	£61.69	£62.55	£68.89	£68.71

Source: TMP (127A, 114A and 141A);[6] LJ Forecaster (122A and 128A) (provided by TMP)[7]

In the period 2000 to 2007, visitor expenditure continued to grow above the rate of inflation, the number of room nights sold has increased, and occupancy levels have remained. The **average room rate** saw a rise in 2005 and has since remained steady, having caught up with the overall rise in inflation after falling behind

[5] National Vocational Qualifications (NVQs) are work-related, competence-based qualifications. On the UK's National Qualifications Framework, NVQ2 is equivalent to GCSE (grade A*-C), which is typically the first qualification achieved by children aged 16. NVQ4 is equivalent to a degree-level qualification..

[6] Visitor expenditure (and volume) is obtained by TMP from STEAM (Scarborough Tourism Economic Activity Monitor). The latest figure is the most recent estimated spend, and the figure for the previous year is indexed to the most recent year's prices.

[7] Note data from LJ Forecaster generally represents 3 or 4 star city centre establishments.

between 2001 and 2004. This may relate to the completion of a number of new, high specification and luxury hotels in the city centre.

Measure / Year	2000	2001	2002	2003	2004	2005	2006	2007
Rooms/Bedspaces refurbished/built (Whole city)(140A)	273	197	237	345	200	39	181	305
Number of Hotel Rooms (Whole city) (139A)	2,182	2,728	2,865	3,108	3,350	3,095	3,222	3,370

Source: Liverpool Vision Hotel Update, June 2008 (140A); TMP (139A)

There continues to be a high level of **refurbishment and new building**, particularly in the city centre, with more planned in the near future. Calculations from The Mersey Partnership (TMP) tourism team indicate a net growth of 1,188 hotel rooms in Liverpool's city centre and suburbs in the period 2000 to 2007.

In terms of direct impacts of the ECoC on visitor figures, early indications are positive: at the start of 2008, there was a high proportion of **first time visitors to the city** (124A) (24% of all visitors from outside Merseyside in Jan-Apr 2008). Although only 12% of people spontaneously mentioned the European Capital of Culture when asked about their reason to visit, 77% were **influenced to some extent by Liverpool ECoC** (240B) when deciding to visit. Of these, 31% claimed to be 'very influenced'. The **main reasons for visiting the city** (123A) included sightseeing (47%), shopping (23%), visiting friends or relatives (18%) and visiting an attraction or attending an event (17%). The most cited events were football related, and the most cited attractions were Tate Liverpool and the 'Beatles Story' Museum.[8]

3. The City's Cultural System

Liverpool's cultural system covers the arts, creative industries, visitor attractions and visitor infrastructure sectors. In this theme we consider: the shape of the sectors – that is, the number and type of organisations, facilities and jobs - plus the strength of the sectors and how they operate; the external profile of the sectors, in terms of national and international reporting and perceptions; the sustainability of the sectors, for instance skill development and income diversification; and also the contribution of Liverpool Culture Company and the ECoC to the development of the cultural system as a whole. Indicators for this area of work can be difficult to define and populate, so most of Impacts 08's work on this theme arises from our special projects.

3.1. Shape of the Sector

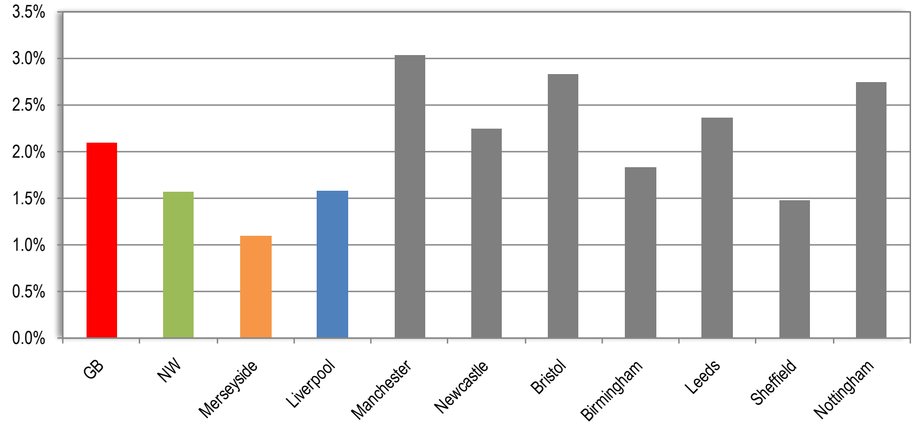
The **size of the Creative Industry (CI) sector** (202B) is difficult to estimate. For example, standard industrial classification (SIC) codes do not accurately reflect the profile of CI employment in some industries and need to be weighted accordingly. The sector also features a very high level of self-employment, which again can be difficult to capture. We therefore use two methods to determine and track CI size and growth rates: firstly, we use the full range of DCMS/DET codes, allowing single point in time estimates of sector size and comparison with other core cities; secondly, a Creative Industries sample compares only those SIC codes for which CIs make up 100% of the total for the category, which enables a meaningful tracking of CI specific growth over time.[9]

The table and chart below show the relative size of the CI employment base (per capita population and adjusted for freelance entrepreneurs) for Liverpool, relative to the sub-region, region and nation, as well as compared with other core cities. In 2006, Liverpool's CI employment volume, despite relative growth from 2003 (see chart below) still remains very low (higher only than Sheffield amongst core cities and similar to NW levels).

[8] These figures come from the Impacts08/TMP visitor survey, which began in January 2008.

