



University Study to Evaluate Capital of Culture 08 Impact

LIVERPOOL, UK – 2 May 2006: A major collaborative research programme to assess the impact of Liverpool's status as European Capital of Culture 2008 will be launched today.

Impacts 08 – the Liverpool Model, is a joint research initiative involving the University of Liverpool and Liverpool John Moores University, which will evaluate the social, cultural, economic and environmental impact of Liverpool's European Capital of Culture status on the city, its people and the Northwest.

The project, commissioned by Liverpool City Council, will examine the progress and impact of the Liverpool 08 cultural programme from the period of the bid through the preparation stages to 2008 and beyond. The aim of the project is to develop a research model for evaluating the multiple impacts of culture-led regeneration programmes that can be applied to events internationally as well as the UK, such as the London 2012 Olympics.

The team will collect quantitative data as well as carry out qualitative research across Liverpool about people's experiences and interpretation of the cultural programme. They will also analyse the impact of the cultural programme on Merseyside businesses, its portrayal in the media and interview a range of senior figures in key public and private sector organisations.

The team will work closely with Liverpool 08's stakeholders (including Liverpool City Council, Liverpool Culture Company and Culture Northwest) to report back areas of success and suggestions for improvement to ensure an excellent programme is realised. Key findings will be reported on a new Impacts 08 website and will link into the Northwest Culture Observatory Gateway.

More follows ...

Dr Beatriz Garcia, Director of the Liverpool Model, came to the programme having completed a major retrospective study on the long-term cultural legacy of Glasgow 1990 and is currently a cultural advisor to the London Olympics.

Dr Garcia said: "Impacts 08 will set a benchmark in the evaluation of major cultural events and programmes in assessing their impact on society. I am looking forward to directing such a ground-breaking research project to assess what I consider the most prestigious culture-defined urban regeneration programme in Europe. This is a very exciting time for Liverpool."

Impacts 08 – the Liverpool Model will be launched on Tuesday, 2 May. The event will be hosted by the Chairman of the Liverpool Culture Company and Vice-Chancellor of the University, Professor Drummond Bone and Professor Michael Brown, Vice-Chancellor of Liverpool John Moores University and Board Member of the Liverpool Culture Company. Speakers include Robert Palmer, Cultural Advisor to the European Commission, Loyd Grossman, Chair of Culture Northwest and Deputy Chair of the Culture Company, and Dr Beatriz Garcia, Director of Impacts 08.

Notes to editors

- 1. Members of the media are welcome at the Impacts 08 – the Liverpool Model event. This will be held at the RENEW Rooms on Wood Street on Tuesday, 2 May from 12pm. Please contact Jo Robotham if you plan to attend.**
2. The Liverpool Culture Company was established by Liverpool City Council in 2000 to lead the bid to be European Capital of Culture in 2008. Since June 2003 its main objective has been to deliver a themed year programme of events leading up to 2010, including 07 - the city's 800th birthday year and 08. This programme includes artistic commissions and collaborations, large scale events and hundreds of community projects in the city's neighbourhoods.

Plans for 2007 will be unveiled in July this year and highlights for 08 in November. The 2006 themed year is Liverpool Performs which focuses on performance in art, business and sport. Staffed by more than 110 people, the Liverpool Culture Company also controls marketing of the city and operating its tourism information centres. Its 2005-09 Business Plan outlines a £95m budget funded by both public and private sector - principally Liverpool City Council, Arts Council Northwest, NWDA and DCMS. It currently has eight Official Partners. For more information log on to www.liverpool08.com

More follows ...

3. The Northwest Culture Observatory is hosted by Culture Northwest. Culture Northwest is a thinking, networking and advocacy organisation. Culture Northwest is the Cultural Consortium for England's Northwest, established in 1999 by the Secretary of State for Culture, Media and Sport, and its role is to drive the Regional Cultural Strategy. Culture Northwest's core funding is predominantly provided by the Department for Culture, Media and Sport and the Northwest Regional Development Agency. For further information visit www.culturenorthwest.co.uk
4. Liverpool John Moores University is the top-ranked new university in the UK for research, with international and national centres of research excellence in areas such as sports-related subjects, general engineering, physics, social science and professions allied to medicine.
5. The University of Liverpool is one of the UK's leading research institutions. It attracts collaborative and contract research commissions from a wide range of national and international organisations valued at more than £90 million annually.

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