

Cultural Research and Liverpool 08

REGENERATION AND CAPITAL OF CULTURE

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Regeneration and Capital of Culture

Capital of Culture:

- What is European Capital of Culture?
- How Liverpool? The Bid
- Why Liverpool won
- Why did Liverpool Bid
- Defining Capital of Culture in Liverpool

Regeneration

- Context, Challenges & Approach
- Culture at the heart of Regeneration?

What is European Capital of Culture?

Cities of Culture 1985 – 2004
See the Palmer Rae evaluation
Successor programme is the European Capital of Culture 2005 - 2019

The key document is:

- DECISION 1419/1999/EC OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 25 May 1999 establishing a Community action for the European Capital of Culture event for the years 2005 to 2019
- This document designated the UK as host for 2008

The quick answer is
It is simply a year long festival of arts and culture based in a city

How Liverpool? The Culture Bid

In the UK, Department for Culture Media and Sport (DCMS) decided to set up a competition to select the host city:

- “DCMS guidance for applicants: European Capital of Culture 2008: Criteria and Information for Applicants”

The Bid Process:

- 2000 Chris Smith (SoS) launches competition
- Selection of Independent Advisory Panel (12 judges)
- Phase 1 of Bid – 12 cities applied by March 2002
- Phase 2 of Bid (Oct 02 – June 03) 6 shortlisted cities
- June 2003 Liverpool announced as winner
- October 2003 nomination ratified by Council of Europe

Why Liverpool?

Report on the short-listed applications for the UK nomination for European Capital of Culture 2008. DCMS June 2003

- Liverpool's bid, crucially, best combines strong central direction, civic leadership, with wholehearted public participation.
- Liverpool best addresses the objectives and criteria set out in Decision 1419/1999/EC and the additional criteria set out by the UK Government.
- The Panel decided that, from a strong field, Liverpool was most likely to deliver a successful year-long celebratory festival in 2008.

Sir Jeremy Isaacs press conference
"If one had to say one thing that swung it for Liverpool it would have to be there was a greater sense there that the whole city is involved in the bid and behind the bid."

Why Liverpool? 2

Some Myths:

- Political decision?
- Liverpool needs it most – “maybe a city like Liverpool needs the glory and associated funding more than us” Newcastle blog June 2003

My View – refer back to Judges Report

Simply the best bid:

- Assets
- NML, Tate, FACT, Philharmonic, Biennial, Theatres, international profile Heritage & Architecture, Sport, Beatles,
- Proposed programme & funding
- Well supported and influential supporters
- Regeneration – huge scale / potential

Why did Liverpool Bid?

ECOC a tool to help advance the city's strategic aims

"For Liverpool to become a premier European City"
Community Strategy - Liverpool First 1999

Liverpool Vision's Strategic Regeneration Framework, 2000
Goals included *"World class tourist destination"* & *"premier European city"*
SRF explicitly identified the Culture Bid as a way of
improving the regional, national and international perception of the City Centre

"Create Participate Regenerate" – 3 original Bid Objectives summarise the range of aspirations

Quotes from final interview rehearsals:

- *Winning Capital of Culture would provide the rocket fuel to ensure that the city's regeneration goes further and faster.*
- *For too long the young people of this city have walked around with heads down looking at the pavement we want to provide them with an opportunity to lift their head high, look to the skies and imagine a universe of possibilities.*

Defining Capital of Culture in Liverpool?

How wide or narrow a definition?

Suggest 3 key elements for a wide definition:

1. **Culture Company** – circa £87m programme 2005 – 2009
2. **Culture Partners:**
 - a. cultural institutions programmes
 - b. independent and commercial activity
3. **Regeneration** – c. £3bn programme 2004 – 2008 and beyond – "Big Dig"

A narrower definition could cover just elements 1 and 2a

Liverpool's Regeneration Context

Some Good News

- Our economy has started from a low base but we have started to play catch up:
- GVA growth in Liverpool has outperformed the UK for each of the last 3 years;
- GVA per head in Liverpool has recently overtaken that for the North West.
- Between 1998 and 2005, Liverpool has created an extra 24,000 jobs – the city is now home to 226,143 jobs;
- There is currently around £3bn worth of investment taking place in the city centre alone.
- Population has started to increase following 70 years of decline
- Intangible feelgood factor? Improving image and confidence in the city's future

Liverpool's challenges

But we know the challenges which include:

- Not powerful, fast, radical or focused enough
- Not enough private investment to deal with:
 - 62% employment rate
 - £600m housing decency backlog and overheating market, South End
 - Creaking physical infrastructure and natural environment
- 41,000 on Incapacity Benefit
- 67 Neighbourhoods in top 1% of country's Deprivation Index
- Low survival rates of start ups
- Low skills, low innovation
- Low participation, low voting turnout

Our approach to regeneration

- Stabilize population
- New jobs & businesses
- Skilled workforce at all levels
- Balanced, quality housing offer
- Safer, cleaner, better managed neighbourhoods
- Environment
- Vibrant district retail centres
- Education & Schools rebuilding
- Health
- Premier destination offer

Culture at the heart of regeneration?

3 models

1. Culture-led Regeneration

Where culture is used as the main engine of regeneration. This approach usually involves the creation of a landmark building, or it can involve the reclamation of major pieces of land for festivals or other cultural activity (for example the Garden Festival).

2. Cultural Regeneration

This model fully integrates culture into all aspects of an area regeneration strategy in a particular location.

3. Culture and Regeneration

In this model cultural activity is not integrated with the regeneration plan and the intervention is usually small scale, (for example public art programme on a business park.)

Or...Comprehensive Regeneration

A multi disciplinary and multi-agency approach to securing economic, social and environmental renewal

Why Culture and Regeneration?

1. Why the focus upon culture and regeneration?
2. Does the UK place more importance than elsewhere on culture's instrumental rather than intrinsic value? Culture as a tool to deliver other policy goals?

Compare EU and DCMS criteria for Capital of Culture:
EU emphasis – artistic events, cultural projects, European integration cultural dialogue and brief mention of “employment and tourism”
DCMS criteria is more explicit about regeneration potential:
“Glasgow experienced substantial economic and social benefits and made excellent use of arts and culture to strengthen and communicate its regeneration”.
“2008 should mark a lasting change in the city’s standing in it’s own eyes, throughout the UK and on the continent”.

ECOC- Explicit regeneration connection is quite rare – notable exceptions:
Glasgow90, Lille04, Liverpool08 – context and timing are key