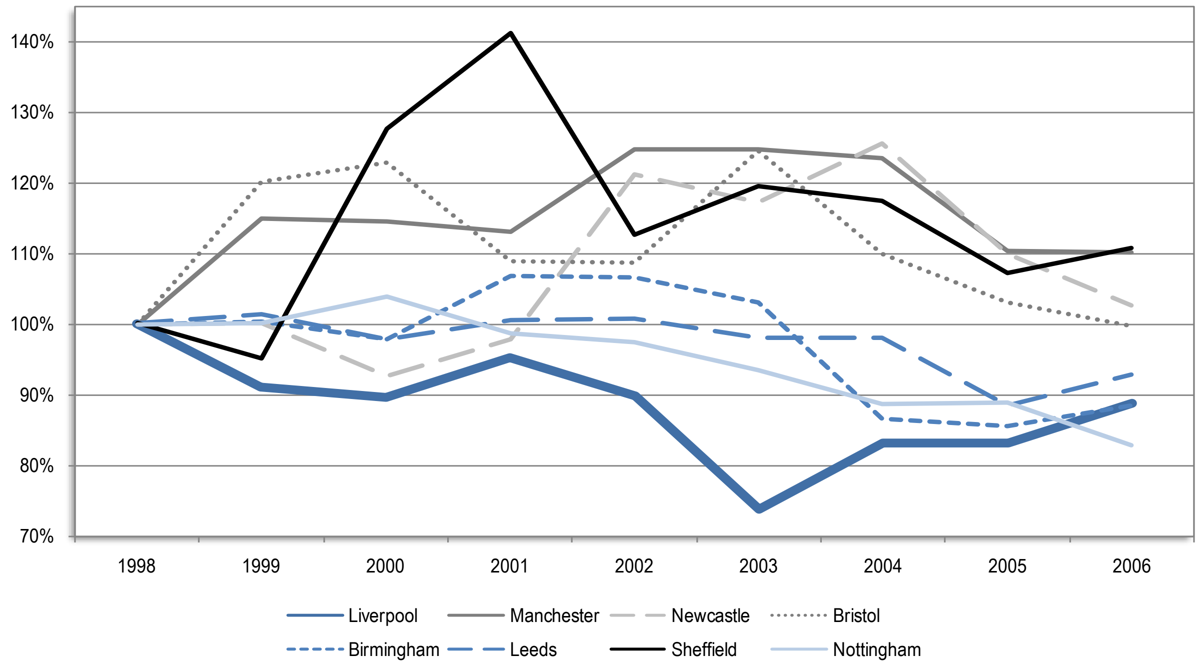
[9] These methods are derived from work by Impacts 08, BurnsCollett and Merseyside ACME, and are explained more fully in the Impacts 08 report: *Liverpool's Creative Industries: Measuring size and sustainability and understanding impact of Liverpool European Capital of Culture* (available at www.impacts08.net or on request from impacts08@liv.ac.uk).

	Employ. vol. (incl. freelance)	Employee/ Capita
GB	1,228,762	2.10%
NW	106,813	1.60%
Merseyside	14,744	1.10%
Liverpool	6,890	1.60%
Manchester	13,737	3.00%
Newcastle	6,054	2.20%
Bristol	11,647	2.80%
Birming.	18,387	1.80%
Leeds	17,736	2.40%
Sheffield	7,756	1.50%
Nottingham	7,874	2.70%



Source: Impacts 08 Research

The graph below shows the growth in the CI employment volume of core cities over time, indexed against 1998 figures. Half of the core cities have seen a slight increase in the percentage of their population employed in the creative industries, while for the other half there is a slight decline. Although Liverpool has seen a sharp rise in CI employment relative to other core cities, the city's historic decline in employment in this sector has yet to be fully reversed. However, the lack of any significant, sustained change (in either direction) suggests that there is relatively little evidence for claims that the sector is central to employment growth.



Source: Impacts 08 research

Changes in **size of visitor base** (241B) for seven key attractions in Merseyside (selected to represent changes in the market over time) are used to give a sense of the overall growth in the attractions sector of Merseyside. This has grown overall from 2004 to 2007, and the trend is projected to continue in 2008.

	2004	2005	2006	2007	2008 (1st quarter)
Total Attractions Panel Attendance	2,895,946	3,744,042	3,621,799	4,194,359	
% growth on previous year		29.3%	-3.3%	15.8%	35.9%[10]

Source: TMP Attractions Data

Another indicator, focussing this time on the arts sector specifically, is the **total income of Liverpool's largest arts organisations** (236B),[11] which in 2006/07 was £46,144,548 and in 2007/08 rose to £77,919,509.[12] **Employment in this sector** (237B) (using the number of full or part-time employees in eight of the city's largest art organisations)[13] in 2006/07 was 962 permanent staff and over 600 contractors (commissioned artists, freelance, self employed, consultants, etc.); this rose to 991 permanent staff and over 1,165 contractors[14] for 2007/08.

3.2. Profile of the sector

The profile of the sector is further indicated by the perceived quality of the general cultural offer in Liverpool, and of the ECoC 2008 specifically. Proxies for this include critical acclaim by cultural commentators in the published press (of events, institutions or city-based artforms), and the total percentage of culture-related stories within national coverage that refer to Liverpool.

Year / Measure	2003	2005	2007	2008 (Jan)
% national press coverage on Liverpool culture (515E)	21.5%	21%	26.5%	34%
% national press coverage on culture that is positive or neutral (511E)	99%	100%	96%	93%
▪ Cultural events	100%	100%	77%	100%
▪ Cultural institutions	98%	100%	100%	91%
▪ City-based artforms	100%	100%	97%	93%

Source: Impacts 08 media content analysis

The above indicators show that there has been a consistent growth in the amount of **references to Liverpool's cultural system** (515E). , with 25% more culture stories in 2007 than was the case in 2003 and 2005. In terms of **tone** (511E), culture-related stories have been mainly positive throughout, peaking in 2005 with 96% positive coverage and 100% positive or neutral coverage. In 2007, culture stories are mainly presented in neutral terms (63%, with 32% being positive). This is indicative of the wider range of stories available and the trend for national papers to offer a generic overview of Liverpool culture on a regular basis, often within news sections rather than cultural/feature sections. In January 2008, the trend has been reversed again to a remarkable dominance of positive rather than neutral stories (79% plus 14% neutral). The city's cultural institutions represent the one area that attracts consistently higher levels of positive coverage (rather than neutral). These tend to be the established visual arts institutions, in particular, the National Museums Liverpool.

We also use the **percentage of positive press reviews** (513E) of Liverpool ECoC flagship events as an indicator of the sector's profile.

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[10] This is calculated as percentage increase of Jan-Mar 2008 figures on Jan-Mar 2007 figures for six of the attractions for which data is available.

[11] This data comes from members of LARC (Liverpool Arts Regeneration Consortium), the eight largest maintained sector arts organisations in the city.

[12] It should be noted that substantial income for capital development for some of the organisations in included in both years, but significantly more in 2007/2008.

[13] Data from LARC.

[14] This number will be an understatement, as not all LARC organisations were able to supply data for it.

% of positive or neutral national press coverage of ECoC events (513E)	**2006**	**2007**	**2008 (Jan)**
▪ ECoC mainstream/popular flagship events	50%	86%	92.7%
▪ ECoC artistic programme	21%	83%	86.5%

Source: Impacts 08 media content analysis

There has been a remarkable growth in **positive coverage about ECoC events** between 2006 and 2007. While in 2006 only 21% of **national press reviews about the arts offer** were either positive or neutral, in 2007 this rises to 83% (39% positive plus 43% neutral). Arts reviews in 2007 have been mainly dominated by the Turner Prize exhibition, which received 40% positive and 40% neutral coverage. Reviews or previews of other ECoC flagships are also more positive in 2007. These included the announcement of the official ECoC Opening Weekend with Ringo Star, and the Paul McCartney concert in June 2008. Commentary on these events was 64% positive and 21% neutral. In January 2008, coverage has been mainly centred on the Opening Weekend and year highlights overview, with 60% positive and 32.7% neutral reviews.

3.3. Sustainability of the System

Data on **investment in the cultural sector** (230B) is not routinely collected, but work is planned that aims at obtaining an estimate of investment in a sample of the Creative Industries sector that will allow us to explore how this changes between 2000 and 2009.

When measuring the sustainability of the cultural system we also consider the **percentage of earned income within the maintained arts sector** (238B).[15] In 2006/07 this was 21% across the sector, rising to 75% in the performing arts sector when taken alone. For ACE RFOs,[16] nationally the average earned income in 2006/07 in the performing arts sector was around 50%.[17] In addition, for organisations receiving regular funding from Liverpool City Council, the return on funding was 465% in 2006/07.[18]

Looking at the Arts Council's approach to investment in Liverpool over a five year period,[19] it is possible to recognise the following developments: over the period the number of RFOs in Liverpool has risen from 18 to 25 and the **value of ACE investment** **(242B)** has increased by almost £3million, a rise of 35% over the five years; the **total income of the RFOs** **(243B)** has risen by 65% or almost £9million in the period, reflecting in part the increased number of RFOs, as does the **number of staff employed by the RFOs** **(244B)** increasing over the period by almost 1,000 employees, with a particularly marked increase in the employment of contractors.[20]

The Arts Council's investment in this five-year period is matched by an **increase in other public subsidy** **(245B)**, including local authorities' contributions and lottery and European sources, which have risen by more than £3million, an increase of 140% in the period and an increase of 7.5% of the proportion of total income. Whilst the **earned income of ACE RFOs in Liverpool** (246B) has risen in real terms in the five-year period, as a proportion of total income it has remained fairly steady at 35% across all art-forms.

Finally, in activity terms, **known attendances at events** (247B) (performances, exhibitions, etc.) doubled within the period; estimated attendances at events grew almost ten-fold. Again, this partly reflects the increased number of RFOs.

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[15] For Liverpool City Council's Regularly Funded Organisations.
[16] This acronym stands for Arts Council of England's Regularly Funded Organisations.
[17] From ACE (May 2008) Regularly Funded Organisations: key data from 2006/07 annual submission
[18] That is, the amount of money brought in from elsewhere for every pound given by the Liverpool Culture Company was £4.65.
[19] From ACE RFO Annual Submissions for every Liverpool-based organisation for each year from 2002/03 to 2006/07.
[20] The increase in contractors may partly reflect improved counting and greater emphasis on the counting of freelance and casual staff, rather than being completely attributable as net additional employment.

This data, tracking ACE RFOs in Liverpool over five-years, shows that there has been a growth in the maintained arts sector in this period (both in numbers and in economic size) and a growth in public investment through a range of mechanisms, including the Arts Council, local authorities and other sources in the sector, whilst the sector has maintained its ability to earn income.

3.4. The Liverpool Culture Company's Contribution

Financial input specifically from the Culture Company to the cultural sector, whether in the form of regular funding agreements or through the grants programme, gives a sense of the contribution to the sector, and this is detailed in the table below.

Financial Year	2005/06	2006/07	2007/08	2008/09 (projected)
Amount	£4,059,970	£4,007,069	£4,141,000	£4,227,000

Source: Liverpool Culture Company, 2008

Over 13,000 **days of artist employment** (217B) were made possible in 2005/06 through Culture Company grants and commissions. In 2007/08 this had risen to a total of 33,560 days, 16,031 of which were for in-house programmes and commissions and 17,529 for grant-funded events.

An assessment of the **origin of professional artists** (323C) employed through the Culture Company to contribute to Liverpool ECoC events shows that, for 2007 programmes, overall around half of the artists were local (i.e. currently live within Merseyside), about a third lived elsewhere in the UK, and the rest were international. However, as might be expected, this varies between programmes. The community-based Creative Communities programme employs 90% local artists, which reflects the more local nature and smaller scale of the work but also reflects the high level of expertise in community arts that exists in Liverpool.

Culture Company team / Artist's origin	Artistic Team	Creative Communities	Events Team	Total
Local	28%	90%	56%	54%
National	51%	9%	31%	32%
International	22%	1%	14%	13%

Source: Liverpool Culture Company

4. Cultural Access and Participation

Indicators are being used to measure cultural participation across the sector (within Culture Company events, wider ECoC related events, and in the city generally) and how this changes over the period of the research. In addition, a few indicators are being developed to show how cultural participation varies across demographic groups and how the audience segments geographically between Liverpool, Merseyside, the region, nationally and internationally. Data for this comes from work developed between Impacts 08 and Liverpool Culture Company (see section 7.4 below). Finally, expressed interest in culture is being tracked through perceptions study material which seeks to contextualise peoples' reasons for cultural engagement - or the lack thereof.

4.1. Cultural Participation in Liverpool European Capital of Culture

From 2004 to the end of 2007, the Culture Company has presented a large number of **in-house, commissioned and grant funded performances, exhibition days and workshops** (from now on, **events**), with a combined audience size of 2.7 million in 2007(209B). These activities comprise a range of genres and target audiences, from artistic to community and public events.

Year[21] / Measure	2004	2005	2006	2007
Number of activities (in-house/commissioned) (223B)[22]	67	995	584	1,490
Estimated total audience – in-house/commissioned (229B)[23]	697,740	1,578,104	1,087,834	1,760,959
Number of activities (directly grant funded) (224B)	712	14,074[24]	3,865	4,170
Estimated total audience – directly grant funded (234B)	526,940	1,939,270	600,384	985,278

Source: Liverpool Culture Company

It is also relevant to consider the number of events taking place in 2007 and 2008 that are presented and promoted in the context of the Liverpool ECoC or, more specifically, the 'Liverpool 08' brand. This figure includes activities taking place in partner organisations, as well as in other boroughs, which are promoted as part of the Liverpool 08 programme and highlighted within key 08 publications and online platforms. For this we are using **number of events and activities advertised on the 08 website** (218B) and the **official Liverpool 08 Year Book** (235B). For 2007, the 08 website lists 234 events; for 2008, it lists 758. The Liverpool 08 Year Book lists 276 events taking place in 2008.

The **geographical origin of audiences** (319C) for events in 2007 was mainly local, but there was also a large proportion of national and international visitors, with 17% coming from outside the North West. Audience origin varied across events, for example for the Mathew St Festival and Beatles week 15% of the audience was international. Interestingly, the potentially more 'challenging' Artistic Programme attracted a larger than average local audience, with 54% being Liverpool residents. The international audience, of which about 43% were from Europe and 21% from North America, represented a wide array of countries.

	Liverpool	Rest of Merseyside	Rest of NW	Rest of UK	International
Audience origin for 2007 ECoC in-house/commissioned Events	46%	25%	12%	12%	5%

Source: 08 Audience Satisfaction and Diversity Surveys, 2008

Overall **satisfaction levels** (324C) were extremely high with 29% of surveyed audiences thinking that ECoC events were 'good' and 60% 'very good'. Only 3% felt that the event they were at was 'poor' or 'very poor'.

4.2. Demographic Breakdown of Participants and Audience

For Culture Company **in house and commissioned events,** where data is available, the **breakdown of participants**[25] in 2007 indicates a marked overrepresentation of black and minority ethnic (BME) groups (24% compared with 8.2% in Liverpool's population), while both older and younger people were slightly under represented (under 16s were 12% of participants but make up 20% of Liverpool's population; over 65s were 10% of participants, but 15% of the population). The socio-economic group of participants more or less matched Liverpool's profile. The situation was slightly different in terms of **grant funded events**, with an even higher BME participation rate (31%), and a clear over-representation of young people, (43% of participants were aged under 16).

In 2007 we were able to gather accurate **audience breakdown data** through an extensive event audience survey programme carried out by 08Volunteers. This again showed higher than proportionate audience

[21] Please note that some of this data is only available for financial rather than calendar years. Recalculations have been made as far as possible to establish a calendar year comparison in the lead-up to 2008.
[22] These figures exclude Regularly Funded Organisations' (RFO) events to avoid duplication
[23] Note that the audience figure given does not include PRBI audience.
[24] In 2005/6 total grant funding was considerably higher than in later years. Hence the higher audience and events numbers.
[25] By 'participants' we mean individuals involved in events as contracted artists, workshop participants, voluntary performers or any people making a creative contribution to the project. i.e. this is all individuals involved to a greater extent than as audience.

attendance among key DCMS[26] target groups of BME (18%), lower socio-economic groups (42%)[27] and young adults (21%)[28]. Disability audience figures of 9% are below the Liverpool population figure of 25%.

08 Participant and Audience demographic breakdown[29]	08 Participants	08 Audience	Liverpool Population	UK Population
▪ Black and minority ethnic[30]	24%	18.4%	8.2%	12.5%
▪ Disabled/Limiting long term illness	N/A	8.7%	24.6%	18.2%
▪ Lower socio-economic groups	35%	42%	33.8%	31.6%
▪ Under 16s	12%	Not collected	20.2%	20.2%
▪ 16-24/16-25	17%	21%	14.7%	10.9%
▪ Over 65	10%	9%	15.3%	16%

Sources: Liverpool Culture Company, 2008; 08 Audience Satisfaction and Diversity Surveys, 2008; Population Census, 2001 (ONS)

Some projects adopted a particularly inventive way of reaching out to a wider audience. For example, one Creative Communities project (the 'Waiting' project, in collaboration with FACT) involved playing an artist's musical work, based on birdsong, in health centre and hospital waiting rooms across Liverpool, thus "getting away from the dire 'Monet-print monopoly'" which often adorns the walls of hospitals.[31] This project reached an estimated 50,500 people.

The Liverpool Culture Company does make a specific effort to target some events at groups who are often under-represented in cultural participation. For example in 2007, 18% of in-house or commissioned programmes specifically targeted BME audiences, rising to 30% of artistic programmes. Further, 11% of programmes targeted a disabled, deaf or living-with-long-term-illness audience. Of the core, in-house and commissioned projects, across the different Culture Company teams, between 38% and 79% of events have targeted a particular community audience.

An additional indication of the extent to which the Liverpool ECoC encourages cultural participation is the range of new initiatives established to improve access. This includes the special dedication to accessible advertising and venues (e.g. language, signing, and holding events in community venues). On this basis, accessibility indicators include the existence of action plans to enhance BME, youth, disability and community engagement, including appropriate training and audits of facilities. One Creative Communities programme addressed this specifically: the *Access to Heritage Project*, which ran from 2005 to 2007, involved a group of learning disabled adults who worked with St Georges Hall through their redevelopment process to ensure that the new visitor centre and experience was as accessible as possible.

4.3. Volunteering in Liverpool 08

The number of volunteers involved in the Liverpool 08 programme (316C) is an indicator of the level of involvement of local residents with the Liverpool ECoC. By the end of 2005, the first year of operation of the volunteering programme, there were 259 registered volunteers, and by August 2008 this had risen to 9,894**.** Of these, 851 are now active volunteers, in that they have passed through a training programme and are available to volunteer.

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[26] UK Department for Culture, Media and Sport.

[27] The DCMS recommendation of the National Readership Survey (NRS) is used here with 'lower socio-economic groups' referring to the household main earner being in social grade C2, D or E. The equivalent figure for Liverpool (NS-SEC 5-8) from 2001 Census is 33.8%.

[28] The survey covers over 16s only so it is likely that this number slightly under represents (with volunteers avoiding the younger-looking 16-24 year olds). The comparator figure for Liverpool is 17.8% of the working age population.

[29] Note that exact group measured depends on data source. We present here the closest category equivalences we have been able to establish, but inevitably there is an error margin on the figures used.

[30] The BME (Black and Minority Ethnic) category includes minority white people (i.e. only people identifying themselves as White British are excluded).

[31] Quote from CAVE evaluation of The 'Waiting Programme', 2008

Measure / Year	2005	2006	2007	Aug 2008
Number of registered volunteers (cumulative) (316C)	259	730	4085	9894
Number of active volunteers (cumulative) (320C)	25	220	632	851

Source: Liverpool Culture Company

In 2007/08, the volunteers gave 650 **days of volunteering** **(413D)** to Liverpool ECoC. Over the three years of the project's operation, 08 Volunteers have received approximately 280 **hours of training** (233B) (given to 877 people); about 60% of this was in-house Culture Company training, the other 40% coming from external providers.

Volunteer demographics (321C) is another indicator of diversity in engagement. An analysis of active volunteers (those who have been through the training programme and are eligible to help at events) at the end of 2007, shows that 48% are Liverpool residents, 41% elsewhere in Merseyside residents and 8% resident elsewhere in the North West. Although there is a wide range of ages, a greater proportion than the city average tend to be older and retired. Ethnic diversity is slightly above the city's proportion, with 13% of volunteers having a BME background. The proportion of volunteers who class themselves as disabled are, at 7%, lower than the city population's disability levels but this figure does show some disability inclusion.

Liverpool residents and people remaining in contact with the city are encouraged to sign up to the *08Ambassador* scheme. The **numbers of 08Ambassadors** (317C) continued to rise in 2007, with a total of 8,559 registered by the beginning of 2008, more than double the amount of ambassadors registered by the end of 2006 (3,629). Additionally, by the beginning of 2008 there were 791 World Fire Fighter Games Ambassadors.

4.4. Local Interest in Culture and Cultural Events

Survey results[32] show that Liverpool residents' **interest in culture** (206E) is generally higher than that of the rest of the UK, particularly in terms of interest in museums (69% compared with 56% of NW residents and 63% of UK residents). Interest in culture increased year on year between 2005 and 2007 in all areas (apart from pubs and clubs which declined from 60% to 57%, but still remained higher than the rest of the UK).

Results from Impacts 08 research into cultural activity and participation across a selection of Liverpool neighbourhoods corroborates this by showing that, overall, Liverpool people had a strong interest in culture in 2007, with around 20-30% being 'very interested' across all types of activity. Reported cultural participation was also high, with nearly 60% of people saying they had attended a local museum or gallery within the previous twelve months (well above the 42% UK national average) and 45% having attended the theatre (also above the national average of up to 34%).[33] Residents of more affluent communities tended to engage in more diverse cultural activity and were more likely to travel outside the city to attend cultural events.[34] Liverpool residents also felt confident in their knowledge of the city's cultural offer (though were less clear about what was on offer as part of the Liverpool European Capital of Culture programme).

5. Image, Identity and Sense of Place

5.1. Print and Broadcast Media Discourses

Indicators in this area reflect **the amount, the attitude**, and **the economic value of media coverage about Liverpool in general and about the ECoC** in particular.

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[32] Results are from waves 1 (2005) to 3 (2007) of the Liverpool Perceptions Study, commissioned by Liverpool City Council from GfK NOP Social Research. This data is not publicly available.
[33] Reported participation in culture at a national level is extracted from the Taking Part Survey, DCMS reports for 2005/6 and 2006/7.
[34] Source: Impacts 08 - Local Area Studies research in four city neighbourhoods (2006-2007).

Measure \ Year	2000	2001	2002	2003	2004	2005	2006	2007	2008 Jan-May
# press articles mentioning Liverpool ECoC (national) (512E)	7 (2000)	25	87	234	155	100	158	257	450
% positive press articles on the ECoC (national) (514E)				74%		43%		40%	57%
% positive press articles on Liverpool (national) (503E)	40.2 % (1996)			47%		39.4%		21.4%	52%
Value of positive press and broadcast coverage of ECoC (national and local) (712G)						£2,339,392	£3,560,458	£6,701,129	
Value of positive press and broadcast coverage of Liverpool culture (national and local) (720G)[35]						£5,744,150	£6,587,477	£33,893,384	

Source: Impacts 08 (512E, 514E); Impacts 08 and Liverpool City Council Newscentre (503E, 712G, 720G)[36]

These indicators show a rise, year on year, in **national references to the Liverpool ECoC** (512E), beginning in 2003 (the year of the bid competition and award), with a drop in 2004 followed by a rise in 2006 that has been almost doubled in 2007. In terms of tone, the indicators suggest a drop in the **total percentage of positive national coverage** (514E), both on the ECoC and, most noticeably, Liverpool at large up to the end of 2007. It is important to note that this trend dramatically changed at the start of 2008, with 52% positive stories about the city and 57% positive stories about the ECoC in the month of January. In contrast with the national trend, it is worth noting that Liverpool's local press has been increasingly positive in its general city and ECoC-specific reporting up to the end of 2007. Overall, the **total economic value of positive publicity on the ECoC** (712G) and culture-related stories has been rising steadily, mainly due to the marked increased in the volume of stories about culture and the ECoC.

At a national level, positive stories on Liverpool have been mainly associated with references to: the city's football clubs; its galleries and visual arts scene; its music scene; the growth in quality and range of cultural events; the city's changing image; the profile of its media and entertainment personalities; and, the city's business and investment growth. The negative stories, meanwhile, focus on crime, health and social issues.

For 2008, we can also offer indicators for **total media volume** (517E) and **total value of ECoC-related stories**(518E) on a monthly basis. This includes press and broadcast across local, regional, national and international sources and incorporates specialist publications.

	Jan 2008	Feb 2008	Mar 2008	April 2008	May 2008
# ECoC related UK-wide media (517E)	956	463	530	1115	969
Value of UK-wide positive media on the ECoC	£3,731,592	£745,008	£1,255,230	£3,367,794	£1,986,233

Source: Cision (2008) Liverpool Monthly Media Analysis[37]

5.2. Personal Interpretations

Indicators in this category focus on the impressions of Liverpool as expressed by people outside of the North West region.

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[35] This is the combined value of coverage of ECoC-specific, tourism, and event related Liverpool City Council portfolios (including the Lord Mayor's parade and other civic news items).

[36] Coverage values for 2005 are estimated as only value of coverage from July to December is available for this year.

[37] Please note that the Cision figures are based on a different media sample to the Newscentre ECoC coverage figures.

Measure \ Year	2005	2006	2007
Positive impressions of Liverpool (UK outside NW) % (504E)	53%	51%	55%
"Is Liverpool a premier European city?" (% outside NW, agree) (507E)	41%	44%	42%
"Is Liverpool a place you want to visit?" (% outside NW, agree) (508E)	58%	54%	60%

Source: NOP annual perceptions survey

In general, there is a fairly positive external perception of Liverpool. This is mainly associated with its people, its buildings and its heritage. The main areas associated with negative perceptions are crime, decay/decline, and, paradoxically, the people, indicating that opinions on Liverpool are not homogenous across the UK. This mirrors the examples of media coverage with a more negative tone (i.e. crime and violence, employment, poverty, and social and health issues).

Across the whole country, aspects such as the people/characters, buildings/heritage, waterfront/docks, nightlife, interesting places/lots to do and see, football/sport and museums and galleries were spontaneously mentioned as good things about Liverpool. The bad points that were reported also encompassed a wide range of issues (including decay, litter, a bad reputation and traffic), but in 2007, as for 2006, crime/vandalism was a notable preoccupation, regardless of where people lived in Britain.

Awareness of things to do in Liverpool rose slightly from 2006 to 2007 for the rest of Britain, although the Albert Dock, Anfield (Liverpool Football Club) and the Beatles continued to be the three attractions that people were most likely to be aware of without prompting. Overall, the lack of knowledge about Liverpool was notable for those living outside the North West, but in spite of this, there was a strong perception throughout Britain that Liverpool was a city on the rise again.

6. Physical Infrastructure and Sustainability

This category encompasses infrastructure, travel and sustainability. The most appropriate indicators to assess many of these topics are of a qualitative nature.

6.1. Physical Infrastructure Investment

In terms of **physical infrastructure investment**, between 2000 and the end of 2007, around 250 multi million pound major developments completed in Liverpool City Centre and these are estimated to be worth at least £1.8bn (values have only been identified for 80% of the developments). A further £1.5bn worth of developments are due to complete during 2008, a figure that is substantially boosted by the Liverpool One development. The number of major schemes completing in the city centre has risen steadily each year since 2003 and is set to peak in 2007 and 2008. In addition, almost two hundred major schemes are currently identified in the pipeline but given the current economic uncertainty it is difficult to predict how many of these will progress.[38]

A useful indicator for infrastructure development is to track the **progress of the 30 major infrastructure projects** (610F) identified during the bid for ECoC as supporting Liverpool's offer. By the end of 2007, 20 of these (60%) were completed, 6 more on track (including Grosvenor's L1 development of which phase I opened ahead of schedule) and three delayed or replaced.

6.2. Travel and Transport

The **number of passengers** arriving at Liverpool John Lennon Airport who have Merseyside as a destination continues to rise year on year. Virgin Rail is reporting a 20% rise on 2007 passenger figures for the Euston to Liverpool route for the first quarter of 2008.

[38] Source: Liverpool City Council, 2008.

	2003	2004	2005	2006	2007
International LJLA Passengers to Merseyside (611F)	184,240	236,880	289,520	327,116	363,063

Source: TMP Gateway Survey and Digest

6.3. Culture Company Activity to Minimise Environmental Impact

In terms of environmental measures, **the percentage of visitors who travel to Liverpool by car** (607F) remains between 40% and 50%,[39] well below the percentage for all destinations (61%). As with cultural participation, a useful indicator in this area would be levels of **commitment to sustainability** on the part of the Culture Company and Liverpool City Council. Partnership with Merseytravel, as well as having the three main train operating companies serving Liverpool as 08 Sponsors is a positive step towards this, with early indications suggesting that the use of public transport to attend ECoC events is high. For the 2008 Public Opening Event, it is calculated that 40% of the audience travelled by local rail alone.[40]

The Liverpool Culture Company is also taking a lead within Liverpool City Council in terms of environmental policy, and achieved ISO140001 status in April 2008.[41] As part of this process, there is a weighting towards environmentally friendly measures in contract tendering (e.g. for event catering) and regular promotion of environmental awareness at events.

7. Philosophy and Management of the Process

7.1. Income and Expenditure

The budget of the Culture Company is spread across six financial years, starting at over £7.5m in 2003/04 and rising to about £20m for 2005-2007, with £29.8M budgeted spend in 2008/09. The total operating budget is £109.4m, higher than for any previous ECoC host city.

Income distribution (704G) is indicative of the respective host city's ability to diversify sources of funding for culture in the context of the ECoC hosting process. However, it should be noted that local authority structures and roles change between host cities, and so figures are not strictly comparable. In Liverpool, for example, contributions from Liverpool City Council have been sustained above half of the **total income** (705G), whereas in Lille only 30% came directly from the City of Lille, with up to 52% coming from the regional and national authorities and other public bodies. The total income from governmental/public sector sources was 82% for Lille, and is projected to be 91.4% for Liverpool 08. The record for levels of contribution from the private sector to a European Capital of Culture is £10m (13m Euro) achieved by Lille in 2004, and Liverpool is expecting to approach this with a projected commercial income of £9.4m.

39 In 2002: 48%, 2004: 50%, 2006, 41%, early indications for 2008: 49% (TMP, DBS and Impacts 08 data)
40 Merseyrail reported 15,000 extra journeys that night, while the total audience is estimated at 38,000. NB this does not include use of buses, cycling or walking.
41 The international environmental management standard ISO 14001 is a voluntary initiative aimed at improving company environmental performance.

Measure / ECoC year	Liverpool 2008[42] (2003-2009)	Luxembourg 2007	Lille 2004	Glasgow 1990[43]
Income Sources of ECoC (704G)				
▪ Sponsors and Commercial/Earned	8.6%	8%	18%	11% (16%)
▪ City Council	63.8%	22%	30%	66% (49%)
▪ Public Sector grants	27.6%[44]	70%	52%	23% (35%)
Total Income (705G)	£109.4m	£36.6m (€45m)	£73.7m	£60m (£40m)

Source: Liverpool Culture Company, 2008; Myerscough, 1991; Palmer and Richards, 2007; TRAM, 2008[45]

In terms of **expenditure**, it is relevant to consider the distribution of funding between actual event programming, promotion/marketing and administration, as this reveals the differing emphasis placed by respective cities on the actual presentation of events and cultural programming, city marketing and/or event promotions, and enhancements to the management and operation of culture. Budgeted expenditure on programming for Liverpool 2008 (from April 2007, covering two financial years) is 73.1%, which is above the overarching ECoC average, while expenditure on overheads and administration is less than half the average and in line with expenditure in Lille 2004 and Luxembourg 2007. Lille in 2004 focused almost 80% of its budget on programming, as was the case for Glasgow in 1990. Luxembourg placed 70% of its budget on programming and 18% on marketing.

Measure / ECoC year	Liverpool 2008 (from April 07)	Luxembourg 2007	Lille 2004	Glasgow 1990	Average ECoC 1995-2004
ECoC Expenditure (£m) (718G)					
▪ Programming	73.1%	71%	79.5%	82.3%	62.6%
▪ Promotion and Marketing	16.7%	18%	10.3%	15.1%	14.3%
▪ Overheads/administration etc.	10.2%	11%	10.2%	2.8%	23.2%
Total Expenditure (£m)	£53.27m[46]	£36.6m[47] (€45m)	£73.7m	£40m	n/a

Source: Liverpool Culture Company, 2008; Myerscough, 1991; Palmer and Richards, 2007; TRAM, 2008

7.2. Sponsors and Partner Involvement

The **number of sponsors** (701G) in all categories (partner, supporter, supplier and friend) continues to grow in line with plans. The **08businessconnect** initiative has led to a dramatic growth in businesses signing up to join the 08 business club since its launch in late 2005. This trend is expected to continue.

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42 This breakdown is based on projected income at October 2007, and is therefore subject to change.

43 Note that, for Glasgow 1990, the Policy Studies Institute distinguishes between the ECoC specific budget (£40m) and direct and enhanced grants to projects and cultural institutions in the city. Accounting for this additional ECoC-related grant funding, the budget goes up to £60m, as reported by Robert Palmer and Greg Richards in their *European Cultural Capital Report* (full reference below). If we take the additional grant funding into account, the overall income distribution for Glasgow 1990 is closer to that of Liverpool 2008, with over 66% of the funding provided by the City Council.

44 Currently we are not able to break this figure down to arts and non-arts public sector but indications are that it is about 10% arts sector and 16% non-arts sector.

45 Income and expenditure distribution figures for Liverpool 2008 were obtained directly from Liverpool Culture Company. Glasgow figures were obtained from Myerscough, J. (1991), *Monitoring Glasgow 1990,* published by Glasgow City Council; Lille from Palmer, R., Richards, G. (2007), *European Cultural Capital Report,* Arnhem, The Netherlands: ATLAS; and Luxembourg from TRAM (Tourism Research and Marketing) (2008), *Luxembourg and Greater Region, European Capital of Culture 2007, Final Report,* available from http://www.mcesr.public.lu/presse/annee_culturelle_2007

46 Based on combined budgets and some outturn figures for 2007/08 and 2008/09 only; total projected expenditure is £109.4m, recognising the programmed and themed years up to 2008. Overheads/administration contains CSSRs, which are costs which have a net impact on the overall budget for the delivery of Liverpool's programme as they are paid to the City Council for the use of services by the delivery vehicle, Liverpool Culture Company, and paid out of funding from Liverpool City Council.

47 Mid-market conversion rate as at 31/10/08. In addition, €12.36m was contributed to events and activities from other parts of the Greater Region, making a total cost of €57.5m for activities across Luxembourg and the Greater Region.

Measure / Year	2004	2005	2006	2007	2008
Organisational Members of 08businessconnect (cumulative) (113A)		542	2,096	3,529	4,117 (June)
Number of sponsors (cumulative) (701G)	1	9	11	26	
Income from sponsors (financial year) (717G)	£1,500,000	£1,392,000	£2,373,000	£1,576,000	£709,000

Source: Liverpool Culture Company

7.3. Local and national knowledge and satisfaction with the Liverpool ECoC

Locally, regionally and nationally, **awareness of Liverpool as European Capital of Culture 2008** (710G) continues to rise from 2005 to 2007. This is indicative of a successful marketing, branding and media campaign as well as potential word-of-mouth resulting from direct experience of the ECoC (as an audience, participant or general supporter of the event programme or the city of Liverpool).

Unprompted awareness of Liverpool as ECoC	2005	2006	2007
▪ Liverpool (%)	95%	95%	96%
▪ NW and N Wales (%)	61%	62%	78%
▪ Rest of UK (%)	20%	26%	33%

Source: NOP annual perception surveys

Satisfaction in Liverpool ECoC (324C) among people who attended events was high, with 61% of the audience feeling that the ECoC title and the programme of events was 'good' or 'very good'.[48] However it is notable that local residents were less satisfied with the Liverpool ECoC and the programme of events than those from elsewhere.

	Liverpool	Rest of UK (excl NW)	Overseas
Average satisfaction score with the ECoC (1= very unsatisfied; 5 = very satisfied)	3.64	3.75	4.02

Source: 08 Audience Satisfaction and Diversity Surveys, 2008

This more negative local picture is also reflected in the NOP people perception survey findings, which show that locally, faith in the potential benefits of the ECoC remains mixed, with generally negative trend in perceptions of the breadth of benefit of the ECoC to the wider population.

Liverpool residents' agreement with statement (%)	2005	2006	2007
▪ Everyone in Liverpool will gain from Capital of Culture	61	57	48
▪ I think that money will be wasted	30	39	48
▪ The city will be a much better place by 2008	88	81	72
▪ Only the city centre will really benefit	50	53	58
▪ There will be a lot of new investment in Liverpool	93	90	86
▪ It won't have much long-term impact on the city	31	38	38
▪ A lot of new jobs will come to Liverpool	86	76	72
▪ There won't be things for ordinary people	26	30	26

Source: NOP, 2007

It would appear that this negativity is limited to the management of the programme, rather than the content as 86% of Liverpool respondents and 74% of North West and North Wales respondents have expressed that they would be interested in attending ECoC events. Fifty two percent of respondents from elsewhere in the UK would also be interested in attending some events, which bodes well for the potential visitor figure impact of the 2008 programme itself.

[48] Source: 08 Audience Satisfaction and Diversity Surveys. Note that the level of satisfaction about the overall programme and the ECoC at large is lower than that reported for specific ECoC events attended (see p.11).

7.4. Information Management

Work has been taking place since early 2006 between Impacts 08 and Liverpool Culture Company to ensure that the necessary policies and systems concerning data collection, monitoring and evaluation are developed in order that data pertaining to events and other Culture Company functions can be accurately collected. This will help to ensure that organisational learning and self-evaluation takes place. A particularly useful outcome of this is the 08 Audience Satisfaction and Diversity Surveys, carried out by the 08 Volunteers, which allow high quality audience data on events to be collected. This work has also taken place with Liverpool's cultural sector as a whole and, from late 2007, this has been formalised as a research agreement between Impacts 08 and the Liverpool Arts Regeneration Campaign to support capacity for research and advocacy for the sector.

8. Conclusion and next steps

Impacts 08 has selected a wide range of indicators across the four dimensions of regeneration impact (economic, social, physical and cultural) and across the research programme's main themes. In many areas, indicator and population definition is extremely difficult, either because of a lack of suitable data at the local level (e.g. with respect to investment) or the lack of data collection at all (e.g. with respect to skills development and participation). A considerable amount of work has been undertaken with Liverpool Culture Company to support the development of systems for the collection of data. Further work will be undertaken with other cultural organisations in the city in order to gather additional relevant data.

Several of the areas presented in this report will be expanded when the Impacts 08 team come to reflect upon the impacts of the ECoC year itself, as some indicators are not applicable prior to 2008. With data gathered during 2008 it will be possible to establish a more direct comparison with indicators from previous ECoC host cities, which have only assessed data emerging from the event year itself (in contrast demonstrating a strength of Liverpool 08). In 2008, Impacts 08 will also use the Core Cities and the Cities of Culture Networks as comparisons to assess economic impact and continue to track regional impacts at North West level.

Appendix: Impacts 08 reports

Available online or coming soon at: http://www.liv.ac.uk/impacts08/Dissemination/I08reports.htm

Economic impacts and processes

- *The Business of Culture: ECoC impacts and engagement with the regional and local business base*
- *Measuring the economic impacts of Liverpool ECoC* - baseline indicators

The city's cultural system

- *Scoping and understanding Merseyside's Creative Industries and impact of the ECoC*

Cultural access and participation

- *Impact of 08 Volunteering on levels of Cultural Engagement*
- *Local Area Studies (phase one)*

Image and identity

- *Impact of the ECoC on Liverpool's local and national media coverage - 2003 to 2007*
- *'Re-telling the City - Exploring Narratives of Liverpool'*
- *'Press Impact Analysis (96, 03, 05) - A retrospective study:* UK National Press Coverage on Liverpool before, during and after bidding for European Capital of Culture status'

Philosophy and management of the process

- *Understanding the 08Sponsors' experience of Liverpool European Capital of Culture*
- *Understanding Liverpool Councillors' experience of the European Capital of Culture*

Complementary reports outlining our methodological approach are also available in the Background Documents section of the above webpage.